City Council Agenda

Regular Meeting

Bell City Council

Wednesday, April 18, 2012

6:00 P.M. Closed Session
7:00 P.M. Open Session

Bell Community Center
6250 Pine Avenue

Ali Saleh
Mayor

Violeta Alvarez
Vice Mayor

Danny Harber
Council Member

Ana Maria Quintana
Council Member

Nestor E. Valencia
Council Member

Welcome to the City Council Meeting

The Bell City Council and staff welcome you. This is your City Government. Individual participation is a basic part of American Democracy and all Bell residents are encouraged to attend meetings of the City Council. Regular City Council meetings are held the first and third Wednesday of the month at 7:00 p.m., Bell Council Chambers, 6330 Pine Avenue. For more information, you may call City Hall during regular business hours 8:00 a.m. to 4:00 p.m., Monday through Friday at (323) 588-6211 Extension 217.

City Council Organization

There are five City Council members, one of whom serves as Mayor and is the presiding officer of the City Council. These are your elected representatives who act as a Board of Directors for the City of Bell. City Council members are like you, concerned residents of the community who provide guidance in the operation of your City.

Addressing the City Council

If you wish to speak to the City Council on any item which is listed or not listed on the City Council Agenda, please complete a *Request to Speak Card* available in the back of the City Council Chambers. Please submit the completed card to the City Clerk prior to the meeting. The Mayor will call you to the microphone at the appropriate time if you have filled out a *Request to Speak Card.* At that time, please approach the podium, clearly state your name and address, and proceed to make your comments.

Compliance with Americans with Disabilities Act

The City of Bell, in complying with the Americans with Disabilities Act (ADA), request individuals who require special accommodation(s) to access, attend, and or participate in a City meeting due to disability. Please contact the City Clerk's Office, (323) 588-6211, Ext. 217, at least one business day prior to the scheduled meeting to insure that we may assist you.

Statement Regarding Compensation for Members of the Bell City Council

Compensation for the members of the Bell City Council is $673 a month. In accordance with Government Code Section 54952.3, Councilmembers will not receive any additional compensation or stipend for the convening of the following regular meetings: Successor Agency to the Bell Community Redevelopment Agency, the Bell Community Housing Authority, the Bell Public Finance Authority, the Bell Surplus Property Authority, the Bell Solid Waste Authority, and the Planning Commission.

CITY OF BELL, CALIFORNIA

MEETING OF THE

BELL CITY COUNCIL/BELL COMMUNITY HOUSING AUTHORITY/SUCCESSOR AGENCY TO THE BELL COMMUNITY REDEVELOPMENT AGENCY

April 18, 2012

6:00 P.M. Closed Session
7:00 P.M. Open Session

Bell Community Center
6250 Pine Avenue

Call to Order

Roll Call of the City Council in their capacities as Councilmembers/ Members of the Bell Community Housing Authority/ and, Successor Agency to the Bell Community Redevelopment Agency: Alvarez, Quintana, Valencia, Harber, and Saleh

Communications from the Public on Closed Session Items

This is the time for members of the public to address the City Council and related Authorities and Agencies only on items that are listed under Closed Session.

Closed Session

1. The City Council and the related Authorities and Agencies will recess to a closed session to confer with legal counsel regarding the following matters:

   a.) CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION (Subdivision (a) of Section 54956.9); Name of Case: *Bell v. Best Best & Krieger*, LASC BC466436

   b.) CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION (Subdivision (a) of Section 54956.9); Name of Case: *Dexia Credit Local v. City of Bell, Bell Public Financing Authority*

   c.) CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION Significant exposure to litigation (Government Code Section 54956.9(b)) (four (4) potential cases)

Reconvene Regular Meeting

Pledge of Allegiance

Proclamation acknowledging April, 2012 as Fair Housing Month

Communications from the Public on Non-Agenda Matters

This is the time members of the public may address the City Council, Bell Community Housing Authority and the Successor Agency to the Bell Community Redevelopment Agency **on non-agenda items** that are under the subject matter jurisdiction of City Council and/or its related authorities and agencies.

State law prohibits the Council and/or its related authorities and agencies from taking action on a matter not on this Agenda. Any matter may be referred to the Interim Chief Administrative Officer for follow up.

Request to Speak forms must be submitted prior to the beginning of the public comment period on Non-Agenda Items. Speaker cards shall not be accepted by the City Clerk after the first speaker begins his/her comments. Speakers will be called to speak by the Mayor/Chair at the appropriate time. Comments are limited to three minutes. When addressing the Council/Agencies, please address the Council through the Mayor/Agency Chair.

Presentation by interim Director of Community Services on Department Activities and Organization

City Attorney Report

The City Attorney will report out on any action(s) to be taken by the City Council/Agencies on Closed Session matters.

Communications from the Public on Agenda Items

This is the time for members of the public to address the City Council, Bell Community Housing Authority, and the Successor Agency to the Community Redevelopment Agency, **on items that are listed on the open session agenda**.

Persons wishing to address the Council/Agencies on the Consent and/or Business Calendars should identify the items they wish to speak on at this time and provide a completed "blue" speaker card to the City Clerk. "Request to Speak" forms must be submitted prior to the beginning of the public comment period on Agenda Items. Speaker cards shall not be accepted by the City Clerk after the first speaker begins his/her comments.

Speakers will be called to speak by the Mayor/Chair at the appropriate time. Comments are limited to three minutes on all items. When addressing the Council/Agencies, please address the Council through the Mayor/Agency Chair.

Consent Calendar

The following Consent Calendar items are expected to be routine and non-controversial. They are acted upon by the City Council and related authorities at one time without discussion.

Recommendation: Approve items No. 2 through No. 11

2. Approval of Minutes of the Special Meeting of the City Council on March 31, 2012 , and the Regular Meeting of April 4, 2012 **(Council/*Successor Agency to the Bell Community Redevelopment Agency/Bell Community Housing Authority)***

3. Approval of General Warrants and Community Housing Authority and Successor Agency to the Community Redevelopment Agency Warrants dated April 18, 2012. ***(Council/Successor Agency to the Bell Community Redevelopment Agency/Bell Community Housing Authority)***

4. Proposition C Capital Reserve Projects and Proposition 1B Projects

   Recommendation:

   The City Council approved two separate resolutions to identify Prop C Capital Reserve Projects and its budget amendments and approve Prop 1B Projects and the related budget amendments.

5. Amended Recognized Obligation Payment Schedule (ROPS)

   Recommendation:

   Adopt a resolution approving an amended Recognized Obligation Payment Schedule to cover the periods between January 1, 2012, and June 30, 2012.

Business Calendar

6. City of Bell Technology Center Program

   Recommendations:

   (1) Approve an appropriation adjustment recognizing $43,200 of the revenues of a $200,000 grant from the U.S. Department of Education and allocating the funds to the Technology Center Program in FY 2011-12 with the balance to be budgeted in FY 2012-13 and FY 2013-14.

   (2) Approve a Memorandum of Understanding between the City of Bell, the Southeast Community Development Corporation, and the Youth Policy Institute establishing a partnership for the purpose of

introducing and improving the computer skills of youth in the community.

(3) Adopt a Resolution designating the property at 4357 East Gage Avenue as the City of Bell Technology Center.

RESOLUTION NO. 2012-35 – A Resolution of the City Council of the City of Bell establishing the City property located at 4357 East Gage Avenue as the City of Bell Technology Center

7. Dial A Ride Public Transportation Request for Proposals

Recommendation: Reject all bids received for the Dial-A-Ride Transportation Services and authorize the Chief Administrative Officer to negotiate an agreement with the Oldtimers Foundation for blend of para-transit and taxi based Dial-A-Ride Services for an amount that does not exceed $384,000.

8. Job Descriptions for City Department Head Positions

Recommendation:

Approve job classification descriptions for the positions of Community Services Director, Community Development Director, Finance Director and Chief of Police

9. City of Bell Logo Design

Recommendation:

The City Council provide direction to staff on how to proceed with the proposed City of Bell logo concepts.

10. New City of Bell Website

Recommendation:

Approve a contract service agreement for website design development services with Vision Internet Providers, Inc. for a three-year period not to exceed $23,442.50 of which $17,860 would reflect the cost for website design development, and $5,582.50 for annual maintenance and website hosting.

11. Consideration of Urgency Ordinance imposing a temporary moratorium on Medical Marijuana Dispensaries and temporary restrictions on cultivation of marijuana

Recommendation:

Adopt an Urgency Ordinance imposing a moratorium on medical marijuana dispensaries and temporary restrictions on cultivation of marijuana, and direct staff to study and develop appropriate permanent regulations that may be adopted at a later time.

12. Phase One Study by the Los Angeles County Sheriff's Office of providing police services to the City of Bell

Mayor and City Council Communications

Pursuant to Assembly Bill 1234, this is the time and place to provide a brief report on Meetings, Seminars and Conferences attended by Mayor and City Councilmembers.

Adjournment

Next Regular Meeting, Wednesday, May 2, 2012

I, Patricia Healy, CMC, Interim City Clerk of the City of Bell, certify that a true, accurate copy of the foregoing agenda was posted on April 13, 2012, seventy-two hours prior to the meeting as required by law.

Patricia Healy, CMC
Interim City Clerk

Meeting of
Bell City Council / Bell Community Housing Authority/
Successor Agency to Bell Community Redevelopment Agency

April 18, 2012

6:00 P.M. Closed Session
7:00 P.M. Open Session

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MINUTES

Special Meeting
Bell City Council

Saturday, March 31, 2012

Bell Community Center
6250 Pine Avenue

Called to Order by Mayor Saleh at 1:30 P.M.

Roll call of City Council:

Present: Councilmembers Alvarez, Quintana, Valencia, Vice-Mayor Harber, and Mayor Saleh (5)

Absent: None (0)

Also Present: Bobbi Peckham, Executive Search Consultant

Communications From The Public on Closed Session Items

None

Closed Session

The Bell City Councill recessed to a closed session pursuant to Government Section 54957 (b) (1) to review applications for the position of Chief Administrative Officer.

PUBLIC EMPLOYMENT
Chief Administrative Officer

Adjournment – 3:59 P.M.

Next Regular Meeting, Wednesday, April 4, 2012 at 6:00 P.M.

I, Patricia Healy, CMC, Interim City Clerk of the City of Bell, certify that the foregoing minutes were approved by the City Council of the City of Bell at a regular meeting held on the 18th day of April, 2012.

_____
Interim City Clerk

_____
Ali Saleh, Mayor

CITY OF BELL, CALIFORNIA

MINUTES OF THE

BELL CITY COUNCIL/BELL COMMUNITY HOUSING AUTHORITY/SUCCESSOR AGENCY TO THE BELL COMMUNITY REDEVELOPMENT AGENCY

April 4, 2012

Bell Community Center
6250 Pine Avenue

Called to Order by Mayor Saleh at 6:06 P.M.

Roll Call of the City Council in their capacities as Councilmembers/ Members of the Bell Community Housing Authority/ and, Successor Agency to the Bell Community Redevelopment Agency:

Present: Councilmembers Alvarez, Quintana and Valencia, Vice-Mayor Harber, and Mayor Saleh (5)

Absent: None (0)

Also Present: Interim Chief Administrative Officer Croce, City Attorney Aleshire, and Interim City Clerk Healy

Communications from the Public on Closed Session Items

None

Closed Session

1. The City Council and the related Authorities and Agencies recessed to a closed session to confer with legal counsel regarding the following matters:

   a.) CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION - Paul Martinez v. City of Bell; ADJ 7850172 and ADJ 7762099

   b.) CONFERENCE WITH LEGAL COUNSEL--EXISTING LITIGATION (Subdivision (a) of Section 54956.9); Name of case: *Lisa Ramirez, et al, County of Los Angeles, City of Bell, et al*; U.S. District Court Case No. CV 00457-JHN (M__ X)

   c.) CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION (Subdivision (a) of Section 54956.9) Name of case: *James Corcoran v. City of Bell* Case No.: Los Angeles County Superior Court BC442280

d.) CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIAGATION - *Luis Ramirez et al. v. City of Bell et al.*, LASC BC 474118

e.) CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION Significant exposure to litigation (Government Code Section 54956.9(b)) (four (4) potential cases)

Councilmember Valencia recused himself from participating in Item 1(c) and left the dais for this item only.

Reconvene Regular Meeting – 7:21 P.M.

Pledge of Allegiance was led by Girl Scout Troop 8345 of Greater Los Angeles

Mayor Saleh presented Certificates of Achievement to the Bell High Boys Basketball team members, coaches, and scorekeepers for winning the Eastern League Championship, the CIF Los Angeles City Division 3 Championship, and participating in the CIF State Championship Quarterfinals

Team Members: Daniel Lopez, Adolfo Alceda, Andy Contreras, Edward Sanchez, Keith Blackstone, Mychal Deas, Mario Torres, Jesus Chiquete, Angel Grimaldi, Cesar Cazares, Cesar Renteria, Alfredo Renteria

Coaches: Alexander Del Hierro, Head Coach; Alejandro De Santiago, Assistant Coach

Scorekeepers: Vanessa De Santiago, Annisa Garcia, Abrie Hernandez, Brenda Alamilla

Mayor Saleh presented Certificates of Achievement in recognition of Outstanding Performance in Auto Theft Investigations to Bell Police Officers James Dowdell, Chris Donahue and John Walker; he also presented a Certificate to Officer Dowdell for making 35 DUI arrests.

Communications from the Public on Non-Agenda Matters and Items on the Agenda

The following individuals addressed the City Council on both non-agenda items and items on the Agenda:

Juliana Chico (general); Alfred Areyan (general, Items 3, 8);Sandra Orozco (general); Erlinda Rodriquez (Item 8); Joe Carmona (Item 6, 8); Donna Gannon (Item 8); Marcos Olivo (general); Rosa Rodriguez (Item 8); Victor Portillo (Item 8)

Presentation by interim Director of Community Development on Department Activities and Organization

Interim Director of Community Development Nancy Fong presented a report relative to the Community Development Department and noted that this department guides the physical development of the community to meet the present and future needs of its citizens in a way that promotes good civic design, strengthens neighborhoods, promotes health and safety, and

expands the economy. She outlined the responsibilities of the Director and the Divisions within the department. Following the presentation, Council discussion ensued.

Annual Reorganization of the City Council

2. The Reorganization of the Bell City Council for the 2012-2013 Term in accordance with Charter Section 504

The Mayor opened discussion and asked for nominations from the floor for the position of Mayor for the 2012-13 term of office. Councilmember Quintana nominated Vice-Mayor Harber who declined the nomination; Councilmember Alvarez nominated Mayor Saleh, and, Councilmember Valencia nominated himself. Hearing no further nominations, the Mayor closed nominations and asked the City Clerk to take a roll call vote with each member identifying his/her choice for Mayor. The following reflects the results of the roll call vote:

Councilmember Alvarez voted for Mayor Saleh
Councilmember Quintana voted for Vice-Mayor Harber
Councilmember Valencia voted for Councilmember Valencia
Vice-Mayor Harber voted for Mayor Saleh
Mayor Saleh voted for Mayor Saleh

Mayor Saleh was elected as Mayor of the Bell City Council for the 2012-13 term

The Mayor opened discussion and asked for nominations from the floor for the position of Vice-Mayor for the 2012-13 term. Councilmember Quintana nominated Vice-Mayor Harber and Councilmember Alvarez nominated herself. Hearing no further nominations, the Mayor closed nominations and asked the City Clerk to take a roll call vote with each member identifying his/her choice for Vice-Mayor. The following reflects the results of the roll call vote:

Councilmember Alvarez voted for Councilmember Alvarez
Councilmember Quintana voted for Councilmember Alvarez
Councilmember Valencia abstained
Vice-Mayor Harber abstained
Mayor Saleh voted for Councilmember Alvarez

Councilmember Alvarez was elected as Vice-Mayor of the Bell City Council and assumed this position for the 2012-13 term.

City Attorney Report

The City Attorney reported that all closed session items were discussed except 1(b.) and that status reports were given on each matter; there was no action taken to report out.

Consent Calendar

- Councilmember Valencia pulled Item No. 5 for further discussion

3. Approval of Minutes of the Regular Meeting of the City Council on March 21, 2012 **(Council/*Successor Agency to the Bell Community Redevelopment Agency/Bell Community Housing Authority***

4. Approval of General Warrants and Community Housing Authority and Successor Agency to the Community Redevelopment Agency Warrants dated April 4, 2012. ***(Council/Successor Agency to the Bell Community Redevelopment Agency/Bell Community Housing Authority)***

5. 2011 Police Department Records Destruction Resolution ***(Council)***

   RESOLUTION NO. 2012-34 - A Resolution of the City Council of the City of Bell, California, Approving the Destruction of Obsolete Police Records Pursuant to California Government Code Section 30490

6. Approve Contract Change Order No.1 for the Filmore Street Project, (04-525-3737-0922), to add Otis Avenue improvements from Florence Avenue to Walnut Street in the amount of $73,200, and authorize the City Engineer to approve the expenditure of construction contingency of $7,320 (10%) for other unforeseen construction work, an amount not to exceed $3,500 for engineering design services, and $3,400 for Construction Management (CM) and inspection, for a total expenditure of $87,420. ***(Council)***

Motion by Councilmember Harber, seconded by Vice-Mayor Alvarez to approve consent calendar items No. 3, 4 and 6 was approved by the following vote:

Ayes:	***Councilmembers Harber, Quintana, Valencia, Vice-Mayor Alvarez, and Mayor Saleh (5)***
Noes:	***None (0)***
Abstained:	***None (0)***
Absent:	***None (0)***

MOTION UNANIMOUSLY ADOPTED

Motion by Councilmember Valencia to retain the Police Department records (Item No. 5) failed due to lack of a second.

Motion by Councilmember Quintana, seconded by Councilmember Valencia to continue the matter until such time as staff can determine the costs of retaining the records (Item No. 5) was adopted by the following vote:

Ayes:	***Councilmembers Harber, Quintana, Valencia, and Mayor Saleh (4)***
Noes:	***Vice-Mayor Alvarez (1)***
Abstained:	***None (0)***

Absent: ***None (0)***

MOTION ADOPTED

Council Business

7. City Council and Expense Reimbursement Policies and Procedures ***(Council)***

Motion by Councilmember Quintana, seconded by Councilmember Harber, to approve the City Council Policies and Procedures and the Expense Reimbursement Policies and Procedures was adopted by the following vote:

Ayes: ***Councilmembers Harber, Quintana, Valencia, Vice-Mayor Alvarez, and Mayor Saleh (5)***
Noes: ***None (0)***
Abstained: ***None (0)***
Absent: ***None (0)***

MOTION UNANIMOUSLY ADOPTED

Following the vote, each Councilmember signed the City Council Personal Code of Conduct as a symbol of each member's continuing commitment to abide by the principles of the code of conduct.

8. Consideration of directing staff to prepare a Municipal Code change regarding Yard Sales ***(Council)***

Following a presentation by Interim Director of Community Development Nancy Fong, Council discussion ensued. Councilmember Valencia introduced a motion to direct staff to look at increasing the number of yard sales allowed per year. Councilmember Quintana asked him if he would consider an amendment to his motion to increase the number of yard sales from two to four. Discussion continued and Councilmember Valencia rejected the amendment and moved that staff be directed to amend the Municipal Code and recommend something other than two times yearly. The motion failed due to lack of a second.

Motion by Councilmember Quintana, seconded by Councilmember Harber to direct staff to prepare an amendment to the City's Municipal Code changing the number of allowable yard sales from two to four annually was adopted by the following vote:

Ayes: ***Councilmembers Harber, Quintana, Valencia, and Mayor Saleh (4)***
Noes: ***Vice-Mayor Alvarez (1)***
Abstained: ***None (0)***
Absent: ***None (0)***

MOTION ADOPTED

Mayor and City Council Communications

Councilmember Quintana

- Encouraged citizens to submit applications to serve on the I-710 Local Advisory Committee

Councilmember Harber

- Encouraged citizens to vote for a new City Logo on the City's website

Mayor Saleh

- Announced the following list of upcoming community events
  - Spring Festival at Veterans Park – April 7, 2012
  - YU-GI-OH Tournament at Veterans' Park – April 20, 2012
  - Earth Day – April 21, 2012

Adjourned at 9:17 P.M. - Celebration of the One Year Anniversary of the Bell City Council

Next Regular Meeting, Wednesday, April 18, 2012.

I, Patricia Healy, CMC, Interim City Clerk of the City of Bell, certify that the foregoing minutes were approved by the City Council of the City of Bell at a regular meeting held on April 18, 2012.

_____
Patricia Healy, CMC
Interim City Clerk

_____
Ali Saleh, Mayor

General

Warrants for

April 18, 2012

CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
49569	04/09/12	120405	WELLS FARGO BANK W.C. ACCT REPLENISH CK#6408-26	9,727.83
49570	04/09/12	120405	HOME DEPOT CREDIT SERVICES HARDWARE SUPPLIES HARDWARE SUPPLIES HARDWARE SUPPLIES HARDWARE SUPPLIES HARDWARE SUPPLIES-HW 4916 BROMPTON-Z.D. HARDWARE SUPPLIES HARDWARE SUPPLIES-HW 4916 BROMPTON AVE-Z.D. HARDWARE SUPPLIES-HW 4916 BROMPTON AVE-Z.D. HARDWARE SUPPLIES HARDWARE SUPPLIES HARDWARE SUPPLIES HARDWARE SUPPLIES-REFUND CR HW/5246 FLORENCE AVE #11B-R.B. HARDWARE SUPPLIES HARDWARE SUPPLIES HARDWARE SUPPLIES HARDWARE SUPPLIES-HW 4916 BROMPTON-Z.D. HARDWARE SUPPLIES HARDWARE SUPPLIES HARDWARE SUPPLIES HARDWARE SUPPLIES	1,570.73
49571	04/10/12	120405	VOID VOID-TEST PRINT	0.00
49572	04/10/12	120405	VOID VOID-TEST PRINT	0.00
49573	04/10/12	120405	AT&T TELEPHONE BILLING-3/7-4/6/12 BELL P.D.	130.44
49574	04/10/12	120405	AT&T MOBILITY TELEPHONE BILLING-2/21-3/20/12 BELL P.D. TELEPHONE BILLING-2/24-3/23/12 BELL P.D.	1,203.80
49575	04/10/12	120405	CALIFORNIA WATER SERVICE WATER BILLING-3/1-28/12 RICKBKE & EASTERN WATER BILLING-3/1-28/12 BNDNI-AMLAERHT AVE	66.56
49576	04/10/12	120405	THE GAS COMPANY GAS BILLING-2/13/-3/14/12	437.87

CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
			MULTIPLE ADDRESSES	
49577	04/10/12	120405	GOLDEN STATE WATER COMPANY WATER BILLING-2/27-3/27/12 6330 PINE AVE WATER BILLING-2/27-3/27/12 3782 GAGE AVE WATER BILLING-2/27-3/27/12 6250 PINE AVE WATER BILLING-2/27-3/27/12 ATLANTIC & GAGE WATER BILLING-2/27-3/27/12 6301 CLARKSON WATER BILLING-2/27-3/27/12 4377 GAGE AVE WATER BILLING-2/27-3/27/12 4200 GAGE AVE WATER BILLING-2/27-3/27/12 RIVER DR/SOUTHALL LN WATER BILLING-2/27-3/27/12 6500 FP WILCOX AVE WATER BILLING-2/22-3/22/12 7006 WALKER AVE WATER BILLING-2/27-3/27/12 6707 FP BEAR AVE WATER BILLING-2/27-3/27/12 4403 GAGE AVE WATER BILLING-2/27-3/27/12 6702 FP ORCHARD WATER BILLING-2/27-3/27/12 4460 GAGE AVE	3,035.46
49578	04/10/12	120405	GOLDEN STATE WATER COMPANY WATER BILLING-2/27-3/27/12 6707 BEAR AVE WATER BILLING-2/27-3/27/12 FLORENCE AVE & CHANSLOR WATER BILLING-2/27-3/27/12 5234 GAGE AVE WATER BILLING-2/27-3/27/12 6707 IRR BEAR AVE WATER BILLING-2/27-3/27/12 5320 GAGE AVE WATER BILLING-2/27-3/27/12 ATLANTIC & BECK WATER BILLING-2/27-3/27/12 6420 WILCOX AVE WATER BILLING-2/27-3/27/12 6526 WILCOX AVE WATER BILLING-2/27-3/27/12 FLORENCE & WALKER WATER BILLING-2/27-3/27/12 6330 PINE AVE	2,917.81
49579	04/10/12	120405	SOUTHERN CALIFORNIA EDISON	862.97

10

CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
			ELECTRICAL BILLING-2/9-3/12/12 6707 BEAR AVE-LB PK	
49580	04/11/12	120405	CITY OF BELL PAYROLL FUND PAYROLL DEPOSIT-PAY OF 4/13/12	219,887.94
49581	04/12/12	120405	VOID VOID-TEST PRINT	0.00
49582	04/12/12	120405	VOID VOID-TEST PRINT	0.00
49583	04/12/12	120405	ANANCA LARIOS-PETTY CASH REIMB PETTY CASH REIMB-C.H.	662.44
49584	04/12/12	120405	WELLS FARGO BANK W.C. ACCT REPLENISH CK#6427-44	6,982.75
49585	04/18/12	120406	ADMIN SURE W.C./LIABILITY SVCS-APR'12	2,520.00
49586	04/18/12	120406	ALL ACTION SECURITY SECURITY GUARD SVCS-3/16-31/12	1,198.88
49587	04/18/12	120406	ALL STATE POLICE EQUIPMENT CO. PD SUPPLIES PD SUPPLIES	704.12
49588	04/18/12	120406	AMERICAN RED CROSS CPR MASKS-BELL P.D.	250.00
49589	04/18/12	120406	ISABEL ARCINIEGA REFUND-HALL DEPOSIT	300.00
49590	04/18/12	120406	BETTY L. ATCHISON INSURANCE BENEFIT-APR'12	75.00
49591	04/18/12	120406	AVERY ASSOCIATES LABOR RELATIONS SVCS-MAR'12	1,110.00
49592	04/18/12	120406	AZTECA LANDSCAPE LANDSCAPE MAINTENANCE-MAR'12	5,100.00
49593	04/18/12	120406	BELCHER & ASSOCIATES INTERIM CHIEF OF P.D.-4/1-15	6,500.00
49594	04/18/12	120406	BELL PLUMBING & HEATING WATER HEATER-C.CTR	115.00
49595	04/18/12	120406	BELL SERVICE CENTER FLAT SERVICE FEE-MAR'12 VARIOUS REPAIRS-UNIT #363 LUBE/OIL/FILTER REPLACE RADIATOR/THERMOSTAT VARIOUS REPAIRS-UNIT #356	5,583.47

CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
			CODE 3 LIGHTS,LUBE/OIL/FILTER	
			REPLACE FUEL & AIR FILTER	
			REPLACE BELT TENSIONER	
			VARIOUS REPAIRS-UNIT #100	
			LUBE/PIL/FILTER/STRUT ASSEMBLY	
			ALARM SYSTEM INSTALLED-BELL PD	
			B/O SIREN-UNIT #309	
			DETAIL VEHICLE-UNIT #325	
			DETAIL VEHICLE-UNIT #363	
			DETAIL VEHICLE-UNIT #361	
			DETAIL VEHICLE-UNIT #341	
			BATTERY CHARGER-BELL P.D.	
			VARIOUS REPAIRS-UNIT #341	
			LUBE/OIL/FILTER	
			REPLACE WINDOW REGULATOR	
			FUEL PRESSURE REGULATOR	
			VARIOUS REPAIRS-UNIT #335	
			LUBE/OIL/FILTER	
			REPLACE CONTROL ARM/BRAKE PADS	
			MOUNT TIRES/TRUNK LATCH	
			LUBE/OIL/FILTER-UNIT #358	
49596	04/18/12	120406	BELL SERVICE CENTER	2,896.80
			VARIOUS REPAIRS-UNIT #355	
			DUAGNOSE ENGINE/RADIATOR	
			STARTER,LUBE/OIL/FILTER	
			REAR BRAKE PADS	
			STEERING WHEEL-UNIT #325	
			LUBE/OIL/FILTER-UNIT #350	
			VARIOUS REPAIRS-UNIT #363	
			REPLACE FUEL PUMP	
			REAR BRAKE PADS	
			VARIOUS REPAIRS-UNIT #361	
			REPLACE FUEL PUMP	
			REPAIR SPOTLIGHT	
			MIRROR-RIGHT SIDE	
49597	04/18/12	120406	BOB BARKER COMPANY, INC.	408.87
			MISC SUPPLIES-P.D.	
			MISC SUPPLIES-P.D.	
49598	04/18/12	120406	CALIFORNIA BUILDING STANDARDS	34.20
			BSAF FEE REPORT	
49599	04/18/12	120406	MARIA CEDENO	179.50
			REFUND-PARKING CITE#4046169	
49600	04/18/12	120406	CHANGE COMMUNITIES	300.00
			CITY CLERK WEBSITE SVCS-MAR'12	
49601	04/18/12	120406	CITY OF INGLEWOOD	1,486.96
			CITATION PROCESSING-MAR'12	
49602	04/18/12	120406	JERRY CLINE	75.00
			INSURANCE BENEFIT-APR'12	

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HECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
49603	04/18/12	120406	HAZEL COLLETT MEDICAL REIMB-JAN-APR'12	1,207.44
49604	04/18/12	120406	CPS DISPATCHER EXAM & MATERIALS PROFESSIONAL SERVICES-1/7-2/4 CLASS & COMP PROJECT	15,891.82
49605	04/18/12	120406	ARNE LOUIS CROCE INTERIM CAO SVCS-3/15-31/12 REIMB-BUSINESS PROJECTOR	7,345.78
49606	04/18/12	120406	MERCED CRUZ REFUND-WASTE MGMT PLAN DEPOSIT 6203 1/2 RIVER DR.	1,400.00
49607	04/18/12	120406	DAILY JOURNAL CORP. BID NOTICE-FEDERAL AID PROJ 2/16 & 2/23	1,973.40
49608	04/18/12	120406	COUNTY OF LOS ANGELES ANIMAL HOUSING SVCS-FEB'12	7,051.10
49609	04/18/12	120406	DEPT. OF CONSERVATION SMIP FEE REPORT 1/1-3/31/12	106.15
49610	04/18/12	120406	DIRECTV SATELLITE SVCS-2/22-4/21/12 CITY HALL/BELL P.D.	88.13
49611	04/18/12	120406	DOOLEY ENTERPRISES, INC. RANGE SUPPLIES-BELL P.D. RANGE SUPPLIES-BELL P.D.	868.08
49612	04/18/12	120406	DOUBLETREE DANA POINT LODGING-5/7-11/12	381.94
49613	04/18/12	120406	DUNN-EDWARDS CORP. PAINT SUPPLIES-HANDYMAN PRGRM 4916 BROMPTON AVE-Z.DIAZ PAINT SUPPLIES-HANDYMAN PRGRM 4916 BROMPTON AVE-Z.DIAZ	324.45
49614	04/18/12	120406	ENTENMANN-ROVIN CO. BADGES-BELL P.D.	140.98
49615	04/18/12	120406	NORDIS PARENTE CASH RECEIPTS-VETS PARK BUSINESS CARDS-RECORDS BUREAU BUSINESS CARDS-G.CLARK	451.32
49616	04/18/12	120406	HAIGHT, BROWN & BONESTEEL, LLP LEGAL SVCS-7/1-30/10 J.DOE LEGAL SVCS-10/1-29/10 J.DOE	12,166.87

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CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
			LEGAL SVCS-11/4-29/10 J. DOE LEGAL SVCS-12/1-27/10 J. DOE LEGAL SVCS-1/3-21/11 J. DOE LEGAL SVCS-2/1-28/11 J. DOE LEGAL SVCS-3/7-9/11 J. DOE LEGAL SVCS-4/15/11 J. DOE	
49617	04/18/12	120406	HUB INTERNATIONAL INSURANCE LIABILITY INSURANCE-C. CTR JANUARY-MARCH 2012	440.01
49618	04/18/12	120406	ICEBERG CONSTRUCTION & MAINT SVCS-4874 GAGE AVE #163 B. HERNANDEZ	8,000.00
49619	04/18/12	120406	IJSS INC. DBA TONERZONE TONER CARTRIDGE-BELL P. D.	229.98
49620	04/18/12	120406	INTELESYS COMMUNICATIONS REBOOT PHONE SYSTEM SVCS	99.00
49621	04/18/12	120406	J FIGUEROA JIMENEZ REFUND-PARKING CITE#4041078	175.00
49622	04/18/12	120406	JB CONSTRUCTION VARIOUS IMPVMNTS-HOUSING REHAB 5246 FLORENCE AVE#118-R. BRUNDA	7,970.00
49623	04/18/12	120406	JOSE L. CALDERON REFUND-PARKING CITE#100006163	590.00
49624	04/18/12	120406	JUAN GARCIA RAMIREZ REFUND-CIT#100017505/100017480	290.00
49625	04/18/12	120406	SUGEY JUAREZ REFUND-PARKING CITE#100028214	56.50
49626	04/18/12	120406	JUST TIRES TIRES-BELL P. D.	863.21
49627	04/18/12	120406	KELDON PAPER COMPANY PAPER-BELL P. D.	862.39
49628	04/18/12	120406	L. B. JOHNSON HARDWARE CO #1 HARDWARE SUPPLIES-ROOF REPAIRS	36.18
49629	04/18/12	120406	JUAN LANDAZURI REFUND-PARKING CITE#4046187	538.50
49630	04/18/12	120406	LD PRODUCTS INC. INK CARTRIDES-BELL P. D.	768.81
49631	04/18/12	120406	LEAGUE OF CALIFORNIA CITIES 2011 ANNUAL MEMBERSHIP DUES	1,065.00

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CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
49632	04/18/12	120406	ANGELICA LOPEZ REFUND-BALLET/V. M.	25.00
49633	04/18/12	120406	MACIAS GINI & O'CONNELL LLP PROFESSIONAL SERVICES-FEB'12 AUDIT FINANCIAL STATEMENTS PROFESSIONAL SERVICES-FEB'12 AUDIT REDEVELOPMENT AGENCY PROFESSIONAL SERVICES-FEB'12 AUDIT HOUSING AUTHORITY PROFESSIONAL SERVICES-FEB'12 AUDIT SINGLE AUDIT	63,175.00
49634	04/18/12	120406	MARIO MAGANA REFUND-PARKING CITE#100026147	54.00
49635	04/18/12	120406	MANUEL OLEA TABARES REFUND-PARKING CITE#4045302	205.00
49636	04/18/12	120406	LANNY MARQUEZ SUBSISTENCE-4/30-5/18/12	150.00
49637	04/18/12	120406	MARVINKERY CORTEZ REFUND-PARKING CITE#4045752	969.00
49638	04/18/12	120406	MEDINA CONSTRUCTION LANDSCAPING MAINT-APR'12 PW/GEN MAINT SVCS-APR'12 LANDSCAPE MAINT-MAR'12 SIDEWALK/CURB-REMOVE & REPLACE MAYFLOWER/BELL/FLORENCE	28,602.50
49639	04/18/12	120406	KALEEM BAIG MUHAMMAD REFUND-PARKING CITE#4028298 REMAINING AMOUNT	200.00
49640	04/18/12	120406	NEXTEL COMMUNICATIONS CELLULAR BILLING-2/2-3/2/12 BCHA/BELL P. D.	247.91
49641	04/18/12	120406	NORTH STAR GRAPHICS VEHICLE PAINT/GRAPHICS KITS BELL P. D. /PARKING ENFORCEMENT	10,214.19
49642	04/18/12	120406	NORTHRIDGE HOSPITAL MEDICAL MED SVCS-DR#11-3447/#11-4178	730.00
49643	04/18/12	120406	OFSI COPIER LEASE-4/1-30/12 PYMT#35	443.70
49644	04/18/12	120406	OCE IMAGISTICS INC. MAINT/SUPPLIES-11/1-1/31/12 BELL P. D. MAINT/SUPPLIES-2/1-4/30/12	471.00

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CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
			C. CTR-VETS PK	
49645	04/18/12	120406	OLDTIMERS FOUNDATION PARATRANSIT SVCS-MAR'12	39,755.40
49646	04/18/12	120406	ORANGE COUNTY SHERIFF'S DEPT TUTION-5/11/12 GB/JB/JG	102.00
49647	04/18/12	120406	P.W. STEPHENS, INC. ASBESTOS SVCS-5246 FLORENC#118	350.00
49648	04/18/12	120406	GUMERCINDA PELAYO REFUND-BASEBALL G.P.	50.00
49649	04/18/12	120406	JAIME PEREZ REFUND-PARKING CITE#100029589	56.50
49650	04/18/12	120406	ESBEYDA PIMENTEL SUBSISTENCE-5/7-11/12	150.00
49651	04/18/12	120406	PMW ASSOCIATES TUITION-5/7-11/12 EP	561.00
49652	04/18/12	120406	QUICK DISPENSE MISC SUPPLIES-C.H. MISC SUPPLIES-C.H. MISC SUPPLIES-C.H.	766.48
49653	04/18/12	120406	QUILL CORPORATION OFFICE SUPPLIES-BELL P.D. OFFICE SUPPLIES-CITY CLERK	1,266.62
49654	04/18/12	120406	REPUBLIC ITS INC TRAFFIC SIGNAL MAINT-FEB'12 TRAFFIC SIGNAL-FEB'12 RESPONSE CALL OUTS & REPAIRS	3,904.24
49655	04/18/12	120406	RESTOCKIT.COM MISC SUPPLIES-BELL P.D.	193.11
49656	04/18/12	120406	RICHARD A. CHILLON REFUND-PARKING CITE#4045068	145.00
49657	04/18/12	120406	RIO HONDO COLLEGE TUITION-4/30-5/18/12 LM	83.00
49658	04/18/12	120406	MARIA RODRIGUEZ REFUND-TREDER PAVILION 3/25/12	70.00
49659	04/18/12	120406	ROSE CLEANERS & LAUNDRY CLEANING SVCS-2/4-18/12 BLANKETS/TOWELS/SOFA CLEANERS	162.00
49660	04/18/12	120406	ALI SALEH REFUND-BASEBALL HS	50.00

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CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
49661	04/18/12	120406	SAMY'S CAMERA CAMERA & EQUIP-BELL P.D.	791.65
49662	04/18/12	120406	SCPMA-HR HR COMPETENCIES TRAINING-RV 6/7,8,21 & 22/12	500.00
49663	04/18/12	120406	FRANCISCA SILVA REFUND-LB PAVILION 3/17/12	45.00
49664	04/18/12	120406	STERICYCLE, INC. MED WASTE SUPPLIES-BELL P.D.	767.53
49665	04/18/12	120406	ROSARIO TORRES REFUND-VETS PK PAVILION3/25/12	70.00
49666	04/18/12	120406	TOSHIBA AMERICA BUSINESS SOLUT COPIER LEASE-APR'12 C.H.	391.50
49667	04/18/12	120406	U.S. HEALTH WORKS MED SVCS-DR#12-705 & DR#12-722	50.00
49668	04/18/12	120406	UNITED SITE SERVICES FENCE RENTAL-2/29-3/27/12 RSAP	357.18
49669	04/18/12	120406	VENTURA POLICE DEPARTMENT TUITION-4/3-5/12 AR	75.00
49670	04/18/12	120406	ITZA L VILLATORO REFUND-PARKING CITE#100021789	59.00
49671	04/18/12	120406	STEVEN D. WARD RESEARCH & INVESTIGATION SVCS SPECIAL PROJ-BELL P.D. 3/7-16 RESEARCH & INVESTIGATIONS SVCS INTERNAL AFFAIRS/BACKGROUND FILE AUDIT & REVIEW-BELL P.D. 3/19-31	3,880.00
49672	04/18/12	120406	WELLS LOCK & KEY SVC CALL/BACK FENCE-BELL P.D.	72.00
49673	04/18/12	120406	WEST COAST ARBORISTS, INC. TREE MAINT SVCS-2/16-29/12 VARIOUS LOCATIONS TREE MAINT SVCS-3/1-15/12 VARIOUS LOCATIONS	26,160.00
49674	04/18/12	120406	YUHL/STONER/CARR LLP LEGAL SVCS-LEGAL MALPRACTICE 1/3-2/28/12	21,091.50
TOTAL	106 CHECKS			555,169.45

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CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
#W0000677	04/03/12	120407	CITY OF BELL PAYROLL FUND FICA & MEDI TAXES-PAY 3/30/12	10,084.60
W0000678	04/04/12	120407	CAL-PUBLIC EMPLOYEE RETIREMENT RTRMNT PYMT-3/30/12-NORMAL PAY	58,117.34
TOTAL	2 WIRES			68,201.94
TOTAL				623,371.39

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CRA-
Community Redevelopment Agency

Warrants for

April 18, 2012

CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
5486	04/05/12	120415	VOID VOID-SAMPLE CHECK	0.00
TOTAL		1 CHECKS		0.00

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BCHA 1 -
Bell Community Housing Authority
(Rental Units)

Warrants for

April 18, 2012

CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
1810	04/10/12	120425	VOID VOID-TEST PRINT	0.00
1811	04/10/12	120425	VOID VOID-TEST PRINT	0.00
1812	04/10/12	120425	GOLDEN STATE WATER COMPANY WATER BILLING-2/24-3/26/12 6327 PINE AVE-BCHA WATER BILLING-2/22-3/23/12 6419 PROSPECT AVE-BCHA	642.37
1813	04/10/12	120425	SOUTHERN CALIFORNIA EDISON ELECTRICAL BILLING-2/21-3/21 6304 KING AVE-BCHA	14.16
1817	04/18/12	120426	VOID VOID-TEST PRINT	0.00
1818	04/18/12	120426	VOID VOID-TEST PRINT	0.00
1819	04/18/12	120426	JAVIER CASTILLO GARDENING SERVICES-FEB'12 VARIOUS LOCATIONS-BCHA	1,060.00
1820	04/18/12	120426	CARLOS CRUZ REFUND-SECURITY DEPOSIT-BCHA	1,100.00
1821	04/18/12	120426	HECTOR TORRES VARIOUS REPAIRS-6714 OTIS-BCHA CARPET/VAINS/VALANCE	650.50
1822	04/18/12	120426	WELLS LOCK & KEY SERVICE CALL/LOCK & KEYS 4207 BELL-BCHA SERVICE CALL/LOCK 6419 PROSPECT-BCHA	163.00
TOTAL	10 CHECKS			3,630.03

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BCHA 2-
Bell Community Housing Authority
(Mobile Home Parks)

Warrants for

April 18, 2012

CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
1814	04/10/12	120435	GOLDEN STATE WATER COMPANY WATER BILLING-2/22-3/22/12 4874 GAGE AVE-BMHP WATER BILLING-2/22-3/22/12 4874 GAGE AVE-BMHP	5,078.31
1815	04/10/12	120435	SOUTHERN CALIFORNIA EDISON ELECTRICAL BILLING-3/1-30/12 5162 FLORENCE AVE-FVMHP ELECTRICAL BILLING-3/6-4/3/12 4874 GAGE AVE-BMHP ELECTRICAL BILLING-3/6-4/3/12 4874 GAGE AVE-BMHP	3,918.57
1816	04/10/12	120435	SOUTHERN CALIFORNIA EDISON ELECTRICAL BILLING-3/1-30/12 5162 FLORENCE AVE-FVMHP	4,547.01
* 1823	04/18/12	120436	CITY OF BELL REIMB-BCHA TO GENERAL 3/12/12 HOME DEPOT-HARDWARE SUPPLIES REIMB-BCHA TO GENERAL NEXTEL CELL BILLING-2/2-3/2/12	404.00
1824	04/18/12	120436	RODOLFO G. & JUANITA DAVILA MANAGEMENT SVCS-4/1-30/12 FLORENCE VILLAGE MHP	5,400.00
1825	04/18/12	120436	FIRST CHOICE MISC SUPPLIES-BMHP MISC SUPPLIES-FVMHP	120.79
1826	04/18/12	120436	MARTHA FONSECA MANAGEMENT SVCS-4/1-30/12 EVENINGS/WEEKENDS-FVMHP MANAGEMENT SVCS-3/1-31/12 EVENINGS/WEEKENDS-FVMHP	1,170.00
1827	04/18/12	120436	G.T.CONSTRUCTION & LANDSCAPING GARDENING SVCS-FEB'12 BMHP GARDENING SVCS-FEB'12 FVMHP GARDENING SVCS-MAR'12 BMHP GARDENING SVCS-MAR'12 FVMHP	5,920.00
1828	04/18/12	120436	BETSY GARCIA MANAGEMENT SVCS-MAR'12 EVENINGS/WEEKENDS-BMHP	585.00
1829	04/18/12	120436	MARIA GODINEZ REFUND-CLUBHOUSE DEPOSIT 3/16	25.00
1830	04/18/12	120436	JAIME MORA LEPE JANITORIAL SVCS-MAR'12 BMHP	1,080.00

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CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
1831	04/18/12	120436	METERMAN SERVICES, INC METER READING-MAR'12 FVMHP METER READING-MAR'12 BMHP	868.40
1832	04/18/12	120436	PETERSEN POOL & SPA POOL MAINT & EQUIP-MAR12 FVMHP	585.00
1833	04/18/12	120436	VIVOPOOLS POOL MAINT & PARTS-FVMHP POOL MAINT & PARTS-FVMHP	799.31
1834	04/18/12	120436	WELLS LOCK & KEY KEYS-MENS&WOMENS RESTROOM/BMHP KEYS-MENS BATHROOM/BMHP	45.00
TOTAL	15 CHECKS			30,546.39

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City of Bell
Agenda Report

DATE: April 18, 2012

TO: Mayor and Members of the City Council

FROM: Terry Rodrigue, City Engineer

APPROVED BY: Arne Croce, Interim Chief Administrative Officer

SUBJECT: Proposition C Capital Reserve Projects and Proposition 1B Projects

RECOMMENDATION:

The City Council approve two separate resolutions to identify Prop C Capital Reserve Projects and its budget amendments and approve Prop 1B Projects and the related budget amendments.

BACKGROUND/DISCUSSION:

The City of Bell receives several funding sources for financing transportation improvements. Two of those funding sources are Proposition C and Proposition 1B. Absent taking action to amend the projects identified for these funding sources and to make budget amendments related to these funds, the City will lose significant funding from these two sources. The purpose of this report is:

1. Identify funds available in these two programs and funds subject to being lost to City.
2. Recommend capital projects to utilize the funds in order to prevent the loss of funds to the City.

A. Proposition C

What is Prop C?

The Los Angeles County Metropolitan Transportation Authority (LACMTA) oversees the Proposition C (Prop C) Program. Prop C was approved by Los Angeles County voters in November 1990 with revenues generated by a half-cent sales tax. Prop C funds are allocated to a variety of capital and operating projects and programs that improve transit service and operations, reduce traffic congestion, improve air quality, and efficiently operate and improve the condition of streets and freeways utilized by transit.

How it works?

The City of Bell receives approximately $445,000 in Prop C funding annually and has three years to expend the funds or they return to LACMTA. To be reimbursed for Prop C funding, the City must submit projects for LACMTA approval.

LACMTA has recognized that there are situations where funds cannot be expended within three years. As a result, LACMTA has available to local jurisdictions an option known as the Capital Reserve. The Capital Reserve enables a jurisdiction to set aside or "reserve" funding to specific capital projects with a longer deadline to expend funds. Some jurisdictions have used these reserves to prevent funds which cannot be expended by the 3-year deadline from being lost. This is done through a written agreement between LACMTA and the jurisdiction which is approved by the LACMTA Board.

The City of Bell currently has a Capital Reserve in the amount of $100,000 for one project. The project scope is to replace damaged pavement markers (or install missing markers) on Florence, Atlantic, and Gage Streets by June 30, 2014. In reviewing the FY 2011-12 CIP budget, staff has identified the following issues for Prop C:

1. **$364,000 in Prop C funds is in jeopardy of being rescinded from the City:** LACTMA notified the City that there is $378,658 in Prop C funds in jeopardy of being rescinded from the City if the revenues are not expended by June 30, 2012. Those funds exceed the 3-year expenditure deadline on this date.

   Staff has determined that it is not possible to expend $378,658 by the June 30, 2012 deadline. Conservatively, the City will expend a total of $14,500 for approved Prop C projects which are for the city's contribution to the Gateway Cities COG and the I-710 Corridor Study. Less the $14,500, this would leave $364,158 in jeopardy of lapsing (Table1).

Table 1: Summary of Prop C Funding Balance In Jeopardy of Being Lost to City by June 30, 2012

	Funding Amount Subject to Loss
Funding Balance reported by LACMTA less anticipated expenditure (for Gateway Cities COG & I-710 Study)	$378,658 - $14,500
Anticipated Prop C Funding Balance:	**$364,158**

2. **Option to prevent Prop C funds from being lost to the City:** The best option for the City is to prevent these funds from being rescinded by the LACTMA is to amend its Capital Reserve (Agreement) to include projects totaling $364,158. Also, staff proposes a deadline of December 30, 2014 to deliver the projects which staff anticipates is ample time to expend the Prop C funding. Table 2 summarizes the capital projects proposed for addition to the Prop C Capital Reserve. (The $100,000 project to replace or install damaged or missing markers on Florence, Atlantic, and Gage Streets will remain in the Capital Reserve.)

Table 2: Summary of Capital Projects for Prop C Capital Reserve Amendment

	Project Name	FY 11-12 Funding Amount
1	Bridge Repairs (on Slauson)	$150,000
2	Gage/Walker Intersection Concrete Pavement	$123,000
3	Florence/Bear Video detection	$50,000
4	Traffic Signal Improvements (on Gage, Florence, Atlantic, & Slauson)	$41,158
	Proposed Capital Reserve Amendment :	**$364,158**

3. **Budget Implications for City:** All of the projects identified in Table 2 are in the City Council's adopted FY 11-12 budget as Prop C funded projects. For projects 1-3, staff is recommending the entire amount of Council approved budgets be placed in the Prop C Capital Reserve. For the Traffic Signal Improvements Project which is in the Council approved budget for $70,000, only $41,158 of that amount needs to be identified in the Prop C capital reserve. In total, the four projects will then meet the total amount needed ($364,158) to protect fund loss to City. If approved by Council and after approval by LAMTA, these projects will be identified in the FY 12-13 budget.

Summary and Proposed Action for Prop C: In summary, City staff anticipates that $364,168 in Prop C funds will be rescinded from the City by June 30, 2012. Staff has proposed a strategy which identifies $364,168 in capital projects for a Capital Reserve, enabling expenditures through December 30, 2014. In order for this option to be implemented, the City Council must request to LACMTA an amendment to its Capital Reserve Agreement for these projects. LACMTA must approve this amendment, and if approved, the projects would then need to be reflected in FY 12/13 budget.

B. Proposition 1B:

What is Prop 1B?

The City also receives Prop 1B funding. Prop 1B was approved by County voters and contained $19 billion in bond funds for a variety of transportation priorities. Included in Prop 1B was a special provision for one-time funding for cities and counties for transportation. Payments come from the California State Controller's office. Cities and counties have three fiscal years from the date of allocation to expend the funds.

The City has two installments of this one-time funding that has not been fully expended. Table 3 summarizes Prop 1B Funding.

Table 3: Prop 1B Funds Available to City

Fiscal Year Apportioned	Prop 1B Funding Amount	Status	Deadline to Expend
Fiscal Year 07/08	$626,999	Funds have been received by City.	June 30, 2013
Fiscal Year 10/11 (Pending)	$579,520	Funds have not been received by City.	June 30, 2015 but projects must be identified by May 2012 or funds will be lost.

How it works?

To receive this special funding, the State Controller's office disburses payments to the City after it receives a list of projects. The City is then required to submit regular reporting on how the funds were expended and must provide reporting of final expenditures prior to the deadline date.

For the last installment, totaling $579,520, the State Controller's office requires the City be "up to date" with its reporting requirements before it will consider releasing the last installment. Then by May 2012, the City must submit, via a Council resolution, a list of projects that is anticipated to expend the funds from the last installment. Failure to meet these requirements will result in the funds being lost to the City. When the State Controller reviews and approves the City's submittal, it will release quarterly payments for the last installment.

Going through a similar process earlier with Prop C, City staff examined Prop 1B to determine if the program requirements were being met and to identify the funds which were subject to being rescinded from the City. The findings of this review are:

1. **City was not submitting reports on project expenditures as required by the Prop 1B program:** As stated earlier, the City has already received $626,999 in funding. Staff researched revealed that the City has submitted four projects to the State Controller to expend this amount. Those projects are overlay Weik Avenue, Otis Avenue, Woodward Avenue, and Randolph. Those projects are completed but the City never made any reports on the project expenditures to the State. These reports need to be filed immediately.

2. **City under-budgeted projects for Prop 1B funding, resulting in Prop 1B funds in jeopardy of being rescinded from City.** The Prop 1B (above-identified) projects were to have a total Prop 1B expenditure of $626,999. However, City staff anticipates at least $270,000 may not be expended on those four projects alone. Additional projects need to be identified or those funds will be lost to the City. In addition, the City did not budget the $579,520 in Prop 1B funding in the FY 11/12 budget. This had to be done in order to prevent those funds from being lost as well.

Table 4: Summary of Prop 1B Funding Balance In Jeopardy of Being Rescinded from City

	Funding Amount Subject to Rescission
Estimated portion of $626,999 allocation not expended	$270,480
Amount of final allocation ($579,520) not budgeted	$579,520
Anticipated Prop 1B subject to being lost to City:	**$850,000**

3. **Option to "free up" Gas Tax and Prop C funding to existing projects and re-budget the fund source as Prop 1B:** City staff has proposed a list of projects (identified in Table 5) which are all currently identified in the adopted FY 11/12 budget. A simple "fund source transfer" would enable those projects to be eligible for Prop 1B funding.

This would free up $850,000 in Gas Tax or Prop C funding identified to those projects. Those funds would be available in future budgets. The result would be the like amount, $850,000, in Prop 1B funding will be saved from being lost to City.

Table 5: Summary of Capital Projects for Fund Source Transfers from Gas Tax/Prop C funding to Prop 1B

	Project Name	Funding Amount	Proposed Fund Source Transfer/ Budget Amendment Action
1	Filmore Street Overlay	$318,580	Of the $350,000 budgeted in Gas Tax, change fund source of $318,580 to Prop 1B.
2	Florence Overlay - Walker to 710 Frwy	$30,000	Change Fund source from Prop C to Prop 1B
3	Otis Overlay - Florence to South CB	$87,420	Change Fund source from Prop C to Prop 1B and reflect a budget amount of $87,420 (current project budget)
4	Sidewalk Repair and Curbs	$100,000	Change Fund Source from Gas Tax to Prop 1B
5	Chanslor Av. Frontage Rd.	$90,000	Change Fund Source from Gas Tax to Prop 1B
6	Brompton Av AC Overlay	$77,000	Change Fund Source from Gas Tax to Prop 1B
7	Vinevale Overlay Florence/Bell	$147,000	Change Fund Source from Gas Tax to Prop 1B
	TOTAL	**$850,000**	

Summary and Proposed Action: In summary, the Prop 1B program was significantly under budgeted, by as much as $850,000. As a result, those funds are subject to being lost if the City does not immediately identify eligible projects for expenditure and submit the project list to the State Controller. Approval of budget amendments which would accomplish fund transfers from Gas Tax/Prop C to Prop 1B will allow the City to retain all funds allocated.

FINANCIAL IMPACTS

By taking the recommended actions, the City will preserve $364,158 in Prop C and $850,000 in Pro 1B funds for transportation improvement projects.

Attachments:

1. Resolution Authorizing Prop C Capital Reserve for Submittal to LACMTA and related budget amendments.
2. Resolution Authorizing Prop 1B Capital Projects for Submittal to State Controller and related budget amendments.

RESOLUTION NO. 2012-36

A RESOLUTION OF THE CITY COUNCIL OF CITY OF BELL AUTHORIZING THE PROP C CAPITAL PROJECTS FOR SUBMITTAL TO LACMTA AND RELATED BUDGET AMENDMENT

WHEREAS, The City of Bell needs to identify Prop C projects to the Los Angeles County Metropolitan Transportation Authority (LACMTA); and

WHEREAS, The City of Bell has identified Prop C projects in the adopted FY 11/12 budget; and

WHEREAS, The City Engineer must forward the Prop C list of projects to the LACMTA in order for the projects to be eligible for Prop C reimbursement; and

WHEREAS, The City has been notified that $378,658 in Prop C funds are subject to rescission if not expended by June 30, 2012; and

WHEREAS, in order to protect Prop C funds from being lost to the City, the City of Bell needs to request Prop C projects be identified in a Capital Reserve; and

WHEREAS, the City already has $100,000 in a Capital Reserve Agreement with LACMTA for and will need to amend the capital reserve to add new projects.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BELL DOES HEREBY:

1. Approve the addition of 4 additional projects for the Capital Reserve as follows-- Bridge project ($150,000), Florence/Bear Video Detection ($50,000), Traffic Signal Improvements ($41,158), and Gage/Walker Concrete Pavement ($123,000).

2. Authorizes the City Engineer or his designee to conduct all required reporting to comply with Prop C requirements, authorizes submittal of Prop C projects to LACMTA, and authorizes any related budget amendments if approved by LACMTA.

PASSED, APPROVED, AND ADOPTED this 18th day of April 2012.

_____

Ali Saleh, Mayor

APPROVED AS TO FORM:

_____

David Alshire, City Attorney

I, Pat Healey, City Clerk of the City of Bell, hereby certify that the above and foregoing resolution was duly adopted by the Bell City Council at its regular meeting held on the 18th day of April 2012, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

_____

Pat Healey, Interim City Clerk

RESOLUTION NO. 2012-37

A RESOLUTION OF THE CITY COUNCIL OF CITY OF BELL AUTHORIZING THE PROP 1B FUNDED CAPITAL PROJECTS FOR SUBMITTAL TO STATE CONTROLLER AND RELATED BUDGET AMENDMENTS

WHEREAS, The City of Bell is required to identify and submit Prop 1B projects to the State Controller's office; and

WHEREAS, The City of Bell has two allocations of Prop 1B funding, one in the amount of $626,999 which has been received, and a pending allocation of $579,520; and

WHEREAS, for the allocation in the amount of $626,999, the City of Bell has previously identified four projects (Weik, Otis, Woodward, and Randolph) for Prop 1B funding but also needs to identify approximately $270,000 in additional projects which will utilize this funding; and

WHEREAS, for the allocation in the amount of $579,520, the City of Bell needs to submit a new project list for approval by the State Controller; and

WHEREAS, The City of Bell has identified a total of $850,000 for seven additional projects to be submitted for Prop 1B funding and those projects are summarized in the table below; and

WHEREAS, The City Engineer must forward the projects to the state and submit required reports to secure reimbursement; and

WHEREAS, The City of Bell needs Prop 1B funding identified to capital projects in its budget.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BELL DOES HEREBY:

1. Authorize the Prop 1B funding to capital projects described in the table below and any related budget amendments; and

Summary of Capital Projects Prop 1B funding

	Project Name	Funding Amount
1	Filmore Street Overlay	$318,580
2	Florence Overlay - Walker to 710 Frwy	$30,000
3	Otis Overlay - Florence to South CB	$87,420
4	Sidewalk Repair and Curbs	$100,000
5	Chanslor Av. Frontage Rd.	$90,000

6	Brompton Av AC Overlay	$77,000
7	Vinevale Overlay Florence/Bell	$147,000
	TOTAL	**$850,000**

2. Authorize the City Engineer or his designee to conduct all required reporting to comply with Prop 1B requirements and transmit the Prop 1B project list to the state.

PASSED, APPROVED, AND ADOPTED this 18th day of April 2012.

Ali Saleh, Mayor

ATTEST:

Pat Healey, Interim City Clerk

APPROVED AS TO FORM:

David Aleshire, City Attorney

I, Pat Healey, City Clerk of the City of Bell, hereby certify that the above and foregoing resolution was duly adopted by the Bell City Council at its regular meeting held on the 25th day of January 2012, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Pat Healey, Interim City Clerk

City of Bell
Agenda Report

DATE: April 18, 2012

TO: Mayor and Members of the City Council Acting as Successor Agency to the former Bell Community Redevelopment Agency

FROM: Nancy Fong, AICP, Interim Community Development Director

APPROVED BY: Arne Croce, Interim Chief Administrative Officer

SUBJECT: Amended Recognized Obligation Payment Schedule (ROPS)

RECOMMENDATION:

Adopt a resolution approving an amended Recognized Obligation Payment Schedule to cover the periods between January 1, 2012, and June 30, 2012.

BACKGROUND/DISCUSSION:

On February 15, 2012, the Successor Agency to the dissolved Bell Community Redevelopment Agency (Successor Agency) approved two Recognized Obligation Payment Schedules (ROPS) covering the following periods:

- February 1, 2012, through June 30, 2012; and
- July 1, 2012, through December 31, 2012.

Despite a lack of clarity in the law that governs the dissolution of redevelopment agencies and what time periods were to be included on the ROPS, it appears that the State Department of Finance (DOF) now requires that successor agencies include January 2012 as part of the period covered by the first ROPS, referenced above.

The ROPS must project the dates and amounts of scheduled payments of each enforceable obligation for the duration in which the Agency was obligated to pay the indebtedness. Staff has prepared an amended ROPS for the Successor Agency's consideration that now includes the month of January 2012. No other changes to the ROPS have been made

CONCLUSION:

Staff does not recommend any alternatives at this time as the DOF is requiring the ROPS include January 2012. There is no cost associated with the approval of the amended ROPS.

Attachments:
1. Resolution No 2012-38
2. Amended ROPS covering January 1 through June 30, 2012

RESOLUTION NO. 2012-38

A RESOLUTION OF THE CITY OF BELL ACTING AS SUCCESSOR AGENCY TO THE BELL COMMUNITY REDEVELOPMENT AGENCY ADOPTING AN AMENDED RECOGNIZED OBLIGATION PAYMENT SCHEDULE (ROPS) COVERING THE PERIOD OF JANUARY 1, 2012, THROUGH JUNE 30, 2012, PURSUANT TO HEALTH AND SAFETY CODE § 34177 AND TRANSMITTING THE ROPS TO THE NECESSARY AGENCIES

WHEREAS, on December 29, 2011, the California Supreme Court issued its opinion in the case *California Redevelopment Association, et al. v. Ana Matosantos, etc., et al.*, Case No. S196861, and upheld the validity of Assembly Bill 1x26 (AB1x26) and invalidated Assembly Bill 1x27; and

WHEREAS, the Court's decision results in the implementation of AB1x26 which dissolved all the redevelopment agencies in the State of California as of February 1, 2012; and

WHEREAS, on January 25, 2012, the City Council of the City of Bell affirmed and elected to have the City Council act as Successor Agency to the Bell Community Redevelopment Agency (Successor Agency) for the purposes of winding-down the Redevelopment Agency under AB1x26; and

WHEREAS, on February 15, 2012, the City of Bell, in its capacity as Successor Agency, approved two Recognized Obligation Payment Schedules (ROPS) covering the following periods: February 1, 2012, through June 30, 2012, and July 1, 2012, through December 31, 2012; and

WHEREAS, it has come to the attention of staff for the Successor Agency that, despite redevelopment agencies not being dissolved until February 1, 2012, and despite the reformation of certain dates in AB1x26 from the California Supreme Court in the *Matosantos* case, the California Department of Finance (DOF) is requesting that the first ROPS cover the period from January 1, 2012, through June 30, 2012.

NOW, THEREFORE, the City of Bell, in its capacity as Successor Agency, resolves as follows:

Section 1. The foregoing Recitals are true and correct and are incorporated herein.

Section 2. The Recognized Obligation Payment Schedule covering the period of February 1, 2012, through June 30, 2012, adopted on February 15, 2012, is hereby amended to cover the period of January 1, 2012, through June 30, 2012, in the form attached hereto as Exhibit "A" and incorporated herein by reference. The ROPS, as amended by this Resolution, shall be deemed for all purposes in furtherance of AB1x26 as the "ROPS" for the period of January 1, 2012, through June 30, 2012.

Section 3. The City Manager or his designee is hereby directed to post this Resolution and the ROPS on the Successor Agency's website and to provide a copy of the ROPS to the County Auditor-Controller.

PASSED, APPROVED, AND ADOPTED this 18th day of April, 2012.

Ali Saleh, Mayor

APPROVED AS TO FORM:

David Aleshire, City Attorney

CERTIFICATE OF ATTESTATION AND ORIGINALITY

I, Patricia Healy, Interim City Clerk of the City of Bell, hereby attest to and certify that the foregoing resolution is the original resolution adopted by the Bell City Council at its regular meeting held on the 18th day of April, 2012, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Patricia Healy, Interim City Clerk

Name of Successor Agency: Successor Agency to the Former Bell Community Redevelopment Agency

Project Area(s) Merged Bell Community Redevelopment Project Area

Recognized Obligation Payment Schedule
Per ABx1 26 - Section 34169(h)

	Project Name / Debt Obligation	Redevelopment Project Area	Payee	Revenue Source	Description	Total Estimated Outstanding Debt or Obligation	Projected Payment Dates	Obligation Expiration Date	Total Due During Fiscal Year	January 1, 2012 - June 30, 2012 Payments by month						
										Jan *	Feb	Mar	Apr	May	Jun	Total
1)	2003 Tax Allocation Refunding Bonds	Merged Redevelopment Project Area	U.S. Bank	Tax Increment Revenue	Bonds issued to fund non-housing and housing projects	$ 34,658,619	See attached	10/1/33	2,018,369	-	-	-	576,684	-	-	$ 576,684
2)	Continuing Disclosure Costs	Merged Redevelopment Project Area	Fiscal Consulting Firm	Tax Increment Revenue	Administration of 2003 Tax Allocation Refunding Bonds	$ 440,000	Annually	10/1/33	20,000	1,667	1,667	1,667	1,667	1,667	1,667	$ 10,002
3)	Trustees fees	Merged Redevelopment Project Area	US Bank	Tax Increment Revenue	Fiscal agent for administration of the 2003 Tax Allocation Refunding Bonds	$ 110,000	Annualy	10/1/33	5,000	417	417	417	417	417	417	$ 2,502
4)	Werrlein Promissory Note	Merged Redevelopment Project Area	Pete Werrlein Childrens' Private Annuity Trust	Tax Increment Revenue	Monthly installment payments on promissory note	$ 6,366,058	See attached	5/20/24	815,166	67,931	67,931	67,931	67,931	67,931	67,931	$ 407,586
5)	Contract for Consulting Services	Merged Redevelopment Project Area	Rosenow Spevacek Group	Tax Increment Revenue	Fiscal Consulting Services	$ 25,000	Monthly	When contractual obigations completed	25,000	-	5,000	5,000	5,000	5,000	5,000	$ 25,000
6)	Contract for Legal Services	Merged Redevelopment Project Area	Aleshire and Wynder	Tax Increment Revenue	Legal Services	$ 360,000	Monthly	When contractual obigations completed	360,000	30,000	30,000	30,000	30,000	30,000	30,000	$ 180,000
7)	Audit Service	Merged Redevelopment Project Area	Macias, Gini & O'Connell, LLP	Tax Increment Revenue	Financial Audit Services	$ 1,320,000	Annually	When all obligations retired	60,000	5,000	5,000	5,000	5,000	5,000	5,000	$ 30,000
8)	Portion of CAO Salary	Merged Redevelopment Project Area	City of Bell	Tax Increment Revenue	Employee Salary	$ 1,320,000	Monthly	When all obligations retired	60,000	5,000	5,000	5,000	5,000	5,000	5,000	$ 30,000
9)	Pension Override	Merged Redevelopment Project Area	City of Bell	Tax Increment Revenue	RDA employee pension benefits	$ 20,462,552	Monthly	End date of tax increment collected	930,116	155,019	155,019	155,019	155,019	155,019	155,019	$ 930,114
10)	Loan Agreement	Merged Redevelopment Project Area	City of Bell	Tax Increment Revenue	Loan agreement between the Redevelopment Agency and the City of Bell	$ 11,061,642	Monthly	When obligation fully paid	11,061,642	921,803	921,803	921,803	921,803	921,803	921,803	$ 5,530,818
11a)	Mobile Home Park Improvements	Merged Redevelopment Project Area	Bell Community Housing Authority	Tax Increment Revenue	Funds to support infrastructure and other capital improvements and remediate health and safety hazards within Housing Authority-owned owned Mobile Home Parks – contingent upon engineering study to determine cost estimates.	$ 50,000,000	Monthly	When all improvements completed	0	-	-	-	-	-	-	$ -
11b)	Engineering Study for Mobile Home Park	Merged Redevelopment Project Area	City Engineer	Housing Fund Balance	Engineer study to determine rehabilitation costs of two mobile home parks	$ 17,900	4/30/2012	4/30/12	17,900	-	-	-	17,900	-	-	$ 17,900
11c)	Administrative and Professional Service Costs for Renovation of Mobile Home Parks	Merged Redevelopment Project Area	Bell Community Housing Authority	Tax Increment Revenue	Staff and professional services costs to complete the rehabilitation work of the two mobile home parks	$ 500,000	Monthly	When all improvements completed	0	-	-	-	-	-	-	$ -
12)	SERAF Loan repayment	Merged Redevelopment Project Area	Low and Moderate Income Housing Fund	Tax Increment Revenue	Repayment of loans made from Agency Housing Fund for the 2009-10 SERAF payment	$ 1,429,669	Monthly	6/30/15	432,000	-	36,000	36,000	36,000	36,000	36,000	$ 180,000
13)	SERAF Loan repayment	Merged Redevelopment Project Area	Low and Moderate Income Housing Fund	Tax Increment Revenue	Repayment of loans made from Agency Housing Fund for the 2010-11 SERAF payment	$ 294,350	Monthly	6/30/16	90,000	-	7,500	7,500	7,500	7,500	7,500	$ 37,500
14)	Administrative Costs of the Successor Agency	Merged Redevelopment Project Area	Successor Agency	Tax Increment Revenue	Overhead, rent, utilities, equipment, supplies, Oversight Board, and other operational supplies	$ 5,500,000	Monthly	When all obligations retired	104,165	41,479	20,833	20,833	20,833	20,833	20,833	$ 145,644
15)	Affordable Housing Monitoring	Merged Redevelopment Project Area	Bell Community Housing Authority	Housing Fund Balance	Monitoring of the Housing Authority properties in accordance with State guidelines	$ 330,000	Annually	When all obligations retired	15,000	1,250	1,250	1,250	1,250	1,250	1,250	$ 7,500
16)	Administrative-Costs of the Housing Successor Agency	Merged Redevelopment Project Area	Bell Community Housing Authority	Housing Fund Balance	Overhead, rent, utilities, equipment, supplies, and other operational supplies	$ 550,000	Monthly	When all obligations retired	25,000	833	2,083	2,083	2,083	2,083	2,083	$ 11,248
	Total					$ 134,745,790			$ 16,039,358	1,230,399	1,259,503	1,259,503	1,854,087	1,259,503	1,259,503	$ 8,122,498

* The month of January has been added to this ROPS per a request made from the State Department of Finance (DOF). The DOF has stated they will not accept any ROPS covering this time period without the month of January included.

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City of Bell
Agenda Report

DATE: April 18, 2012

TO: Mayor and Members of the City Council

FROM: Debra Kurita, Interim Community Services Director

APPROVED BY: Arne Croce, Interim Chief Administrative Officer

SUBJECT: City of Bell Technology Center Program

RECOMMENDATION:

1. Approve an appropriation adjustment recognizing $43,200 of the revenues of a $200,000 grant from the U.S. Department of Education and allocating the funds to the Technology Center Program in FY 2011-12 with the balance to be budgeted in FY 2012-13 and FY 2013-14.

2. Approve a Memorandum of Understanding between the City of Bell, the Southeast Community Development Corporation, and the Youth Policy Institute establishing a partnership for the purpose of introducing and improving the computer skills of youth in the community.

3. Adopt a Resolution designating the property at 4357 East Gage Avenue as the City of Bell Technology Center.

BACKGROUND AND DISCUSSION:

Grant History

In Spring 2010, the City of Bell was awarded a $200,000 grant under the Fund for the Improvement of Education program by the United States Department of Education for the purpose of providing equipment, technology and staffing for an after-school computer training program in the proposed Health and Wellness Center. Specifically, the objective stated in the City's grant proposal was to provide a safe, after school learning environment for approximately 200-300 City of Bell youth from the ages of 5 through 18.

The term of the grant award was October 1, 2010 through September 30, 2011. However, during this grant award period, the City experienced the political and administrative crisis which prevented the expenditure of these grant funds. Additionally, as a result of the crisis and negative impacts on the potential funding sources the plans and funding for the Health and Wellness Center were suspended. In January, 2011, the City staff requested and received a one-year extension of the grant to September 2012 and changed the location of the classes to Veterans' Park and the Teen Center. However, the program has not yet been implemented. During a recent review of the parameters of the grant, it became apparent that it would be necessary to request a second extension in order to establish the technology center and provide the training services to the target population.

AGENDA ITEM NO.

39

Partnership with Southeast Community Development Corporation and Youth Policy Institute

Over the past several months, staff has been exploring the potential of developing a partnership with the Southeast Community Development Corporation (SCDC) in order to meet the grant requirements and provide these computer training services to the youth of the community.

The Southeast Community Development Corporation is a non-profit organization that was established in 1994 by the communities of Bell, Bell Gardens, Cudahy, Huntington Park, Maywood, South Gate, Vernon, and Walnut Park. The mission of SCDC is to promote community health, economic development, education, community safety and improve the standard of living for residents of Southeast Los Angeles. This organization has a history of managing community projects and producing positive results. Currently, SCDC is conducting an initiative designed to bridge the digital technology divide in Southeast Los Angeles by expanding community broadband access points, providing computer literacy training and enhancing existing community service programs. As an element of this initiative, SCDC provides computer training in a Mobile Technology Center, which is a 37 foot recreational vehicle equipped with 15 lap top computers and internet service.

In discussing the potential of partnering to provide the training services that would be funded by the Department of Education grant, the SCDC staff proposed including a third non-profit agency, the Youth Policy Institute (YPI), in order to maximize the number of youth that can be served by this program. The Youth Policy Institute was established by the Robert F. Kennedy Memorial Fund and incorporated as a nonprofit agency in 1983. Originally headquartered in Washington, D.C., YPI began operating in California in 1996. The Youth Policy Institute provides education, training and technology services to lift families out of poverty. Each year, YPI helps more than 40,000 youth and adults through these programs. As partners, the SCDC and YPI will provide in-kind services and technology that will add $101,383 to the program. The proposed Memorandum of Understanding will memorialize the roles and contributions to the program from each of the three agencies.

As it was essential to secure the approval of the change in scale, length and scope of the program from the federal government, staff prepared and submitted a proposed grant amendment to the Project Manager from the Department of Education. The City received approval for the new structure and timeline in late March.

Use of Former Teen Center

As a key component of the training program is providing the safe learning environment in which the community's youth can be taught to use computer applications and software, staff recommends dedicating the recreational facility at 4357 East Gage Avenue as the City of Bell Technology Center. This facility, which was formerly known as the Teen Center, has been vacant and unused for approximately one year. The funding from the grant and the non-profit partners will provide furniture, equipment, utilities and internet service to this facility. The adoption of the proposed Resolution will formally establish this facility as the Technology Center. In addition, the program will provide equipment and training classes at the clubhouse at Veterans' Park.

As it is the intention of the parties to demonstrate significant progress towards reaching the training goals of the grant before the end of the fiscal year, the SCDC will begin outreach and providing free training classes by using the Mobile Technology Center. Beginning on April 17th, the MTC will be in the Skate Park parking lot on Tuesday and Thursday afternoons offering computer training courses to the community's youth. Upon approval of the Memorandum of Understanding by the Mayor and City Council, the partners will begin the installing the technology infrastructure and obtaining the equipment for the Technology Center and Veterans' Park. This joint partnership with the Southeast Community Development Corporation, the Youth Policy Institute, the Department of Education and the City, will ensure progress towards fulfilling the Mayor and City Council's goal to:

> "continue and enhance a balanced variety of high quality recreation and related programs for the community, with an emphasis on youth and seniors."

FINANCIAL IMPACT

The proposed action will recognize the award of the $200,000 grant from the Department of Education to the City and appropriate the revenues and expenditures for the first three months of the program in the FY 2011-12 budget. As the grant will provide funding from April 2012 through September 2013, the program will span three fiscal years; the balance of the funds will be included in the budget proposals for the FY 2012-13 and FY 2013-14. The recommendation is to allocate $43,200 of these funds to the City of Bell Technology Center Program (fund no. 32) to provide staffing and equipment for the after-school computer training program.

Attachments:
- Memorandum of Understanding
- Resolution

MEMORANDUM OF UNDERSTANDING
Southeast Community Development Corporation
Youth Policy Institute and
City of Bell

PURPOSE

The City of Bell ("City"), the Southeast Community Development Corporation ("SCDC") and the Youth Policy Institute ("YPI) agree to a formal understanding to collaborate in providing computer training for the City of Bell residents. The purpose of this memorandum is to outline the commitments offered by each of the three parties, and to move toward a partnership to introduce and improve the computer skills of the underserved populations in the region, in particular the youth population in Bell. The provisions of this agreement are contingent upon the approval of Amendment 2 of the grant awarded to the City of Bell (Award number U215K100191) by the Department of Education. The City of Bell shall at all times be the owner of all of the equipment described in the Agreement below, including such computers and other equipment which are obtained and installed by SCDC or YPI.

AGREEMENT

YPI agrees to obtain and install the following items for the Bell Afterschool Technology Education Program at YPI's sole cost and expense:

City of Bell Technology Center:

- Internet Service for 21 computers up to and including September 13, 2013
- IT Support for this center up to and including September 13, 2013.
- Five (5) desktop computers with keyboard, mouse, and monitor for each of the five computers.
- One presentation projector
- YPI will be responsible for setting up the computer laboratory
- One (1) printer.
- Tables and chairs for 20 computer stations.

Veteran's Memorial Park Center:

- Internet Service for 20 laptops up to and including September 13, 2013.
- IT Support for this center up to and including September 13, 2013.
- Five (5) laptop computers with a mouse for each.
- YPI will be responsible for setting up the computer laboratory
- One (1) printer.
- One presentation projector.

The value of the contribution by YPI and SCDC, as detailed in the Narrative of Amendment 2 which has been submitted by the City of Bell to the Department of Education, is calculated to be $101,383.43.

SCDC agrees to obtain and install the following for Bell at SCDC's sole cost and expense:

City of Bell Technology Center:

- Sixteen (16) desktop computers with keyboard, mouse, and monitor for each of the sixteen computers.

Veteran's Memorial Park Center:

- Fifteen (15) laptop computers with a mouse for each.

Staffing for City of Bell Technology Center and Veteran's Memorial Park Center:

One (1) bi-lingual full-time instructor from April 1, 2012 to October 31, 2013.

One (1) bi-lingual full-time assistant to instructor from April 1, 2012 to October 31, 2013.

Computer Classes for City of Bell Technology Center and Veteran's Memorial Park Center:

Classes will be provided on a rotational basis at both the City of Bell Technology Center and Veteran's Memorial Park Center.

SCDC's Mobile Technology Center:

The use of SCDC's Mobile Technology Center (MTC) to provide a class, as the MTC schedule permits, at an alternate site within the City of Bell geographical boundaries.

The City of Bell will be responsible for the following:

- Management of the federal grant.
- Provide classroom facilities (City of Bell Technology Center and Veteran's Memorial Park Center).
- Provide utilities.

City agrees to the following terms:

- Provide adequate space and reasonable security for the items listed above.
- Provide electricity to the desktop computers.
- Give access to residents and youth for the use of the desktop computers during regular hours of operation without charge or membership.
- Agree not to install any software or hardware to the computer system without the permission of YPI and SCDC.
- Inform Executive Director, Cesar Zaldivar Motts, via email (mottscz@scdcorp.org) or phone (323-314-4209) of any problems regarding the operation of the computer systems.

Other Terms of Understanding

1.0 Term of MOU

- The term of this MOU will begin on April 1, 2012 and end on October 31, 2013. This Memorandum of Understanding may be renewed by written consent at the option of the above aforementioned parties for any length of time.

2.0 Termination

- This Memorandum of Understanding may be terminated by any of the three aforementioned parties on thirty (30) days written notice, with or without cause.

3.0 Funding Contingencies

- Outcomes and objectives of the program required to be met by September 30, 2012 are contingent upon the full approval by City of Bell by April 18, 2012.

4.0 Outcomes and Objectives of served Community Members by September 30, 2012 by City

- Outcomes and objectives of serving 200-300 community youth by this program required to be met by September 30, 2012 is contingent upon the full approval by City of Bell by April 18, 2012.

- Additional community technology education outcome of this program will be fulfilled between October 1, 2012 and October 31, 2013.

5.0 Meetings

- Meetings of the representatives will be conducted as needed.

6.0 Reports

- YPI and SCDC shall keep records of those clients served by the programs and the outcomes of the training provided. Monthly and quarterly reports shall be given to the City on dates established by the Parties.

- YPI and SCDC shall cooperate with Bell to the extent necessary to comply with grant funding requirements, including reporting and evaluation and other performance standards.

7.0 Confidentiality

- All aforementioned parties agree, to the extent permitted by law, not to publish or disclose, use, or permit, cause to be published, disclosed or used, any confidential information pertaining to the clients, applicants, participants or customers of the Parties.

- Nothing herein shall prevent the City from complying with all requirements of the California Public Records Act.

8.0 Indemnification

- Each party agrees to indemnify, defend and hold harmless the other partners, their boards, officers, agents, employees, assigns and successors in interest from and against all suits or causes of action, claims, losses, demands and expenses, including, but not limited to, attorney's fees and cost of litigation, damage or liability of any nature whatsoever, for death or injury to any person, including each party's employees and agents, or damage or destruction of any property of either party hereto or of third parties, arising in any manner by reason of negligent acts, errors omissions or willful misconduct of said party or its agent(s) incident to the performance of this MOU.

9.0 General Insurance Requirements

- Each of the three participating parties agree to maintain their own corporate insurances, including but not limited to commercial general liability policy, workers compensation, officers and directors insurance, bonding, automobile, and employer's liability.

10.0 Authorized Personnel

For the purposes of this Memorandum of Understanding, the individuals identified below are authorized to coordinate the related activities for each party.

By: _____ Date: _____
Signature

Name: Dixon Slingerland
Title: Executive Director

Agency: Youth Policy Institute

By: _____ Date: _____
Signature

Name: Cesar Zaldivar-Motts
Title: Executive Director

Agency: Southeast Community Development Corporation

By: _____ Date: _____
Signature

Name: Arne Croce
Title: Interim Chief Administrative Officer

Agency: City of Bell

RESOLUTION NO. 2012-35

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELL ESTABLISHING THE CITY PROPERTY LOCATED AT 4357 EAST GAGE AVENUE AS THE CITY OF BELL TECHNOLOGY CENTER

WHEREAS, the City of Bell, is an urban community in Southeast Los Angeles County with a population density of 35,000 residents in a 2.5 square mile area and where, according to the United States Census Bureau, 33% of its inhabitants are under the age of 18, and

WHEREAS, the Mayor and City Council of the City of Bell have identified a goal to "continue and enhance a balanced variety of high quality recreation and related programs for the community, with an emphasis on youth and seniors."

WHEREAS, the City has been awarded a $200,000 grant from the United States Department of Education to provide an after-school computer training program; and

WHEREAS, the City has the opportunity to partner with the Southeast Development Corporation and the Youth Policy Institute to provide additional resources and staffing for the after-school computer training program; and

WHEREAS, the City recreational facility at 4357 East Gage Avenue that served as a Teen Center from 2008 through a portion of 2011 has been closed for approximately one year; and

WHEREAS, this recreational facility can be converted into a Technology Center to provide computer training classes to the youth and others of the community;

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Bell, California as follows:

SECTION 1. That the City property located at 4357 East Gage Avenue shall be renamed as the City of Bell Technology Center and all references in the budget and other documents shall reflect this change in name and use.

PASSED, APPROVED, AND ADOPTED this 18th day of April 2012.

_____
Ali Saleh, Mayor

APPROVED AS TO FORM:

_____
David Aleshire, City Attorney

I, Patricia Healy, Interim City Clerk of the City of Bell, hereby attest and certify that the above and foregoing resolution was duly adopted by the Bell City Council at its regular meeting held on the 18th day of April 2012, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Patricia Healy, Interim City Clerk

City of Bell
Agenda Report

DATE: April 18, 2012

TO: Mayor and Members of the City Council

FROM: Vernon Ficklin
Debra Kurita, Interim Community Services Director

APPROVED

BY: _____
Arne Croce, Interim Chief Administrative Officer

SUBJECT: Dial A Ride Public Transportation Request for Proposals

RECOMMENDATION

Reject all bids received for the Dial-A-Ride Transportation Services and authorize the Chief Administrative Officer to negotiate an agreement with the Oldtimers Foundation for blend of para-transit and taxi based Dial-A-Ride Services for an amount that does not exceed $384,000.

BACKGROUND

Request For Proposals Process

The City of Bell issued Request for Proposals (RFP) for Dial-A-Ride Transportation Services for elderly and disabled residents on January 16, 2012. Notices regarding the RFP were mailed to 87 companies and individuals known to be providers of transportation services. Nine companies requested the proposal package, and a total of eight companies attended the mandatory pre-proposal conference on February 21, 2012. The purpose of the pre-proposal conference was to answer questions and make clarifications regarding the Request for Proposals.

The original Request for Proposals included language that allowed both paratransit and taxi companies to bid the program. Taxi companies requested the City to accept their bids with an exception to the service hour pricing and bid the program on a trip basis. The City accepted the bids with this exception. By using this approach, the City was able to receive and evaluate additional proposals and be more inclusive in its search for a provider for transportation services to seniors and the disabled community members. However, this approach did result in additional complexity in comparing the costs of the proposals as the taxi based programs bid on a per trip basis while the para-transit providers bid on a service hour basis.

Review of Proposals

A total of four proposals were received by the City of Bell on March 9, 2012. The providers submitting proposals were: Administrative Services Co-op (Fiesta Taxi), Express Transportation Services, Global Para-transit Inc. and the Oldtimers Foundation. The proposals received by the City can be characterized as two types, the first is a taxi based program and the second is a para-transit model that provides service based on the operation of para-transit bus vehicles.

Taxi based programs provide transportation services through taxi rides that are billed on a per trip basis, calculated by using the initial flat base rate, (known as the flag drop) plus a per mile charge, some also include a percentage administrative fee. Basically the City subsidizes the taxi ride for clients determined to be eligible by the City for the Dial-A-Ride program. Taxis are dispatched based on demand as calls are made to the taxi dispatch center. Under these proposals the City would have to assume the intake role of determining eligibility, issuing ID cards, collecting any fare, and maintaining a data base of the clients. Additionally the City would have to assume the function of preparing any transit based reports that might be required based on information provided by the Taxi Companies. Two firms, Administrative Services Co-op and Express Transportation Services, submitted proposals based on this model.

The two other companies submitting proposals, Global Paratransit, Inc. and Oldtimers Foundation, operate the more traditional model based on the use of para-transit vehicles. In these proposals the companies provide transportation based on ride sharing whereby the clients reserve their ride 24 hours in advance and the company establishes a pick-up schedule that allows several clients to be transported together in the para-transit vehicle. In this model, the companies provide all intake and client management services and prepare any required reports. The cost of these programs are based on a per hour service price for each vehicle used.

The following table details the cost component of the proposals.

FIRM NAME	TOTAL COST	TOTAL SERVICE HOURS	RATE PER SERVICE HOUR
Administrative Service Co-op (Fiesta Taxi)	Proposal Based on City Budget of $384,000 Increases Number of Service Trips	Trip Based	Average Trip: $9.00 Short Trip: $5.00
Express Transportation Services	Not to Exceed $250,000	Trip Based	Total Cost Limited To $250,000
Global Paratransit, Inc. Option 1 Option 2	 $425,575.60 $390,715.60	 9,810 9,810	 $43.38 $39.83
Oldtimers Foundation Option 1 Option 2	 $385,222.41 $335,472.41	 8,838 8,838	 $43.59 $37.96

Note: Option 1, Company supplies vehicles for program. Option 2, City of Bell provides vehicles.

It is important to note that these are proposals for services and not a public works construction contract whereby fixed unit costs, such as a square foot of concrete or asphalt laid, are consistent with established engineering standards which permits direct price comparison. In service proposals there are nuisances and sometimes substantial differences in the manner by which the proposing firms interpret the guidelines and propose to meet those guidelines. These differences occur, in part, because most service proposals attempt to maximize the operating efficiencies and utilize the expertise of the proposed contractor in defining how the service is to be furnished and managed.

As an example, Global Transit and Oldtimers used different approaches in estimating the number of service hours needed to provide coverage for transportation services during the hours and days specified in the Request for Proposal. This makes the cost analysis more complex because mathematically the more service hours listed causes the cost per service hour to decrease. Therefore, the analysis must also take into consideration the total cost of the proposal.

The proposals from the taxi companies do not have to estimate the number of service hours because the charge is based on each trip whereby a vehicle is actually transporting a City of Bell client. The vehicle is not dedicated to the City of Bell and can be free to generate income in other jurisdictions while not serving a City client. Additionally, an unoccupied taxi in the surrounding area can be dispatched at any time to transport a Bell client. This leads to a lower cost for the transportation service and reduces the per cost trip for the City. However, these lower costs result in some trade-offs; for example, customers may be served by different drivers and vehicles each time they are transported. This is important because familiarity and predictability may be very important elements of transportation for a segment of Bell's senior and disabled customer group.

An additional factor to consider is the total number of vehicles that are equipped to serve handicapped customers by meeting Americans with Disabilities (ADA) standards Further, the proposals from the taxi companies do not include the client management intake services of verifying eligibility requirements, issuing ID cards, maintaining client data bases and collecting fares or contributions; the taxi based proposals assume that the City will provide these services.

Interview Process

Being cognizant of these issues and other concerns that pertain to the transportation of seniors and the disabled, staff considered it very important to seek the assistance of experienced knowledgeable professionals to help review the proposals and participate on the interview panel. The City was fortunate to find three individuals currently managing transit programs that were willing to assist in the selection process: the Transit and Transportation Director of the City of Irvine, Ms. Shohreh Dupuis; the Senior and Social Services Manager of the City of Culver City, Mr. Armando Abrego; and the Administrator of the Palos Verdes Peninsula Transit Authority, Mr. Martin Gombert.

All four firms were invited to participate in oral panel interview on March 21, 2012. In addition to the transit professionals, the panel included: Mayor Ali Saleh; Councilwoman Ana Maria Quintana; Interim Chief Administrative Officer, Arne Croce; and Vernon Ficklin, Community Services Consultant.

The panel reviewed the written proposals, listened to the presentations by the companies and asked a series of questions that were answered by the participating companies. Each panel member scored the companies based on the written proposals and the interview process. The factors used in the ratings were Qualifications and Financial Stability, Staff Operations and Resources and Operating Methodology and Practices. .Based on these scores, Oldtimers Foundation was rated first, Administrative Services Co-op second, Global Paratransit Inc. third and Express Transportation Services fourth.

FIRM	SCORE
Oldtimers Foundation	65.7
Administrative Services Co-op	62.1
Global Paratransit Inc.	58.0
Express Transportation Services	52.0

Highest Possible Score = 75

Conclusion of the Panel:

After deliberating on the proposals and the needs of the City of Bell, the panel concluded that no single proposal completely met the City's needs. Therefore, the panel recommended that the City Council reject all bids and negotiate with Old Timers Foundation to incorporate components of the taxi based service with a reduced para-transit based route bus service into its transportation program. The determination was that this mix of transportation services would best meet the needs of the elderly and disabled community members and that Old Timers Foundation was the firm with the capability to do this.

This approach allows the City to take advantage of the lower cost of the taxi based service and still provide the stable, predictable familiarity of the para-transit operation to those elderly and disabled clients who are more comfortable having the same driver and vehicle each time they are transported. This proposed blending of an advanced reservation shared ride para-transit service utilizing small ADA compliant buses with on-demand taxi based service provides additional choices for City of Bell seniors and disabled.

The paratransit company would have the responsibility of subcontracting the taxi based service. Additionally, the administration and client intake services for the seniors and disabled would be the responsibility of the para-transit company thereby avoiding the need for additional City personnel to perform these tasks. Moreover, as the para-transit program will be operated at a reduced level, a vehicle may become available that could be used in operating a fixed route service to serve the general population. Further, based on the information received in the proposals the blended Dial-A-Ride services can be provided at cost that can be supported by the City's allocation of Proposition A funds. These are monies received by the City that are restricted to public transit programs.

Staff Recommendation:

Staff and the panel recommend that the City Council exercise the right to reject all bids and negotiate an agreement that would include both the para-transit and taxi based service with Oldtimers Foundation. Oldtimers Foundation would be required to subcontract with one of taxi companies for the taxi based service. This approach respects the finding of the panel and rewards the bidders for their participation and work.

Alternative Council Actions:

Should the Council not accept the staff recommendation, they may take one of the following actions:

1. Accept in whole or in part one or more of any proposal as deemed appropriate.

2. Cancel the Request for Proposal and direct staff to prepare a new RFP that would include both a traditional para-transit component and a taxi based component or other services as deemed appropriate.

In reviewing the second action of issuing a new RFP, staff consulted with the industry experts that participated in the RFP review process; the consensus from the group was that there is a high probability that this alternative will not result in additional bidders nor provide substantially lower costs. The size of the City of Bell's transportation programs and corresponding limited revenue streams may be limiting the number of potential bidders to those companies and entities that have base in the geographical area and an existing management-operational structure that allows them to gain from expanding their service level without having to create a new structure. Given these circumstances, staff does not recommend a release of a new RFP.

Next Steps:

Concurrently with the implementation of Council Action, Staff will host a second meeting with the surrounding Cities to discuss opportunities for cooperation in transportation services including the possibility of a combined fixed route service for the general public. In the initial meeting and subsequent contacts with staff, the Cities of Maywood, Huntington Park and Bell Gardens have expressed interest in a possible joint effort.

FINANCIAL IMPACT:

The cost of the Dial-A-Ride Transportation Program will be covered by Proposition A sales tax funds that are returned to the cities for transit programs. The Los Angeles County Metropolitan Transportation Authority estimates that City of Bell will receive $534,966 of Proposition A funds in FY 2012-13, of that amount $384,000 will be included in the proposed budget for the Dial-a-Ride service. The FY 2012-13 budget will include allocations of the balance of the funds for the bus pass program, recreation transportation, bus shelter cleaning and staff costs.

City of Bell
Agenda Report

DATE: April 18, 2012

TO: Mayor and Members of the City Council

FROM: Arne Croce, Interim City Manager

APPROVED BY: _____
Arne Croce, Interim City Manager

SUBJECT: Job Descriptions for City Department Head Positions

RECOMMENDATION

Approve job classification descriptions for the positions of Community Services Director, Community Development Director, Finance Director and Chief of Police

DISCUSSION

The functions of the City of Bell are currently structured into five organizational units: City Manager's Office; Community Development Department; Community Services Department and Police Department. One of the products of the Classification and Compensation Study conducted for the City by CPS HR is job classification specifications (job descriptions) for the City's executive management. The draft job descriptions are attached.

The approved job descriptions will be used by Peckham & McKenney in the recruitment process for permanent appointments to the positions of Community Development Director, Community Services Director, Finance Director and Chief of Police. The search schedule established by Peckham & McKenney for the four positions is:

Resume filing deadline	June 11, 2012
Preliminary Interviews	June 18-29, 2012
Recommendation of Candidates	July 5, 2012
Final Interview Process	July 13-27, 2012
Anticipated Start Date	September 4, 2012

This schedule allows the new City Manager to be actively engaged in the recruitment and appointment of the permanent department heads. Recruitment for the Chief of Police may be delayed based upon the outcome of the City's discussions with Cudahy and the future disposition of police services in the City of Bell.

The compensation for the department head positions will be advertised as DOQ (Depending on Qualifications). The Council will need to establish compensation for the positions at a future date.

DRAFT CLASSIFICATION SPECIFICATION
CITY OF BELL

DIRECTOR OF FINANCE

DEFINITION

Plans, directs, manages, coordinates and supervise programs, functions and activities for the Finance Department encompassing finance, accounting, budget, treasury, investments, business licensing, purchasing, payroll, and internal audit; conducts strategic planning for the department; develops and implements departmental policies and procedures; develops and manages the City's annual budget; provides highly complex technical and administrative support, and serves as an advisor to the Chief Administrative Officer and City Council; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives policy direction from the Chief Administrative Officer.

Exercises direct supervision over management, supervisory, professional, technical, and administrative support staff.

ESSENTIAL DUTIES

Duties may include, but are not limited to, the following:

- Plans, directs and coordinates the operations and activities of the Finance Department encompassing finance, accounting, budget, treasury, investments, business licensing, purchasing, payroll, and internal audit.
- Develops and implements financial policies and procedures and ensures that activities are conducted in accordance with laws, ordinances, rules and regulations.
- Develops, plans, and implements department goals and objectives; recommends and administers policies and procedures.
- Develops and implements long and short-term strategic plans in support of department goals and objectives.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors work load, administrative and support system, and internal reporting relationships; identifies opportunities for improvement; directs implementation of changes.
- Directs the preparation of the City's annual budget; coordinates budget related activities with department heads; ensures budget is prepared in a timely and expeditious manner.
- Coordinates activities with internal auditors who are tasked with oversight of the City's financial records and operations for compliance with mandated standards; ensures

access to required materials; reviews audit reports and prepares appropriate responses to audit findings.

- Confers with banking and financial institutions with respect to the City's fiscal operations including loans, investments, debt re-structuring and related matters.
- Provides highly complex technical and administrative support, and serves as advisor to City Council and the Chief Administrative Officer on financial related matters.
- Coordinates the department's activities with those of other departments and outside agencies and organizations.
- Plans, directs and coordinates the department's work program; meets with staff to identify and resolve problems; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures.
- Selects, trains, motivates and evaluates staff; provides or coordinates staff training; conducts performance evaluations; implements discipline procedures; ensures the provision of a high performing department to serve the needs of the City.
- Represents the City and the department in various boards, committees, and with community business and citizen leaders.
- Performs related duties as assigned.

QUALIFICATIONS GUIDELINES

To qualify for this position, an individual must possess a combination of experience, education, and/or training that would likely produce the knowledge and abilities required to perform the work. A desirable combination of qualifications is described as follows:

Education:

Equivalent to Bachelor's Degree in finance or a related field from an accredited university or college.

Experience:

Seven (7) years of progressively responsible administrative and management experience in finance and accounting.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Operations, services and activities of a comprehensive financial services department including finance, accounting, budget, treasury, investments, business licensing, purchasing, payroll, and internal audit.
- Principles and practices of strategic plan development and implementation.

- Principles and practices of budget preparation and administration.
- Principles and practices of public administration.
- Standards, principles and practices of government finance, loans, and accounting.
- Principles and practices of investment management.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Organizational and management practices as applied to the analysis and evaluation of programs.
- Principles and practices of organization, administration and personnel management.
- Comprehensive knowledge of all local, State, and Federal rules, regulations, and pertinent ordinances and mandates affecting the financial operations of a municipality.

Ability to:

- Plan direct and control the administration and operations of the Finance Department.
- Formulate substantive recommendations on the City's finance, debt management and investment programs.
- Skillfully represent the agency in all types of contract negotiations.
- Identify and respond to public and City Council issues and concerns.
- Direct the preparation and development of the City's annual budget.
- Develop and implement department policies and procedures.
- Supervise, train and evaluate assigned personnel; schedule work, set priorities and monitor work progress.
- Interpret and apply provisions of codes, regulations, statutes and ordinances relevant to municipal fiscal management.
- Gain cooperation through discussion and persuasion.
- Work effectively with the business community including financial institutions, as well as representatives from other public agencies to meet the goals and objectives of all parties.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Interpret and apply City and department policies, procedures, rules and regulations.
- Communicate clearly, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

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LICENSE, CERTIFICATE, AND REGISTRATION REQUIREMENTS:

Possession of, or the ability to obtain, a California Class C driver's license by the time of appointment. Individual who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

PHYSICAL AND MENTAL REQUIREMENTS

Mobility – frequent standing or sitting for extended periods; frequent walking; occasional driving may be required; occasional pushing/pulling; occasional bending, kneeling, squatting and crawling. Lifting – occasional lifting up to 20 pounds. Vision – constant use of good overall vision for reading/close up work; frequent use of color perception and eye/hand coordination; occasional use of depth perception and peripheral vision. Dexterity – frequent repetitive motion from writing and using a computer keyboard; frequent grasping, holding and reaching. Hearing/Talking - frequent hearing/talking to others on the telephone and in person; occasional hearing of faint sounds. Emotional/Psychological – frequent decision making and concentration, public contact and occasional working alone.

WORKING CONDITIONS

Work is performed in a typical temperature controlled office environment subject to typical office noise and environment. Evening, holiday and/or weekend work may be required.

DRAFT

DRAFT CLASSIFICATION SPECIFICATION
CITY OF BELL

CHIEF OF POLICE

DEFINITION

Under general policy direction and consistent with community priorities and needs, plans, directs, manages, coordinates and supervises police programs, functions and activities for the Police Department encompassing patrol, investigations, jail operations, neighborhood policing, crime prevention, parking enforcement and administrative support services; conducts strategic planning for the department; develops and implements departmental policies and procedures; develops and manages the department's annual budget; provides highly complex technical and administrative support, and serves as an advisor to the Chief Administrative Officer and City Council; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives policy direction from the Chief Administrative Officer.

Exercises direct supervision over sworn and non-sworn management, supervisory, professional, and technical staff.

ESSENTIAL DUTIES

Duties may include, but are not limited to, the following:

- Plans, directs and coordinates programs, functions and activities for the Police Department encompassing patrol, investigations, jail operations, neighborhood policing, crime prevention, parking enforcement and administrative support services.
- Develops policies and procedures and ensures that activities are conducted in accordance with laws, ordinances, rules and regulations.
- Develops, plans, and implements department goals and objectives; recommends and administers policies and procedures.
- Develops and implements long and short-term strategic plans in support of department and community policing related goals and objectives.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors work load, administrative and support system, and internal reporting relationships; identifies opportunities for improvement; directs implementation of changes.

- Manages the development and administration of the department's budget; forecasts the needs for additional funding for staff, equipment, materials and supplies; directs the monitoring of, and approves, expenditures.
- Provides highly complex technical and administrative support, and serves as advisor to City Council and the Chief Administrative Officer on law enforcement matters.
- Coordinates the department's activities with those of other departments and outside agencies and organizations.
- Plans, directs and coordinates the department's work program; meets with staff to identify and resolve problems; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures.
- Selects, trains, motivates and evaluates staff; provides or coordinates staff training; conducts performance evaluations; implements discipline procedures; ensures the provision of a high performing department to serve the needs of the City.
- May direct highly complex and high profile investigations.
- Coordinates law enforcement activities with City departments and other law enforcement agencies to ensure an integrated response.
- Assumes responsibility for public relations activities for the department by responding to questions from the media and the general public; attends community events to provide the public with information on department services and operations.
- Represents the City and the department in various boards, committees, and with community business and citizen leaders.
- Performs related duties as assigned.

QUALIFICATIONS GUIDELINES

To qualify for this position, an individual must possess a combination of experience, education, and/or training that would likely produce the knowledge and abilities required to perform the work. A desirable combination of qualifications is described as follows:

Education:

Equivalent to Bachelor's Degree in criminal justice or a related field from an accredited university or college. Equivalent to a Master's Degree in criminal justice or a related field from an accredited university or college preferred.

Experience:

Seven (7) years of progressively responsible administrative and supervisory management experience in law enforcement with a minimum of three (3) years at the management level.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Operations, services and activities of a comprehensive municipal police department encompassing patrol, investigations, jail operations, neighborhood policing, crime prevention, and parking enforcement.
- Functions and objectives of the police department and other local, state and federal law enforcement agencies.
- Principles and practices of strategic plan development and implementation.
- Principles and practices of public administration.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Organizational and management practices as applied to the analysis and evaluation of programs.
- Principles and practices of organization, administration and personnel management.
- Principles and practices of budget preparation and administration.
- Community demographics.
- Principles of the criminal justice system including law enforcement authorities and the rights of citizens.
- Provisions of the criminal court system.
- Legal rulings impacting department operations.
- Rules of evidence as it pertains to the collection and use of same in criminal investigations.
- Public relations techniques.
- Public service Spanish and use of common translation technioques
- Operational characteristics of equipment and materials used in law enforcement programs including vehicles, firearms and restraining instruments.
- Methods and techniques of diffusing potentially dangerous situations.
- Comprehensive knowledge of all local, State, and Federal rules, regulations, and pertinent ordinances and mandates affecting law enforcement services.

Ability to:

- Successfully complete a California Peace Officer Standards and Training Certified Background Investigation which includes a background investigation, psychological evaluation, and a comprehensive pre-employment medical examination.

DRAFT

- Plan, direct and control the administration and operations of the Police Department.
- Represent the City's interests before other agencies.
- Identify and respond to public and City Council issues and concerns.
- Prepare and administer the department budget.
- Develop and implement department policies and procedures.
- Supervise, train and evaluate assigned personnel; schedule work, set priorities and monitor work progress.
- Interpret, explain and apply mandated and department standard operating procedures; ensure compliance of sworn officers and non-sworn staff with same.
- Conduct complex external and internal investigations.
- Gain cooperation through discussion and persuasion.
- Operate within the authorities of the department and the legal system in a judicious manner.
- Work effectively with the business community as well as representatives from other public agencies to meet the goals and objectives of all parties.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Think logically and react quickly in emergency situations under hostile conditions.
- Maintain self-control in challenging and dangerous situations.
- Ensure the proper use and maintenance of assigned law enforcement vehicles and firearms.
- Maintain physical and emotional conditions necessary to perform assigned duties.
- Communicate clearly, both orally and in writing.
- Understand and communicate with Spanish speaking residents using public service Spanish phrases or translators
- Communicate in Spanish, both orally and in writing is highly desirable
- Establish and maintain effective working relationships with those contacted in the course of work.

LICENSE, CERTIFICATE, AND REGISTRATION REQUIREMENTS:

Possession of, or the ability to obtain, a California Class C driver's license by the time of appointment. Possession of a California Peace Officer Standards and Training Management Certificate

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PHYSICAL AND MENTAL REQUIREMENTS

Mobility – frequent standing or sitting for extended periods; frequent walking; driving may be required; occasional pushing/pulling; occasional bending, kneeling, squatting and crawling. Lifting – occasional lifting up to 20 pounds. Vision – constant use of good overall vision for reading/close up work; frequent use of color perception and eye/hand coordination; occasional use of depth perception and peripheral vision. Dexterity – frequent repetitive motion from writing and using a computer keyboard; frequent grasping, holding and reaching. Hearing/Talking - frequent hearing/talking to others on the telephone and in person; occasional hearing of faint sounds. Emotional/Psychological – frequent decision making and concentration, public contact; occasional working alone.

WORKING CONDITIONS

Work is performed in a typical temperature controlled office environment subject to typical office noise and environment or outdoors in a variety of weather or temperatures. Evening, holiday and/or weekend work is required.

DRAFT

DRAFT CLASSIFICATION SPECIFICATION
CITY OF BELL

DIRECTOR OF COMMUNITY DEVELOPMENT

DEFINITION

Plans, directs, manages, coordinates and supervise programs, functions and activities for the Community Development Department encompassing Building and Safety, Code Enforcement, Engineering, Planning, Economic Development and the Community Redevelopment Agency; conducts strategic planning for the department; develops and implements departmental policies and procedures; develops and manages the department's annual budget; provides highly complex technical and administrative support, and serves as an advisor to the Chief Administrative Officer and City Council; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives policy direction from the Chief Administrative Officer.

Exercises direct supervision over assigned management, supervisory, professional, technical, and administrative support staff and external contracted services.

ESSENTIAL DUTIES

Duties may include, but are not limited to, the following:

- Plans, directs and coordinates the operations and activities of the Community Development Department including Building and Safety, Code Enforcement, Engineering, Planning, Economic Development, and the Community Redevelopment Agency.
- Develops policies and procedures and ensures that activities are conducted in accordance with laws, ordinances, rules and regulations.
- Develops, plans, and implements Department goals and objectives; recommends and administers policies and procedures.
- Develops and implements long and short-term strategic plans in support of Department and City-wide goals and objectives.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors work load, administrative and support system, and internal reporting relationships; identifies opportunities for improvement; directs implementation of changes.

- Manages the development and administration of the Department's budget; forecasts the needs for additional funding for staff, equipment, materials and supplies; directs the monitoring of, and approves, expenditures.
- Provides highly complex technical and administrative support, and serves as advisor to City Council and the Chief Administrative Officer on planning, zoning and code enforcement matters.
- Coordinates the Department's activities with those of other departments and outside agencies and organizations.
- Plans, directs and coordinates the Department's work program; meets with staff to identify and resolve problems; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures.
- Selects, trains, motivates and evaluates staff; provides or coordinates staff training; conducts performance evaluations; implements discipline procedures; ensures the provision of a high performing department to serve the needs of the City.
- Administers professional services contracts pertaining to planning, building safety, and engineering; ensures service providers' adherence to contract provisions and the work plan specifications determined by the City.
- Represents the City and the Department in various boards, committees, and with community business and citizen leaders.
- Confers with builders, engineers, contractors, architects, attorneys and the public regarding planning and code enforcement procedures, interpretation and application of policies and ordinances and conditions imposed on approved applications.
- Performs related duties as assigned.

QUALIFICATIONS GUIDELINES

To qualify for this position, an individual must possess a combination of experience, education, and/or training that would likely produce the knowledge and abilities required to perform the work. A desirable combination of qualifications is described as follows:

Education:

Equivalent to Bachelor's Degree in urban planning, public administration or a related field from an accredited university or college.

Experience:

Seven (7) years of progressively responsible administrative and supervisory management experience in community development, planning or redevelopment. Experience in managing a public agency with integrated community development functions is highly desirable.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Operations, services and activities of a comprehensive community development program that includes urban planning, historic preservation, growth patterns, economic development, re-development, and low income housing.
- Principles and practices of strategic plan development and implementation.
- Principles and practices of public administration.
- Principles and practices of civil engineering as it relates to the planning and building safety functions.
- Practices related to business development and redevelopment, financing programs, real estate, and administration.
- Research methods and sources of information related to urban growth and redevelopment.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Organizational and management practices as applied to the analysis and evaluation of programs.
- Principles and practices of organization, administration and personnel management.
- Principles and practices of budget preparation and administration.
- Comprehensive knowledge of all local, State, and Federal rules, regulations, and pertinent ordinances and mandates affecting planning, land use, housing, and municipal government.

Ability to:

- Plan direct and control the administration and operations of the Community Development Department.
- Analyze economic studies, financial statements, marketing studies, plans, specifications, and bid documents.
- Formulate substantive recommendations for community development and financing.
- Skillfully represent the agency in all types of contract negotiations.
- Administer a variety of ongoing activities which involve complex redevelopment, finance, and urban growth matters.
- Represent the City's interests before other agencies.
- Identify and respond to public and City Council issues and concerns.

DRAFT

- Prepare and administer the department budget.
- Develop and implement department policies and procedures.
- Supervise, train and evaluate assigned personnel; schedule work, set priorities and monitor work progress.
- Interpret and apply provisions of codes, regulations, statutes and ordinances relevant to city planning, building and safety, engineering and code enforcement activities.
- Gain cooperation through discussion and persuasion.
- Direct and manage the work of contracted professional service providers.
- Work effectively with the business community including contractors, developers, engineers, as well as representatives from other public agencies to meet the goals and objectives of all parties.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Interpret and apply City and department policies, procedures, rules and regulations.
- Communicate clearly, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

LICENSE, CERTIFICATE, AND REGISTRATION REQUIREMENTS:

Possession of, or the ability to obtain, a California Class C driver's license by the time of appointment. Individual who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

Possession of a Certification from the American Institute of Certified Planners (AICP) is highly desirable.

PHYSICAL AND MENTAL REQUIREMENTS

Mobility – frequent standing or sitting for extended periods; frequent walking; occasional driving may be required, depending upon assignment; occasional pushing/pulling; occasional bending, kneeling, squatting and crawling. Lifting – occasional lifting up to 20 pounds. Vision – constant use of good overall vision for reading/close up work; frequent use of color perception and eye/hand coordination; occasional use of depth perception and peripheral vision. Dexterity – frequent repetitive motion from writing and using a computer keyboard; frequent grasping, holding and reaching. Hearing/Talking - frequent hearing/talking to others on the telephone and in person; occasional hearing of faint sounds. Emotional/Psychological – frequent decision making and concentration, public contact and occasional working alone.

WORKING CONDITIONS

Work is performed in a typical temperature controlled office environment subject to typical office noise and environment. Occasional evening, holiday and/or weekend work may be required.

DRAFT

DRAFT CLASSIFICATION SPECIFICATION

CITY OF BELL

DIRECTOR OF COMMUNITY SERVICES

DEFINITION

Plans, directs, manages, coordinates and supervises programs, functions and activities for the Community Services Department, encompassing Parks and Recreation, Transit Operations, Mobile Home Park and Residential Property Administration and Maintenance, CDBG Administration, Housing Programs Operations and Public Works Maintenance; conducts strategic planning for the department; develops and implements departmental policies and procedures; develops and manages the department's annual budget; provides highly complex technical and administrative support, and serves as an advisor to the Chief Administrative Officer and City Council; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives policy direction from the Chief Administrative Officer.

Exercises direct supervision over assigned management, supervisory, professional, technical, and administrative support staff and external contracted services.

ESSENTIAL DUTIES

Duties may include, but are not limited to, the following:

- Plans, directs, manages, coordinates and supervises programs, functions and activities for the Community Services Department, encompassing Parks and Recreation, Transit Operations, Mobile Home Park and Residential Property Administration and Maintenance, CDBG Administration, Housing Programs Operations and Public Works Maintenance.
- Develops policies and procedures and ensures that activities are conducted in accordance with laws, ordinances, rules and regulations.
- Develops, plans, and implements Department goals and objectives; recommends and administers policies and procedures.
- Develops and implements long and short-term strategic plans in support of Department and City-wide goals and objectives.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support system, and internal reporting relationships; identifies opportunities for improvement; directs implementation of changes.

- Manages the development and administration of the Department's budget; directs the forecast of additional funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures.
- Serves as advisor to City Council and Chief Administrative Officer on Community Services related program areas; prepares and submits reports and recommendations on Department functions.
- Coordinates the department's activities with those of other departments and outside agencies and organizations.
- Plans, directs and coordinates the Department's work program; meets with staff to identify and resolve problems; assigns projects and programmatic areas of responsibility; reviews and evaluates work methods and procedures.
- Administers professional service contracts pertaining to Department operations; ensures service providers' adherence to contract provisions and the work plan specifications determined by the City.
- Selects, trains, motivates and evaluates staff; provides or coordinates staff training; conducts performance evaluations; implements discipline procedures; ensures the provision of a high performing department to serve the needs of the City.
- Represents the City, and the Department in various boards, committees and with community business and citizen leaders.
- Responds to, negotiates and resolves significant and controversial neighborhood and community issues and difficult and sensitive citizen inquiries and complaints.
- Performs related duties as required.

QUALIFICATIONS GUIDELINES

To qualify for this position, an individual must possess a combination of experience, education, and/or training that would likely produce the knowledge and abilities required to perform the work. A desirable combination of qualifications is described as follows:

Education:

Equivalent to a Bachelor's Degree in Public Administration or a related field required; Masters Degree preferred.

Experience:

A minimum of seven (7) years of progressively responsible administrative and supervisory management experience in Parks and Recreation programs, Public Works maintenance operations, housing programs or comparable experience.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Operations, services and activities of a comprehensive community services program that includes parks, recreation, transportation, housing and public works maintenance.
- Principles and practices of strategic plan development and implementation.
- Principles and practices of public administration.
- Principles, practices and methods for successful administration of the development and maintenance of parks and open space, facility operation and maintenance, recreation and programming.
- Methods and techniques of developing programs that meet the recreational, cultural, human, and social needs of all age, ethnic and economic groups.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Organizational and management practices as applied to the analysis and evaluation of programs.
- Principles and practices of organization, administration and personnel management.
- Principles and practices of budget preparation and administration.
- Methods and techniques of providing quality customer service to City staff and members of the public.
- Federal, State, and local laws, ordinances and regulations related to assigned area of responsibility.

Ability to:

- Plan, direct and control the administration and operations of the Community Services Department.
- Identify and respond to public and City Council issues and concerns.
- Prepare and administer the department budget.
- Develop and implement department policies and procedures.
- Understand and implement the community, social and leisure services needs of the community and recommend additional areas, facilities and programs to meet those needs.
- Maintain liaison with various private and public agencies and deal successfully with the public and other interested groups.

- Interpret and apply City and department policies, procedures, rules and regulations.
- Gain cooperation through discussion and persuasion.
- Represent the City's interests before other agencies.
- Interpret and apply Federal, State, local and department policies, procedures, laws and regulations.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Supervise, train and evaluate assigned personnel; schedule work, set priorities and monitor work progress.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

LICENSE, CERTIFICATE, AND REGISTRATION REQUIREMENTS:
Possession of, or the ability to obtain, a California Class C driver's license by the time of appointment. Individual who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

PHYSICAL AND MENTAL REQUIREMENTS
Mobility – frequent standing or sitting for extended periods; frequent walking; occasional driving may be required, depending upon assignment; occasional pushing/pulling; occasional bending, kneeling, squatting and crawling. Lifting – occasional lifting up to 20 pounds. Vision – constant use of good overall vision for reading/close up work; frequent use of color perception and eye/hand coordination; occasional use of depth perception and peripheral vision. Dexterity – frequent repetitive motion from writing and using a computer keyboard; frequent grasping, holding and reaching. Hearing/Talking - frequent hearing/talking to others on the telephone and in person; occasional hearing of faint sounds. Emotional/Psychological – frequent decision making and concentration, public contact and occasional working alone.

WORKING CONDITIONS
Work is performed in a typical temperature controlled office environment subject to typical office noise and environment. Occasional evening, holiday and/or weekend work may be required.

City of Bell
Agenda Report

DATE: April 18, 2012

TO: Mayor and Members of the City Council

FROM: Magdalena Prado, Senior Management Analyst

APPROVED BY: Arne Croce, Interim Chief Administrative Officer

SUBJECT: Update on proposed City of Bell Logos

RECOMMENDATION

The City Council provide direction to staff on how to proceed with the proposed City of Bell logo concepts.

BACKGROUND AND DISCUSSION:

Since the election of the new City of Bell City Council in 2011, there has been a marked effort to establish reform and transparency throughout the City organization and its processes. As part of this effort, there has also been interest expressed in reflecting this change in the City of Bell logo and City Seal.

At the March 7, 2012 City Council meeting, the Bell Council directed staff to add color to three proposed City of Bell logo concepts which were developed with the goal of representing the City's reformative efforts. Also, these concepts were posted on the City of Bell website for public review for a two-week period, and included a link to an online logo survey. Attachment C is the staff report presented to the Council on March 7, 2012.

Survey Questions and Answers

Sixty-three participants responded to the survey. The following is a listing of the questions posed, and a summary of responses received. All responses to the survey are included as Attachment B.

Question One: Would you rather keep the current City of Bell logo?

Our survey indicated 18 respondents voted in favor of keeping the current logo (29%) and 44 respondents voted (71%) not to keep the current logo.

Question Two: Which of the three logo concepts do you like the most?

Logo One received the majority votes of 30 (56%), Logo Two obtained 4 votes (7.5%), and Logo Three received 19 votes (35%).

Question Three: Is there anything you would change to improve your preferred logo concept?

There logo survey elicited various opinion from respondents, as noted in Attachment B. Some of the reoccurring themes among responses were the following: 1) Eliminate the phrase "Renewed in 2011" as it reference the past; 2) Remove the key and the mountains from the logo concept; and 3) Straighten out the bell icon.

Question Four: Which of the logo concepts is your least favorite?

Logo One received 19 votes (38%), Logo Two had 16 votes (32%) and Logo Three had 22 responses (44%)

Question Five: Do you like the proposed motto, "City of Bell Incorporated in 1927. Reestablished in 2012"

Of the responses received, 58% did not like the motto presented while 25% liked the motto. About 16% of the respondents had no preference.

Question Six: Is there a motto you would like to propose?
The following is a listing of both suggested mottos:

- A Renaissance in the Making
- City of Bell. Incorporated in 1927. Reestablished in 2011
- City of Bell. We are family
- Ringing in Progress
- May our lives speak for themselves, Let's fight together
- "1927"
- Bell, Where Community Comes Together
- City of Bell. Incorporated in 1927. A City of Justice.
- Working with our Community for a Brighter Future.

CITY COUNCIL ACTIONS

Four options are offered for the Council's action on this item. Direct staff to:

1. Maintain the current City of Bell logo
2. Proceed with the development and implementation of one of the proposed logo concepts
3. Continue to explore other design opportunities for a new logo concept
4. Not proceed with further work on a new logo concept

FINANCIAL IMPACT

The costs associated with the implementation of a new logo and seal can be addressed over time as the City replaces and acquires new letter heads, business cards and other branded items.

ATTACHMENTS

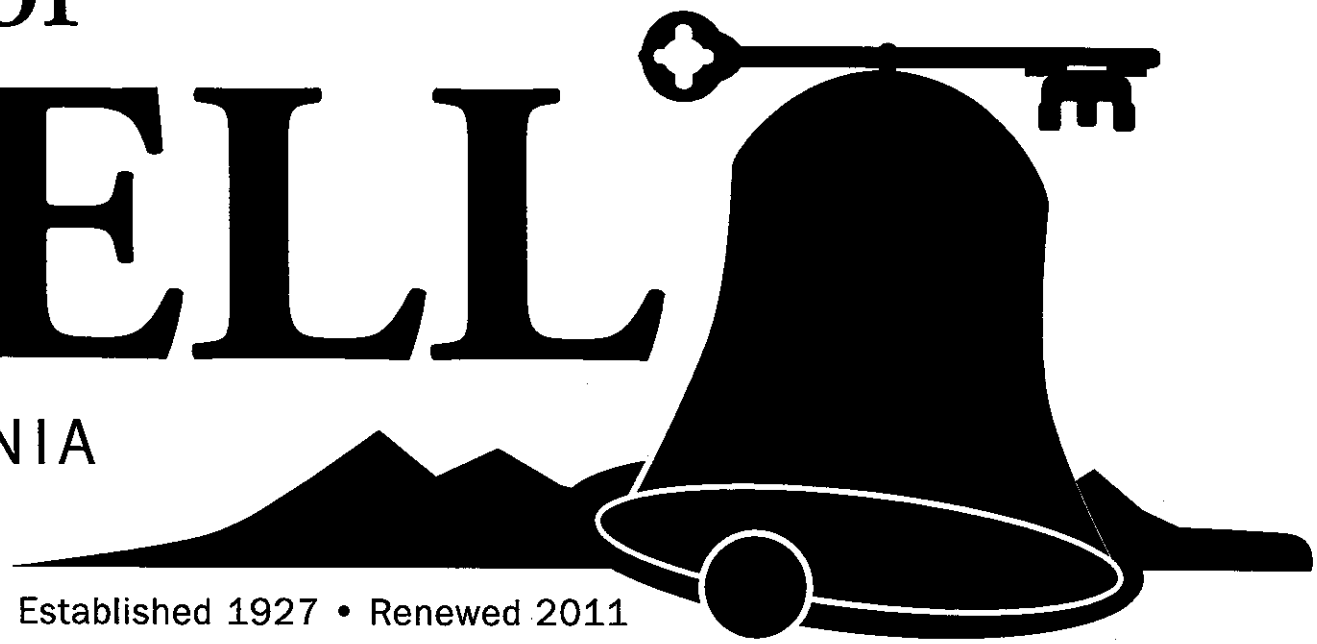
A. City of Bell Proposed Logo Concepts
B. Responses to City of Bell Logo Survey
C. Agenda Report from March 7, 2012

Logo One

City of

BELL

CALIFORNIA



Established 1927 • Renewed 2011

77

Logo Two

78

Logo Three

Attachment B: Survey Questions and Answers

Sixty-three participants responded to the survey. The following is a listing of the questions posed, and of responses received.

Question One: Would you rather keep the current City of Bell logo?

Our survey indicated 18 respondents voted in favor of keeping the current logo (29%) and 44 respondents voted (71%) not to keep the current logo.

Question Two: Which of the three logo concepts do you like the most?

Logo One received the majority votes of 30 (56%), Logo Two obtained 4 votes (7.5%), and Logo Three received 19 votes (35%).

Question Three: Is there anything you would change to improve your preferred logo concept?

- No (12 responses)
- Not include the words, Renewed in 2011.
- The font
- Original logo. Except for the white lines behind Bell, those need to go. Need a picture in background of Bell House.
- Yes. Get rid of the KEY. The key represents what? Nothing (deleted). ....
- Not put renewed in 2011.
- Use a nicer looking bell
- Take away the mountains in the back. Just keep the original logo.
- The bell is the same in all 3. Only different colors
- Incorporate purple instead of the color blue which represents Bell High. After all "our" kids will be Bell's future.
- I would eliminate the "Renewed 2011" unless of course that is a legal term that means something. If it is not a legal term then it means very little. Renewed is an arbitrary term, a bit ambiguous. Also, the mountains in the background convey a sense of being in the foothills. I associate that imagery with Pasadena, La Canada and other places closer to the mountains. We are in the basin of LA, almost the center of the basin. That's a concept that is hard to represent so I really have no suggestions for that. The mountains also say Arizona desert to me, along with the rising sun motif. I really do prefer a more simplified traditional logo.
- The key needs to go...has nothing to do with Bell
- Why spend money?

- Straighten out the Bell. Take out the wording. Should just read '1927". Make more blue.
- While I appreciate the Incorporated and the renewed concept. I do believe that, over time, it will and should be a closed chapter. Time stamping it on a logo, though positive for the now, may serve to immortalize it much later.
- I would add the incorporation date & reestablished line under California
- Whatever is chosen, please remove "Renewed 2011".
- I would put "BELL, CA" in the bottom rim of the logo
- Not sure about the mountains. We are a residential community. Perhaps, homescapes to replace mountains.
- You haven't re-established anything. You are still a charter city as it was when Risso left. You've made changes that any other city council would make. It doesn't make sense to change it to me.
- Go back to the drawing table.
- The shape of the bell can be more refined.
- The second logo needs to have a bigger lettering underneath that shows that we have a renewed government.
- The mountains in the background
- Improve the shape of the bell. It looks like a lamp shade right now.
- If an new logo is selected take out the "Renewed in 2011". Why remind everyone about the abuses of the past.
- Everything looks good!

Question Four: Which of the logo concepts is your least favorite?

Logo One received 19 votes (38%), Logo Two had 16 votes (32%) and Logo Three had 22 responses (44%)

Question Five: Do you like the proposed motto, "City of Bell Incorporated in 1927. Reestablished in 2012"

Of the responses received, 58% did not like the motto presented while 25% liked the motto. About 16% of the respondents had no preference.

Question Six: Is there a motto you would like to propose?
The following is a listing of both suggested mottos and comments.

- *A Renaissance in the Making*
- *City of Bell. Incorporated in 1927. Reestablished in 2011*
- *City of Bell. We are family*
- *Ringing in Progress*
- *May our lives speak for themselves, Let's fight together*

- *"1927"*
- *Bell, Where Community Comes Together*
- *City of Bell. Incorporated in 1927. A City of Justice.*
- *Working with our Community for a Brighter Future.*

Comments received

- Why spend money?
- Just Leave it Alone!
- Keep renewed, not reestablished
- Key city to industry. In all seriousness, I would have to think a bit more about this. A motto is important. It should reflect the [metaphoric] roots as well as the branches of our city.
- Anything that involves moving forward. A typical motto that reflects progression.
- None. Leave it as is.
- Cities do not need a motto or tag line.

City of Bell
Agenda Report

DATE: March 7, 2012

TO: Mayor and Members of the City Council

FROM: Magdalena Prado, Senior Management Analyst

APPROVED BY: _____
Arne Croce, Interim Chief Administrative Officer

SUBJECT: Review of new City of Bell Logo

RECOMMENDATION:

The City Council:

1. Direct staff to add color options to the proposed four concepts; and
2. Display the colorized versions on the City of Bell website to solicit public opinion via Survey Monkey, an online survey method, for a one-week period prior to the upcoming March 21, 2012 Council Meeting, at which time the Council would select a new logo design.

BACKGROUND AND DISCUSSION:

The election of a new City Council last March has ushered in a new era in Bell City government. Over the past year, the City Council has undertaken a number of initiatives to reinforce the changes in City government. These have included major reforms, such as the community priority workshop held in January and smaller ones like installing transparent glass on the City Hall and Police Station doors. Another symbol of the City of Bell's renewal would be to develop a new City logo.

Late last year, staff sought to identify a new logo design concept by seeking out pro bono services from students at the Center for Design in nearby Pasadena. This was not a fruitful effort. Staff then asked the current City of Bell website administrators, Ewing Beland, also a design development firm, to assist the City in elaborating a new City of Bell logo design.

On February 17, 2012, Mayor Saleh, Councilmember Nestor Valencia, and staff met with representatives from Ewing Beland to provide background from which to base their initial design concepts. A subsequent meeting took place on February 24, 2012 to review an array of design renderings. These were then narrowed down to the four black and white designs attached to the this report.

At this time, staff seeks the Council's direction to continue elaborating these designs. Staff recommends, upon Council approval, the proposed drawings are colorized, and displayed both at City Hall and on the City website to solicit public opinion, which may be gathered via Survey Monkey, a free online research tool. After a-one week display period, Council may select a new logo design concept at the Wednesday, March 14, 2012 City Council meeting. Also, staff recommends incorporating the following into the logo: *Founded 1927—Renewed 2011*

FINANCIAL IMPACT

Ewing Beland agreed to provide their design services to develop a final logo design at a reduced cost not to exceed $1,700, for twenty hours of service; to date 10.5 hours or $892.50 have been incurred. Typically, the elaboration of a design logo and City seal would require a minimum of forty hours of design work. The work is paid for out of the Transition Support budget item. The cost of implementing a new logo can be phased in over time as the City replaces letter heads, business cards and other branded items.

ATTACHMENT

A. City of Bell Logos

City of Bell
Agenda Report

DATE: April 18, 2012

TO: Mayor and Members of the City Council

FROM: Magdalena Prado, Senior Management Analyst

APPROVED BY:

Arne Croce, Interim Chief Administrative Officer

SUBJECT: NEW CITY OF BELL WEBSITE

RECOMMENDATION:
Approve a contract service agreement for website design development services with Vision Internet Providers, Inc. of $17,860 which would reflect the cost for website design development.

DISCUSSION AND BACKGROUND
One of the priority objectives established by the Council in September of 2011 was to improve communication with the public and transparency of City operations. A specific measure identified at the time was to develop a new, integrated website to support the provision of information to the public about the City's municipal services and increase efficiencies over time.

The City currently maintains two websites: the official city website, www.cityofbell.org, and the Bell City Clerk site, www.bellcityclerk.org. The maintenance of two separate and distinct websites is often confusing to those seeking information about the City. Further, both sites have limited information and functionality.

The official City website provides the public general information about the City, with scarce information about City departments and their functions. Information posted on the site includes community meetings announcements, presentation documents and Council meeting summaries. The website also contains recreational program schedules and services. Much of the current content on the site is outdated. Also, the site is mirrored in Spanish, so updates must be done to both English and Spanish content.

The City site functions via HTML programming language, and requires the use of an outside vendor to maintain the site at a rate of $85 per hour. Modifying the existing site's format to meet the City's current needs would be costly. During the 2010-2011 fiscal year, the City paid $892 in website maintenance fees for the website. This fiscal year, the City has spent $535 on website maintenance for content uploads.

The City's secondary website is that of the Bell City Clerk which provides information related to the clerk's functions including Council meetings, agendas, and minutes. While it is linked to the official city website, its location outside of the official city website address is misleading. The cost to develop the website in the fall of 2010 was approximately $15,650. Since then, the City has paid a $300 monthly maintenance fee. This fiscal year, the City is expected to pay $3,600 in maintenance service fees. A review of visits to the city's websites found that in March of 2012, the sites received over 5,200 unique visits.

New Website Development

Last fall, staff researched the development of a new city website by reaching out to nearby cities that had recently launched websites including Rancho Cucamonga and Commerce to gather insight into their process. City department heads and council members were also consulted to learn about their goals and ideas for a new website launch. Five firms with experience in municipal website development were asked to submit proposals to the City:

- Civica
- Civic Plus
- Ewing Beland
- Synfodium
- Vision Internet

The manner in which each vendor presented information, including terms and services, was difficult to compare. As a result, staff opted to draft a City of Bell New Website Description which articulated the City of Bell's revised website goals, and asked the vendors to respond to questions in a matrix format to conduct a comparative analysis.

The New Website Description document (Attachment B) was prepared to get clarification from the five responding developers. It required that each vendor present its proposal in a specific format and complete a matrix outlining its services. Responses to the New Website Description document were received from Civic Plus, Ewing-Beland, and Vision Internet. Interviews were conducted with these three firms by a group that included City staff, the IT manager from the City of Commerce, Mayor Saleh and then Vice-Mayor Harber.

Vision Internet had submitted a bid of approximately $36,235 for website design. The bid from Civic Plus was $34,258 and Ewing Beland's was $17,000. Civic Plus and Vision Internet submitted comparable proposals for the scope of website design and content management systems. Ewing Beland's proposal was less comprehensive and used a public (open source) content management system. Following a review of the submittals and interviews, the interview group concluded that Civic Plus provided the most competitive offer given their service fee. Civic Plus was contacted to discuss website design opportunities and reduced their initial cost proposal to $22,374. Soon after, Vision Internet presented a further reduction to their design fee, and increased their array of services to the City.

In light of the Vision Internet offer, staff asked both Civic Plus and Vision Internet to resubmit their best and final offer. Vision Internet submitted a competitive offer at a cost lower than that of Civic Plus. In light of the quality website designs and content management system, as well as the reduced service fee and array of services, staff opted to recommend Vision Internet as the web site development firm to craft the new City website. Vision Internet has significant experience in the area of municipal website design and has built websites for a number of cities across the State including Burbank, West Hollywood, Santa Cruz, San Francisco, and Palm Springs.

The final proposals of both Vision Internet and Civic Plus are attached. They are summarized below.

Vision Internet Proposal

The Vision Internet offer included two options: Option A -- Compensation for Services; and Option B – A No Cost Option, which asked that following a successful website launch, the City endorse the Vision Internet product. The following is a brief overview of both offers:

Option A -- Compensation for Services
The Vision Internet combined offer of $17,860 for website design development including:

- Intranet
- 100 pages of content migration
- Website hosting and maintenance in year one
- *Onsite consulting and training with Vision Internet Personnel*
- *$5,582 for hosting and maintenance for years two and three combined*
- *Graphic redesign in year three*
- *Video streaming of up to 4 meetings per month*

Option B – No Cost Option
In exchange for the services detailed in Option A, Option B would ask that the City of Bell pay for annual maintenance and hosting in years two and three, and participate in the following:

- A joint press conference to unveil the new site
- Jointly present a case study at conferences of mutual agreement
- Maintain a page on the website describing the City of Bell's open government initiatives that would credit Vision Internet for the collaborative effort
- Make a reasonable effort to participate in promoting the Website Development Project and Vision Internet
- Maintaining the City of Bell website for a three-year period.

Civic Plus Proposal
Civic Plus submitted their best and final offer of $22,374 for the website design development including:

- Intranet
- 100 pages of content migration
- Website hosting and maintenance in year one
- Online staff training
- $7,588 for annual maintenance and hosting in year two and three combined.

NEXT STEPS
Upon approval by the City Council, staff will collaborate with Vision Internet to develop a detailed work program and establish a timeframe for mutual deliverables. The launch of a new City of Bell website is set for no later than December 31, 2012.

The initial website "build" process will also require the formation of an interdepartmental staff team to identify each division's priority services and content to be posted online. Time will also be allowed to craft new content and further the Council's goal of increased transparency. In light of current staffing capacities, website functionality and new modules will be incorporated into the website over time to ensure staff is able to efficiently address any increased demands as a result of the new website launch.

The development process will consist of six stages. Staff will provide the Council an update report at the close of each stage to reflect progress and milestones achieved. The following is a brief review of each stage including milestones.

IMPLEMENTATION STEP	ESTIMATED DURATION
STAGE ONE 1) Prepare and review a survey document which will focus on goals and objectives. 2) Lead an onsite brainstorming and planning session to discuss current website, survey results, user needs, and possible approaches for the future. 3) Study examples of other preferred websites. 4) Review project goals and timeline. 5) Collect content and materials for the new website. DELIVERABLE: SURVEY MATERIALS	2-5 Weeks
STAGE TWO 1) Create information architecture which supports easy access to information. 2) Define the navigation strategy. 3) Review and recommend interactive components and features to ensure streamlined navigation through special types of content. 4) Create a conceptual sitemap and categorization of pages. 5) Create a homepage wireframe layout that shows the placement of key information and dynamic content. DELIVERABLE: APPROVED HOMEPAGE WIREFRAME LAYOUT	2-6 Weeks
STAGE THREE 1) Develop a graphic design that incorporates graphics, photos, fonts, colors, and other design elements that fit together to create harmonious design. 2) Create a minimum of two preliminary design concepts for the city's review. DELIVERABLE: FINALIZED HOMEPAGE DESIGN	3-6 Weeks

STAGE FOUR 1) Implement Vision Content Management System and integrate interactive components and features including the content migration of up to 100 pages into the new website. DELIVERABLE: ACCESS TO THE WEBSITE ON THE CONTRACTOR'S DEVELOPMENT SERVER	7-12 Weeks
STAGE FIVE 1) Perform extensive functional testing. 2) Review content. 3) Create a custom online training manual. 4) Provide administrator and content editor training for 10 employees including a one-day onsite training consisting of two sessions; one for staff representatives on content editor training and the other session for advanced administrator functions including system configuration, system maintenance, reporting, and strategies for future expansion. DELIVERABLE: CUSTOM ONLINE TRAINING GUIDE	4–5 Weeks
STAGE SIX 1) Move the site to the production server including the installation of necessary software, making configuration changes, and transferring code and content. 2) A the final quality assurance process to ensure the site transferred correctly plus a final check for broken links, Section 508 compliance, and others. The site will be available to the public upon City approval. DELIVERABLE: FINALIZED WEBSITE	2 Weeks
Total estimated time to launch	**20-36 Weeks**

ATTACHMENTS

A. Professional Services Agreement Contract
B. City of Bell New City Website Description
C. Vision Internet Proposal
D. Civic Plus Proposal
E. Ewing-Beland Proposal

CONTRACT SERVICES AGREEMENT

By and Between

THE CITY OF BELL,
A MUNICIPAL CORPORATION

and

Vision Internet Providers, Inc., a California Corporation

AGREEMENT FOR CONTRACT SERVICES
BETWEEN
THE CITY OF BELL, CALIFORNIA
AND
Vision Internet Providers, Inc., a California Corporation

THIS AGREEMENT FOR CONTRACT SERVICES (herein" Agreement") is made and entered into this ___day of _____, 20_____ by and between the City of Bell, a municipal corporation ("City") and Vision Internet Providers, Inc., a California Corporation, ("Consultant" or "Contractor"). City and Contractor are sometimes hereinafter individually referred to as "Party" and hereinafter collectively referred to as the "Parties." "). (The term Contractor includes professionals performing in a consulting capacity.)

RECITALS

A. City has sought, by issuance of a Request for Proposals or Invitation for Bids, the performance of the services defined and described particularly in Section 1 of this Agreement.

B. Contractor, following submission of a proposal or bid for the performance of the services defined and described particularly in Section 1 of this Agreement, was selected by the City to perform those services.

C. Pursuant to the City of Bell's Municipal Code, City has authority to enter into this Agreement Services Agreement and the Chief Administrative Officer has authority to execute this Agreement.

D. The Parties desire to formalize the selection of Contractor for performance of those services defined and described particularly in Section 1 of this Agreement and desire that the terms of that performance be as particularly defined and described herein.

OPERATIVE PROVISIONS

NOW, THEREFORE, in consideration of the mutual promises and covenants made by the Parties and contained herein and other consideration, the value and adequacy of which are hereby acknowledged, the parties agree as follows:

ARTICLE 1. SERVICES OF CONTRACTOR

1.1 Scope of Services.

In compliance with all terms and conditions of this Agreement, the Contractor shall provide those services specified in the "Scope of Services" attached hereto as Exhibit "A" and incorporated herein by this reference, which services may be referred to herein as the "services" or "work" hereunder. As a material inducement to the City entering into this Agreement, Contractor represents and warrants that it has the qualifications, experience, and facilities necessary to properly perform the services required under this Agreement in a thorough, competent, and professional manner, and is experienced in performing the work and services

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contemplated herein. Contractor shall at all times faithfully, competently and to the best of its ability, experience and talent, perform all services described herein. Contractor covenants that it shall follow the highest professional standards in performing the work and services required hereunder and that all materials will be of good quality, fit for the purpose intended. For purposes of this Agreement, the phrase "highest professional standards" shall mean those standards of practice recognized by one or more first-class firms performing similar work under similar circumstances.

1.2 Contractor's Proposal.

The Scope of Services may include such portions of the Consultant's scope of work or proposal which are incorporated in Exhibit "A". In the event of any inconsistency between the terms of such proposal and this Agreement, the terms of this Agreement shall govern.

1.3 Compliance with Law.

Contractor shall keep itself informed concerning, and shall render all services hereunder in accordance with all ordinances, resolutions, statutes, rules, and regulations of the City and any Federal, State or local governmental entity having jurisdiction in effect at the time service is rendered.

1.4 Licenses, Permits, Fees and Assessments.

Contractor shall obtain at its sole cost and expense such licenses, permits and approvals as may be required by law for the performance of the services required by this Agreement. Contractor shall have the sole obligation to pay for any fees, assessments and taxes, plus applicable penalties and interest, which may be imposed by law and arise from or are necessary for the Contractor's performance of the services required by this Agreement, and shall indemnify, defend and hold harmless City, its officers, employees or agents of City, against any such fees, assessments, taxes penalties or interest levied, assessed or imposed against City hereunder.

1.5 Familiarity with Work.

By executing this Agreement, Contractor warrants that Contractor (i) has thoroughly investigated and considered the scope of services to be performed, (ii) has carefully considered how the services should be performed, and (iii) fully understands the facilities, difficulties and restrictions attending performance of the services under this Agreement. If the services involve work upon any site, Contractor warrants that Contractor has or will investigate the site and is or will be fully acquainted with the conditions there existing, prior to commencement of services hereunder. Should the Contractor discover any latent or unknown conditions, which will materially affect the performance of the services hereunder, Contractor shall immediately inform the City of such fact and shall not proceed except at City's risk until written instructions are received from the Contract Officer.

1.6 Care of Work.

The Contractor shall adopt reasonable methods during the life of the Agreement to furnish continuous protection to the work, and the equipment, materials, papers, documents, plans, studies and/or other components thereof to prevent losses or damages, and shall be

responsible for all such damages, to persons or property, until acceptance of the work by City, except such losses or damages as may be caused by City's own negligence.

1.7 Warranty.

Contractor warrants all Work under the Agreement (which for purposes of this Section shall be deemed to include unauthorized work which has not been removed and any non-conforming materials incorporated into the Work) to be of good quality and free from any defective or faulty material and workmanship. Contractor agrees that for a period of one year (or the period of time specified elsewhere in the Agreement or in any guarantee or warranty provided by any manufacturer or supplier of equipment or materials incorporated into the Work, whichever is later) after the date of final acceptance, Contractor shall within ten (10) days after being notified in writing by the City of any defect in the Work or non-conformance of the Work to the Agreement, commence and prosecute with due diligence all Work necessary to fulfill the terms of the warranty at his sole cost and expense. Contractor shall act sooner as requested by the City in response to an emergency. In addition, Contractor shall, at its sole cost and expense, repair and replace any portions of the Work (or work of other contractors) damaged by its defective Work or which becomes damaged in the course of repairing or replacing defective Work. For any Work so corrected, Contractor's obligation hereunder to correct defective Work shall be reinstated for an additional one year period, commencing with the date of acceptance of such corrected Work. Contractor shall perform such tests as the City may require to verify that any corrective actions, including, without limitation, redesign, repairs, and replacements comply with the requirements of the Agreement. All costs associated with such corrective actions and testing, including the removal, replacement, and reinstitution of equipment and materials necessary to gain access, shall be the sole responsibility of the Contractor. All warranties and guarantees of subcontractors, suppliers and manufacturers with respect to any portion of the Work, whether express or implied, are deemed to be obtained by Contractor for the benefit of the City, regardless of whether or not such warranties and guarantees have been transferred or assigned to the City by separate agreement and Contractor agrees to enforce such warranties and guarantees, if necessary, on behalf of the City. In the event that Contractor fails to perform its obligations under this Section, or under any other warranty or guaranty under this Agreement, to the reasonable satisfaction of the City, the City shall have the right to correct and replace any defective or non-conforming Work and any work damaged by such work or the replacement or correction thereof at Contractor's sole expense. Contractor shall be obligated to fully reimburse the City for any expenses incurred hereunder upon demand. This provision may be waived in Exhibit "B" if the services hereunder do not include construction of any improvements or the supplying of equipment or materials.

1.8 Prevailing Wages.

Contractor is aware of the requirements of California Labor Code Section 1720, et seq., and 1770, et seq., as well as California Code of Regulations, Title 8, Section 1600, et seq., ("Prevailing Wage Laws"), which require the payment of prevailing wage rates and the performance of other requirements on "Public Works" and "Maintenance" projects. If the Services are being performed as part of an applicable "Public Works" or "Maintenance" project, as defined by the Prevailing Wage Laws, and if the total compensation is $1,000 or more, Contractor agrees to fully comply with such Prevailing Wage Laws. City shall provide Contractor with a copy of the prevailing rates of per diem wages in effect at the commencement of this Agreement. Contractor shall make copies of the prevailing rates of per diem wages for each craft,

classification or type of worker needed to execute the Services available to interested parties upon request, and shall post copies at the Contractor's principal place of business and at the project site. Contractor shall defend, indemnify and hold the City, its elected officials, officers, employees and agents free and harmless from any claim or liability arising out of any failure or alleged failure to comply with the Prevailing Wage Laws.

1.9 Further Responsibilities of Parties.

Both parties agree to use reasonable care and diligence to perform their respective obligations under this Agreement. Both parties agree to act in good faith to execute all instruments, prepare all documents and take all actions as may be reasonably necessary to carry out the purposes of this Agreement. Unless hereafter specified, neither party shall be responsible for the service of the other.

1.10 Additional Services.

City shall have the right at any time during the performance of the services, without invalidating this Agreement, to order extra work beyond that specified in the Scope of Services or make changes by altering, adding to or deducting from said work. No such extra work may be undertaken unless a written order is first given by the Contract Officer to the Contractor, incorporating therein any adjustment in (i) the Agreement Sum, and/or (ii) the time to perform this Agreement, which said adjustments are subject to the written approval of the Contractor. Any increase in compensation of up to five percent (5%) of the Agreement Sum or $25,000, whichever is less; or in the time to perform of up to one hundred eighty (180) days may be approved by the Contract Officer. Any greater increases, taken either separately or cumulatively must be approved by the City. It is expressly understood by Contractor that the provisions of this Section shall not apply to services specifically set forth in the Scope of Services or reasonably contemplated therein. Contractor hereby acknowledges that it accepts the risk that the services to be provided pursuant to the Scope of Services may be more costly or time consuming than Contractor anticipates and that Contractor shall not be entitled to additional compensation therefor.

1.11 Special Requirements.

Additional terms and conditions of this Agreement, if any, which are made a part hereof are set forth in the "Special Requirements" attached hereto as Exhibit "B" and incorporated herein by this reference. In the event of a conflict between the provisions of Exhibit "B" and any other provisions of this Agreement, the provisions of Exhibit "B" shall govern.

ARTICLE 2. COMPENSATION AND METHOD OF PAYMENT.

2.1 Contract Sum.

Subject to any limitations set forth in this Agreement, City agrees to pay Contractor the amounts specified in the "Schedule of Compensation" attached hereto as Exhibit "C" and incorporated herein by this reference. The total compensation, including reimbursement for actual expenses, shall not exceed $17,860 (the "Contract"), unless additional compensation is approved pursuant to Section 1.10.

2.2 Method of Compensation.

The method of compensation may include: (i) a lump sum payment upon completion, (ii) payment in accordance with specified tasks or the percentage of completion of the services, (iii) payment for time and materials based upon the Contractor's rates as specified in the Schedule of Compensation, provided that time estimates are provided for the performance of sub tasks, but not exceeding the Contract Sum or (iv) such other methods as may be specified in the Schedule of Compensation.

2.3 Reimbursable Expenses.

Compensation may include reimbursement for actual and necessary expenditures for reproduction costs, telephone expenses, and travel expenses approved by the Contract Officer in advance, or actual subcontractor expenses if an approved subcontractor pursuant to Section 4.5, and only if specified in the Schedule of Compensation. The Contract Sum shall include the attendance of Contractor at all project meetings reasonably deemed necessary by the City. Coordination of the performance of the work with City is a critical component of the services. If Contractor is required to attend additional meetings to facilitate such coordination, Contractor shall not be entitled to any additional compensation for attending said meetings.

2.4 Invoices.

Each month Contractor shall furnish to City an original invoice for all work performed and expenses incurred during the preceding month in a form approved by City's Director of Finance. The invoice shall detail charges for all necessary and actual expenses by the following categories: labor (by sub-category), travel, materials, equipment, supplies, and sub-contractor contracts. Sub-contractor charges shall also be detailed by such categories.

City shall independently review each invoice submitted by the Contractor to determine whether the work performed and expenses incurred are in compliance with the provisions of this Agreement. Except as to any charges for work performed or expenses incurred by Contractor which are disputed by City, or as provided in Section 7.3. City will use its best efforts to cause Contractor to be paid within forty-five (45) days of receipt of Contractor's correct and undisputed invoice. In the event any charges or expenses are disputed by City, the original invoice shall be returned by City to Contractor for correction and resubmission.

2.5 Waiver.

Payment to Contractor for work performed pursuant to this Agreement shall not be deemed to waive any defects in work performed by Contractor.

ARTICLE 3. PERFORMANCE SCHEDULE

3.1 Time of Essence.

Time is of the essence in the performance of this Agreement.

3.2 Schedule of Performance.

Contractor shall commence the services pursuant to this Agreement upon receipt of a written notice to proceed and shall perform all services within the time period(s) established in the "Schedule of Performance" attached hereto as Exhibit "D" and incorporated herein by this reference. When requested by the Contractor, extensions to the time period(s) specified in the Schedule of Performance may be approved in writing by the Contract Officer but not exceeding one hundred eighty (180) days cumulatively.

3.3 Force Majeure.

The time period(s) specified in the Schedule of Performance for performance of the services rendered pursuant to this Agreement shall be extended because of any delays due to unforeseeable causes beyond the control and without the fault or negligence of the Contractor, including, but not restricted to, acts of God or of the public enemy, unusually severe weather, fires, earthquakes, floods, epidemics, quarantine restrictions, riots, strikes, freight embargoes, wars, litigation, and/or acts of any governmental agency, including the Agency, if the Contractor shall within ten (10) days of the commencement of such delay notify the Contract Officer in writing of the causes of the delay. The Contract Officer shall ascertain the facts and the extent of delay, and extend the time for performing the services for the period of the enforced delay when and if in the judgment of the Contract Officer such delay is justified. The Contract Officer's determination shall be final and conclusive upon the parties to this Agreement. In no event shall Contractor be entitled to recover damages against the City for any delay in the performance of this Agreement, however caused, Contractor's sole remedy being extension of the Agreement pursuant to this Section.

3.4 Inspection and Final Acceptance.

City may inspect and accept or reject any of Contractor's work under this Agreement, either during performance or when completed. City shall reject or finally accept Contractor's work within forth five (45) days after submitted to City. City shall accept work by a timely written acceptance, otherwise work shall be deemed to have been rejected. City's acceptance shall be conclusive as to such work except with respect to latent defects, fraud and such gross mistakes as amount to fraud. Acceptance of any work by City shall not constitute a waiver of any of the provisions of this Agreement including, but not limited to, Section X, pertaining to indemnification and insurance, respectively.

3.5 Term.

Unless earlier terminated in accordance with Article 8 of this Agreement, this Agreement shall continue in full force and effect until completion of the services but not exceeding one (1) year from the date hereof, except as otherwise provided in the Schedule of Performance (Exhibit "D").

ARTICLE 4. COORDINATION OF WORK

4.1 Representatives and Personnel of Contractor.

The following principals of Contractor (Principals) are hereby designated as being the principals and representatives of Contractor authorized to act in its behalf with respect to the work specified herein and make all decisions in connection therewith:

Uriz Goldman	Project Manager
(Name)	(Title)
Kristoffer von Bonsdorff	Project Management Director
(Name)	(Title)
Ashley Fruechting	Senior Account Executive
(Name)	(Title)

It is expressly understood that the experience, knowledge, capability and reputation of the foregoing principals were a substantial inducement for City to enter into this Agreement. Therefore, the foregoing principals shall be responsible during the term of this Agreement for directing all activities of Contractor and devoting sufficient time to personally supervise the services hereunder. All personnel of Contractor, and any authorized agents, shall at all times be under the exclusive direction and control of the Principals. For purposes of this Agreement, the foregoing Principals may not be replaced nor may their responsibilities be substantially reduced by Contractor without the express written approval of City. Additionally, Contractor shall make every reasonable effort to maintain the stability and continuity of Contractor's staff and subcontractors, if any, assigned to perform the services required under this Agreement. Contractor shall notify City of any changes in Contractor's staff and subcontractors, if any, assigned to perform the services required under this Agreement, prior to and during any such performance.

4.2 Status of Contractor.

Contractor shall have no authority to bind City in any manner, or to incur any obligation, debt or liability of any kind on behalf of or against City, whether by contract or otherwise, unless such authority is expressly conferred under this Agreement or is otherwise expressly conferred in writing by City. Contractor shall not at any time or in any manner represent that Contractor or any of Contractor's officers, employees, or agents are in any manner officials, officers, employees or agents of City. Neither Contractor, nor any of Contractor's officers, employees or agents, shall obtain any rights to retirement, health care or any other benefits which may otherwise accrue to City's employees. Contractor expressly waives any claim Contractor may have to any such rights.

4.3 Contract Officer.

The Contract Officer shall be such person as may be designated by the Chief Administrative Officer of City. It shall be the Contractor's responsibility to assure that the

Contract Officer is kept informed of the progress of the performance of the services and the Contractor shall refer any decisions which must be made by City to the Contract Officer. Unless otherwise specified herein, any approval of City required hereunder shall mean the approval of the Contract Officer. The Contract Officer shall have authority, if specified in writing by the Chief Administrative Officer, to sign all documents on behalf of the City required hereunder to carry out the terms of this Agreement.

4.4 Independent Contractor.

Neither the City nor any of its employees shall have any control over the manner, mode or means by which Contractor, its agents or employees, perform the services required herein, except as otherwise set forth herein. City shall have no voice in the selection, discharge, supervision or control of Contractor's employees, servants, representatives or agents, or in fixing their number, compensation or hours of service. Contractor shall perform all services required herein as an independent contractor of City and shall remain at all times as to City a wholly independent contractor with only such obligations as are consistent with that role. Contractor shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of City. City shall not in any way or for any purpose become or be deemed to be a partner of Contractor in its business or otherwise or a joint venturer or a member of any joint enterprise with Contractor.

4.5 Prohibition Against Subcontracting or Assignment.

The experience, knowledge, capability and reputation of Contractor, its principals and employees were a substantial inducement for the Agency to enter into this Agreement. Therefore, Contractor shall not contract with any other entity to perform in whole or in part the services required hereunder without the express written approval of the Agency. In addition, neither this Agreement nor any interest herein may be transferred, assigned, conveyed, hypothecated or encumbered voluntarily or by operation of law, whether for the benefit of creditors or otherwise, without the prior written approval of Agency. Transfers restricted hereunder shall include the transfer to any person or group of persons acting in concert of more than twenty five percent (25%) of the present ownership and/or control of Contractor, taking all transfers into account on a cumulative basis. In the event of any such unapproved transfer, including any bankruptcy proceeding, this Agreement shall be void. No approved transfer shall release the Contractor or any surety of Contractor of any liability hereunder without the express consent of Agency.

ARTICLE 5. INSURANCE, INDEMNIFICATION AND BONDS

5.1 Insurance Coverages.

The Contractor shall procure and maintain, at its sole cost and expense, in a form and content satisfactory to City, during the entire term of this Agreement including any extension thereof, the following policies of insurance which shall cover all elected and appointed officers, employees and agents of City:

(a) Comprehensive General Liability Insurance (Occurrence Form CG0001 or equivalent). A policy of comprehensive general liability insurance written on a per occurrence basis for bodily injury, personal injury and property damage. The policy of insurance shall be in an amount not less than $1,000,000.00 per occurrence or if a general aggregate limit is used,

either the general aggregate limit shall apply separately to this contract/location, or the general aggregate limit shall be twice the occurrence limit.

(b) Worker's Compensation Insurance. A policy of worker's compensation insurance in such amount as will fully comply with the laws of the State of California and which shall indemnify, insure and provide legal defense for both the Contractor and the City against any loss, claim or damage arising from any injuries or occupational diseases occurring to any worker employed by or any persons retained by the Contractor in the course of carrying out the work or services contemplated in this Agreement.

(c) Automotive Insurance (Form CA 0001 (Ed 1/87) including "any auto" and endorsement CA 0025 or equivalent). A policy of comprehensive automobile liability insurance written on a per occurrence for bodily injury and property damage in an amount not less than either (i) bodily injury liability limits of $100,000 per person and $300,000 per occurrence and property damage liability limits of $150,000 per occurrence or (ii) combined single limit liability of $1,000,000. Said policy shall include coverage for any owned, non-owned, leased and hired cars.

All of the above policies of insurance shall be primary insurance and shall name the City, its elected and appointed officers, employees and agents as additional insureds and any insurance maintained by City or its officers, employees or agents shall apply in excess of, and not contribute with Contractor's insurance. The insurer is deemed hereof to waive all rights of subrogation and contribution it may have against the City, its officers, employees and agents and their respective insurers. All of said policies of insurance shall provide that said insurance may not be amended or cancelled by the insurer or any party hereto without providing thirty (30) days prior written notice by certified mail return receipt requested to the City. In the event any of said policies of insurance are cancelled, the Contractor shall, prior to the cancellation date, submit new evidence of insurance in conformance with this Section 5.1 to the Contract Officer. No work or services under this Agreement shall commence until the Contractor has provided the City with Certificates of Insurance or appropriate insurance binders evidencing the above insurance coverages and said Certificates of Insurance or binders are approved by the City

The insurance required by this Agreement shall be satisfactory only if issued by companies qualified to do business in California, rated "A" or better in the most recent edition of Best Rating Guide, The Key Rating Guide or in the Federal Register, and only if they are of a financial category Class VII or better, unless such requirements are waived by the City's Interim Chief Administrative Officer or other designee of the City due to unique circumstances.

(d) Professional Liability. Professional liability insurance appropriate to the Contractor's profession. This coverage may be written on a "claims made" basis, and must include coverage for contractual liability. The professional liability insurance required by this Agreement must be endorsed to be applicable to claims based upon, arising out of or related to services performed under this Agreement. The insurance must be maintained for at least 5 consecutive years following the completion of Contractor's services or the termination of this Agreement. During this additional 5-year period, Contractor shall annually and upon request of the City submit written evidence of this continuous coverage.

(e) Additional Insurance. Policies of such other insurance, as may be required in the Special Requirements.

5.2 General Insurance Requirements.

All of the above policies of insurance shall be primary insurance and shall name the City, its elected and appointed officers, employees and agents as additional insureds and any insurance maintained by City or its officers, employees or agents shall apply in excess of, and not contribute with Contractor's insurance. The insurer is deemed hereof to waive all rights of subrogation and contribution it may have against the City, its officers, employees and agents and their respective insurers. All of said policies of insurance shall provide that said insurance may not be amended or cancelled by the insurer or any party hereto without providing thirty (30) days prior written notice by certified mail return receipt requested to the City. In the event any of said policies of insurance are cancelled, the Contractor shall, prior to the cancellation date, submit new evidence of insurance in conformance with Section 5.1 to the Contract Officer. No work or services under this Agreement shall commence until the Contractor has provided the City with Certificates of Insurance or appropriate insurance binders evidencing the above insurance coverages and said Certificates of Insurance or binders are approved by the City. City reserves the right to inspect complete, certified copies of all required insurance policies at any time. Any failure to comply with the reporting or other provisions of the policies including breaches or warranties shall not affect coverage provided to City.

All certificates shall name the City as additional insured (providing the appropriate endorsement) and shall conform to the following "cancellation" notice:

CANCELLATION:

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATED THEREOF, THE ISSUING COMPANY SHALL MAIL THIRTY (30)-DAY ADVANCE WRITTEN NOTICE TO CERTIFICATE HOLDER NAMED HEREIN.

[to be initialed] _____
Agent Initials

City, its respective elected and appointed officers, directors, officials, employees, agents and volunteers are to be covered as additional insureds as respects: liability arising out of activities Contractor performs; products and completed operations of Contractor; premises owned, occupied or used by Contractor; or automobiles owned, leased, hired or borrowed by Contractor. The coverage shall contain no special limitations on the scope of protection afforded to City, and their respective elected and appointed officers, officials, employees or volunteers. Contractor's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

Any deductibles or self-insured retentions must be declared to and approved by City. At the option of City, either the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects City or its respective elected or appointed officers, officials, employees and volunteers or the Contractor shall procure a bond guaranteeing payment of losses and related investigations, claim administration, defense expenses and claims. The Contractor agrees that the requirement to provide insurance shall not be construed as limiting in any way the extent to which the Contractor may be held responsible for the payment of damages to any persons or property resulting from the Contractor's activities or the activities of any person or persons for

which the Contractor is otherwise responsible nor shall it limit the Contractor's indemnification liabilities as provided in Section 5.3.

In the event the Contractor subcontracts any portion of the work in compliance with Section 4.5 of this Agreement, the contract between the Contractor and such subcontractor shall require the subcontractor to maintain the same policies of insurance that the Contractor is required to maintain pursuant to Section 5.1, and such certificates and endorsements shall be provided to City.

5.3 Indemnification.

To the full extent permitted by law, Contractor agrees to indemnify, defend and hold harmless the City, its officers, employees and agents ("Indemnified Parties") against, and will hold and save them and each of them harmless from, any and all actions, either judicial, administrative, arbitration or regulatory claims, damages to persons or property, losses, costs, penalties, obligations, errors, omissions or liabilities whether actual or threatened (herein "claims or liabilities") that may be asserted or claimed by any person, firm or entity arising out of or in connection with the negligent performance of the work, operations or activities provided herein of Contractor, its officers, employees, agents, subcontractors, or invitees, or any individual or entity for which Contractor is legally liable ("indemnitors"), or arising from Contractor's reckless or willful misconduct, or arising from Contractor's indemnitors' negligent performance of or failure to perform any term, provision, covenant or condition of this Agreement, and in connection therewith:

(a) Contractor will defend any action or actions filed in connection with any of said claims or liabilities and will pay all costs and expenses, including legal costs and attorneys' fees incurred in connection therewith;

(b) Contractor will promptly pay any judgment rendered against the City, its officers, agents or employees for any such claims or liabilities arising out of or in connection with the negligent performance of or failure to perform such work, operations or activities of Contractor hereunder; and Contractor agrees to save and hold the City, its officers, agents, and employees harmless therefrom;

(c) In the event the City, its officers, agents or employees is made a party to any action or proceeding filed or prosecuted against Contractor for such damages or other claims arising out of or in connection with the negligent performance of or failure to perform the work, operation or activities of Contractor hereunder, Contractor agrees to pay to the City, its officers, agents or employees, any and all costs and expenses incurred by the City, its officers, agents or employees in such action or proceeding, including but not limited to, legal costs and attorneys' fees.

Contractor shall incorporate similar indemnity agreements with its subcontractors and if it fails to do so Contractor shall be fully responsible to indemnify City hereunder therefore, and failure of City to monitor compliance with these provisions shall not be a waiver hereof. This indemnification includes claims or liabilities arising from any negligent or wrongful act, error or omission, or reckless or willful misconduct of Contractor in the performance of professional services hereunder. The provisions of this Section do not apply to claims or liabilities occurring as a result of City's sole negligence or willful acts or omissions. , but, to the fullest extent

permitted by law, shall apply to claims and liabilities resulting in part from City's negligence, except that design professionals' indemnity hereunder shall be limited to claims and liabilities arising out of the negligence, recklessness or willful misconduct of the design professional. The indemnity obligation shall be binding on successors and assigns of Contractor and shall survive termination of this Agreement.

5.4 Performance Bond.

Concurrently with execution of this Agreement, and if required in Exhibit "B", Contractor shall deliver to City performance bond in the sum of the amount of this Agreement, in the form provided by the City Clerk, which secures the faithful performance of this Agreement. The bond shall contain the original notarized signature of an authorized officer of the surety and affixed thereto shall be a certified and current copy of his power of attorney. The bond shall be unconditional and remain in force during the entire term of the Agreement and shall be null and void only if the Contractor promptly and faithfully performs all terms and conditions of this Agreement.

5.5 Sufficiency of Insurer or Surety.

Insurance or bonds required by this Agreement shall be satisfactory only if issued by companies qualified to do business in California, rated "A" or better in the most recent edition of Best Rating Guide, The Key Rating Guide or in the Federal Register, and only if they are of a financial category Class VII or better, unless such requirements are waived by the Risk Manager of the City due to unique circumstances. If this Agreement continues for more than 3 years duration, or in the event the Risk Manager of City ("Risk Manager") determines that the work or services to be performed under this Agreement creates an increased or decreased risk of loss to the City, the Contractor agrees that the minimum limits of the insurance policies and the performance bond required by Section 5.4 may be changed accordingly upon receipt of written notice from the Risk Manager; provided that the Contractor shall have the right to appeal a determination of increased coverage by the Risk Manager to the City Council of City within 10 days of receipt of notice from the Risk Manager.

ARTICLE 6. RECORDS, REPORTS, AND RELEASE OF INFORMATION

6.1 Records.

Contractor shall keep, and require subcontractors to keep, such ledgers books of accounts, invoices, vouchers, canceled checks, reports, studies or other documents relating to the disbursements charged to City and services performed hereunder (the "books and records"), as shall be necessary to perform the services required by this Agreement and enable the Contract Officer to evaluate the performance of such services. Any and all such documents shall be maintained in accordance with generally accepted accounting principles and shall be complete and detailed. The Contract Officer shall have full and free access to such books and records at all times during normal business hours of City, including the right to inspect, copy, audit and make records and transcripts from such records. Such records shall be maintained for a period of 3 years following completion of the services hereunder, and the City shall have access to such records in the event any audit is required. In the event of dissolution of Contractor's business, custody of the books and records may be given to City, and access shall be provided by Contractor's successor in interest.

6.2 Reports.

Contractor shall periodically prepare and submit to the Contract Officer such reports concerning the performance of the services required by this Agreement as the Contract Officer shall require. Contractor hereby acknowledges that the City is greatly concerned about the cost of work and services to be performed pursuant to this Agreement. For this reason, Contractor agrees that if Contractor becomes aware of any facts, circumstances, techniques, or events that may or will materially increase or decrease the cost of the work or services contemplated herein or, if Contractor is providing design services, the cost of the project being designed, Contractor shall promptly notify the Contract Officer of said fact, circumstance, technique or event and the estimated increased or decreased cost related thereto and, if Contractor is providing design services, the estimated increased or decreased cost estimate for the project being designed.

6.3 Ownership of Documents.

All drawings, specifications, maps, designs, photographs, studies, surveys, data, notes, computer files, reports, records, documents and other materials (the "documents and materials") prepared by Contractor, its employees, subcontractors and agents in the performance of this Agreement shall be the property of City and shall be delivered to City upon request of the Contract Officer or upon the termination of this Agreement, and Contractor shall have no claim for further employment or additional compensation as a result of the exercise by City of its full rights of ownership use, reuse, or assignment of the documents and materials hereunder. Any use, reuse or assignment of such completed documents for other projects and/or use of uncompleted documents without specific written authorization by the Contractor will be at the City's sole risk and without liability to Contractor, and Contractor's guarantee and warranties shall not extend to such use, revise or assignment. Contractor may retain copies of such documents for its own use. Contractor shall have an unrestricted right to use the concepts embodied therein. All subcontractors shall provide for assignment to City of any documents or materials prepared by them, and in the event Contractor fails to secure such assignment, Contractor shall indemnify City for all damages resulting therefrom.

6.4 Confidentiality and Release of Information.

(a) All information gained or work product produced by Contractor in performance of this Agreement shall be considered confidential, unless such information is in the public domain or already known to Contractor. Contractor shall not release or disclose any such information or work product to persons or entities other than City without prior written authorization from the Contract Officer.

(b) Contractor, its officers, employees, agents or subcontractors, shall not, without prior written authorization from the Contract Officer or unless requested by the City Attorney, voluntarily provide documents, declarations, letters of support, testimony at depositions, response to interrogatories or other information concerning the work performed under this Agreement. Response to a subpoena or court order shall not be considered "voluntary" provided Contractor gives City notice of such court order or subpoena.

(c) If Contractor, or any officer, employee, agent or subcontractor of Contractor, provides any information or work product in violation of this Agreement, then City

shall have the right to reimbursement and indemnity from Contractor for any damages, costs and fees, including attorneys fees, caused by or incurred as a result of Contractor's conduct.

(d) Contractor shall promptly notify City should Contractor, its officers, employees, agents or subcontractors be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions or other discovery request, court order or subpoena from any party regarding this Agreement and the work performed there under. City retains the right, but has no obligation, to represent Contractor or be present at any deposition, hearing or similar proceeding. Contractor agrees to cooperate fully with City and to provide City with the opportunity to review any response to discovery requests provided by Contractor. However, this right to review any such response does not imply or mean the right by City to control, direct, or rewrite said response.

ARTICLE 7. ENFORCEMENT OF AGREEMENT AND TERMINATION

7.1 California Law.

This Agreement shall be interpreted, construed and governed both as to validity and to performance of the parties in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Los Angeles, State of California, or any other appropriate court in such county, and Contractor covenants and agrees to submit to the personal jurisdiction of such court in the event of such action. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in Riverside.

7.2 Disputes; Default.

In the event that Contractor is in default under the terms of this Agreement, the City shall not have any obligation or duty to continue compensating Contractor for any work performed after the date of default. Instead, the City may give notice to Contractor of the default and the reasons for the default. The notice shall include the timeframe in which Contractor may cure the default. This timeframe is presumptively thirty (30) days, but may be extended, though not reduced, if circumstances warrant. During the period of time that Contractor is in default, the City shall hold all invoices and shall, when the default is cured, proceed with payment on the invoices. In the alternative, the City may, in its sole discretion, elect to pay some or all of the outstanding invoices during the period of default. If Contractor does not cure the default, the City may take necessary steps to terminate this Agreement under this Article. Any failure on the part of the City to give notice of the Contractor's default shall not be deemed to result in a waiver of the City's legal rights or any rights arising out of any provision of this Agreement.

7.3 Retention of Funds.

Contractor hereby authorizes City to deduct from any amount payable to Contractor (whether or not arising out of this Agreement) (i) any amounts the payment of which may be in dispute hereunder or which are necessary to compensate City for any losses, costs, liabilities, or damages suffered by City, and (ii) all amounts for which City may be liable to third parties, by reason of Contractor's acts or omissions in performing or failing to perform Contractor's obligation under this Agreement. In the event that any claim is made by a third party, the amount or validity of which is disputed by Contractor, or any indebtedness shall exist which shall appear

to be the basis for a claim of lien, City may withhold from any payment due, without liability for interest because of such withholding, an amount sufficient to cover such claim. The failure of City to exercise such right to deduct or to withhold shall not, however, affect the obligations of the Contractor to insure, indemnify, and protect City as elsewhere provided herein.

7.4 Waiver.

Waiver by any party to this Agreement of any term, condition, or covenant of this Agreement shall not constitute a waiver of any other term, condition, or covenant. Waiver by any party of any breach of the provisions of this Agreement shall not constitute a waiver of any other provision or a waiver of any subsequent breach or violation of any provision of this Agreement. Acceptance by City of any work or services by Contractor shall not constitute a waiver of any of the provisions of this Agreement. No delay or omission in the exercise of any right or remedy by a non-defaulting party on any default shall impair such right or remedy or be construed as a waiver. Any waiver by either party of any default must be in writing and shall not be a waiver of any other default concerning the same or any other provision of this Agreement.

7.5 Rights and Remedies are Cumulative.

Except with respect to rights and remedies expressly declared to be exclusive in this Agreement, the rights and remedies of the parties are cumulative and the exercise by either party of one or more of such rights or remedies shall not preclude the exercise by it, at the same or different times, of any other rights or remedies for the same default or any other default by the other party.

7.6 Legal Action.

In addition to any other rights or remedies, either party may take legal action, in law or in equity, to cure, correct or remedy any default, to recover damages for any default, to compel specific performance of this Agreement, to obtain declaratory or injunctive relief, or to obtain any other remedy consistent with the purposes of this Agreement.

7.7 Liquidated Damages.

Since the determination of actual damages for any delay in performance of this Agreement would be extremely difficult or impractical to determine in the event of a breach of this Agreement, the Contractor and its sureties shall be liable for and shall pay to the City the sum of _____ ($_____) as liquidated damages for each working day of delay in the performance of any service required hereunder, as specified in the Schedule of Performance (Exhibit "D"). The City may withhold from any monies payable on account of services performed by the Contractor any accrued liquidated damages.

7.8 Termination Prior to Expiration of Term.

This Section shall govern any termination of this Contract except as specifically provided in the following Section for termination for cause. The City reserves the right to terminate this Contract at any time, with or without cause, upon thirty (30) days' written notice to Contractor, except that where termination is due to the fault of the Contractor, the period of notice may be such shorter time as may be determined by the Contract Officer. In addition, the Contractor reserves the right to terminate this Contract at any time, with or without cause, upon sixty (60)

days' written notice to Agency, except that where termination is due to the fault of the Agency, the period of notice may be such shorter time as the Contractor may determine. Upon receipt of any notice of termination, Contractor shall immediately cease all services hereunder except such as may be specifically approved by the Contract Officer. Except where the Contractor has initiated termination, the Contractor shall be entitled to compensation for all services rendered prior to the effective date of the notice of termination and for any services authorized by the Contract Officer thereafter in accordance with the Schedule of Compensation or such as may be approved by the Contract Officer, except as provided in Section 7.3. In the event the Contractor has initiated termination, the Contractor shall be entitled to compensation only for the reasonable value of the work product actually produced hereunder. In the event of termination without cause pursuant to this Section, the terminating party need not provide the non-terminating party with the opportunity to cure pursuant to Section 7.2.

7.9 Termination for Default of Contractor.

If termination is due to the failure of the Contractor to fulfill its obligations under this Agreement, City may, after compliance with the provisions of Section 7.2, take over the work and prosecute the same to completion by contract or otherwise, and the Contractor shall be liable to the extent that the total cost for completion of the services required hereunder exceeds the compensation herein stipulated (provided that the City shall use reasonable efforts to mitigate such damages), and City may withhold any payments to the Contractor for the purpose of set-off or partial payment of the amounts owed the City as previously stated.

7.10 Attorneys' Fees.

If either party to this Agreement is required to initiate or defend or made a party to any action or proceeding in any way connected with this Agreement, the prevailing party in such action or proceeding, in addition to any other relief which may be granted, whether legal or equitable, shall be entitled to reasonable attorney's fees. Attorney's fees shall include attorney's fees on any appeal, and in addition a party entitled to attorney's fees shall be entitled to all other reasonable costs for investigating such action, taking depositions and discovery and all other necessary costs the court allows which are incurred in such litigation. All such fees shall be deemed to have accrued on commencement of such action and shall be enforceable whether or not such action is prosecuted to judgment.

ARTICLE 8. CITY OFFICERS AND EMPLOYEES: NON-DISCRIMINATION

8.1 Non-liability of Agency Officers and Employees.

No officer or employee of the Agency shall be personally liable to the Contractor, or any successor in interest, in the event of any default or breach by the City or for any amount which may become due to the Contractor or to its successor, or for breach of any obligation of the terms of this Agreement.

8.2 Conflict of Interest.

Contractor covenants that neither it, nor any officer or principal of its firm, has or shall acquire any interest, directly or indirectly, which would conflict in any manner with the interests of City or which would in any way hinder Contractor's performance of services under this

Agreement. Contractor further covenants that in the performance of this Agreement, no person having any such interest shall be employed by it as an officer, employee, agent or subcontractor without the express written consent of the Contract Officer. Contractor agrees to at all times avoid conflicts of interest or the appearance of any conflicts of interest with the interests of City in the performance of this Agreement.

No officer or employee of the Agency shall have any financial interest, direct or indirect, in this Agreement nor shall any such officer or employee participate in any decision relating to the Agreement which effects his financial interest or the financial interest of any corporation, partnership or association in which he is, directly or indirectly, interested, in violation of any State statute or regulation. The Contractor warrants that it has not paid or given and will not pay or give any third party any money or other consideration for obtaining this Agreement.

8.3 Covenant Against Discrimination.

Contractor covenants that, by and for itself, its heirs, executors, assigns, and all persons claiming under or through them, that there shall be no discrimination against or segregation of, any person or group of persons on account of race, color, creed, religion, sex, marital status, national origin, or ancestry in the performance of this Agreement. Contractor shall take affirmative action to insure that applicants are employed and that employees are treated during employment without regard to their race, color, creed, religion, sex, marital status, national origin, or ancestry.

8.4 Unauthorized Aliens.

Contractor hereby promises and agrees to comply with all of the provisions of the Federal Immigration and Nationality Act, 8 U.S.C.A. §§ 1101, et seq., as amended, and in connection therewith, shall not employ unauthorized aliens as defined therein. Should Contractor so employ such unauthorized aliens for the performance of work and/or services covered by this Agreement, and should the any liability or sanctions be imposed against City for such use of unauthorized aliens, Contractor hereby agrees to and shall reimburse City for the cost of all such liabilities or sanctions imposed, together with any and all costs, including attorneys' fees, incurred by City.

ARTICLE 9. MISCELLANEOUS PROVISIONS

9.1 Notices.

Any notice, demand, request, document, consent, approval, or communication either party desires or is required to give to the other party or any other person shall be in writing and either served personally or sent by prepaid, first-class mail, in the case of the City, to the Chief Administrative Officer and to the attention of the Contract Officer, CITY OF BELL, City Hall, 6330 Pine Avenue, Bell, California 90201 and in the case of the Contractor, to the person at the address designated on the execution page of this Agreement. Either party may change its address by notifying the other party of the change of address in writing. Notice shall be deemed communicated at the time personally delivered or in seventy-two (72) hours from the time of mailing if mailed as provided in this Section.

9.2 Interpretation.

The terms of this Agreement shall be construed in accordance with the meaning of the language used and shall not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction which might otherwise apply.

9.3 Counterparts.

This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.

9.4 Integration; Amendment.

This Agreement including the attachments hereto is the entire, complete and exclusive expression of the understanding of the parties. It is understood that there are no oral agreements between the parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the parties, and none shall be used to interpret this Agreement. No amendment to or modification of this Agreement shall be valid unless made in writing and approved by the Contractor and by the City Council. The parties agree that this requirement for written modifications cannot be waived and that any attempted waiver shall be void.

9.5 Severability.

In the event that any one or more of the phrases, sentences, clauses, paragraphs, or sections contained in this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining phrases, sentences, clauses, paragraphs, or sections of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.

9.6 Corporate Authority.

The persons executing this Agreement on behalf of the parties hereto warrant that (i) such party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said party, (iii) by so executing this Agreement, such party is formally bound to the provisions of this Agreement, and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which said party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the parties.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year first-above written.

CITY:

CITY OF BELL, a municipal corporation

_____
Chief Administrative Officer

ATTEST:

_____
City Clerk

APPROVED AS TO FORM:

ALESHIRE & WYNDER, LLP

_____
David Aleshire, City Attorney

CONTRACTOR:

_____

_____

By:_____
Name:
Title:

By:_____
Name:
Title:

Address:_____
_____
_____

Two signatures are required if a corporation.

NOTE: CONSULTANT'S SIGNATURES SHALL BE DULY NOTARIZED, AND APPROPRIATE ATTESTATIONS SHALL BE INCLUDED AS MAY BE REQUIRED BY THE BYLAWS, ARTICLES OF INCORPORATION, OR OTHER RULES OR REGULATIONS APPLICABLE TO DEVELOPER'S BUSINESS ENTITY.

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

STATE OF CALIFORNIA

COUNTY OF

On _____, ____ before me, _____, personally appeared _____, proved to me on the basis of satisfactory evidence to be the person(s) whose names(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: _____

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form

CAPACITY CLAIMED BY SIGNER

☐ INDIVIDUAL
☐ CORPORATE OFFICER

_____
TITLE(S)

☐ PARTNER(S) ☐ LIMITED
☐ GENERAL
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER_____

_____

DESCRIPTION OF ATTACHED DOCUMENT

_____
TITLE OR TYPE OF DOCUMENT

_____
NUMBER OF PAGES

_____
DATE OF DOCUMENT

_____
SIGNER(S) OTHER THAN NAMED ABOVE

SIGNER IS REPRESENTING:
(NAME OF PERSON(S) OR ENTITY(IES))

_____

_____

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Bell_Website_Development_Agreement[1].D
OC

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

STATE OF CALIFORNIA

COUNTY OF

On _____, ____ before me, _____, personally appeared _____, proved to me on the basis of satisfactory evidence to be the person(s) whose names(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: _____

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form

CAPACITY CLAIMED BY SIGNER

☐ INDIVIDUAL
☐ CORPORATE OFFICER

_____
TITLE(S)

☐ PARTNER(S) ☐ LIMITED ☐ GENERAL
☐ ATTORNEY-IN-FACT
☐ TRUSTEE(S)
☐ GUARDIAN/CONSERVATOR
☐ OTHER_____

_____

SIGNER IS REPRESENTING:
(NAME OF PERSON(S) OR ENTITY(IES))

_____

_____

DESCRIPTION OF ATTACHED DOCUMENT

_____
TITLE OR TYPE OF DOCUMENT

_____
NUMBER OF PAGES

_____
DATE OF DOCUMENT

_____
SIGNER(S) OTHER THAN NAMED ABOVE

EXHIBIT "A"
SCOPE OF SERVICES

Contractor's process consists of six stages, for which further detail is provided in attachment "A-1," (which follows Exhibit "D") as follows:

1. Vision stage, including preparation of a survey, conduct a website planning meeting with City staff, and compiling website content.

   Milestone 1: Approval of survey by Contract Officer.

2. Concept stage, including creation of a conceptual sitemap and categorization of pages and Creation of a homepage layout wireframe that shows the placement of key information and dynamic content.

   Milestone 2: Approval of homepage wireframe by Contract Officer.

3. Design stage, including homepage graphic design and City approval of the homepage design composition.

   Milestone 3: Approval of finalized homepage design by Contract Officer.

4. Development stage, including interior page design and website programming, including content migration of up to 100 pages into the new website.

   Milestone 4: Access by the Contract Officer and other City staff to the website on Contractor's development server.

5. Quality assurance, documentation, and training stage, including extensive functional testing, creation of a custom training manual that incorporates actual screenshots of the site, and administrator and content editor training; specifically, a one day onsite training consisting of two sessions; one for staff representatives on content editor training and the other session for advanced administrator functions including system configuration, system maintenance, reporting, and strategies for future expansion.

   Milestone 5: Approval of custom online training guide by Contract Officer.[1]

6. Launch stage, including moving the website is moved to the production server, installation of necessary software, making configuration changes, and transferring code and content. Once transferred, Contractor will again go through the final quality assurance process to ensure the site transferred correctly plus do a final check for broken links and Section 508 compliance. The site will be available to the public upon the City's final approval.

---

[1] Contractor will deliver an online training guide that will be accessible through the administrative interface of the website. The City will have the ability to print the guide on their own, should they decide to maintain hard-copies. The guide is not optimized for printing and may require some additional formatting by the City.

Milestone 6: Website goes live to the public.

All work product is subject to review and acceptance by the City, and must be revised by the Contractor without additional charge to the City until found satisfactory and accepted by City.

Contractor will utilize the following personnel to accomplish the Services:

Uriz Goldman, Project Manager

Kristoffer von Bonsdorff, Project Management Director

Ashley Fruechting, Senior Account Executive

EXHIBIT "B"
SPECIAL REQUIREMENTS
(Superseding Contract Boilerplate)

Section 1.7 of the Agreement is replaced with the following:

Contractor does warrant that all of the deliverables included in this Agreement will be conveyed to City. All programming code developed by Contractor within the project is warranted for a period of twelve (12) months from the date of the completion of the website ("Completion"). Contractor will create a backup of the website on the date of Completion. If any warranted problem arises while City or its designee is maintaining the website, Contractor will restore the website back to its condition as it existed at Completion. If Contractor is maintaining and hosting the website, Contractor shall restore the website back to its condition as it existed at the day of the most recent backup. Contractor shall only be responsible for any costs associated with correcting any unmodified programming code during this twelve (12) month period following the Completion.

Except as expressly set forth in the immediately preceding paragraph, CONTRACTOR MAKES NO WARRANTY OF ANY KIND, WHETHER EXPRESS OR IMPLIED, OF MERCHANTABILITY OR FITNESS OF THIS SERVICE FOR A PARTICULAR PURPOSE WHATSOEVER. In no event, at any time, shall the aggregate liability of Contractor exceed the amount of fees paid by City to Contractor and Contractor shall not be responsible for any lost profits or other damages, including direct, indirect, incidental, special, consequential or any other damages, however caused.

Section 1.12 is added to the Agreement as follows:

City understands and agrees that Contractor will develop website frontend to be compatible with Internet Explorer 8.0 and 9.0, Firefox 9.0. Website backend will be compatible with Internet Explorer 8.0 and 9.0. Website may not be compatible with previous or future versions. Website will be optimized for 1024 x 768 pixels resolution or above. City understands and agrees that the website will be developed with Hypertext Markup Language ("HTML"), JavaScript, and Microsoft ASP.NET ("MS-ASP") interfaced with a database created in Microsoft SQL Server 2008 R2 ("MS-SQL"). City understands and agrees that the website is developed to run on a Microsoft Windows Server 2008 R2 ("MS-Server"). visionMobile™, if provided under this Agreement, will be compatible with iPhone OS Safari 5, Android Chrome 4, Windows Mobile OS IE 9, BlackBerry Browser 4.5 and 5.0, Opera Mini 6.5, and Palm webOS. visionMobile™ may not be compatible with previous or future versions. visionMobile™, if provided under this Agreement, shall include "Powered by Vision Internet" in the footer and always be linked to a Contractor web page. City is responsible for the costs of all software licensing.

City understands and agrees that the website frontend will be designed to be compliant with Section 508 guidelines on accessibility. Content migrated into the website by Contractor

will also be compliant. Compliance standards will be verified via Watchfire's Bobby™ software prior to Completion. City understands and agrees that website backend and third party tools may not be Section 508 compliant.

Section 2.4 of the Agreement is replaced with the following:

Invoicing shall be made and compensation shall be paid as defined milestones are accomplished to the City's full satisfaction, as established in Exhibit "C" of this Agreement. City shall independently review each invoice submitted by the Contractor to determine whether the work performed and expenses incurred are in compliance with the provisions of this Agreement. Except as to any charges for work performed or expenses incurred by Contractor which are disputed by City, or as provided in Section 7.3. City will use its best efforts to cause Contractor to be paid within forty-five (45) days of receipt of Contractor's correct and undisputed invoice. In the event any charges or expenses are disputed by City, the original invoice shall be returned by City to Contractor for correction and resubmission.

The following paragraph is added to Section 4.5 of the Agreement as follows:

Streaming services are to be provided under this Agreement by a third party vendor.

The following paragraphs are added to Section 6.3 of the Agreement as follows:

Contractor may use any web pages developed for the City in any of its own promotional materials as examples of its work. City agrees that Contractor may place in the website footer an unobtrusive text link reading "Developed by Vision Internet" or the equivalent. Contractor's footer text credit shall always be linked to a Contractor web page.

This Agreement creates a non-exclusive and perpetual license for City to copy, use, or modify for its own use, any and all copyrights, designs, and other intellectual property embodied in this website, which are prepared or caused to be prepared by Contractor under this Agreement ("Documents & Data"), to which Contractor retains ownership of all intellectual property rights. Notwithstanding anything to the contrary in any of the agreement documents, City understands and agrees that Contractor shall retain all right, title, and interest to the Vision Content Management System (also known as the Vision Internet Content Management System, VCMT, VCMS and the Vision Content Management Tool), and Dynamic and Interactive Components.

Section 5.3 of the Agreement is replaced in its entirety with the following:

5.3 Indemnification.

To the full extent permitted by law, Contractor agrees to indemnify, defend and hold harmless the City, its officers, employees and agents ("Indemnified Parties") against, and will hold and save them and each of them harmless from, any and all actions, either judicial, administrative, arbitration or regulatory claims, damages to persons or property, losses, costs, penalties, obligations, errors, omissions or liabilities (herein "claims or liabilities") that may be asserted or

claimed by any person, firm or entity arising out of or in connection with the negligent performance of the work, operations or activities provided herein of Contractor, its officers, employees, agents, subcontractors, or invitees, or any individual or entity for which Contractor is legally liable ("indemnitors"), or arising from Contractor's reckless or willful misconduct, or arising from Contractor's indemnitors' negligent performance of or unexcused failure to perform any material term, provision, covenant or condition of this Agreement, and in connection therewith:

(a) Contractor will defend any action or actions filed in connection with any of said claims or liabilities and will pay all costs and expenses, including legal costs and attorneys' fees incurred in connection therewith;

(b) Contractor will promptly pay any judgment rendered against the City, its officers, agents or employees for any such claims or liabilities arising out of or in connection with the negligent performance of or unexcused failure to perform such work, operations or activities of Contractor required hereunder; and Contractor agrees to save and hold the City, its officers, agents, and employees harmless therefrom;

(c) In the event the City, its officers, agents or employees is made a party to any action or proceeding filed or prosecuted against Contractor for such damages or other claims arising out of or in connection with the negligent performance of or unexcused failure to perform the work, operation or activities of Contractor required hereunder, Contractor agrees to pay to the City, its officers, agents or employees, any and all costs and expenses incurred by the City, its officers, agents or employees in such action or proceeding, including but not limited to, legal costs and attorneys' fees.

Contractor shall incorporate similar indemnity agreements with its subcontractors and if it fails to do so Contractor shall be fully responsible to indemnify City hereunder therefore, and failure of City to monitor compliance with these provisions shall not be a waiver hereof. This indemnification includes claims or liabilities arising from any negligent or wrongful act, error or omission, or reckless or willful misconduct of Contractor in the performance of professional services hereunder. The provisions of this Section do not apply to claims or liabilities occurring as a result of City's negligence or willful acts or omissions. The indemnity obligation shall be binding on successors and assigns of Contractor and shall survive termination of this Agreement.

Section 7.7, "Liquidated Damages," is waived.

EXHIBIT "C"
COMPENSATION

I. Contractor agrees to perform Website Development as described in "Exhibit A" at a price of $17,860. Contractor may submit invoices for completion of milestones as follows:

(i) 15% of the total cost upon completion of Milestone 1;

(ii) 15% of the total cost upon completion of Milestone 2;

(iii) 15% of the total cost upon completion of Milestone 3;

(iv) 15% of the total cost upon completion of Milestone 4;

(v) 20% of the total cost upon completion of Milestone 5;

(vi) 20% of the total cost upon completion of Milestone 6.

II. Within the budgeted amounts for each Task, and with the approval of the Contract Officer, funds may be shifted from one Task subbudget to another so long as the Contract Sum is not exceeded per Section 2.1, unless Additional Services are approved per Section 1.10.

III. The total compensation for the Services shall not exceed $17,860, as provided in Section 2.1 of this Agreement.

IV. The Contractor's billing rates for all personnel are attached as Exhibit C-1.

EXHIBIT "C-1"

CONTRACTOR'S BILLING RATES

Additional services not covered in this Agreement and extra hours will be presented to City for approval prior to commencement of work ("Extra Work"). Extra Work will be billed at Contractor's prevailing hourly rates, which are currently as follows: Content Migration, $85/hr; Graphic Production, $95/hr; Quality Assurance, Testing, Debugging, Technical Support, Webmaster Services, HTML Programming, $105/hr; Consulting, Project Management, Database Design, Dynamic Programming, $135/hr; Graphic Design, Training, $125/hr; Straight flatbed scanning will be billed at $10 per scan. Touch up work to images will be billed at the Graphic Design hourly rate. City shall be responsible for any or all additional fees including, without limitation: photography, stock images, illustration, fonts, scanning, software, applications, online promotion, marketing, copy writing, redesign, change orders, mailings, and fees to any third party vendors if applicable.

Travel time to and from City Hall is not chargeable to the City.

EXHIBIT "D"
SCHEDULE OF PERFORMANCE

Project Schedule

The table below shows Contractor's recommended development and launch schedule along with a list of key deliverables/milestones.

Implementation Step	Avg. Duration
Vision Stage • Initial kick-off call with Bell's project manager • Survey preparation and review • Onsite brainstorming and planning session • Milestone 1: Approval of survey by Contract Officer.	2 – 5 Weeks
Concept Stage • Creation of Information Architecture • Create conceptual sitemap • Homepage layout wireframe • Milestone 2: Approval of homepage wireframe by Contract Officer.	2 – 6 Weeks
Design Stage • Unique, custom graphic design • Custom icons, buttons, screen elements, and backgrounds • Homepage design comp • Milestone 3: Approval of finalized homepage design by Contract Officer.	3 – 6 Weeks
Development Stage • Implementation of Vision CMS™ • Integration of interactive components • Migration of up to 100 pages of content • Milestone 4: Access by the Contract Officer and other City staff to the website on Contractor's development server.	7-12 Weeks

Implementation Step	Avg. Duration
Quality Assurance, Documentation, and Training Stage • Final testing • Customized training manual • Onsite training • Milestone 5: Approval of custom online training guide by Contract Officer.	4-5 Weeks
Soft Launch & Final Launch • Move website to production server • Completed website • Website goes live • Milestone 6: Website goes live to the public.	2 Weeks
Total estimated time to launch	**20-36 Weeks**

** The schedule may vary depending on components and participant decision times. Estimated completion is no later than December 31, 2012.*

The Contract Officer may approve extensions for performance of the services in accordance with Section 3.2.

EXHIBIT "A-1"

DETAIL FOR SCOPE OF SERVICES

Following is detail for the Scope of Work for the City of Bell's ("City") website to be performed by Vision Internet ("Contractor"). In this document the words "we," "us," and "ours" refer to Contractor. The word "you" refers to City.

The implementation of the website will include:

- **Attractive Design**: A website design that reflects the City, draws people in, and makes it immediately obvious that the website is the best place to get information and access resources.
- **Intuitive Navigation**: Information should be easy to find with the most important information accessible from the homepage to make it easier for website visitors.
- **Vision Content Management System™**: Contractor will implement the Vision Content Management System™ (VCMS) to facilitate content updates by non-technical staff throughout the City.
- **Integrated Interactive Components and Features**: Interactive components and features will make the website more engaging while improving usability and simplifying content updates for staff.
- **Integrated Web 2.0/Gov 2.0:** Your new website should include Web 2.0 features such as RSS feeds, Google Maps and integrated OneClick Social Networking™ with Twitter and Facebook to enable more immediate, fluid and targeted communications to your audiences.
- **Integration of Third-Party Components and Databases:** Existing web-applications and databases should be incorporated to the new website.

Each of these recommendations is discussed in more detail in the sections that follow.

Attractive Design

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

- **Creative design** that reflects your community and creative design elements that capture the essence of the City.
- **Highly functional layout** that makes important information available from the homepage and pages throughout the site.
- **Photos and collages** of recognizable landmarks, scenery of the City, and the local area.
- **Consistent look and feel** throughout the site to make it easier for website visitors to navigate the site and find information they need.
- **Section 508 Compliance** making it accessible to persons with disabilities.

- **Easy to use drop down menus** helping users to quickly understand navigation and locate information with the least amount of clicks.
- **Breadcrumbs** showing the user's current path to let them know exactly where they are on the website.

Intuitive Navigation

For your website, Contractor will organize information by department, topic, and/or target users. This approach allows users to find information in the variety of ways that are most important to them. This is a solution we use on many of our government websites making it easy for visitors to find information. This is because content is available through multiple "paths" making it simple for users to search the site regardless of their preferred method.

Vision Content Management System™

For your project, Contractor will implement the non-proprietary, Microsoft ASP.NET and SQL based content management system, developed specifically for government agencies.

Interactive Components and Features

In addition to the creative design, effective navigation, and easy to use Vision Content Management System™ Contractor will provide you with many different interactive components and features for managing special types of content.

The included interactive components are:

Site Administration and Security	
• Approval Cycle	• Intranet (Password Protected Areas)
• Archive Bin	• Link Library
• Audit Trail Log	• Multiple File and Image Uploading
• Automatic Content Archiving	• Role-Based Security
• Content Review and Publishing	• Submission Validation (reCAPTCHA)
• Component Manager	• Recycle Bin
• Content Scheduling	• Updated and Expired Content Reporting
• Document Central	• Web Traffic Statistics2
• Email Address Masking	• Workspace
• Image Library	

[2] Included with Vision Internet hosting.

Content Editing

- Advanced WYSIWYG Editor
- Paste from MS Word
- Search and Replace
- Spell Checker
- Style Gallery
- Table Wizard
- Undo/Redo

Advanced Navigation Management

- Automatic Breadcrumbs
- Connected Pages
- Content Categories
- Dynamic Drop Down Menus
- Error 404 (Page Not Found) Handling
- External Link Splash Page
- Friendly URL Manager
- Link Redirect
- Navigation Control
- Page Linking
- Quick Links
- Single-Source Publishing
- Site Search (Google CSE)
- Sitemap Generator

User Experience and Interactivity

- Business Directory
- Calendar System (Monthly, Weekly, Daily, and Yearly Views)
- Community Spotlight
- Dynamic Homepage
- Feedback Form
- Form and Survey Tool
- Frequently Asked Questions
- GovBlog
- Job Postings
- News and Newsletters
- RFP Postings
- Rotating Homepage Banners
- Service Directory
- Staff Directory
- Sticky News
- visionMobile™
- Weather Update

Department Management

- Department-Level Administration
  - Calendar
  - FAQ
  - News
  - Photo Gallery
  - Staff Directory

- Department-Level Navigation
- Department-Level Sitemap
- Dynamic Department Homepages

Outreach, Media and Social Networking

- Agenda and Minutes Manager
- Audio and Video Embedding
- Bookmark and Share
- e-Notification
- Emergency Homepage Alert
- Event Share
- Forward to a Friend
- Guest Book
- Integrated Twitter™ API
- OneClick Social Networking™
- Photo Gallery
- RSS FeedReader
- RSS Feeds
- Video Streaming[3]

Accessibility

- Automatic Alt-Tags
- Dynamic Font Resizing
- Dynamic Reader Download Links
- Google Translation Integration
- Printer Friendly Pages
- Table Accessibility Tools

Approval Cycle

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

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

Calendar System

Interactive calendars are a staple of local government websites and are an essential tool for your site's success. The dynamic Calendar System can be used to improve attendance at your events and meetings by making it easier for users to find the types of events important to them. The Calendar System allows

[3] Up to four meetings per month

staff to create calendars for any department or category your staff chooses. These calendars can share events, preventing duplication of effort.

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

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

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

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

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

NOTE: News and Newsletters integrates with eNotification for broadcasting information to subscribers via email.

e-Notification
Increase communication, draw in more repeat users, and get important information out more quickly, using our email based e-Notification tool. Our tool provides a sign-up box allowing users to add their email addresses to receive important notices, and set their preferences for the e-Notifications they would like to receive. Each registration is verified via a confirmation email that the user must respond to in

order to complete the registration process. This same mechanism allows each user to change preferences including opting out from subscription lists.

To better manage the e-Notification process, your staff can see how many subscribers there are for each category, plus edit subscriber information and export the subscriber database for use in other systems.

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

Bookmark and Share
The Bookmark and Share component is a Web 2.0 feature that helps you spread your content across the web. It makes it easy for website visitors to bookmark and share your content among their favorite social destinations on the web. This tool allows website visitors to share your content with popular social networking and news sites including Facebook, Twitter, Delicious, Digg, Reddit and MySpace.

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

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

Component Manager
The Component Manager allows your administrator to create dynamic and user-centric pages. Depending on the settings, content in the page can be automatically displayed and expired without any managerial time from the administrator. For example, the administrator can create a component page displaying events of a particular category and/or department. When an event has expired, it will automatically be placed in a past events view. In addition, for some components, there are multiple views to layout content to enhance users' usability experience. This feature gives you the flexibility to create dynamic content pages in most any area of your website.

Community Spotlight
Being able to draw attention to important information is a necessity on a local government website. With the Community Spotlight, your website can have a prominent area on the homepage that highlights community events, classes, announcements, business opportunities and other information that would be especially important to your residents. Your staff will be able to link Community Spotlight notices to webpages with additional details and change the highlighted item to reflect current community events.

Connected Pages
Content on your website may be relevant to different departments, and thus may need to appear in

different navigation areas throughout the site. Connected Pages, unique to Vision Internet, allows you to create multiple instances of any web page and place them in different areas of the website. Changes made to any instance of a Connected Page are reflected immediately across all other instances, saving your staff precious time and eliminating duplication of effort, while keeping information on the website consistent and easy to find.

Content Scheduling
Content Scheduling saves time and money. It allows all standard pages and specific predefined component content to be published ahead of time. In addition, content can be set to expire on a specific day and time so that it can be automatically removed or archived by the system. The Content Scheduling feature is handy for seasonal and time-sensitive content, and gives you the ability to have updates occur to the site automatically when you are away from the office.

Department Management
Key components on your website, including the dynamic Calendar System, News and Newsletters, Frequently Asked Questions, and Job Postings, are setup to allow end-users to filter through content by department. Additionally, your departments can choose to display their department-specific items on their own custom pages. For example the Parks and Recreation department can have their own events on their own calendar.

To provide consistency throughout the site, these department settings are managed in one-central location similar to the Component Category Manager. The Department Manager allows your website administrator to add unlimited departments, rename existing department names, and delete any unused departments from the list. Any change made from this component will automatically be reflected on all department functions throughout the website. Instead of limiting you to a certain number of department entries, this component empowers you with UNLIMITED potential as you maintain your website now and in the future.

Emergency Homepage Alert
In the case of an emergency, it is extremely important for cities to reach out to residents in the most efficient way possible. By doing so, potentially life saving information reaches those who need it most. Notifying the City's website users is simple with the Emergency Homepage Alert. The notice is easily customized and can be prepared in advance with common evacuation or shelter information. The Emergency Homepage Alert would prominently cover the main area of the homepage so users would not miss it.

Form/Survey Tool
Interactive forms are the staple of an effective government website. They allow users to communicate and interact with their government at convenient times. Vision Internet's Form/Survey Tool can be used to develop online forms for asking questions, getting feedback, or submitting applications. Keep in mind that these online forms can be used for replicating many paper forms the City uses, including service requests.

The Form/Survey Tool also provides you with the ability to easily create your own online surveys and track the results in real-time. In contrast to the traditional paper survey approach, online surveys are more convenient because they eliminate the time and expense of mailing back responses. Furthermore, you can

display the results in several formats, including graphical representations. This allows your staff to aggregate the responses and view them in report format.

Along with the ability to create your own online forms, we will also include a set of 12 form templates. You can customize these forms to be used for employment applications, service requests, business license applications, gathering feedback, submitting events to the website's online calendar, and satisfaction surveys. Additionally, your staff can customize these forms for more specific functions.

The tool supports fill in the blank, multiple choice, multiple select, and ranking type questions. It also has an export function so you can analyze the results using Excel or any other program capable of importing CSV files. This is a third party tool, so only graphic design may be customized and the Approval Cycle functionality is not available.

Forward to a Friend
What better way to build traffic to your website than through the Forward to a Friend component. In content rich websites like yours, people will often find information they want to share with others. With the Forward to a Friend component, you can easily forward a page of interest to a coworker, friend or colleague. Additionally, the interactive components will automatically have a link for forwarding to a friend. The simple form asks for both the sender and recipient's email addresses and, if they care to, allows comments to be sent with the page link. The recipient will receive a short email from their colleague directing them to a specific page on your website. This component empowers your online visitors to share information from your website that they find particularly useful.

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

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

Image Library
The Image Library is a centralized place where all images used in the website are stored. This saves space because only a single version of each image is used on the entire site. This also provides greater control, as you can restrict the ability to add new images to specific staff members within your organization. Images remain archived when deleted to prevent accidental broken links within the website while the content management system tracks all pages using individual photos to make it easier for you to replace images in individual pages.

The Image Library also incorporates several components that make managing images much easier. They include automatic scaling and sizing of photos to the maximum size recommended for your website plus automatic alt-tag insertion for images added to pages to ensure future Section 508 compliance.

Integrated Twitter™ API
Utilizing Vision Internet's built-in social networking components, your staff will be able to connect with residents like never before. The Vision Content Management System now includes integrated Twitter™ API at no additional charge, which allows your staff to send Twitter™ messages through the system. Community members subscribed to Twitter™ can instantly receive these messages via cell phone text messages, email and RSS feeds. This is a useful way to get information out to residents quickly - your staff can use the Twitter system to send out critical alerts, emergency notifications, news and event updates, and more. The Twitter™ system can also be used for officials to send "micro-blogs," keeping them in touch with target constituents.

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

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

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

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

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

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

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

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

particular events, the Photo Gallery may be viewed as either a thumbnail display or as a Flash view listing.

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

Potential vendors can download RFPs in a PDF format. Because RFPs are time sensitive, you can schedule when the RFP posting would be live on the website and when it would be removed, thus ensuring your website is kept up-to-date with minimal staff time required. Additionally the RFP Postings can be integrated with our e-Notification system to alert users by email.

Rotating Homepage Banners
Rotating Homepage Banners is a great way for you to mix up the design on your site, and ensure that your homepage always looks fresh and inviting. You can easily change the images at any time, and each rotating image can be set to link to a different page on the site, allowing you to use the banner area to highlight special features, events and services. This makes it a great marketing tool for your City!

RSS FeedReader
In contrast to our RSS Feeds feature, which allows users to syndicate content from your website to their readers such as My Yahoo, iGoogle, My MSN etc., the RSS FeedReader allows you to syndicate content from other websites into your website. Syndicated content can vary and be selected by you to include feeds about your overall organization or individual departments, making your website more comprehensive and up-to-date.

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

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

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

Staff Directory
It is often difficult for website visitors to find the correct person to contact in a government agency. However, the useful Staff Directory component greatly simplifies this search. It can list all staff persons, departments, even related agencies and partners, along with their contact information and description of their role or area of specialization. Your website users will love the convenience, simplicity, and

accessibility; they can easily filter the list of staff based upon name, department, or other criteria determined to be important to them.

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

Updated and Expired Content Reporting
This handy administrative feature provides website administrators a snapshot of website activities. An initial search can display expired content, created or updated content, then can be further filtered by content type or by department. Need to quickly find out what section of your website hasn't been updated for a while? Curious to see which department has been most actively creating new content? The Updated and Expired Content Manager makes website oversight easy!

Weather Update
Weather information is often important to visitors of government websites. By offering the local weather on your own site, your online users will come into the habit of regularly visiting it and thus become more familiar with the City and all that you have to offer them. For your website, we will implement NOAA or Yahoo weather at no charge.

Workspace
Tired of constantly checking the content management system for content changes needing approval? Built especially to help manage the content publishing process, the Workspace feature provides a central location for website administrators to review pending content changes for your website before they are published. This view is customized to show only the content relevant to you that is ready for publishing approval. You can filter items by content type, review the changes, and approve multiple items – all with this one great feature!

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

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

The basic Intranet tool includes functionality to restrict viewing pages in the navigation of the website. Additionally, the tool offers the ability to restrict viewing content in the News and Newsletters, Calendar, GovBlog, and Staff Directory components. An additional fee applies for implementing Intranet functionality within other interactive components.

OneClick Social Networking™
The innovative OneClick Social Networking™ component will allow your staff to post content to your

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

Our OneClick Social Networking™ component integrates with the included Dynamic Calendar System, Job Postings, News and Newsletters, and RFP Postings components.

visionMobile™

visionMobile™ dynamically converts all standard web pages and key components, such as the Calendar, News and Newsletters, Job Postings, and FAQs, to your mobile website. Updates remain simple and easy with dynamic posting to the traditional website and the mobile version. Also, intuitive navigation allows users to go through all page levels with ease. Your website will be compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.

In order to implement visionMobile™, Vision Internet will do the following:

- Vision Internet will create a design for the mobile interface.
- Vision Internet will modify the existing website code to add the ability for the site to detect when a user is visiting from a smart phone and send them to the new mobile format.
- visionMobile™ will be compatible with iPhone OS Safari 4, Android Chrome 4, Windows Mobile OS IE 6, BlackBerry Browser 4.5 and 5.0, Opera Mini 4 and 5, and Palm webOS.
- visionMobile™ may not be compatible with previous or future versions.

Integrated Web 2.0/Gov 2.0

Internet technology is always evolving, and Vision Internet believes it is important for government websites to take advantage of new technologies to enable their audiences to get the information they want, when they want it, and on the device they prefer. Vision Internet's content management system includes many Web 2.0/Gov 2.0 features built right in. These helpful and handy features include RSS feeds, Twitter API, "Bookmark & Share" links, and more. Also available are advanced tools like optional OneClick Social NetworkingTM which allows you to post content to your website and social networking sites with one click. We can also implement blogs, message boards, and integrate virtually any third party system you may want to include in your site. The flexibility and extendibility of the Vision Content Management SystemTM assures that it can easily adapt to new technologies that continue to emerge in the future.

Integration of Third-Party Components and Databases

Today, there are many advanced components for such functions as:

- eCommerce/Financial Transactions
- GIS Mapping

- Park and Recreation Services
- Permitting
- Service Requests (CRM)
- Streaming Video
- Others

Our content management system can easily work with these third-party systems, provided they are web-enabled. Most of these types of components can be given the same look and feel as your main website via modifications to the presentation template. For your project, we will provide you with an HTML template that vendors of these third-party components can use. We will also integrate links to these third-party components into the overall website navigation. There are many examples of where we have used this approach, including the Cities of Newport Beach, CA; Wilsonville, OR; Rancho Cordova, CA; and many others.

Another approach is to create a web interface for existing third-party databases. We used this approach in displaying tax records exported from a mainframe system for Vanderburgh County, IN; crime statistics from California state databases for the City of Citrus Heights, CA; Contractor information from city databases for City of Hamilton, OH; and staff and student contact information from school databases for the UCLA School of Law.

These are just a few examples of our extensive experience working with third-party databases and systems. While interfaces to third-party systems are not included within the budget, they are available for an additional fee. We will provide a firm quote for interfaces after analyzing the databases and requirements during the consulting phase of your project.

The Vision Process

Contractor's process consists of six stages. In each, there are formal review and approval points to give you full control of the project and ensure the final website meets your expectations. The Vision Process is explained in the sections below.

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

Stage 1: Vision Stage

In the Vision Stage, we work with you to create the vision for your website now and for the future. The Vision Stage emphasizes the objectives of the website and how it supports your overall organizational goals. This vision then guides each subsequent step in the process.

To create this vision, we will:

- Prepare and review a survey document which will focus on goals and objectives.
- Lead an onsite brainstorming and planning session where we discuss your current website, the results of surveys, the needs of users and staff, and possible approaches for the future.
- Review your existing website and those of similar cities.

- Study examples of other websites you like.
- Review project goals and timeline.
- Collect content and materials for the new website.

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

Stage 2: Concept Stage

In the Concept Stage we realize the vision through:

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

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

Stage 3: Design Stage

In the Design Stage our team continues with the graphic design for your homepage. Our creative ability and expertise allows us to develop a compelling graphic design while maintaining its usability. We work closely with your staff to establish a look and feel that reflects your community. Our world-class designers take the time to create a truly professional design that incorporates graphics, photos, fonts, colors, and other design elements that fit together to create a stunning, harmonious design. As part of our process we will create a preliminary design concept for the city's review. We will provide necessary revisions until you are completely satisfied. The Design Stage will conclude with your satisfaction and approval of the homepage design comp.

Stage 4: Development Stage

During the Development Stage the process continues as we create the interior page design then program the website. Development includes implementation of the Vision Content Management SystemTM and integration of the interactive components and features. Quality is ensured by our extensive experience, testing, and the proven Vision CMSTM. Included in the scope of your project is the content migration of up to 100 pages into the new website. We can provide guidance on the best practices for web content writing and will train your staff on the best approach for migrating additional content. Alternatively, at your request we can provide a price quote to migrate additional pages.

Migration is not a simple cut-and-paste process. As part of our migration service, we review the formatting and layout of each page, reformat it using the new site's design styles, and lay it out in a way that conforms to industry best practices for impact and readability.

Stage 5: Quality Assurance, Documentation, and Training Stage

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

- Perform extensive functional testing.
- Review content.
- Create a custom training manual that incorporates actual screenshots of your site.
- Provide administrator and content editor training.

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

Note that the custom training manual incorporates screenshots from your website, making it easy for staff to understand and use. It is an excellent reference for new staff to use as well.

Stage 6: Launch Stage

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

CITY OF BELL

New City Website Description

I. WEBSITE DEVELOPMENT CRITERIA

The City of Bell is in the midst of a historic good government reform effort which is focused on establishing transparence and an open government. A new website launch is critical to this effort as it would further advance the City's efforts creating greater accessibility of information and services to its citizenry and as well as the general public.

To achieve this end, the City seeks to merge its two functioning websites while at the same time evaluate, redesign, develop, and implement a new and enhanced web site. The City is also seeking alternatives for hosting and maintenance of the newly designed website, as well as establishing intranet capabilities. After careful consideration, the following attributes have been identified as most necessary in the redesign and development of a new website. As such, a new City of Bell website would:

- Demonstrate to its users a transformative government reform effort is well underway at Bell City Hall;
- Implement the most current products, services, functions and information for both citizens and businesses;
- Be easily accessed and navigated by the general public emphasizing City services, departments as well as business and civic activities;
- Serve as a marketing asset providing the user a friendly environment which is visually appealing and includes an attractive mix of text, photos and graphics;
- Contain a unified structure and theme that would inform users they are viewing the official City of Bell website. The site would include a consistent standardized format and graphical look for all pages;
- Provide architecture that is conducive to future growth of information, services and functions and provide the ability to partner with other third-party vendors for enhanced services like secure financial transactions online;
- Allow the City to easily transition from one externally hosted application to another without impact to service quality and level;
- Be available to the public 24 hours a day, 7 days a week, without downtime when updates to content or data are done and provide high-speed uploads with minimal download response times for all types of equipment (i.e., high-speed and low-speed) in use by the public;
- Allow delegated content management that is easily maintained by the City's departmental personnel with a content management system (CMS). The City seeks to review a list of the software that would be used to create the site including all graphics software and recommended software and licenses, should the City need to purchase for the continued maintenance of the website;
- Enhance delivery and awareness of public services and facilitate a clearly accessible process for public inquiry;
- Provide a 24-hour City Hall;
- Provide pages for all City programs, services and functions;

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- Meet ADA Priority 1 requirements, for an example see www.ada.gov/websites2_prnt.pdf;
- Be compatible with current mobile technology as a greater number of users will view the site from a hand held device rather than a computer screen; and
- Allow for a timely and efficient exchange of information between the City and press outlets.

General and Desired Enhancements

- The City's preferred website model calls for authorized City staff to have some ability to perform routine content management related to routine information such as the posting of meeting dates, agendas, minutes, departmental events, removing old and outdated information and general noticing. A system needs to be structured for maintenance and updating capabilities by non-technical staff. A staff person should have more comprehensive ability to provide quality control and the ability to update non-routine information. The City is interested in a content management process and is open to ideas on how best to accomplish this aspect of the website.
- The City anticipates future expansion of its e-government use, and the re-design should facilitate future capability of online transactions such as permit fee payments, recreation class registration, secure credit card payments, business license applications and renewals, building permit applications, employment applications, and Geographical Information Systems (GIS) functions.
- The City seeks to allow for greater interactivity between the site and the general public. A new site should include e-mail response, surveys, emergency notifications, feedback, forms, online payments and access to various City calendars. The designer must incorporate the ability for users to complete interactive on-line forms for such tasks as employment, business license and building permit applications.
- The design should be simple to allow for quickest loading. Graphic files should be relative to site. Web pages should be tested at both 28K and 56K dial-up modem speeds to ensure each webpage can be accessed timely.
- Search capabilities should be capable of using existing search engines and/or creating a City database within the home site.
- Security for users of e-government services and protection should be provided against common internet problems.
- Website pages should be tracked by hits per City function. A hit counter should be located unobtrusively at the bottom of each page. Maintenance software which includes reporting functions would be valuable.
- Form printing of a number of static forms should be available. The website must have links or embedded plug-ins as Java and Adobe for opening and viewing these documents.
- The City is extremely interested in utilizing the website(s) to create a unified marketing theme and approach that will "connect" with users of all age groups and further promote Bell in its new era of governance.

Services to be provided

- The website must provide for high-speed upload/download response times for both low and high speed computers that are used by the average citizen. The site should be developed to minimize loading times for analog dial-up customers.
- As per the Americans with Disabilities Act (ADA), the City must provide the same level of service to individuals with visual, hearing, motor, or cognitive disability that as the general public. The City expects respondents to offer suggestions regarding accessibility.

- The site must be designed to function effectively with common versions of software and hardware, which must be identified in your proposal.
- All documents, including maps and tables, should be in HTML, Portable Document Format (pdf), or in a format approved by the City to provide ease of viewing, printing and downloading, and in alternate ADA acceptable download formats.
- Links should be included for citizens to download any browser plug-in products, such as Acrobat Reader, that are necessary to view information on the site.
- The site must be compatible with current versions of commonly used Internet browsers.
- The site should include current social media applications (Twitter, Facebook, etc) and recommend a most efficient method for management.
- The site should take into consideration the City's future desire to include enhanced e-government capabilities, enabling secure on-line credit card purchases, verifications, fulfillment and acceptance, and the City's ability to conduct e-government transactions such as on-line permitting, park and facility reservations, class registrations and other interactive forms.

Other Requirements and Features:

- Cross-reference information should be hyperlinked from page to page within the website with the Home Page link always visible.
- Some content currently provided on the two existing websites must be migrated in the new website launch.
- A comprehensive timeline for each phase of the website re-design, including meetings with City staff, re-design, development, draft presentation, implementation, hosting and training are necessary. Including an estimated summary timeline for completion of each phase of the project. This should be as realistic as possible since this will be part of the contractual agreement.
- The site must be designed for continuous operation 24 hours a day, 7 days a week with exception for times of scheduled maintenance.
- Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc., preferably in HTML format.
- The firm should include training for a minimum of ten (10) employees, a training plan and timeline for this effort.
- The City seeks a browser-based application system. The site should be web based and fully compatible with Microsoft Internet Explorer 6.0 and above. The web base underlining database technology must be based on MySQL or Microsoft SQL Server, otherwise it would not be compatible with the City's needs.

II. WORK PLAN

The City's Work Plan can be deconstructed into six distinct phases of activities, but the City will consider other approaches if thought to provide an enhanced plan.

Phase 1 - Conceptual Design of Website

Phase 2 - Development Phase

Phase 3 - Conversion of Existing Website and Implementation

Phase 4 - Training and Initial Support

Phase 5 - Website Hosting and Maintenance

Phase 6 - Intranet Capabilities

PHASE I – Conceptual Design of Website

Task One – Development Requirements
The firm will facilitate a work session with City staff to identify roles and responsibilities; including technical, graphical, content management, and other requirements for the site. The design firm will document the requirements in an organized fashion and provide to the City's project manager for review, revision, and approval prior to initiation of subsequent tasks. *DELIVERABLE: APPROVED REQUIREMENTS PLAN*

Task Two – Graphic and Organization Design

The firm will provide sufficient materials (e.g., non-functioning draft website, hard copy, and descriptive information) to provide a minimum of two (2) alternative "look and feel" designs for the site. These sites should be available to City staff using the City's computers, but should not be available to the general public. If deemed to be most effective, these draft sites may be hosted on the City's server for demonstration purposes. The site should contain minimal sample content (to be provided by City) at this stage, and functionality does not need to be incorporated, but each alternative must include: Graphical Content including Color Palates, Fonts, and Graphic Imagery. Also, Organization must include Navigational Structure of Major Elements; and an example of "click through" functionality. The City will need to have sufficient time to review and comment on these sites, discuss "pros and cons" with the firm, and ultimately select a site design for further development. *DELIVERABLE: AT LEAST TWO DISTINCT "LOOK AND FEEL" DRAFT SITES, APPROVED SELECTED DESIGN*

PHASE II – Development Phase

Task Three – Technology Design and Development

The firm will coordinate with the City's staff and use these discussions to define/refine the technical aspects of the site, including site architecture technologies to be used, scripts/functional capabilities to be developed, and approaches for completion of the site. A site map (subject to revision as the site is developed) will be developed. These technical elements will be documented in a website specifications document; this document will be provided to the City's project manager for review and approval prior to implementation. *DELIVERABLE: APPROVED TECHNICAL SPECIFICATIONS DOCUMENT*

PHASE III – Conversion

Task Four – Initial Conversion

Use some content from the existing www.bellcityclerk.org, as well as the www.cityofbell.org website, and other materials to be provided by City staff. The firm will revise the selected site design and add in all necessary technology development functionality and content. As part of the process, City staff will provide new content as needed (e.g. headers, footers, body text, images, documents, etc) upon request of the firm. This will be provided as a draft "live" site is developed that can be accessed by City staff via the City's computers. This site should not be made available to the general public. *DELIVERABLE: DRAFT LIVE WEBSITE.*

Task Five – Testing

Testing of the site will be provided by the firm. The firm will perform a series of tests to validate functionality of the site (as part of the initial conversion step), and then provide notice to City staff for purposes of secondary testing. The City will test the site against the approved Requirements Document and the approved Technical Specifications Documents. Error reports will be provided to the firm, which will notify the City when the errors have been corrected; the City will then re-test the appropriate elements. This iterative process will be repeated until all requirements are satisfactorily accomplished. DELIVERABLE: COMPLETED TESTING CHECKLIST.

PHASE IV – Education

Task Six – Training
Provide a training session to at least ten (10) key City staff that will be responsible for providing content to familiarize them with their portions of the web site. The firm will provide cheat sheets handouts showing steps to the process of loading content. The trainings would likely be a series of short sessions over the course of one day for each functional group of content providers. DELIVERABLE: COMPLETED TRAINING SESSIONS (ATTENDANCE LOGS) TRAINING MATERIALS (HANDOUTS).

Task Seven – Final Conversion and Go Live
In coordination with City staff, the firm will perform all necessary actions to complete moving any relevant content to the final site, convert all appropriate IP addresses, DNS records, etc. to the new site, and ensure the new site is functioning and available to the public correctly. The firm's proposal should discuss how they will perform this action to minimize disruption and downtime between the time that the existing site is taken down and the time that the new site is available. Once completed, the City will perform a review of the live site and provide formal acceptance. DELIVERABLE: ACCEPTED FINAL SITE.

PHASE V – Maintenance

Task Eight – Final Conversion and Go Live
The firm will identify and provide costs for 12-36 month of hosting the website on a data center configured and dedicated for such services. The proposal will specify any/all applicable assumptions/limitations for this cost (size of storage/content, number of users, etc) as well as provide sufficient information on the selected firm to allow for evaluation of the quality/responsiveness of the site. Preferably, the hosting costs will be provided in 12 month increments. The firm may propose a period other than 12 months if there are significant costs savings to different periods of time.

Task Nine - Interfaces and Technical Support
The firm will provide an estimate and approach to provide ongoing technical management support for the site. Specific efforts are not defined at this time, but examples of this type of efforts that may occur include:

- Provide support related to domain name management;
- Provide technical capability for scripting new functions;
- Provide technical capability to integrate emerging technologies as new functions are required of the site;
- Provide technical updates/upgrades to the site to ensure ongoing browser compatibilities, resolve security concerns, etc.; and
- Provide regularly scheduled staff interaction, perhaps a monthly scheduled meeting.

Because specific tasking is unknown at this time, the firm should focus on an approach to providing these services, as well as provide rates to provide this service (either on a monthly or flat rate structure, hourly billing rates, or other method).

PHASE VI – Intranet Capabilities

Task Ten – Internet Capabilities and Opportunities
The firm will provide an estimate and approach to provide intranet capabilities. The City is composed of various parks, and facilities outside of City Hall, and seeks to create a linkage between employees at the various sites by way of intranet services. Further, the City seeks a central location to share documents such as human resource reference material with staff as well as exchange information on other civic-related matters.

III. REQUIREMENTS FOR CONSIDERATION

In an effort to assist the City in the analysis of the various website services providers and services, the firm should submit a description of their services in the following format with the noted headings to ensure City staff can assess the criteria efficiently.

A. Introduction

The City of Bell seeks to partner with a full-service design firm that is able to assist in its implementation of a new website that incorporates the most current technology, and builds upon its efforts to establish a more transparent and open government. In light of the City's national and international media exposure, the City understands the website platform is a critical public relations tool which can promote the City's good government reform efforts, as well as its merchant base on a national and international level. As such, please describe how your firm can best assist the City in meeting these objectives, as well as your competitive advantage, and any other unique attributes which would further enhance the City's objective.

B. Statement of Conformance with Requirement

The City seeks a browser-based application system. The recommended solution should be web-based and fully compatible with Microsoft Internet Explorer 6.0 and above. The web base underlining database technology must be based on MySQL or Microsoft SQL Server. If your system does not meet these minimum requirements, it would not be compatible with the City's needs.

The firm will state that it is able to meet all requirements in the Work Plan or identify any exceptions and provide clarifications.

C. Content Management System Requirements

Please respond to the to all the questions identified in Attachment A – Content Management System Requirements by checking Y, N, or M in the box in the Feature Availability and/or filling out the other columns as needed:

Y – Yes the feature is available
N – No, the feature is not available
M – The feature may be available via modification. The cost of the modification must be entered in the column headed "Cost to Modify".

If there is sufficient information to supply a cost, or there are qualifications to any response, please add a comment or reference a note in the column headed "Comment or Reference to Note". Any notes should be contained in the addendum following this section and should each reference the Feature Number to which they refer. Those items left blank will be considered to be a No response.

D. Approach

The website design firm will describe its understanding of the project and document the proposed approach to be used to perform the required work. This should include experience/philosophy of what makes a high quality website, discussion of project communications, roles and responsibilities, requirements from the City to ensure project success in addition to any relevant discussion of how the firm proposes to approach this project.

The approach should expand upon the aforementioned Work Plan to describe more detailed steps in the projects, and which are expected to be performed by the firm, and which are not. Ideally, the Approach Section will be a near complete Scope of Work for purposes of Contract/Purchase Order (Task Order) issuance.

If the firm uses any specific tools, measurements, metrics, or unique means of ensuring a successful project, they should be described in sufficient detail for evaluation. In addition, any tools (e.g. web authorizing, data uploading, etc) and training capabilities expected of City staff to be able to use the new website should be identified.

E. Experience

The City will identify a potential firm based on the following qualifications and attributes:

- Experience in website design, development, implementation, and maintenance;
- Significant experience in website design for the public sector — particularly cities similar to the complexity and service offerings of Bell;
- Ability to provide an innovative, unique, flexible design that meets the requirements of the City;
- Knowledgeable of the latest technical tools available in the marketplace that will allow the City of Bell to achieve its goals and objectives with its website re-design;
- Financially viable to provide long-term, on-going support to the City; and
- Provide at least three (3) references of performing similar projects for cities within the last three (3) years.

F. Staff Plan

The firm should provide sufficient information on staff experience/capabilities to ensure the City sufficient experience is available to complete the project. Also, the firm should identify the lead project manager that would be assigned to work with the City along with his or her qualifications and experience.

G. Schedule

The design firm will provide a DRAFT schedule (including any limiting assumptions) which addresses the tasks/Subtasks in the Work Plan for successful completion of the project. This schedule will need to be discussed and negotiated during/after the selection process to ensure mutual agreement.

H. Costs

The firm will provide a transparent cost spreadsheet that relates the efforts listed in the Work Plan section, and any other efforts noted expanded upon in the Approach portion of this document. The costs should be provided in the format noted in Attachment B – Cost Matrix

ATTACHEMENT A -- CONTENT MANAGEMENT SYSTEM REQUIREMENTS

Feature	Feature/Availability	Yes	No	Maybe	Cost to Modify	Comments
1.000	**SYSTEM REQUIREMENTS**					
1.101	Application Servicer: IIS/.Net or Apache					
1.102	Database: MSSqL or MySql					
1.103	Site Hosting (Third Party)					
2.000	**SECURITY REQUIREMENTS**					
2.101	Audit Trail					
2.102	Content Approval					
2.103	General Email alerts of web site incidents					
2.104	Granular privileges					
2.105	Login History					
2.106	Problem Notification					
2.107	Sandbox					
2.108	Session Management					
2.109	SSL Compatible					
2.110	Versioning					
3.000	**SUPPORT**					
3.101	CMS Manual					
3.102	Phone Support 8 AM to 5 PM					
3.103	Email support 8 AM to 5 PM					
4.000	**USER INTERFACE**					
4.101	Image Resizing					
4.102	Mass Upload					
4.103	Spell Checker					
4.104	Style Wizard					
4.105	UI Level					
4.106	Undo					
4.107	WYSIWYG Editor					
5.000	**PERFORMANCE**					
5.101	Advance Caching					
5.102	Database Replication					

5.103	Load Balancing					
5.104	Page Caching					
6.000	**MANAGEMENT**					
6.101	Is there a central repository for uploading images and other files?					
6.102	Is there a clipboard system that allows publishers to easily cut and paste content from one area of the site to another?					
6.103	Does the system allow for content to be automatically added or removed from a site based upon date?					
6.104	Can the system be completely managed through a web browser?					
6.105	Does the system have a mechanism to transport styles, templates between sites so that you can create a theme based on season of the year? Also known as themes or skins?					
6.106	Is there a trash system that allows administrators/ publishers to recover content removed from the site?					
6.107	Does the system work with Google Analytics?					
6.108	Can the system be completely managed through a web browser?					
7.000	**INTEROPERABILITY**					
7.101	FTP Support					
7.102	Does the system allow for the import and export of the ICal standard?					
7.103	Does the system follow the W3C specification for WAI compliance?					
7.104	Does the system follow the W3C specification for XHTML compliance?					
8.000	**BUILT-IN APPLICATION**					
8.101	Ability to Install Google translate					
8.102	ADA Compliance					
8.103	Alerts – Podcasts, RSS, Email/IM or mobile alerts, Emergency alerts					

8.104	Agenda Management					
8.105	Bid Postings/Management					
8.106	Blog					
8.107	Business Resource Directory					
8.108	Chat					
8.109	Document Management/File Center					
8.110	Discussion/Forum					
8.111	E-Pay					
8.112	Events Calendar					
8.113	Events Management					
8.114	FAQ Management					
8.115	Forms Template					
8.116	Help Desk/Bug Reporting					
8.117	Job Application/Posting					
8.118	Link Management					
8.119	Menu Manager					
8.120	Mobile Device Option					
8.121	Mobile Site Compatibility					
8.122	News Management					
8.123	Newsletter					
8.124	Permits and Licensing					
8.125	Opinion Poll – Single Question					
8.126	Recreational Registration					
8.127	Reservations for City Facilities					
8.128	Search Engine					
8.129	Site Map					
8.130	Surveys – Multi Question Surveys					
8.131	Template Management					
8.132	Weather					
8.133	Website Translator					

ATTACHMENT B -- COST MATRIX

Task	Subtask	Hours	Labor Costs	Travel/Expenses	Total Cost
One	Development Requirements				
	(Proposed subtask—Each subtask should have its own line				
Two	Graphic and Organization Design				
Three	Technology Design and Development				
Four	Initial Conversion				
Five	Testing				
Six	Training				
Seven					
Eight	Final Conversion and Go Live				
Nine	Interfaces and Technical support				
Ten	Intranet				

	Services and Capabilities				

vision internet

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March 12, 2012

Dear Mr. Croce,

On behalf of my team, thank you for the opportunity to present the City of Bell a best and final offer.

Understanding that budget is very important to you, we have put together two options for your consideration: The first is based upon our revised proposal with a special discount; the second is a no-cost option contingent upon the City working with us to create a showcase government website.

Both options include many added features and services. I am extending this offer to the City of Bell as a token of my commitment to your success and to the broader goal of defining a new standard of transparency between local governments and the communities they serve.

Regardless of which approach you choose, keep in mind that Vision Internet is the ideal partner for your project because:

- We are local to you, allowing us to collaborate more closely with your team and get input from a broader group of stakeholders.
- Our strategic approach and creativity is perfect for uncovering your unique needs and designing new approaches to serve them.
- Our pricing, service, and support lead the industry, allowing many local cities such as Rosemead, West Hollywood, Burbank, and Manhattan Beach to enjoy the award winning sites we have created.

Overall, I see your project as an opportunity to create something special and it is my personal commitment to you that we will put our best resources on your project to ensure the success and positive recognition you deserve.

Option A: Special Discount

Our "Discount Option" is based upon our revised proposal. In addition to the Vision Content Management System™ features and components listed previously, we will also provide:

- FREE first year of visionLive™ service.[1]
- FREE onsite consulting and training meetings.
- FREE password protected staff section, OneClick Social Networking™, and visionMobile™.
- FREE hosted streaming of council meetings (up to 4 per month with NO restrictions on space).
- FREE additional 50 pages of content migration (Bringing the total migration to 100 pages).
- FREE graphic redesign in 3 years.

---

[1] visionLive™ service includes hosting, unlimited support, access to SPARK Customer Resource Center and all upgrades released for the Vision CMS™.
-As a special offering to the City of Bell, this plan will include all new components released as well.

The investment required for the Special Discount Option is:

- $17,860 for the initial design, development, and first year subscription to visionLive™.
- $2,750 for subscription to visionLive™ in 2nd year.

Option B: Partnership (Free Website)

At Vision Internet we are always looking for new challenges and the opportunity to create new standards for local government websites. Because of your recent challenges, the City of Bell has the unique opportunity to lead the charge in promoting open-government and transparency. We see this as an exciting opportunity to partner with you to create the model for the future.

To this end, we would like to extend an offer to create the City's new website at no cost to the City. This option would include all the services as outlined in Option A, however, we would request the City's willingness to work closely with our team to create an exceptional site and to work with us to document and present our joint success through activities such as:

- Collaborating with the Vision Team to create presentations, white papers, and other media related to the project.
- Providing feedback to the Vision Team regarding new features and components related to transparency and open government.
- Maintaining the website as the primary City site for a minimum three-year period.

We are pleased to be able to extend this no-cost option to you as we believe this collaborative partnership will be mutually beneficial for both our organizations, providing inspiration for potential new development and innovation at Vision Internet and allowing the City to actively promote its new image across the country and set a new standard for communication online.

The investment required for the Partnership Option is:

- NO COST for the initial design, development, and first year subscription to visionLive™.
- $2,750 for subscription to visionLive™ in 2nd year

In conclusion I would like to reiterate my personal commitment to create an exceptional website for the residents and staff of the City of Bell – these special offerings are a token of that commitment. I sincerely hope that you will select one of our two options for the Best and Final Offer; we would be honored to work with you.

Sincerely,

Steven Chapin
President

A Proposal for

The City of Bell, CA

Creating an Exceptional Website with Vision

Ashley Fruechting
Senior Account Executive
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ashley@visioninternet.com

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vision Internet

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Vision Internet

COVER LETTER

Dear Selection Committee Members,

Thank you for the opportunity to submit a proposal for merging the City of Bell's main City and City Clerk websites into one redesigned, advanced website. We understand that the selection of a website partner is an important decision because the website will serve an important part of your communications strategy for years to come. That is why we take a strategic approach to website development.

As a result of our unique process, your website will undergo a dramatic transformation – a transformation that will empower residents and staff. More than a website makeover, it will be created for your specific needs, incorporating a striking design, intuitive navigation, and advanced features providing easier access to information and services.

Vision Internet is the ideal partner to lead your transformation:

- **Experience**: Our core team **has worked together over the past decade** to create hundreds of government websites across the US.
- **Expertise**: Our clients have won over 200 awards for our innovations. While other companies tout the ability to **apply** industry standards, we **invented** them.
- **Technology**: The Vision CMS™ is designed for local government and incorporates modern Web 2.0 and mobile technology into a powerful system that makes updates a snap.
- **Design**: A Vision-quality design is more than eye-catching – it reflects your community and meticulous attention is given to every detail.
- **Pricing**: We provide competitive pricing and flexible payments. There are no required ongoing fees and the costs reflect real services provided.
- **Freedom**: You are not locked into Vision Internet. Host the site where you want, purchase the services you want, and make the customizations you want. All source code is provided giving you complete control of your site.

In our accompanying proposal, we make a number of recommendations for your project. As you review these suggestions and our previous results, you will see that Vision Internet clearly stands apart and is the best choice for delivering quality results.

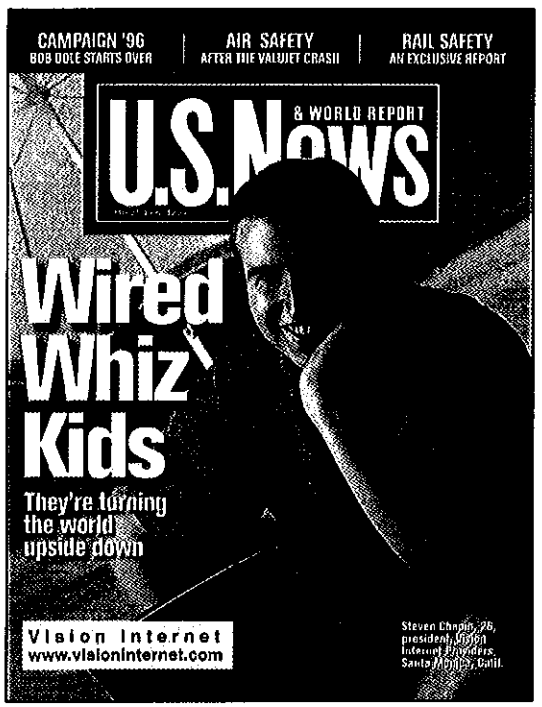
I look forward to talking with you soon and welcome the opportunity to clarify any questions or provide you with a personal demonstration of our capabilities.

Respectfully submitted,

Steven B. Chapin
President, Vision Internet Providers, Inc.

Ashley Fruechting
Senior Account Executive, Vision Internet Providers, Inc.

Vision Internet, the Government Website Experts, is the national leader in government website development. As you review our past experience and current capabilities, we will demonstrate that Vision Internet stands far above other companies in creating unique and effective government websites. In fact, we have pioneered many innovations that have now become industry standards.



We are a full-service vendor offering website consulting, design, development, hosting, and maintenance services. This allows us to provide the City of Bell with a complete turnkey solution.

Vision Internet was founded on three core values: *Integrity, Commitment, and Trust.* More than a slogan, these values are at the heart of our every decision, action, and interaction. We attribute our continued growth and prosperity to our adherence to these core values. This honest approach to business has also provided us with longtime employees and partners, repeat customers, award-winning projects, and recognition for our community service. However, we know none of this would be possible without our clients and their communities. At Vision

Company History

As an entrepreneur involved with business and non-profit organizations, Steven Chapin recognized the need for internet connectivity, hosting, and website services for small to medium size businesses. This led to Mr. Chapin's creation of Vision Internet in 1995. Since its inception in Santa Monica, California, Vision Internet has been regarded as a pioneer in the Internet industry.

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

- Sara Berry
Communications Assistant
City of Maryland Heights, MO

In 1996, our company began providing website development services for non-profit and corporate clients. We were recognized as industry leaders in local, national, and international media that same year.

During the creation of the company, Mr. Chapin remained active in the community, supporting government, education, and non-profit organizations. This activity, along with strong travel industry experience, resulted in the creation of our first government related projects for the City of Santa Monica's Convention and Visitors Bureau and the Danish Government.

Since this early beginning, we have further developed our government experience and have been awarded with over 400 government and education contracts and many awards for our work.

Throughout our company's history, we have taken a conservative approach towards growth, refusing outside funding and simply focusing on building a solid business based on our core values. Our approach has paid off, bringing us through the dot-com bubble and today's ever-changing economic climate. Providing a high level of stability allows our company to enjoy the continued respect and commitment of clients, employees, and the community.

Company and Contact Information

Primary Contacts	Ashley Fruechting – Senior Account Executive ashley@visioninternet.com 913-708-8233 Steven Chapin – President and Founder sbc@visioninternet.com 888-263-8847 Tim Schmidt – Vice President tschmidt@visioninternet.com 888-263-8847
Corporate Headquarters	Vision Internet Providers, Inc. 2530 Wilshire Blvd., 2nd Floor Santa Monica, CA 90403 310-656-3100 888-263-8847 toll free 310-656-3103 fax
Midwest Office	Kansas City, KS 913-708-8233 913-273-7743 fax
Southeast Office	Atlanta, GA 770-775-0205 310-564-7781 fax

Qualifications

Vision Internet focuses on serving the needs of local governments like the City of Bell, enabling them to be more effective and efficient while improving service. As a result, we have emerged as the national leader in serving government agencies.

When selecting a company to partner with for your website development there are many factors which come into play. In addition to our unparalleled customer service, Vision Internet rises above the competition in the following ways. When choosing a partner to develop your website with, make sure they meet the following high standards:

- Highly Relevant Experience
- Unique Solutions Based Upon a Strategic Approach
- Broad Technical Expertise
- National Scope

Highly Relevant Experience

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

- Amador County, CA
- Antelope Valley Air Quality Mgmt Dist, CA
- City of Agoura Hills, CA
- City of Albany, CA
- City of American Canyon, CA
- City of Atlanta, GA
- City of Bellflower, CA
- City of Buena Park, CA
- City of Burbank, CA
- City of Burlingame, CA
- City of Calistoga, CA
- City of Cathedral City, CA
- City of Cupertino, CA
- City of Dana Point, CA
- City of Diamond Bar, CA
- City of Galt, CA
- City of Greenfield, CA
- City of Healdsburg, CA
- City of La Mirada, CA
- City of La Quinta, CA
- City of Lake Elsinore, CA
- City of Lancaster, CA
- City of Manhattan Beach, CA
- City of Mill Valley, CA
- City of Millbrae, CA
- City of Monterey Park, CA
- City of Newport Beach, CA
- City of Novato, CA
- City of Oroville, CA
- City of Pacific Grove, CA
- City of Palm Desert, CA
- City of Palm Springs, CA
- City of Palos Verdes Estates, CA
- City of Rohnert Park, CA
- City of Rosemead, CA
- City of San Fernando, CA
- City of San Francisco, CA
- City of San Juan Capistrano, CA
- City of San Marcos, CA
- City of Santa Clara, CA
- City of Santa Clarita, CA
- City of Santee, CA
- City of Sausalito, CA
- City of Seaside, CA
- City of West Hollywood, CA
- Lake Arrowhead Community Services District, CA
- North Los Angeles County Regional Center, CA
- Sweetwater Authority, CA
- Town of Apple Valley, CA
- Town of Truckee, CA
- Transportation Authority of Marin, CA
- UCLA Jonsson Comprehensive Cancer Center, CA
- UCLA School of Law, CA
- University of Antelope Valley, CA
- Yolo County, CA

These organizations have placed their trust in Vision Internet because we have created some of the best government websites in the country, including award-winning projects for the City of Reno, NV; City of Charlottesville, VA; Town of Breckenridge, CO; City of Dana Point, CA; City of Cupertino, CA; City of Williamsburg, VA; City of Palm Springs, CA; Village of Hoffman Estates, IL; City of Ankeny, IA; City of West Des Moines, IA; Lexington-Fayette Urban County, KY and more.

All told, Vision Internet clients have won over ninety industry awards for their websites. Scanning through our list of clients, it is easy to see that we have the experience to ensure your project's success.

Unique Solutions Based Upon a Strategic Approach

Our approach is completely different than the template solutions offered by our competitors. They provide a cookie-cutter approach to government websites making your website look just like other city websites. These can never match the results of a website built for your own unique needs.

Vision Internet is not simply a web design company; rather we take a strategic approach by understanding your needs first, then developing and implementing internet strategies which complement and extend your overall goals. While other firms are made up of technicians, our team members are well educated and have extensive business and government work experience in addition to their technical expertise. We are very knowledgeable in the area of strategic planning allowing us to have a better understanding of your overall challenges and objectives. We will implement a solution designed to solve your most pressing needs. Our tools and components give you the assurance of proven reliability and are designed to fulfill your most important goals.

This translates into a website solution that will deliver on its full potential!

Broad Technical Expertise

Vision Internet is a Microsoft Certified Partner and within our team, we have extensive experience in all the technologies required to build you a world-class solution. Our core technical skills include:

Web Programming:	ASP.NET, ASP, HTML, XHTML, XML, Ajax, JavaScript, PHP.
Application Programming:	C#, C++, Java, Visual Basic, IIS, and VB.Net.
Database Technology:	MS SQL Server, Oracle, MS Access, and MySQL.
Graphic Design:	Photoshop, Flash, InDesign, Illustrator.
Platform:	Windows Server, Linux.
Infrastructure	Cisco Router, Firewall, and Windows Security.
Other:	CMS, Web 2.0/Gov 2.0, Social Networking, e-Commerce platforms, and GIS software.

Additionally, our team has overlapping skills and expertise in:

- Consulting and Strategic Planning
- Market Research
- Usability Testing
- Project Management
- Information Architecture
- Database Design and Administration
- Creative Direction and Graphic Design
- Website Hosting and Maintenance
- Webmaster Services

- Section 508 Compliance (federal disabilities compliance)
- Quality Assurance
- Documentation and Training

National Scope

Because of our experience and exceptional results, we have an extensive customer list that includes clients in the states of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, Nebraska, Nevada, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming – in addition to many government and education clients in the state of California.

While we are local to you, With Vision Internet, you can be confident in knowing that you are working with the national leader in government website development.

"There is a major difference between Vision Internet and other government website developers. Bottom line, Vision 'gets it' when it comes to government websites. They are on the forefront of website design, and their content management system is phenomenal, second to none."

- Doug Schultz
Community Relations Coordinator
Village of Hoffman Estates, IL

STATEMENT OF CONFORMANCE WITH REQUIREMENT

Project Summary

Vision Internet is the national leader in government website development. For more than a decade Vision Internet has led the evolution of government websites with innovations that become industry standards. While most companies were taking the cookie-cutter approach, Vision Internet stayed true to the idea that every community is unique and has individual needs, and that quality is paramount to success. As a result, Vision Internet has become synonymous with quality and "the Vision-quality" has become the standard against which all others are measured.

To create your award-worthy website, we will use our trademark Vision Process. Based upon strategic principals, we take you through a collaborative process of discovery. We get to know your community, understand your most important needs, and make recommendations to achieve maximum results. It is not uncommon for clients to have eureka moments when they recognize key goals that were not even considered prior. These kinds of results only occur with the dedication and time that Vision Internet provides. While a Vision-quality website may require a little higher investment, it is because we are making an investment of time into you and the success of your project.

When complete, your website will have a stunning design that reflects your community and your visitors will easily find what they are looking for. We will organize your information by audience, topic, service, and/or department, create multiple paths to information, and implement a site search tool. The website will include advanced interactive components for navigating special types of content like news, events, and directories. It will improve outreach with tools like e-Notification and Web 2.0 features like RSS Feeds, Bookmark and Share, and a Twitter API.

To empower staff, reduce administration time, and give you complete control we will implement our advanced content management system - Vision CMS™. Vision CMS™ is a web-based system created from the ground up for local government. It empowers non-technical staff from different departments to maintain their own content while preserving consistency throughout the site. Its intuitive editor allows staff to incorporate text, images, documents, and links.

Vision CMS™ allows you to control the delegation of authority. You can define the content that editors can update and the tasks they can perform. With the Approval Cycle, you can create any number of custom workflows that are unique on a per-department and/or type of content basis. This level of control and flexibility is unmatched in the industry.

While the Vision CMS™ gives you control of content, Vision Internet gives you control of your website. You are allowed unlimited users, pages, and categories. You are free to host the website in house, with a third-party provider, or with Vision Internet. There are no required ongoing licensing or support fees. And you are provided with all the source code for making any customizations you desire and, most importantly, for your peace of mind. Vision Internet gives you open-source like freedom backed by a committed partner. It is this commitment, coupled with our industry expertise, creativity, and advanced technology that will produce a remarkable website for Bell and its residents.

For full details on our solution, please see page 19.

Exceptions

Please note the following exceptions to the Scope of Work presented in the City's RFP for Website Redesign

- Included with your project, we are providing the City with up to three unique homepage design concepts for you to choose from. However, the draft designs we will deliver to the City will be jpg images and have no built-in functionality (i.e. "click through" functionality). We can, however, demonstrate examples of the kind of "click through" functionality the City's website will have by using examples of previous, similar websites we have developed.

  As an option, for an additional cost, we can provide the City with interactive homepage drafts that will demonstrate some of the functionality we will provide. We would provide up to three design concepts with two revisions for the selected concept. We can discuss the cost of this optional feature with you upon request.

- Development of the website's sitemap will take place during the Concept Stage described on page 28.

Please note that the scope of work described in this proposal document can be further discussed with you and that we can create a solution that best meets your needs and budget. Please see our Scope of Work beginning on page 19 and The Vision Process on page 27 for full details on our proposed project approach.

vision internet

CONTENT MANAGEMENT SYSTEM REQUIREMENTS

Below is a completed copy of the City's Content Management Feature List. Please note the following responses:

Y – Yes the feature is available.

N – No the feature is not available.

M – The feature may be available via modification.

Feature	Feature Availability	Yes	No	Maybe	Cost to Modify	Comments
1.000	**System Requirements**					
1.101	Application Server: IIS/.net or Apache	X				Our servers are IIS/.NET.
1.102	Database MSSql or MySql	X				We utilize Microsoft SQL Server 2008 R2
1.103	Site Hosting (third party)	X				Either the City, a third-party, or we can provide hosting services. Please see page 49 for details.
2.000	**Security Requirements**					
2.101	Audit trial	X				We are including with your project an Audit Trail Log where you can track the approval history of all website content, from its initial creation to the most recent version. The log report includes who created, edited or published the content, when the changes occurred, and all notes added by the content editors at each stage.
2.102	Content Approval	X				Included with your project is our Approval Cycle feature, allowing you to create as many workflows for content approval as you require. Please see page 52 for full details on the included Approval Cycle
2.103	General Email Alerts of Website incidents	X				When content is ready to be reviewed and edited, City staff in your workflow will received general email alerts letting them know

						about items in their queue.
2.104	Granular privileges	X				The Vision Content Management System will allow you to define user privileges according to your needs.
2.105	Login History	X				Our solution includes a log report of who created, edited or published content, when the changes occurred, and all notes added by the content editors at each stage.
2.106	Problem Notification	X				Vision Internet uses software to monitor the website 24/7. If there is any outage or other problem, multiple Vision Internet staff members will receive notifications and begin work on the problem. For any problems that require any major system changes, we will notify you in advance.
2.107	Sandbox			X		Before any content is published, you can view it in your browser as it would appear on the live website. This allows you a full view of content before actually posting it on the website. If you require additional sandbox functions, we can discuss this option.
2.108	Session Management	X				Session lengths can be set to determine timeout lengths for sessions.
2.109	SSL Compatible	X				
2.110	Versioning	X				Included undo, redo, restore, and trashcan tools giving you the ability to recover from mistakes and restore to the previous published version. Please note that in addition to the ability to restore your website to the previous published version, calendar and news items will also be automatically archived. Additional website content that requires archiving can be discussed during the consulting phase of your project.

3.000	**Support**					
3.101	CMS Manual	X				Included in your training is a customized online training manual designed specifically for your website.
3.102	Phone Support 8AM – 5PM	X				Our phone and email support hours are 9:00 am – 7:00 pm PST, Mondays to Fridays. For issues that occur after business hours, emergency staff support is provided 24 hours a day, 7 days a week.
3.103	Email Support 8AM -5PM	X				Please see Item 3.102 above.
4.000	**User Interface**					
4.101	Image Resizing	X				Our VCMS™ includes automatic scaling and sizing of photos to the maximum size recommended for your website.
4.102	Mass Upload	X				Our system allows you to upload multiple files from multiple locations simultaneously.
4.103	Spell Checker	X				
4.104	Style Wizard			X		Our solution's administration tools include styles that can be applied to such elements as text, headers, and lists, thereby enabling you to create web pages with a consistent look. Any additional, "wizard" functionality will require additional consultation with the City.
4.105	UI Level		X			
4.106	Undo	X				
4.107	WYSIWYG Editor	X				
5.000	**Performance**					
5.101	Advanced Caching	X				
5.102	Database Replication	X				We will create a backup of the website when it is completed. If

						any problem arises while you are maintaining the site, we will be able to restore the site back to its condition as it existed at the time of completion. If we are maintaining and hosting the site, we can restore it to its condition as it existed at the day of the last backup, should a problem arise. As part of our hosting services, we back up the website daily and keep two weeks worth of database backups at all times. Data is backed up both by FTP to off-site storage and by tape backup. We back up all site files and the entire site database.
5.103	Load Balancing			X		We can customize our CMS's code to support load balancing, and can discuss this with you during the contract phase of your project.
5.104	Page Caching		X			Since any pages can be modified at any time using the Vision CMS, we do not recommend Page Caching.
6.000	**Management**					
6.101	Is there a central repository for uploading images and other files?	X				
6.102	Is there a clipboard system that allows publishers to easily cut and paste content from one area of the site to another?	X				The Vision CMS has a copy function that can copy and paste content from one area of the site to another. Pages on your website can also be connected so that the same information can be entered only once for it to appear on multiple areas of the site.
6.103	Does the system allow for content to be automatically added or removed from the site based upon date?	X				Our system allows all standard pages and specific predefined component content to be published ahead of time. In addition, content can be set to expire on a specific day and time so that it can be automatically removed or archived by the system.

6.104	Can the system be completely managed from a web browser?	X				
6.105	Does the system have a mechanism to transport styles, templates between sites so that you can create a theme based on season of the year? Also known as themes or skins?			X	$2,490 for one theme; $5,720 for three themes	Subsites can be created within the main website that are self-contained, with information apart from the rest of the main website which can only be edited by those from the proper department or appropriate permission levels. For an additional cost, a subsite can be given its own unique look and feel. We would recommend that subsites have a navigation and page layout consistent with the rest of your website to reinforce the City's overall brand. We can provide a unique design theme for $2,490.
6.106	Is there a trash system that allows administers/publishers to recover content removed from the site?	X				
6.107	Does the system work with Google Analytics?	X				If we are hosting your website, we can include Google Analytics with your project.
7.000	**Interoperability**					
7.101	FTP Support	X				FTP support is included with hosting.
7.102	Does the system allow for import and export of the iCal standard?	X				Our system allows users to export items on any of your website's dynamic calendars into their Google, Yahoo, Outlook and other calendars compatible with iCalendar.
7.103	Does the system follow the W3C specification for the WAI compliance?	X				
7.104	Does the system follow the W3C for the XHTML compliance?	X				

8.000	**Built in application**					
8.101	Ability to install Google Translate	X				Included at no additional cost we can implement Google translation link in your website.
8.102	ADA Compliance	X				Knowing that local governments like the City of Bell have a duty to serve the entire community, we implement websites which maximize accessibility for those with disabilities. Content on your website will be available to those with disabilities in a variety of ways, including with Alt-Tags automatically attached to images downloaded onto the site. Your website's site map will also be useful for visually impaired users, as screen reader software can read through it faster than the site's usual navigation. These are just examples of the ways that Vision Internet can provide for your community members with disabilities.
8.103	Alerts- Podcasts, RSS, Email/IM, Mobile alerts, Emergence alerts	X				Alerts, including those related to emergencies or special events, can be broadcasted to users in different ways. This includes e-Notifications to subscribers, RSS Feeds, or as an emergency notice on your website's homepage.
8.104	Agenda management	X				
8.105	Bid postings/ Management	X				
8.106	Blog	X				Our system's included GovBlog feature allows you to create multiple blogs, making it easier for users accustomed to visiting other popular blogging websites to view updates from the City. Updates will be displayed as blog posts, with recent posts displayed on the same page. A single blog entry can be duplicated in multiple blogs without having to replicate effort.

8.107	Business Resource Directory	X				Please see page 54 for full details on the included Business Directory component.
8.108	Chat			X		While we do not provide this function, we can help the City find a third-party provider and integrate this solution into our system.
8.109	Document Management/ File Directory	X				Your website will have a centralized location for all documents on the website, making it easy to keep track of and manage your documents.
8.110	Discussion/ Forum			X	$3,725	We can include a Message Board component with your website as an option. Please see page 62 for details.
8.111	E-Pay			X		While we do not provide this function, we can help the City find a third-party provider and integrate this solution into our system.
8.112	Events Calendar	X				
8.113	Events Management	X				Included with your project is our Calendar System where events can be posted on multiple calendars without duplication of effort. Additionally, event items can be broadcast to users via e-Notifications. Please see page 52 for details on these components.
8.114	FAQ Management	X				Using our system, FAQs can be displayed in an interactive directory, categorized according to groups you define.
8.115	Forms Template	X				
8.116	Help Desk/ Big Reporting	X				For any help or bug reporting required by the City, we will provide phone and email support. Support calls are generally handled within one hour, and are handled by our technical support team or your project manager. We guarantee a maximum 48 hours turnaround for most support issues,

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						most of which are handled in under an hour of reporting. For issues that occur after business hours, emergency staff support is provided 24 hours a day, 7 days a week.
8.117	Job Application/Posting	X				Included with your project is our Job Postings component. Please see page 58 for details.
8.118	Link Management	X				Our system allows you to easily create links to other pages in the website or to other websites. Additionally, your staff can easily manage a list of Quick Links in a special drop down menu in the website header or on the homepage itself, allowing you to highlight popular pages or featured links on your website.
8.119	Menu Manager	X				
8.120	Mobile Device Option			X	$2,000	Our system's optional visionMobile™ feature dynamically converts all standard web pages and key components, such as the Calendar, News and Newsletters, Job Postings, and FAQs, to your mobile website. Updates remain simple and easy with dynamic posting to the traditional website and the mobile version. Also, intuitive navigation allows users to go through all page levels with ease. We can include our visionMobile™ component with your website as an option. Please see page 62 for details.
8.121	Mobile Site Compatibility			X	See Item 8.120	With the visionMobile™ feature, your website will be compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more. We can include our visionMobile™ component with your website as an option. Please see page 62 for

						details.
8.122	News Management	X				Users can subscribe to your website and receive automatic updates in their RSS readers, mobile phones and personal homepages (such as iGoogle, My MSN and My Yahoo!) as a convenient way of remaining current on community events. Additionally, our system allows you to syndicate content from other websites into your website.
8.123	Newsletter	X				Subscribed users can automatically received emailed newsletters via included e-Notifications.
8.124	Permits and Licensing	X				Using the included Form/Survey Tool described on page 56, your staff can create their own forms for permitting and licensing applications.
8.125	Opinion Poll- Single Question	X				Using the included Form/Survey Tool described on page 56, you can also create your own opinion surveys for residents. We can also discuss other polling options with the City.
8.126	Recreational Registration			X	$4,770	As an option we can provide the City with our Event Registration component. Please see page 62 for details.
8.127	Reservation for City Facilities			X	$6,940	As an option we can provide the City with our facility reservation capabilities. Please see page 62 for details.
8.128	Search Engine	X				
8.129	Site Map	X				
8.130	Surveys- Multi question surveys	X				Using the included Form/Survey Tool described on page 56, your staff will be able to create surveys with fill in the blank, multiple choice, multiple select, and ranking type questions.

8.131	Template Management	X				
8,132	Weather	X				
8.133	Website Translator	X				As part of your project, we can implement the free Google translation link in your website. This link will direct website visitors to the Google translation website. We will provide links at the top of your homepage that allow for easy navigation between the different language sites.

Scope of Work

With Vision Internet, you are sure to receive a website that delivers on its potential. Using our in-depth consultation process, we create unique solutions tailored to our government clients' most pressing concerns. We will build your website from the ground up with your needs and objectives in mind. Taking the time to fully understand your City and the needs of your community, we approach your project by answering these three important questions:

- What is the purpose of the website?
- Who is it designed to serve?
- How will we know when we are successful?

Based on our initial understanding of your RFP, the focus of your current website, and our extensive knowledge of local governments' needs, we believe the primary reasons for redesigning the website are:

- Provide citizens and businesses with more timely and useful information.
- Make it easier for website visitors to find the information they need.
- Distribute content management and authorship to non-technical staff members throughout the City.

The primary audiences of the website include:

- Local residents
- Local businesses
- Visitors
- Your staff and elected officials

Other audiences could include:

- Prospective residents
- Prospective businesses
- Media
- Residents of surrounding cities

To fulfill these objectives and reach your target audiences, we recommend:

- Attractive Design: A website design that reflects the City, draws people in, and makes it immediately obvious that the website is the best place to get information and access resources.
- Intuitive Navigation: Information should be easy to find with the most important information accessible from the homepage to make it easier for website visitors.
- Vision Content Management System™: The City should also implement a proven content management system to facilitate content updates by non-technical staff throughout the City.

"It was so easy to work with Vision Internet. They have a formula in place that works. It makes it easy for us to get the end result we were looking for and the results that we have are fabulous.

The City Council is very pleased with the new website and our residents – which is the most important part – are very happy with it as well. So, thanks to Vision Internet for such a wonderful job."

- Jenny Peterson
Communications Officer
City of San Marcos, CA

- **Integrated Interactive Components and Features**: Interactive components and features will make the website more engaging while improving usability and simplifying content updates for staff.
- **Integrated Web 2.0/Gov 2.0:** Your new website should include Web 2.0 features such as RSS feeds, Google Maps and integrated optional OneClick Social Networking™ with Twitter and Facebook to enable more immediate, fluid and targeted communications to your audiences.
- **Integration of Third-Party Components and Databases:** Existing web-applications and databases should be incorporated to the new website.

Each of these recommendations is discussed in more detail in the sections that follow.

Attractive Design

Design is important. Today, many people judge the quality of an organization largely based upon the quality of its website. These opinions are especially influenced by the initial impression of the website's graphic design. Design ensures that site visitors will use the website as a resource; if the website is not attractive and inviting, people assume it is of little value and that it does not contain the information they need.

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

- Kathy Ward
City Clerk
City of Dana Point, CA

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

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

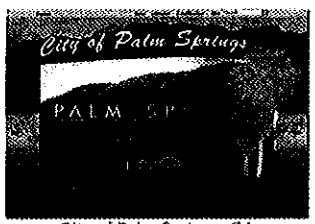
Vision Internet is recognized for its ability to create great designs that fulfill each of the above objectives. We have been featured in the national media and have won over a hundred awards for creating effective web solutions, including the most prestigious awards in the industry. We intend to use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

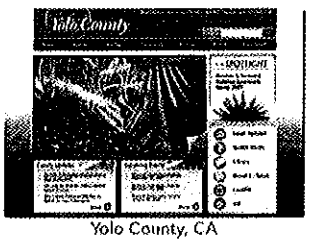
Vision Internet

Unique, Custom Website Designs

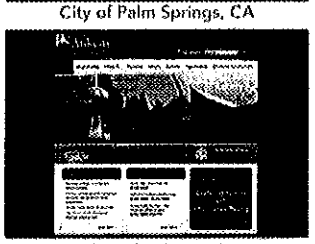
Vision Internet sets the standard for creativity and unique graphic designs. When people speak about design quality it is invariably in comparison to the work of Vision Internet. Our justified reputation for superior quality was built over years for consistently delivering pleasing designs that uniquely reflect the communities they serve while enhancing the online experience.

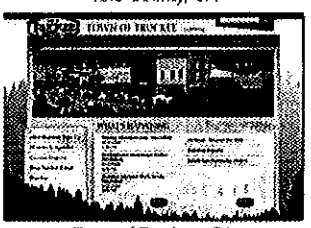
The flexibility of our content management system allows for creative freedom in styles and layouts not available from other firms. Below are just a few examples that demonstrate the variety and excellence of our designs:


City of Palm Springs, CA

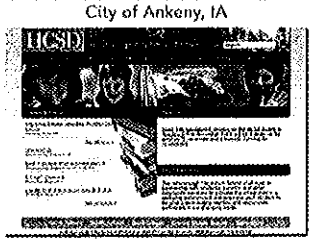

Yolo County, CA

Town of Dillon, CO

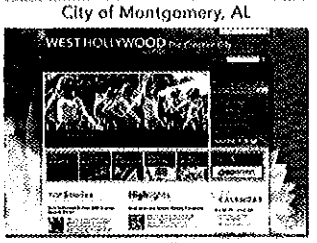

City of Ankeny, IA

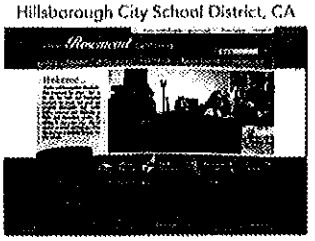

Town of Truckee, CA

City of Montgomery, AL


Hillsborough City School District, CA

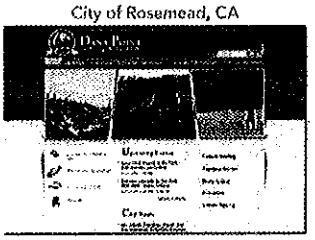
Village of Hoffman Estates, IL

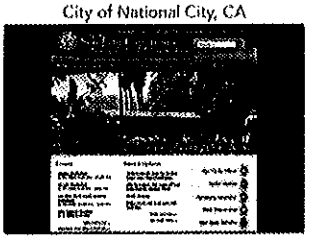

City of West Hollywood, CA


City of Rosemead, CA

City of National City, CA

City of Reno, NV


City of Dana Point, CA


City of San Juan Capistrano, CA

You.

Intuitive Navigation

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

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

"The team at Vision worked with us to determine what our specific site visitors were looking for and how to make that information clear and easy to find. Given the vast amount and various types of information we have to disseminate as a city, conducting that prioritization and analysis was a key part of Vision Internet's solution."

- Amy Larsen
Management Assistant
City of West Des Moines, IA

Vision Content Management System™

For your project, we recommend our proven, non-proprietary, Microsoft ASP.NET and SQL based content management system, developed specifically for government agencies. The Vision CMS™ receives accolades from both non-technical staff for its ease-of-use and IT professionals for its advanced technology and unprecedented flexibility.

"Having worked with another company's product in the past, I can tell you all content management systems are NOT created equally. When it comes to ease of use and functionality, Vision's CMS stands heads above the rest!"

- Sara Berry
Communications Manager
City of Maryland Heights, MO

Power and Simplicity for Non-Technical Staff

The browser-based system makes updating your website a breeze, whether you are in the office, on the road, or at home. If you can browse the internet, you can easily use our CMS. Staff can create or update pages, manage site navigation, and even schedule content through simple and easy to use administration screens. Timesaving features include our unique multi-calendar system, where you can add an event to multiple calendars anywhere on the site by simply checking a box. All of the website components work in the same easy fashion, making it very simple to learn. The system is designed to allow you to continually grow your website over time, without required ongoing maintenance fees.

Advanced Technology, Flexibility, and Control for IT Staff

While non-technical users love how easy it is to maintain the site using the Vision CMS™, IT staff appreciate its advanced technology and the unprecedented technical freedom offered by Vision Internet.

One of the first in the industry to use .NET technology, the Vision CMS™ is a mature system that has evolved since the late nineties. It incorporates Web 2.0 applications and integrates with popular social networking sites.

Beyond the technology, IT staff appreciate the freedom and control that Vision Internet offers its clients including providing all source code and unrestricted hosting. In fact, agencies like City of San Francisco and the City of Round Rock, even build their own applications based on the Vision CMS™. It provides the benefits of an open source solution while being created and supported by an industry expert specifically for local government.

You will not be locked into Vision Internet or any other company because our CMS is based upon standard technologies, and we provide you with the source code for your own use.

Important Note

Vision Internet provides unlimited users, unlimited categories, and unlimited content for all included components. You won't have to worry about unexpected fees from us as you use your website, but we can't promise the same for the competition.

Bottom Line: Work with Vision to keep clear of unexpected fees as you use your site.

User and Permissions System

The Vision CMS™ offers a sophisticated, highly configurable user and permissions system which enables the authoring, editing, approving and publishing of content to your website. The key elements of the system are:

Content Group: A collection of content for purposes of administration. Content Groups relate to ownership or control, and are typically broken up by governmental department, so that each department owns its content and departments are prevented from editing each other's pages.

Content Type: Different Types of content may be published to the website via the CMS. The types include Pages, Images, Documents, plus all component specific content such as News, Calendar Events, and FAQ.

Super User: An authority, like a "webmaster", that has full permissions across the entire website CMS, who can author and edit any and all content throughout the site. In addition, the Super User has access to advanced features such as site usage reports, dynamic component view creation, and user and site setup/configuration.

User: A specific person that is granted permissions to create or edit content and/or administer the Content Management System. All user logins are encrypted for security purposes.

Role: A Role is a set of given specific permissions to actions that can be taken within the website. For instance, the ability to delete a page is a permission that can be granted in a Role.

Workflow State: A specific stage in the workflow process. The first assumed State will be "authoring" and the final State will be "published." In between these two States, content may have any number of States before it reaches the final Published State.

Workflow: A specific multi-step flow that content moves through before it becomes "approved" for publishing on the website. Workflow is used synonymy with Approval Cycle.

All of these elements come together to form the content approval cycle. Website users are assigned to Roles (given permissions) and also to Workflow steps. The Workflow is assigned to a Content Group. In order to create and make content live for a certain piece of content, the correct steps of the workflow must be followed, and users are allowed to do only their permitted actions in each step.

The basic steps to configuring the Approval Cycle are:

- Add Users
- Add Content Groups
- Create Roles
  - Assign Users to Roles
  - Assign Roles to Content Group/Content Type
- Create Workflows
  - Add Workflow States (If needed)
  - Assign Users to Workflows
  - Assign Workflows to Content Group/Content Type

Our system is unique with its flexibility of configuration. For instance, some users could have a one-step workflow so they can publish their own content, and others can have two, three or more steps for review purposes. Also, a user can be in more than one workflow step and more than one content group if needed. This sort of flexibility gives you ultimate control over your content publishing process. We would recommend a live demonstration of our system so you can fully see its power, ease of use, and flexibility.

Interactive Components and Features

In addition to the creative design, effective navigation, and easy to use Vision Content Management System™, we will provide you with many different interactive components and features for managing special types of content. These offer a higher level of interactivity to your website visitors and make it extremely easy for your non-technical staff to manage website content. Website visitors can easily find the information they need and staff will be able to maintain the site with timely information. Vision Internet creates proven solutions.

Included Interactive Components and Features

Based on thorough analysis of your current website, we believe these components and features will most fit your needs:

Site Administration and Security

- Approval Cycle
- Archive Bin
- Audit Trail Log
- Automatic Content Archiving
- Content Review and Publishing
- Component Manager
- Link Library
- Multiple File and Image Uploading
- Role-Based Security
- Submission Validation (reCAPTCHA)
- Recycle Bin
- Updated and Expired Content Reporting

- Content Scheduling
- Document Central
- Email Address Masking
- Image Library
- Web Traffic Statistics[1]
- Workspace

Content Editing

- Advanced WYSIWYG Editor
- Paste from MS Word
- Search and Replace
- Spell Checker
- Style Gallery
- Table Wizard
- Undo/Redo

Advanced Navigation Management

- Automatic Breadcrumbs
- Connected Pages
- Content Categories
- Dynamic Drop Down Menus
- Error 404 (Page Not Found) Handling
- External Link Splash Page
- Friendly URL Manager
- Link Redirect
- Navigation Control
- Page Linking
- Quick Links
- Single-Source Publishing
- Site Search (Google CSE)
- Sitemap Generator

User Experience and Interactivity

- Business Directory
- Calendar System (Monthly, Weekly, Daily, and Yearly Views)
- Community Spotlight
- Dynamic Homepage
- Feedback Form
- Form and Survey Tool
- Frequently Asked Questions
- GovBlog
- Job Postings
- News and Newsletters
- RFP Postings
- Rotating Homepage Banners
- Service Directory
- Staff Directory
- Sticky News
- Weather Update

Department Management

- Department-Level Administration
  - Calendar
  - FAQ
  - News
  - Photo Gallery
  - Staff Directory

[1] Included with Vision Internet hosting.

- Department-Level Navigation
- Department-Level Sitemap
- Dynamic Department Homepages

Outreach, Media, and Social Networking

- Agenda and Minutes Manager
- Audio and Video Embedding[2]
- Bookmark and Share
- e-Notification
- Emergency Homepage Alert
- Event Share
- Forward to a Friend
- Guest Book
- Integrated Twitter™ API
- Photo Gallery
- RSS FeedReader
- RSS Feeds

Accessibility

- Automatic Alt-Tags
- Dynamic Font Resizing
- Dynamic Reader Download Links
- Google Translation Integration
- Printer Friendly Pages
- Table Accessibility Tools

For highlights on several of the above included components and features, please see Appendix II: Highlights of Vision CMS™ Components on page 52.

Optional Interactive Components and Features

Vision Internet creates custom solutions; therefore, we are able to offer you virtually any conceivable module or function. We believe these optional interactive components and features are most relevant to your needs:

- Event Registration
- Facilities Directory with Reservations
- Intranet/Members Only Section Options
  - Extranet
  - Intranet
- Message Board
- OneClick Social Networking™
- visionMobile™

Because our content management system is so flexible, you may add these at any time in the future for an additional budget.

"Our new website includes automatic RSS feeds of Hercules news and events, which makes it very easy for the public to keep up with the many exciting projects and programs in the City."

- Robertt Reber
Website Project Manager
City of Hercules, CA

Integrated Web 2.0/Gov 2.0

Internet technology is always evolving, and Vision Internet believes it is important for government websites to take advantage of new technologies to enable their audiences to get the information they want, when they want it, and on the device they prefer. Vision Internet's content management system includes many Web 2.0/Gov 2.0 features built right in. These

[2] Vision Internet does not provide streaming media; however, the Vision CMS is able to embed videos such as YouTube.

helpful and handy features include RSS feeds, Twitter API, "Bookmark & Share" links, and more. Also available are advanced tools like optional OneClick Social Networking™ which allows you to post content to your website and social networking sites with one click. We can also implement blogs, message boards, and integrate virtually any third party system you may want to include in your site. The flexibility and extendibility of the Vision Content Management System™ assures that it can easily adapt to new technologies that continue to emerge in the future.

Integration of Third-Party Components and Databases

Today, there are many advanced components for such functions as:

- eCommerce/Financial Transactions
- GIS Mapping
- Park and Recreation Services
- Permitting
- Service Requests (CRM)
- Streaming Video
- Others

Our content management system can easily work with these third-party systems, provided they are web-enabled. Most of these types of components can be given the same look and feel as your main website via modifications to the presentation template. For your project, we will provide you with an HTML template that vendors of these third-party components can use. We will also integrate links to these third-party components into the overall website navigation. There are many examples of where we have used this approach, including the Cities of Newport Beach, CA; Wilsonville, OR; Rancho Cordova, CA; and many others.

Another approach is to create a web interface for existing third-party databases. We used this approach in displaying tax records exported from a mainframe system for Vanderburgh County, IN; crime statistics from California state databases for the City of Citrus Heights, CA; Contractor information from city databases for City of Hamilton, OH; and staff and student contact information from school databases for the UCLA School of Law.

These are just a few examples of our extensive experience working with third-party databases and systems. While interfaces to third-party systems are not included within the budget, they are available for an additional fee. We will provide a firm quote for interfaces after analyzing the databases and requirements during the consulting phase of your project.

The Vision Process

The Vision Process is the result of long-term, dedicated staff that have built and refined our strategy for over fifteen years. The original creators of the process train all our project managers and oversee each and every project; ensuring excellent results every time. We have been fortunate to enjoy the loyalty of long-term staff and feel our clients truly benefit from their experience and expertise. In fact, our process has led to many innovations that have since become industry standard.

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

- Mark Barham
IT Manager
City of Williamsburg, VA

The Vision Process is collaborative and we work closely with you to ensure your projects success. We work with your

internal project manager and project team, gather requirements from multiple stakeholders, and lead relevant consulting meetings. As part of our consulting, we provide you a custom survey, analyze content and create a detailed conceptual sitemap.

Each stage of our six-step process includes formal review and approval points ensuring that the final result meets your expectations. This process ensures you will not reach the end of the project and be unhappy with the results. We assign a project manager who is your single point-of-contact. This makes it easier for you and facilitates better communication between team members. Our project manager will communicate with and coordinate all Vision Internet resources including designers, information architects, programmers, and other team members. Some firms require you to communicate your needs to each of these independent resources, taking up your valuable time.

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

Stage 1: Vision Stage

In the Vision Stage, we work with you to create the vision for your website now and for the future. The Vision Stage emphasizes the objectives of the website and how it supports your overall organizational goals. This vision then guides each subsequent step in the process.

To create this vision, we will:

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

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

Stage 2: Concept Stage

In the Concept Stage we realize the vision through:

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

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

Stage 3: Design Stage

In the Design Stage our team continues with the graphic design for your homepage. Our creative ability and expertise allows us to develop a compelling graphic design while maintaining its usability. We work closely with your staff to establish a look and feel that reflects your community. Our world-class designers take the time to create a truly professional design that incorporates graphics, photos, fonts, colors, and other design elements that fit together to create a stunning, harmonious design. For examples of our design work, please refer to page 4. As part of our process we will provide art direction, design review, and up to three unique homepage design concepts for you to choose from. Once the direction is established, we will provide necessary revisions until you are completely satisfied. The Design Stage will conclude with your satisfaction and approval of the homepage design comp.

Stage 4: Development Stage

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

Included in the scope of your project is the content migration of up to 50 pages into the new website. We can provide guidance on the best practices for web content writing and will train your staff on the best approach for migrating additional content. Alternatively, at your request we can provide a price quote to migrate additional pages.

Migration is not a simple cut-and-paste process. As part of our migration service, we review the formatting and layout of each page, reformat it using the new site's design styles, and lay it out in a way that conforms to industry best practices for impact and readability.

For more information about the Vision Content Management System™, please refer to page 22.

Stage 5: Quality Assurance, Documentation, and Training Stage

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

- Perform extensive functional testing.
- Review content.
- Create a custom training manual that incorporates actual screenshots of your site.
- Provide administrator and content editor training.

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

Note that the custom training manual incorporates screenshots from your website, making it easy for staff to understand and use. It is an excellent reference for new staff to use as well.

Stage 6: Launch Stage

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

EXPERIENCE AND REFERENCES

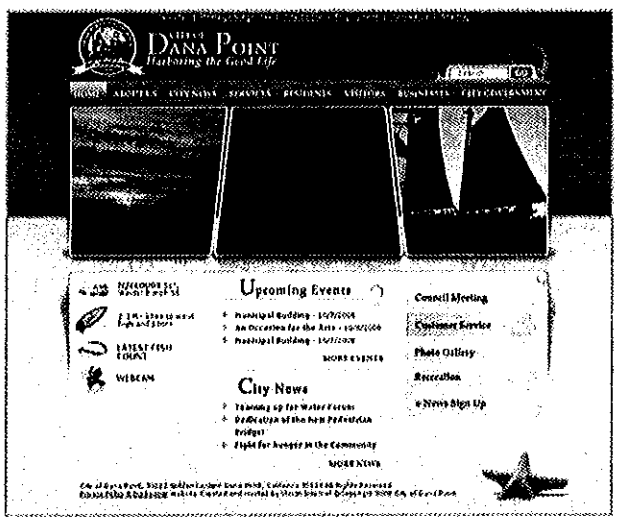
From our Highly Relevant Experience on page 4 it should be clear that Vision Internet, with its hundreds of government clients and over 200 awards for government related projects, is the national leader in local government websites. As you review these project profiles, we believe you will see that Vision Internet websites stand far above others. Many of the projects incorporate multiple objectives beyond simply information for residents. It is our strategic process that uncovers the additional needs and incorporates them into a more successful solution.

On the following pages are several project profiles that show a broad range of experience and capabilities that clearly demonstrate our expertise and ability to serve your needs. As you review them, you are sure to find examples that appeal to your personal tastes and preferences. References follow.

Vision Internet

City of Dana Point, CA

www.danapoint.org



"When we set out to bid, no other website consultants compared to Vision Internet. They know what they are doing. They create award-winning sites and that's what we wanted."

- Kathy Ward
City Clerk

Situated on the beautiful Southern California coast, halfway between San Diego and Los Angeles, Dana Point is home to 36,765 residents and is characterized by nearly seven miles of prominent coastal bluffs and rolling hills along the Pacific Ocean. Dana Point Harbor provides slips and mooring for over 2,500 boats along with over 50 specialty shops and restaurants. The Harbor attracts thousands of visitors annually for shopping, sportfishing, walking, bicycling, parasailing and a host of recreational activities.

The City turned to Vision Internet to create a world-class website not only to communicate with its citizens and businesses, but to help promote itself as the world-class tourist destination it is. The stunning design features rotating photos on the homepage to show off the area, and the site includes innovative features such as a fish count, surf report, and live web cams.

- CAPIO Award of Excellence

vision internet

City of Burbank, CA

www.ci.burbank.ca.us

"The public reaction to the site has been overwhelming. We have received countless emails describing the site as "beautiful" and "an unbelievable improvement".

- Keith Sterling
Public Information Officer

The City of Burbank is home to a number of media headquarters and production houses, earning it the nickname the "Media Capital of the World". With a reputation such as this, it was imperative that the City redesign their outdated website. The previous website was a collection of several smaller websites accumulated over the years. These websites varied in design and navigation structures and lacked an overall sense of cohesion.

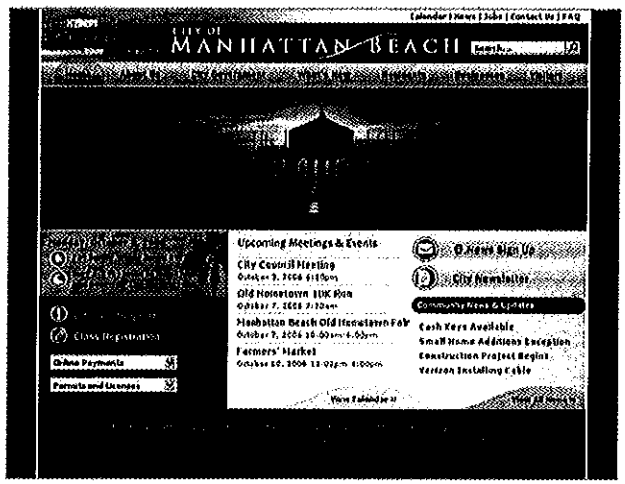
In partnering with Vision Internet, the City of Burbank's assortment of individual websites has now been merged into one unified website. A slide show depicting the well-known entertainment corporations headquartered in Burbank portrays the City's unique media-focused community. The Dynamic Homepage displays the community events calendar keeping users up to date with the latest happenings, while the Burbank TV section provides website visitors with a streaming video feed from the City of Burbank Government Access Channel.

- Creativity International Awards Honorable Mention

vision
Internet

City of Manhattan Beach, CA

www.ci.manhattan-beach.ca.us

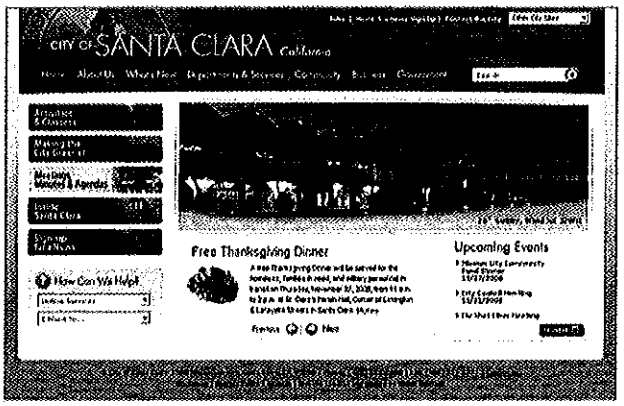


Located on the Pacific coast, the City of Manhattan Beach offers residents and visitors incomparable natural beauty and a multitude of recreational attractions. Pivotal to city communications and promoting the many attractions of the City is its outstanding new website which features interactive tools including a meeting and events calendar, bid opportunities, contact directory, job postings, photo gallery, and more, all of which can be filtered according to user preferences. A new Intranet was also developed as part of this project and, with surfing being a major part of the City's recreational draw, Vision Internet included a handy live Surf Report right on the homepage.

- MarCom Gold Award
- Web Marketing Association Standard of Excellence Award

City of Santa Clara, CA

www.santaclaraca.gov

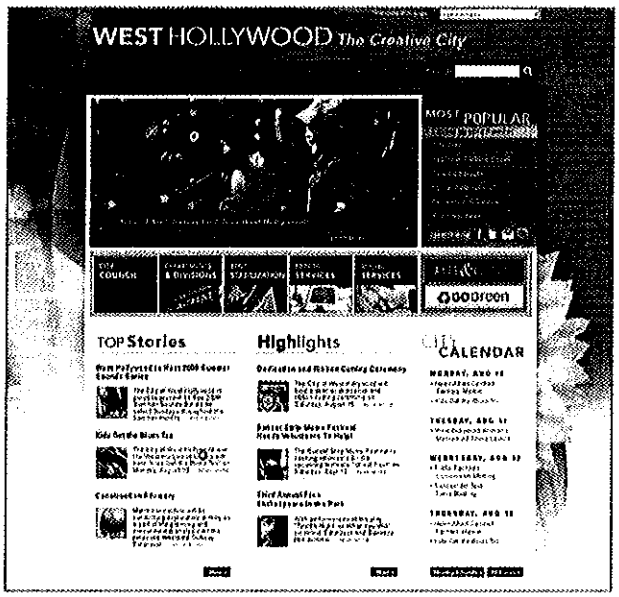


Consisting of a large number of students and working professionals, Santa Clara is known as a technically-advanced community with a small town sensibility. The City website, however, did not reflect these unique character traits. In an effort to more accurately reflect their forward-thinking community online, the City teamed up with Vision Internet for their website redesign.

Vision Internet created the new design for the City website along with custom department homepages for the Public Library and Police Department. In contrast to the look of the old website, the updated layout has been cohesively designed and provides a seamless transition between sites for users. The website incorporates several additional features, including a Homepage News Scroller, embedded videos, Google maps, and social networking applications.

City of West Hollywood, CA

www.weho.org



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

- Brett White
Digital Media Coordinator

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

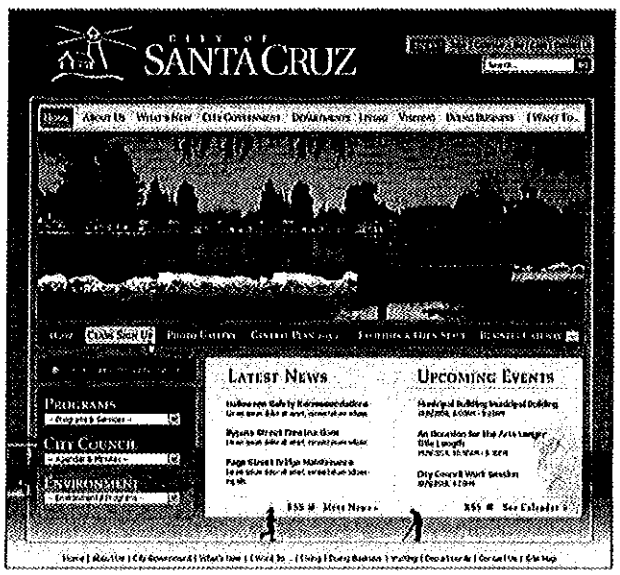
The two teams set out to redefine West Hollywood online and ended up changing the way people look at municipal sites altogether. From the unique background design to the detailed banners, the dynamic homepage is full of color. Links to the City's Facebook and Twitter accounts are also featured on the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

- Web Marketing Association Best Government Website

Vision Internet

City of Santa Cruz, CA

www.cityofsantacruz.com



"I was just wow'd by the beautiful site that Vision created - it's just stunning! The rotating pictures, the colors, the horizontal menu that's easy to navigate, very intuitive - it's smashing! Truly dazzling!"

- Michelle Stewart
City Resident

The City of Santa Cruz, known by some as "Surf City", is a community located on the Central coast of California. With a number of active locals, countless visitors, and a large student population all calling Santa Cruz home, it was imperative that the City update their old, existing website. After researching different vendors, the City decided to trust in the expertise of Vision Internet to guide them through their redevelopment project.

With the City known for its moderate climate, beautiful beaches and coastal redwood forests, the designers at Vision Internet had countless breathtaking photos to choose from for the homepage. The final design lets the pictures speak for themselves, as a good portion of the homepage is dedicated to a slideshow display. Updates to the website have been decentralized with the use of the Vision CMS. Now a large number of staff members make updates to their specific department pages without having to bother the IT Department. The updated navigation has also drastically improved the usability of the website, allowing users to easily find important information they need in seconds.

- Communicator Award of Excellence
- CAPIO Award of Distinction
- Creativity International Awards Honorable Mention

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References

CITY OF BURBANK, CALIFORNIA

Contact name:	Keith Sterling, Public Information Officer
Address:	275 E. Olive Avenue Burbank, CA 91502
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CITY OF CHINO, CALIFORNIA

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CITY OF DIAMOND BAR, CALIFORNIA

Contact name:	Marsha Roa, Public Information Manger
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URL:	www.ci.diamond-bar.ca.us

CITY OF WEST HOLLYWOOD, CALIFORNIA

Contact name:	Brett White, Digital Media Coordinator
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Phone number:	323-848-6523
E-mail:	bwhite@weho.org
URL:	www.weho.org

Financial Stability

Please note that we are a financially sound company, profitable, and have been in business since 1995. We have no pending litigation, no bankruptcies, and no planned office closures or mergers. Vision Internet has not been declared bankrupt, made a voluntary assignment in bankruptcy, or made a proposal under any legislation relating to bankruptcy or insolvency under the laws of any province, territory, state, or country.

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

- Kristoffer von Bonsdorff – Lead Project Manager
- Li Zhang – Lead Developer
- John Vu – Senior Developer
- Gabriela Lifshitz – Designer
- Natalia Cudlip – Designer

KRISTOFFER VON BONSDORFF – PROJECT MANAGER

Mr. Bonsdorff has years of experience creating website solutions tailored to the specific needs of clients. Prior to joining the Vision Internet staff, he managed his own website development firm which helped clients develop website solutions, solve system/server issues, and provide other IT support services. He has also previously provided IT services, acted as systems administrator, and provided consulting for other educational and private institutions in the past.

Mr. Bonsdorff has worked on projects for the City of Healdsburg, CA; the City of Goleta, CA; City of Shoreline, WA; City of Cupertino, CA; City of Rohnert Park, CA; Lexington-Fayette Urban County Government, KY; the Town of Chapel Hill, NC; and Virginia Highlands Community College, VA.

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

Roles Served: Consulting and Project Management.

LI ZHANG – LEAD DEVELOPER

Mr. Zhang is Vision Internet's integration expert. Having extensive experience in developing custom web applications, e-commerce solutions, and GIS tools, he has a broad understanding of all types of systems and databases, and is especially adept at understanding varying database schemes and creating web interfaces for them. Examples of recent achievements include interfacing with an existing state crime statistics database to create an interactive crime statistics module, a database of recycling resources to create a recycling wizard, and using Microsoft's Active Directory for controlling access to secure areas of an intranet.

He draws from years of programming, engineering, and system platform experience. In addition to his expertise in ASP, ASP.NET, PHP, XML, Java, and C++, he is also an expert in GIS with specific expertise in the ArcServe product line.

His projects include sites for the U.S. Air National Guard, City of Citrus Heights, National Purchasing Institute, UCLA School of Law, Orange County District Attorney, SunLine Transit, and Alameda Waste Management Authority for which he created an advanced e-Commerce tool that is capable of pricing based upon rules and conditions defined by government regulations.

He holds a Bachelor's degree in Biomedical Engineering from Zhejiang University and a Master's degree in Electrical Engineering from USC.

Roles Served: Programming and System Design.

JOHN VU – SENIOR DEVELOPER

Mr. Vu is a truly exceptional programmer and serves as the primary developer of our content management and e-procurement systems plus developed many of our most advanced and innovative interactive components. Projects include sites for the City of College Station, City of Diamond Bar, City of Evansville, Dallas County Community Colleges, Greenbrier Convention and Visitors' Bureau, and many others.

Mr. Vu specializes in Visual Studio, .Net languages, and Microsoft Content Management Server. He can be found in the office day and night developing his latest "masterpiece" in any number of languages including ASP, ASP.NET, C#, C++, SQL/Transact-SQL, and MySQL. He is also an expert in JavaScript (both server and client), VBScript, HTML, XHTML, DHTML/CSS, Visual Basic (COM), and XML.

Mr. Vu earned his Bachelor of Arts degree from UCLA and is a Microsoft Certified Professional.

Roles Served: Programming and System Design.

GABRIELA LIFSHITZ – DESIGNER

Mrs. Lifshitz is a highly creative designer that brings a unique eye to the Vision Internet team. Her intuitive understanding of design balance has helped her to effectively transform a number of websites from chaotic to cohesive. She has created and refined successful designs with clients such as the Boone County, IA; Burbank Unified School District, CA; and the City of Newton, KS. She is currently working on projects for the City of Bartow, FL; Odessa Police Department, TX; Imperial Irrigation, CA; Dorchester County, SC; Pittsburg Delta View Golf Club, PA; City of Rosenberg, TX; and Sweetwater Authority, CA.

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

Roles Served: Graphic Design.

NATALIA CUDLIP – DESIGNER

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

Mrs. Cudlip has created and refined successful designs for the City of Park City, UT; District of West Kelowna, BC; City of Palm Springs, CA; Town of Chapel Hill, NC; City of Dana Point, CA; Lexington-Fayette Urban County Government, KY and Eagle County Schools, CO.

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

Roles Served: Graphic Design.

Project Schedule

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

Implementation Step	Avg. Duration
Vision Stage • Initial kick-off call with Bell's project manager • Survey preparation and review • Onsite brainstorming and planning session	2 – 4 Weeks
Concept Stage • Creation of Information Architecture • Create conceptual sitemap • Homepage layout wireframe	2 – 4 Weeks
Design Stage • Unique, custom graphic design • Custom icons, buttons, screen elements, and backgrounds • Homepage design comp	3 – 4 Weeks
Development Stage • Implementation of Vision CMS™ • Integration of interactive components • Migration of up to 50 pages of content	4 – 9 Weeks
Quality Assurance, Documentation, and Training Stage • Final testing • Customized training manual • Onsite training	2 – 3 Weeks
Soft Launch & Final Launch • Move website to production server • Completed website • Website goes live	2 Weeks
Total estimated time to launch	**15 – 26 Weeks**

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

Cost Matrix

Task	Subtask	Hours	Labor Costs	Travel/ Expenses	Total Cost
Included Services					
One	Development Requirements				
	Consulting	57	$135/hour	$0	$7,695
	Project Management	28	$135/hour	$0	$3,780
Two	Graphic and organization design				
	Design	47	$125/hour	$0	$5,875
	Design Production	14	$95/hour	$0	$1,330
Three	Technology design and development				
	Dynamic Programming	83	$135/hour	$0	$11,205
	HTML Programming	12	$105/hour	$0	$1,260
Four	Initial Conversion				
	Content Migration	17	$85/hour	$0	$1,445
Five	Testing				
	Quality Assurance	19	$105/hour	$0	$1,995
Six	Training				
	Training and Documentation	38	$125/hour	$0	$4,750
Seven	Other				
	Discount			$0	($3,100)

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Eight	Final Conversation and go live				
	(Included in Testing and Training Costs)			$0	$0
				TOTAL	$36,235
Optional Services					
Nine	Interfaces and technical support				
	TBD				TBD; see page 43 for optional technical support plans.
Ten	Intranet service capabilities				
	TBD				TBD; see page 43 for intranet options.

Please see the following section for further details on optional costs.

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Additional Information

Vision Internet is looking forward to building a long-term relationship. As a token of our commitment to your success, we will offer the following services at no cost:

- Three months free maintenance and support[3]
- Included warranty

Optional Components and Features

On page 26, we outlined a number of component options. You are in no way obligated to accept these recommendations; we offer them to demonstrate our forward thinking. Below is pricing for these options:

Optional Component	Budget
Event Registration	$4,770
Facilities Directory with Reservations	$6,940
Intranet/Members Only Section Options	
Extranet[4]	$4,805
Intranet	$14,955
Message Board	$3,725
OneClick Social Networking™	$1,500
visionMobile™	$2,000

Optional Maintenance and Hosting Plans

Vision Internet is able to provide ongoing website maintenance and hosting services. The following table shows our fee structures for different plans. For a description of our maintenance and hosting services, refer to page 47.

Service	Measure	Fees	Description
Optional Maintenance and Support Services			
Option 1: Hourly Rates	Hourly	Custom Programming - $135/hr Graphic Design - $125/hr Webmaster Service - $105/hr Content Migration -	Vision Internet can charge the City for services on an as-needed basis. We believe that this provides a simple and fair way of charging for any optional support since you will know the specific service you are requesting and being charged for.

[3] Up to five hours per month. The three months free offer does not apply to Vision Live, the hosted CMS option.

[4] Please note that the price for this component will vary according to the total interactive components implemented for your website and that the price listed is an estimate based on the components currently included in your project.

Service	Measure	Fees	Description
Optional Maintenance and Support Services			
		$85/hr	
Option 2: Optional Support and Maintenance Plans	Hours per month	$110/hr for 3 to 7 hrs/mo Or $100/hr for 8 or more hrs/mo	In addition to our no-contract, as needed maintenance option, we also offer a Maintenance Plan for a defined number of hours per month at a lower blended rate. Any unused hours can be applied to upgrades and enhancements relevant to your needs.
Optional Hosting			
Optional Hosting	Monthly	$200/month	Hosting is an optional service that we provide to many of our clients. For a description of our hosting services, refer to page 49. Please note that you are free to host your site in-house or with a third-party provider. In the event that we do not host the website, a onetime $475 fee applies for our technical staff to assist you with the transfer and configuration. There are no additional licensing fees, costs, or penalties for you to host the website on your own server.
Optional Vision Live™			
VisionLive™ Optional Subscription Service	Annually	$4,800 per year	As an option to paying monthly fees for maintenance and hosting, we can also offer the new subscription version of the Vision CMS™ that allows us to significantly improve the value of our post-launch services. For a low annual subscription rate, we are able to provide maintenance, unlimited hosting services and upgrades for the VCMS™[5].

Included Warranty

All programming code within the project developed by Vision Internet is warranted for a period of one-year from the date of completion. We will create a backup of the website when it is completed. If any problem arises while you are maintaining the site, we will be able to restore

[5] Does not include updates to configuration, content, or formatting among other restrictions; does not include new features that require design customization to implement or any future components that the company may create.

the site back to its condition as it existed at the time of completion. If we are maintaining and hosting the site, we can restore it to its condition as it existed at the day of the last backup, should a problem arise.

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

Terms and Conditions

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

CONCLUSION

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

It is our experience, creativity and our attention to our clients' unique needs and identity that allows us to create award-winning quality websites. Just as we have done for cities and counties in 35 states, we aim to do the same for you.

We are very excited about the opportunity to direct our creativity and technical expertise in creating a unique solution for you and your community. We are confident that our consulting, graphic design, programming, and client support expertise will result in the innovative website you are looking for. As we move ahead with this project together, we look

Respectfully submitted,

Steven B. Chapin
President, Vision Internet Providers, Inc.

Ashley Fruechting
Senior Account Executive, Vision Internet Providers, Inc.

APPENDIX I: OPTIONAL MAINTENANCE AND HOSTING

Vision Internet is a full service firm providing all the services necessary to build and maintain your website. This includes website maintenance, support, upgrades, and hosting. While other firms limit your hosting options and lock you into "one size fits all" support plans, Vision Internet takes a different approach.

In addition to offering our services a' la carte, we offer a maintenance package that is totally unique. Rather than having a "use it or lose it" approach to maintenance, we allow you to apply unused hours to updates on your website thus ensuring your website remains current and fresh.

> *"Occasionally, we find the need to further customize the CMS installation and Vision is ready to work with us to make new things happen. However, we are not required to upgrade nor are we locked into any sort of maintenance structure with their system. We pay as we go and spend what we can when we can on enhancements - a unique business model in my experience with any vendor - and easy on the budget when you have to be frugal."*
>
> **- Jay Eason,**
> City of Ankeny, IA

Keep in mind that all our services are optional giving you complete control of your post-launch budget while allowing you to take advantage of internal resources.

Below is a description of each of our post-launch services and the optional maintenance packages.

Website Maintenance and Support

Our content management system enables you to easily manage the content of the website without the need of programming experience. This can save you considerable time and money over a static website that requires a technical person's expertise. Sometimes you may need to expand the scope of the website by adding new components, changing the graphic design, or designing complex pages. We, as your partner, can provide you with website maintenance services.

We perform website maintenance by using the following procedure:

1. When receiving service requirements from a client, our in-house team will first analyze the request and then come up with the best solution for performing updates to the website in our staging/testing environment.
2. After completing the changes, our quality assurance staff will conduct testing of all the updates to make sure that changes are consistent with the existing website and that there are no programming bugs.
3. After our quality assurance tester confirms the updates, we transfer the files from the staging/testing environment to the live server.

Our three-step procedure assures quality service, efficiency, and on-time delivery. We are committed to our clients, offering an expedient turnaround time for most web content and simple graphics modifications to the website.

For larger tasks such as adding new components, we will provide you with an estimate before beginning work.

Technical Support

At Vision Internet we stand behind our clients and can provide you with the support you need. While most of our clients have an internal point person who answers staff's basic how-to questions about content editing using the content management system, they look to Vision Internet to answer more advanced support to the internal point person or webmaster. Typical support questions include how to perform advanced tasks, configure the system, or accomplish some organizational need in the best way possible.

In all cases, Vision Internet is able to address your technical and/or operational needs. You will be assigned a service support person who will serve as your first level of support and manage any needs you may have. Continual monitoring of your site is provided to assist your staff in finding solutions to any unexpected problems. For issues that occur after business hours, emergency staff support is provided 24 hours a day, 7 days a week.

Because we are looking forward to building a long-term relationship with you, we will provide three months FREE website maintenance and technical support.

Optional Maintenance Plan

Beyond the initial three months, many of our clients opt to buy blocks of hours for maintenance and technical support at a lower blended rate. Our maintenance and support plan is unique. Rather than the standard 18% - 20% maintenance plan that includes upgrades and support, we offer a more flexible and fair approach.

While other companies tout their all inclusive support, upgrade, and maintenance packages, their clients confirm that upgrades are rarely provided and implementation fees often apply to make the upgrades work correctly. Further with our competitors:

- You have no control over what goes into the annual upgrade so you may not get anything of value to you – if anything at all!
- If the features you want are not in the upgrade, you may need to pay for these features in addition to the maintenance contract you already pay.
- If you want to add additional components, you will still need to request an additional capital budget to cover the new development.

In our approach, you buy blocks of hours for maintenance and support at a lower blended rate. The time can be used for maintenance and support on an as-needed basis throughout the year. At the end of the year, you can apply any unused value towards additional services such as implementation of new components.

The Vision Internet plan provides you maximum flexibility because:

- You set the amount you want to allocate for maintenance and enhancements on an annual basis.
- If the upgrade does not contain functionality useful to you, you can simply "skip" the upgrade and apply the unused value to additional components or enhancements.
- You are able to add new functionality to your site under maintenance budgets rather than the harder to come by capital budget funds.

Most clients only use three to four hours of support/maintenance per quarter but will purchase a maintenance contract of five hours per month because of the exceptional value it provides for future developments.

Important Note

Why pay for something you don't need? With Vision Internet, your maintenance plan is not only optional, but also puts you in control of how your dollars are spent. Don't need support? Need to postpone upgrades due to a limited budget? No problem. You only pay for services you receive.

Bottom Line: We're as flexible as you need us to be!

Website Hosting

For over fifteen years, website hosting has been an integral part of our operations. We started our business as an Internet Service Provider (ISP) offering full service connectivity, design, and hosting. As the business evolved, we developed our relationship with CoreSite and Cogent, a global network provider, which enables us to provide comprehensive hosting solutions for our clients. We have our own co-location suite within a secure, state-of-the-art facility.

Our hosting services include:

- Unlimited disk space for website
- Unlimited bandwidth for website (over a 100 Mbps digital line)
- Power failure equipment including battery backup
- Redundant generator backup
- Full climate control
- Cisco routers and Raid 5
- Firewall protection
- 24 hour monitoring
- Security access via ID, fingerprint scanner, and key card
- Microsoft Windows Server 2003 or 2008
- Microsoft SQL Server 2005 Standard
- Monthly web usage statistics reports
- Fixed IP address for the website
- Daily onsite and offsite backups
- Guaranteed 99.9% uptime

With Vision Internet, you are not locked into using our web hosting services and you can easily host the site either in-house or with a third-party provider. Many of our clients throughout the country, however, use our hosting services because of its value and administrative simplicity.

Other vendors within our industry require you to host with them or charge very large fees for you to host your own site. Not so with Vision Internet. We believe you should have the right to choose the best option for your needs and to have future flexibility and control over your own site. Other firms have a different philosophy.

Web Analytics

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

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

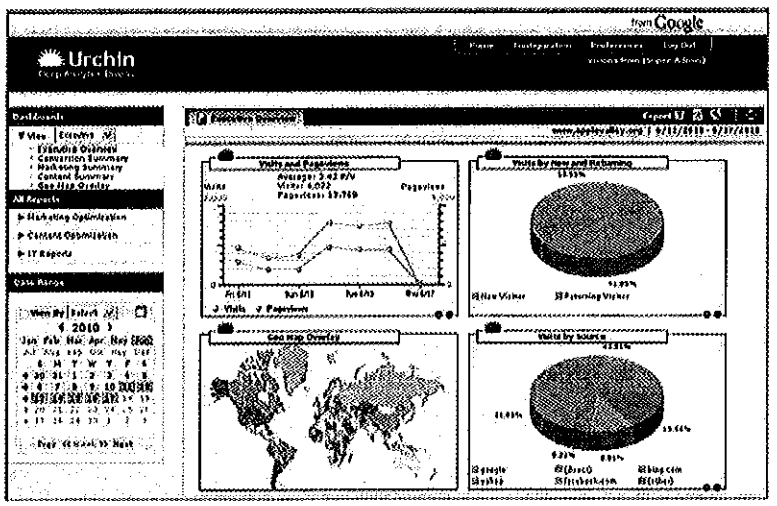


Figure 1: Urchin provides advanced, interactive reporting.

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

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

Vision CMS™ Hardware and Software Recommendations

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

Web Server

- Dual-core or Quad-core processors
- Minimum 2 GB RAM
- Minimum 100 GB Hard Drive
- RAID 1, 5, 10, or 50 Configuration
- Windows Server 2008 R2

Database Server

- Dual-core or Quad-core processors
- Minimum 2 GB RAM
- Minimum 100 GB Hard Drive

- RAID 1, 5, 10, or 50 Configuration
- Windows Server 2008 R2
- Microsoft SQL Server 2008 R2

Note: Web Server and Database Server can either be separate or can reside on the same machine. In the case that they are on the same machine, we recommend Quad-core processors and 4GB RAM.

Vision Live™: Optional Subscription Service

As an option to paying monthly fees for hosting and maintenance services, Vision Internet can also offer the City our new subscription version of the Vision Content Management System™. This new offering allows us to provide maintenance services and unlimited hosting for a flat annual fee. Additionally, we will also provide CMS upgrades at no extra cost. This allows you to affordably keep current with new technology, enhancements, and improvements.

Vision Live™ takes the guess-work out of future budgeting by including all essential post-launch services into a flat annual subscription. The service includes:

- Hosting with unlimited storage and bandwidth
- Unlimited technical support[6]
- CMS system upgrades[7].

Please see page 43 for price information.

[6] Does not include updates to configuration, content, or formatting among other restrictions.
[7] Does not include new features that require design customization to implement or any future components that the company may create.

APPENDIX II: HIGHLIGHTS OF VISION CMS™ COMPONENTS

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

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

Included Interactive Components and Features

This section highlights several of our included interactive components and features that are included in the scope of your project. For a complete list, please refer to page 23.

Approval Cycle

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

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

Calendar System

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

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

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

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

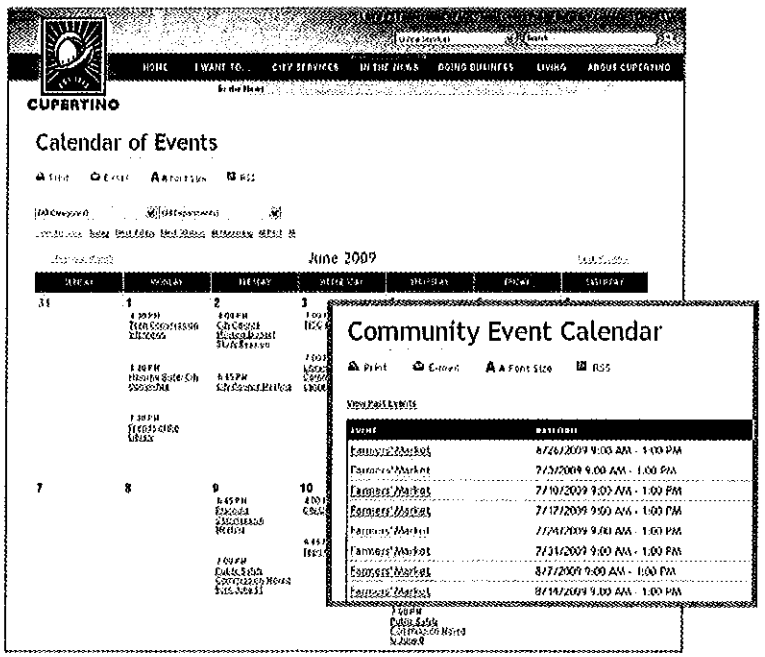


Figure 1: Use the dynamic Calendar System to find meetings and events quickly.

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

News and Newsletters

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

Figure 2: News items are easy to find from a centralized location.

great way to provide a historical archive while making site administration easy. Additionally, RSS feeds of the News and Newsletters are automatically available to website visitors.

NOTE: News and Newsletters integrates with eNotification for broadcasting information to subscribers via email.

e-Notification

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

To better manage the e-Notification process, your staff can see how many subscribers there are for each category, plus edit subscriber information and export the subscriber database for use in other systems.

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

Bookmark and Share

The Bookmark and Share component is a Web 2.0 feature that helps you spread your content across the web. It makes it easy for website visitors to bookmark and share your content among their favorite social destinations on the web. This tool allows website visitors to share your content with popular social networking and news sites including Facebook, Twitter, Delicious, Digg, Reddit and MySpace.

Business Directory

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

The Business Directory is an interactive index of local businesses. Your staff can post a business's name, description, location, contact information, links to their sites, and, if available, a graphic (i.e. logo or photo). Users would then be able to

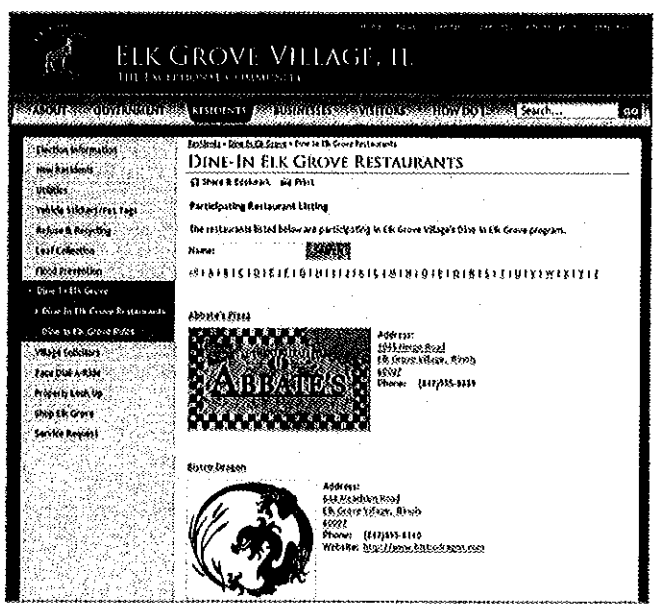
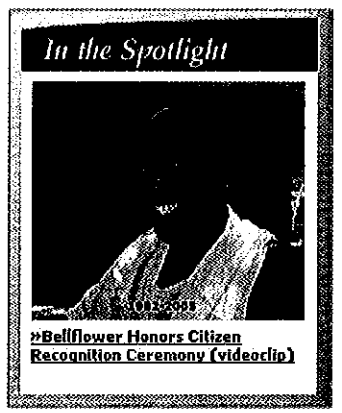


Figure 3: Subdirectory shows local restaurants.

browse an alphabetical listing of these businesses or filter the directory based upon categories you define.

Component Manager

The Component Manager allows your administrator to create dynamic and user-centric pages. Depending on the settings, content in the page can be automatically displayed and expired without any managerial time from the administrator. For example, the administrator can create a component page displaying events of a particular category and/or department. When an event has expired, it will automatically be placed in a past events view. In addition, for some components, there are multiple views to layout content to enhance users' usability experience. This feature gives you the flexibility to create dynamic content pages in most any area of your website.



Community Spotlight

Being able to draw attention to important information is a necessity on a local government website. With the Community Spotlight, your website can have a prominent area on the homepage that highlights community events, classes, announcements, business opportunities and other information that would be especially important to your residents. Your staff will be able to link Community Spotlight notices to webpages with additional details and change the highlighted item to reflect current community events.

Connected Pages

Content on your website may be relevant to different departments, and thus may need to appear in different navigation areas throughout the site. Connected Pages, unique to Vision Internet, allows you to create multiple instances of any web page and place them in different areas of the website. Changes made to any instance of a Connected Page are reflected immediately across all other instances, saving your staff precious time and eliminating duplication of effort, while keeping information on the website consistent and easy to find.

Content Scheduling

Content Scheduling saves time and money. It allows all standard pages and specific predefined component content to be published ahead of time. In addition, content can be set to expire on a specific day and time so that it can be automatically removed or archived by the system. The Content Scheduling feature is handy for seasonal and time-sensitive content, and gives you the ability to have updates occur to the site automatically when you are away from the office.

Department Management

Key components on your website, including the dynamic Calendar System, News and Newsletters, Frequently Asked Questions, and Job Postings, are setup to allow end-users to filter through content by department. Additionally, your departments can choose to display their department-specific items on their own custom pages. For example the Parks and Recreation department can have their *own* events on their *own* calendar.

To provide consistency throughout the site, these department settings are managed in one-central location similar to the Component Category Manager. The Department Manager allows your website administrator to add unlimited departments, rename existing department names, and delete any unused departments from the list. Any change made from this component will

automatically be reflected on all department functions throughout the website. Instead of limiting you to a certain number of department entries, this component empowers you with UNLIMITED potential as you maintain your website now and in the future.

Emergency Homepage Alert

In the case of an emergency, it is extremely important for cities to reach out to residents in the most efficient way possible. By doing so, potentially life saving information reaches those who need it most. Notifying the City's website users is simple with the Emergency Homepage Alert. The notice is easily customized and can be prepared in advance with common evacuation or shelter information. The Emergency Homepage Alert would prominently cover the main area of the homepage so users would not miss it. The screen shot shows the implementation of this in the Yolo County website.

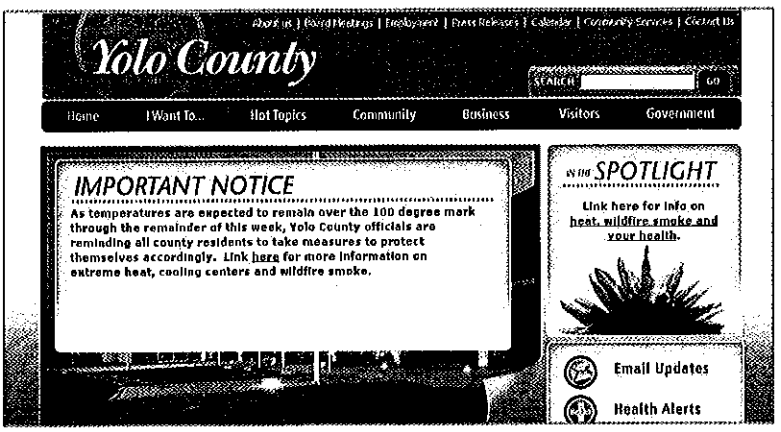


Figure 4: Yolo County's website with the Emergency Homepage Alert activated.

Form/Survey Tool

Interactive forms are the staple of an effective government website. They allow users to communicate and interact with their government at convenient times. Vision Internet's Form/Survey Tool can be used to develop online forms for asking questions, getting feedback, or submitting applications. **Keep in mind that these online forms can be used for replicating many paper forms the City uses, including service requests.**

The Form/Survey Tool also provides you with the ability to easily create your own online surveys and track the results in real-time. In contrast to the traditional paper survey approach, online surveys are more convenient because they eliminate the time and expense of mailing back responses.

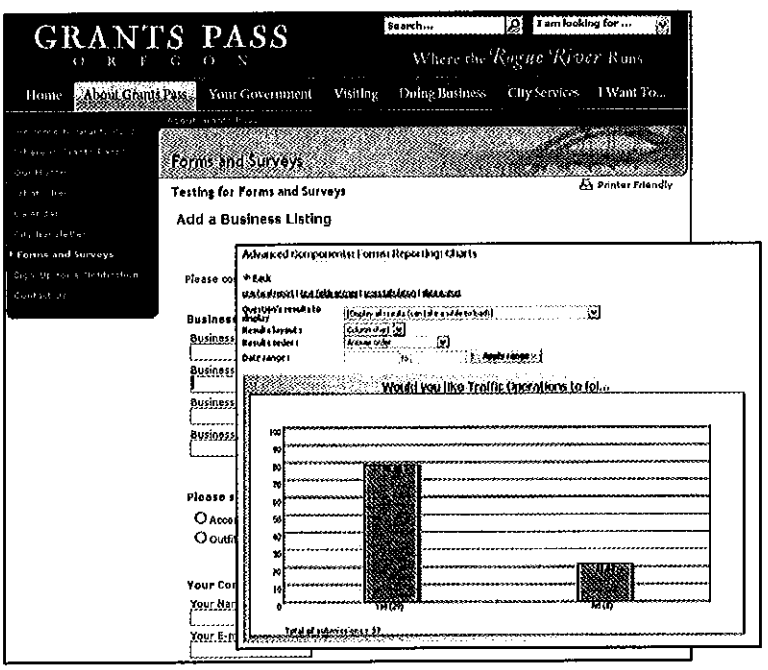


Figure 5: The Form/Survey Tool lets you create forms and surveys where the results are stored in a central database and interactive reporting tools let you create graphical representations of the responses.

Furthermore, you can display the results in several formats, including graphical representations. This allows your staff to aggregate the responses and view them in report format.

Along with the ability to create your own online forms, we will also include a set of 12 form templates. You can customize these forms to be used for employment applications, service requests, business license applications, gathering feedback, submitting events to the website's online calendar, and satisfaction surveys. Additionally, your staff can customize these forms for more specific functions.

The tool supports fill in the blank, multiple choice, multiple select, and ranking type questions. It also has an export function so you can analyze the results using Excel or any other program capable of importing CSV files. This is a third party tool, so only graphic design may be customized and the Approval Cycle functionality is not available.

Forward to a Friend

What better way to build traffic to your website than through the Forward to a Friend component. In content rich websites like yours, people will often find information they want to share with others. With the Forward to a Friend component, you can easily forward a page of interest to a coworker, friend or colleague. Additionally, the interactive components will automatically have a link for forwarding to a friend. The simple form asks for both the sender and recipient's email addresses and, if they care to, allows comments to be sent with the page link. The recipient will receive a short email from their colleague directing them to a specific page on your website. This component empowers your online visitors to share information from your website that they find particularly useful.

Frequently Asked Questions

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

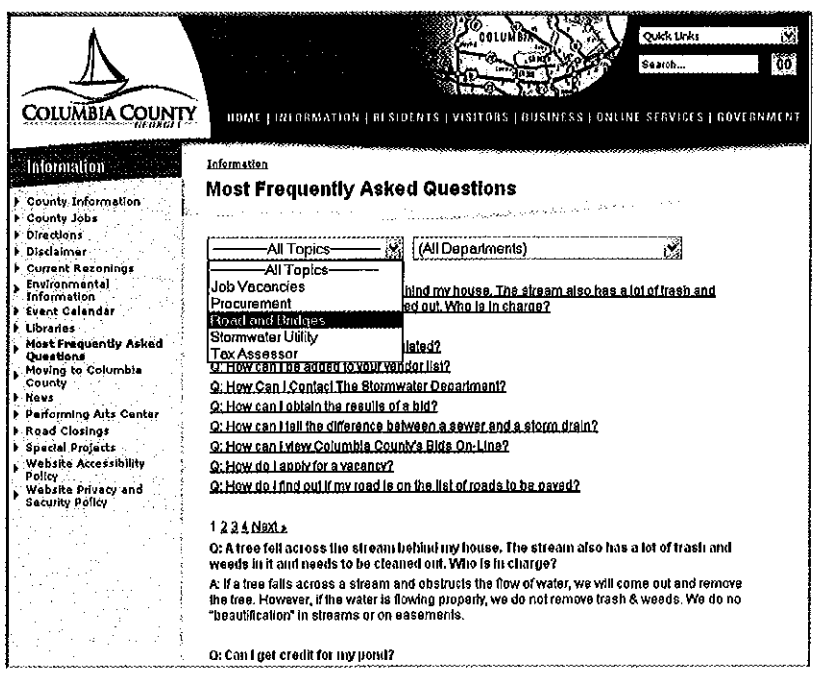


Figure 6: The centralized interactive FAQ makes it easy to find info, while backend tools make it simple for staff.

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

Image Library

The Image Library is a centralized place where all images used in the website are stored. This saves space because only a single version of each image is used on the entire site. This also provides greater control, as you can restrict the ability to add new images to specific staff members within your organization. Images remain archived when deleted to prevent accidental broken links within the website while the content management system tracks all pages using individual photos to make it easier for you to replace images in individual pages.

The Image Library also incorporates several components that make managing images much easier. They include automatic scaling and sizing of photos to the maximum size recommended for your website plus automatic alt-tag insertion for images added to pages to ensure future Section 508 compliance.

Integrated Twitter™ API

Utilizing Vision Internet's built-in social networking components, your staff will be able to connect with residents like never before. The Vision Content Management System now includes integrated Twitter™ API at no additional charge, which allows your staff to send Twitter™ messages through the system. Community members subscribed to Twitter™ can instantly receive these messages via cell phone text messages, email and RSS feeds. This is a useful way to get information out to residents quickly - your staff can use the Twitter system to send out critical alerts, emergency notifications, news and event updates, and more. The Twitter™ system can also be used for officials to send "micro-blogs," keeping them in touch with target constituents.

Job Postings

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

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

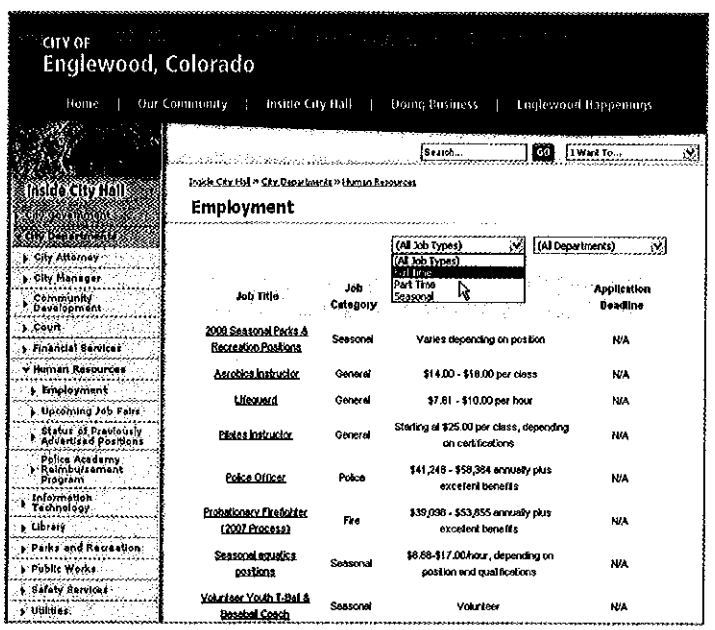


Figure 7: Users can filter for jobs of interest.

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

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

Multilingual Translation

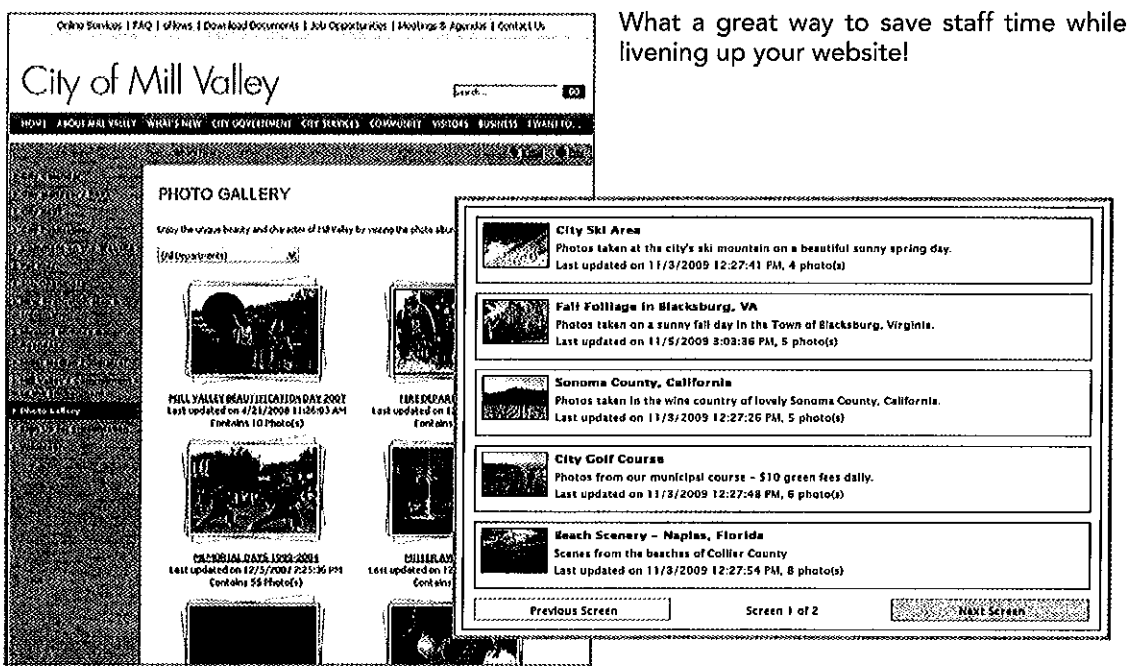
It is important to reach non-English speaking residents; they are a major audience that may require your services. As part of your project, we can implement the free Google translation link in your website. This link will direct website visitors to the Google translation website.

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

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

Photo Gallery

Nothing spices up a website like pictures. With our Photo Gallery component, your website visitors can browse through images of your beautiful city and its exciting events. Users can view photo albums defined by your staff, and either look at images via thumbnails or a slide show. Simply upload the image from the Image Library to the new album and add a caption; thumbnails are created and added to pages based upon the predefined template. To make it easier for website users to find photo albums of particular events, the Photo Gallery may be viewed as either a thumbnail display or as a Flash view listing.



What a great way to save staff time while livening up your website!

Figure 8:.The Photo Gallery may be viewed either as a thumbnail display or as a Flash view listing.

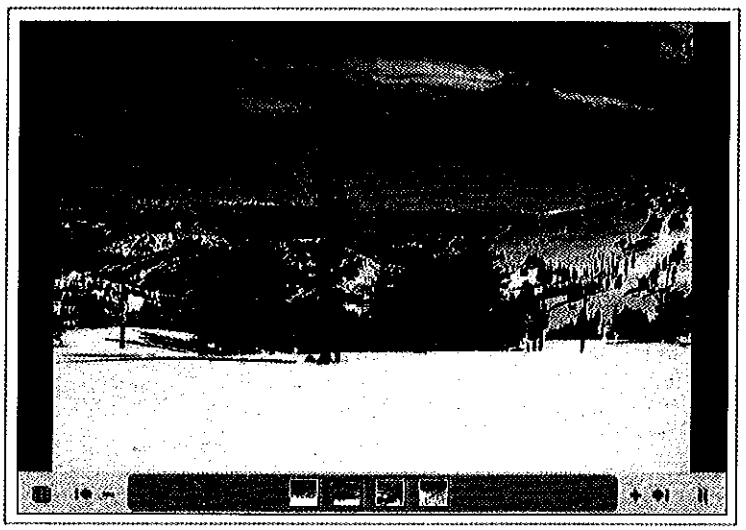


Figure 9: The Photo Gallery can display images in an attractive slideshow.

RFP Postings

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

Potential vendors can download RFPs in a PDF format. Because RFPs are time sensitive, you can schedule when the RFP posting would be live on the website and when it would be removed, thus ensuring your website is kept up-to-date with minimal staff time required. Additionally the RFP Postings can be integrated with our e-Notification system to alert users by email.

Rotating Homepage Banners

Rotating Homepage Banners is a great way for you to mix up the design on your site, and ensure that your homepage always looks fresh and inviting. You can easily change the images at any time, and each rotating image can be set to link to a different page on the site, allowing you to use the banner area to highlight special features, events and services. This makes it a great marketing tool for your City!

Figure 10: Rotating Homepage Banners keep the website looking up-to-date.

RSS FeedReader

In contrast to our RSS Feeds feature, which allows users to syndicate content from your website to their readers such as My Yahoo, iGoogle, My MSN etc., the RSS FeedReader allows you to syndicate content from other websites into your website. Syndicated content can vary and be selected by you to include feeds about your overall organization or individual departments, making your website more comprehensive and up-to-date.

RSS Feeds

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

Service Directory

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

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

Staff Directory

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

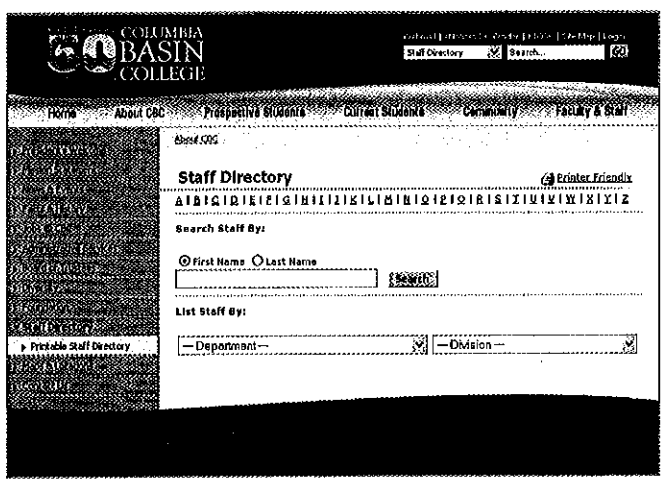


Figure 11: Staff Directory allows users to interactively find staff contact information by department, name, or service.

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

Updated and Expired Content Reporting

This handy administrative feature provides website administrators a snapshot of website activities. An initial search can display expired content, created or updated content, then can be further filtered by content type or by department. Need to quickly find out what section of your

website hasn't been updated for a while? Curious to see which department has been most actively creating new content? The Updated and Expired Content Manager makes website oversight easy!

Weather Update

Weather information is often important to visitors of government websites. By offering the local weather on your own site, your online users will come into the habit of regularly visiting it and thus become more familiar with the City and all that you have to offer them. For your website, we will implement NOAA or Yahoo weather at no charge.

Workspace

Tired of constantly checking the content management system for content changes needing approval? Built especially to help manage the content publishing process, the Workspace feature provides a central location for website administrators to review pending content changes for your website before they are published. This view is customized to show only the content relevant to you that is ready for publishing approval. You can filter items by content type, review the changes, and approve multiple items – all with this one great feature!

Optional Interactive Components and Features

In addition to the included interactive components above, we can also offer you a number of additional features. Below are details on some of these options. Please note that because our content management system is so flexible, you may add these at any time in the future for an additional budget.

Event Registration

You will be able to increase attendance at your events by making registration simple and easy with the Event Registration tool. Because the Event Registration tool integrates with our Calendar, it makes browsing available classes and programs a snap. Additionally, the tool will save your staff time by allowing them to easily add events and to print rosters of people who have signed up for specific events.

When your staff adds a new event into the Calendar, they will set a flag indicating that it allows for online registration. They will furthermore define the price for the event and the maximum number of attendees. When the user views an event in the Calendar that they can register for, they will see a link in its description which leads to a registration form.

More advanced functions and features, such as credit card processing, variable pricing models, or stored user profiles will require additional fees.

We implemented this for the Minnesota Office of Secretary of State, Northern Indiana Workforce Investment Board, and California Association of Public Information Officers. However, there are no events posted at this time that require registration. A demonstration is available upon request.

Newsletters, Calendar, GovBlog, and Staff Directory components. An additional fee applies for implementing Extranet functionality within other interactive components.

INTRANET

While the public website will enable you to improve your communication with people outside your organization, the Intranet will serve as the main source of information for your employees. It will have its own unique homepage, navigation, and design. The design will be based upon the approved public website design; however, it may include its own color scheme, collage, and homepage layout. Below is an example of the website and Intranet as implemented on the City of Lancaster site.

In implementing your Intranet, we would take the following steps:

- Complete your main website project
- Replicate the main website including components such as calendar, news, etc.
- Implement the approved Intranet design
- Migrate or add pages as required[8]
- Launch the website behind a firewall so as to make it inaccessible from outside your internal network[9].
- The Intranet must be hosted on the City's server according to the specifications on page 50.

In this approach, the content in the website and the Intranet plus all management tools would be separate; however, the Intranet will pull public events and news content from the main website as needed so that you do not need to duplicate this type of content.

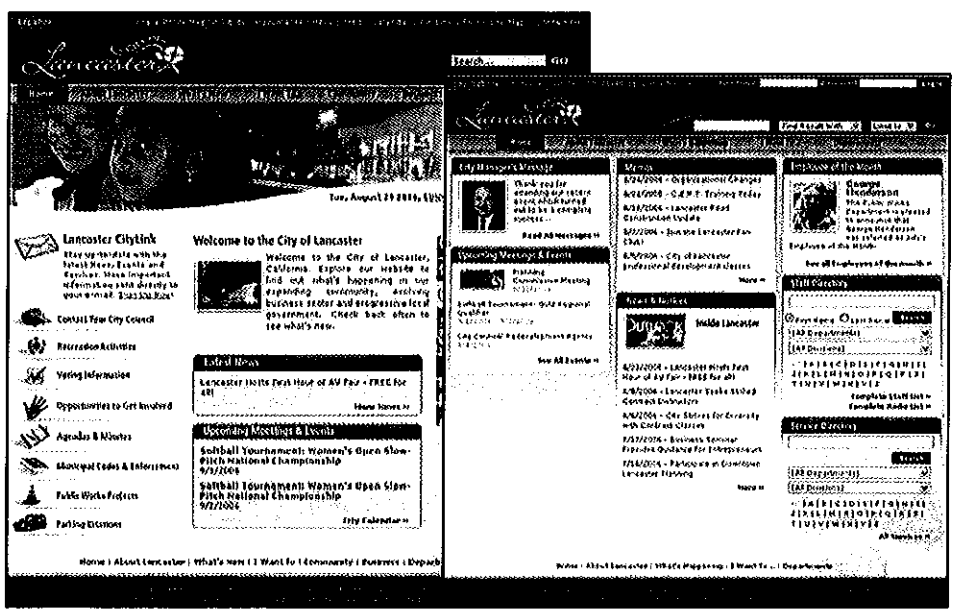


Figure 13: Bottom image is of the City's website while top image is of the City's Intranet.

[8] Includes up to 50 pages; additional pages may be migrated for an additional budget.
[9] For users to access the Intranet from outside your network, they may need to use a VPN to access your network prior to accessing the Intranet.

Message Board

The online Message Board will allow your website visitors to have open discussions about topics important to the community. They can post comments and messages; share stories and experiences; and ask and answer questions.

This very flexible tool features:

- Complete web-based administration.
- Search function.
- Linear based threading.
- Auto member email verification.
- Rich Text Editor so users can format postings with different colors and fonts.
- Auto-Censor which filters words as defined by you.
- Security per forum, for both guests and registered members.
- Recover Password feature.
- Email Notification of reply on a per-posting basis.
- Profile section where members can change preferences.
- A function where URLs and email addresses are automatically converted to HTML links.

The tool also allows:

- An unlimited number of forum participants.
- An unlimited number of discussion groups.
- Members to modify messages.
- Moderators to lock, modify, and delete topics and postings.
- Members to hide their email address from other members.

You may choose to assign a moderator to each forum. The moderator could lead the discussion by posting questions for its members to ponder and respond to, thus helping to stimulate dialogue. Additionally, they would have the ability to remove inappropriate messages and block continually disruptive persons from participation. Should the City require additional functionality, we can discuss the budget for this during the consulting phase of your project.

OneClick Social Networking™

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

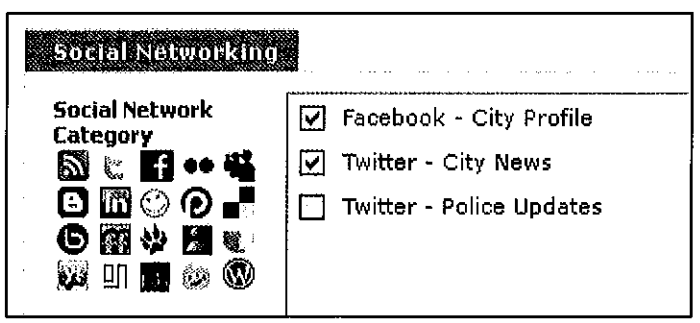


Figure 14: The OneClick Social Networking™ component lets you post content to social networking sites such as Facebook and Twitter.

importing of RSS feeds using a third party service.

Our OneClick Social Networking™ component integrates with the included Dynamic Calendar System, Job Postings, News and Newsletters, and RFP Postings components.

visionMobile™

visionMobile™ dynamically converts all standard web pages and key components, such as the Calendar, News and Newsletters, Job Postings, and FAQs, to your mobile website. Updates remain simple and easy with dynamic posting to the traditional website and the mobile version. Also, intuitive navigation allows users to go through all page levels with ease. Your website will be compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.

In order to implement visionMobile™, Vision Internet will do the following:

- Vision Internet will create a design for the mobile interface.
- Vision Internet will modify the existing website code to add the ability for the site to detect when a user is visiting from a smart phone and send them to the new mobile format.
- visionMobile™ will be compatible with iPhone OS Safari 4, Android Chrome 4, Windows Mobile OS IE 6, BlackBerry Browser 4.5 and 5.0, Opera Mini 4 and 5, and Palm webOS.
- visionMobile™ may not be compatible with previous or future versions.

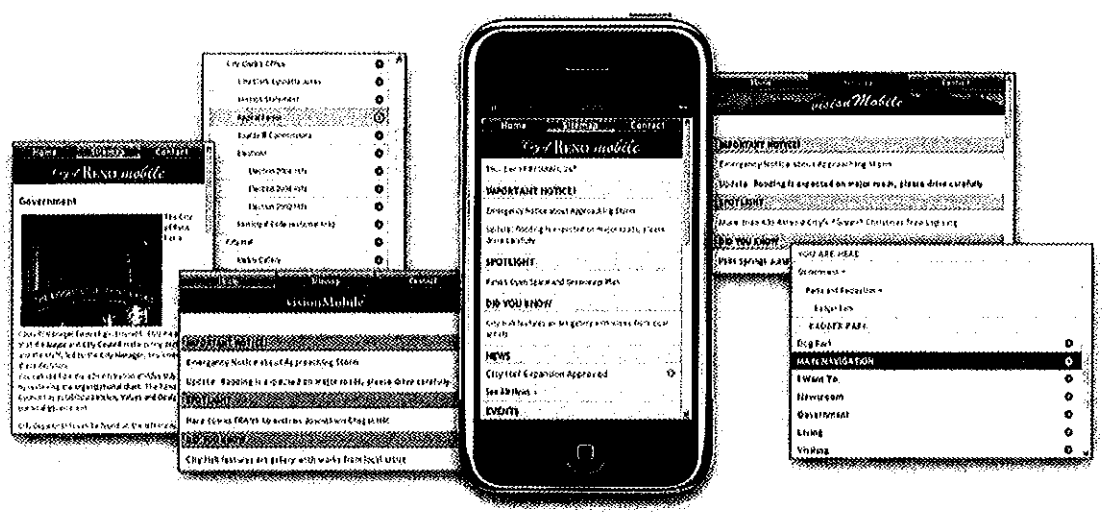


Figure 15: visionMobile™ will make your website compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.

CIVICPLUS™
HELPING COMMUNITIES ENGAGE & INTERACT

START

Website Development Proposal

The City of Bell, CA • January 10, 2012

+ CONNECTING PEOPLE

DEVELOPED BY Danny Elmore
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888.228.2233 x310 + **DIRECT** 785.323.1510
FAX 785.587.8951 + Elmore@CivicPlus.com

Serving nearly **1,000 clients** in 48 states, Canada and Australia, we partner with governments to create **award-winning websites**.

Dear Selection Committee Members:

I am excited to submit the CivicPlus proposal assist with the City of Bell's new city website. After careful review of your New City Website Description, your goal became clear of having a navigationally friendly, easy-to-update and visually appealing website. Of the proposals you review, all will offer a good website with nice design and navigation; which is important. However, you also need a solution that is easy to update and provides as much automation as possible, while continuing to offer the latest in government functionality. Because CivicPlus believes and implements these core competencies, I feel we are well suited to be your website vendor of choice.

By partnering with CivicPlus on your website, you will have a full communication platform that better meets the needs of all constituents. I can promise, and CivicPlus will guarantee, that your redeveloped site will be engaging – and easily updated.

CivicPlus is the unique provider of the Government Content Management System – developed specifically for government – and one of the most innovative, knowledgeable sources for engaging eGovernment websites. We are dedicated to exclusively serving local governments with specifically tailored, next-generation web applications that become the foundation of a community's communication efforts.

Now in our second decade, CivicPlus and the GCMS have helped nearly 1,000 towns, cities and counties in 48 states, Canada and Australia connect in more engaging ways with their residents, visitors and businesses. The CivicPlus community includes four state capitals, as well as over 75 clients in California. Currently our websites serve more than 29 million people, and our community continues to grow.

CivicPlus will build your website with the future in mind, through unrivaled service and support, and automatic upgrades and enhancements without additional charges. CivicPlus will ensure that your website will keep pace with ever-changing technology trends. Here's how:

- **Experience –** With the creation of our Government Content Management System, CivicPlus set today's standards for government websites. The City of Bell's website will be built using our GCMS and produced by a team of the industry's best designers, programmers, content developers and project managers.
- **Financial Freedom** – Our consultants will help identify options that maximize your resource dollars and meet your fiscal obligation to be good stewards of your available resources. Our all-inclusive product ensures a total cost of ownership that is significantly more affordable than other options.
- **Committed to Success** – Our mission is to produce the most usable, useful and effective government websites. Period. From design and development through training and launch, producing your new site is a collaborative effort. And our commitment to your success continues long after your site goes live.
- **Your Website's Future** – Each year, CivicPlus releases dozens of upgrades designed to enhance your website – all at no additional cost. Couple that with our renowned community – continued training, user groups, system certification and a peer network of government professionals – and you'll have everything you need for website success, now and in the future.
- **Satisfaction Guarantee** – After launch, you are in control. You own our GCMS. You maintain your site's content. And, you benefit from a continuously improving product through our Ultimate Service Plan. All CivicPlus offerings are backed by a lifetime warranty. No one else matches our commitment to you. And that's a guarantee.

The following proposal outlines your personalized solution that will reduce your staff's workload, respect budget constraints and, most importantly, provide your community with a sophisticated online resource that promotes open and transparent access to your municipal offices and becomes an engaging communication hub for your community.

When it comes to expertise in municipal government websites, there simply is no comparison – CivicPlus will take your website to the next level. I sincerely welcome the opportunity to elaborate further on our proposal and CivicPlus' services. We look forward to working with the City of Bell and to have the opportunity to demonstrate our commitment to your success.

Respectfully,

Danny Elmore • Business Development Manager • Direct Line 785-323-1510 • Elmore@CivicPlus.com

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Introduction

The City of Bell is looking to transform its website with an innovative design that enables visitors to find the services and information they need. This organization serves more than 35,000 residents, and seeks a website that is user-friendly and utilizes the latest technology to provide a convenient source of information to better communicate with citizens.

The CivicPlus Advantage – The Leader in Municipal Website Development

At CivicPlus, web development for municipal government entities is what we do. No other web-development company can come close to the service, support and product offerings of CivicPlus. With more than a decade of experience and nearly 1,000 municipal customers throughout North America, we view our relationship with you as a partnership where you will experience a level of personal service that our competitors quite simply cannot match. Several key differentiators set CivicPlus apart from the crowd:

Financial Freedom – Recognizing the uniqueness of local governments, our customers are never locked into a one-size-fits-all pricing model.

Design Process – We guarantee that you'll love your website design. Period. Our designs are not off templates. Our process combines the creativity of our in-house designers with proven functionality to reach the perfect end result.

Organization – We've helped hundreds of governments effectively organize their websites. We guarantee your redesigned site will provide your residents with an intuitive, user-friendly architecture.

Support – With technology, unlimited support is crucial. We'll never limit you to blocks of support hours or charge extra for calling us. Our support staff is available 24/7, 365 days a year. Except leap years. Then we're available 366 days.

Community – CivicPlus users have their own social network, CivicPlus Connection. Here, users can connect with nearly 1,000 cities, counties and other government entities to share ideas and make suggestions for bettering the CivicPlus community.

Training – Whether it's over the phone or onsite, training will help your users become CivicPlus GCMS experts. Through CivicPlus University, we offer continued CivicPlus training at no cost to all our clients.

Future – Long after your website launches, our development staff will stay by your side, rolling out new features, new applications and new suggestions on how to offer more and better service to your residents. All at no additional charge.

The following proposal contents include:

- CivicPlus' capabilities, experience and commitment to clients, and our approach and methodology to transform your site
- Ongoing training and consultation
- Creativity and recommended functionality usage to engage and attract site visitors
- Price estimate

The recommendations for the City of Bell were developed to address your defined needs. All estimates are negotiable based on client requests. We look forward to providing a live demonstration of the latest site developments and the administrative interface that allows non-technical users the ability to update websites as frequently as needed.

History of CivicPlus

Since our inception, CivicPlus has been capturing the passion our customers have for their communities and their residents with high-quality, next-generation websites. We consider it a privilege to partner with municipalities to provide the individuals, families and organizations of your community a website that serves as a primary, interactive communication tool.

Icon Enterprises, Inc. does business as CivicPlus and Networks Plus and employs over 100 people. Incorporated in Kansas in 1998, they began providing technical-related services in 1994.

CivicPlus was born out of four rural cities' desire for a progressive way to maintain their websites without the burden of employing a continual webmaster. They sought a system that would allow routine updates and changes to be implemented by city staff, regardless of technical skill. After close consultation with these four initial cities, an innovative tool that automated the process of updating website content was developed.

Today, under the leadership of founder Ward Morgan, CivicPlus has 110 staff members and continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our nearly 1,000 clients. Our commitment to setting the standard in website design, management and government communication has been instrumental in making CivicPlus a leader in web design, programming, hosting and serving the communication market.

Our technical and development staff holds a variety of certifications including: Microsoft Certified System Engineer, Cisco Certified Engineer, Microsoft Certified Software Developer, Microsoft Office User Specialist and Project Management Professional from the Project Management Institute.

Company and Contact Info

Contact Information	Danny Elmore Business Development Manager Elmore@CivicPlus.com Toll Free 888-228-2233, Ext. 310 Cell 503-893-0209	**Primary Office**	317 Houston Street Suite E Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
Company Founder	Ward Morgan, President/CEO	**Additional Locations**	Charleston, SC Chicago, IL Columbus, OH Fort Collins, CO Joliet, IL New Boston, NH Olathe, KS Omaha, NE Sherwood, OR Tacoma, WA Topeka, KS
Legal Name	Icon Enterprises, Inc., d/b/a CivicPlus		
Company Website	www.CivicPlus.com		
GSA Contract	# GS-35F-0124U		
DIR Contract	# DIR SDD 1636		

At **CivicPlus**, we have a real passion for building websites.

We'd like to partner with you to build a website that will serve as a **communication hub** for your community.

Statement of Conformance with Requirement

Intuitive Content Management System

The CivicPlus Government Content Management System (GCMS) allows users with any level of technical skill to easily update any portion of their website instantly. The GCMS guides users through step-by-step processes to update announcements, calendars, page content, drop-down menus, images and much more. Through our integrated permissions system, you decide where users fit in the approval cycle, and because the GCMS is browser-based, any member of your staff can manage their section of the site without installing additional software or requiring the assistance of your technical team.

Supported Browsers

The CivicPlus GCMS is optimized for administrative use with Windows 2000+ and Internet Explorer 7.0+ although we support Firefox 3.5+, Safari 4+ and Chrome. The public-facing portions of our sites display correctly in all common browsers.

Mobile Detection

Mobile browsing is automatically available with a CivicPlus-developed website, meaning your residents can easily access and refresh your site and its important content from any mobile platform, like iPhone, Android, Blackberry, etc.

CivicPlus Government Content Management System Administrative Features

Feature	Description	Benefit
Multiple Page Creation Options	The CivicPlus GCMS makes it easy to upload new content and keep a consistent page layout through use of either: Page Wizard, Online Editor, HTML upload, Front-End Edit.	**Timesaver/Ease** – The multiple options for page creation ensures that everyone on your staff can update the site, regardless of key items on the homepage.
Unlimited Levels of Depth	With a properly designed website, you may easily add as many levels as you would like to promote your services.	**Money Saver** – As your site grows, you will not have to redevelop the underlying structure.
Instantaneous Updates	Updates are posted to the live site in real-time once the administrator publishes the page.	**Timesaver** – Ensures your site is communicating the most up-to-date information.
Browser Based	No installation of programs or software needed, meaning you and your staff can update the site from any Internet connection or platform (Mac or PC) at any time.	**Convenience** – Updates can be made anywhere at any time. **Money Saver** – Doesn't require $ per seat to install software.
Level of Rights	Central administrator establishes specific editing rights.	**Timesaver** – Administrator can distribute work among specific departments while still maintaining control over the content and layout of the site.
Mobile Updates	Immediately update your site from any location with urgent announcements using your PDA.	**Crisis Communication** – Warn audiences of crisis situations from anywhere at any time.
Action Items	Direct access to a queue of items waiting to be published or reviewed by the administrator provided immediately upon login.	**Convenience** – Helps the administrator stay organized and timely with the site.
Content Scheduling	Pages can be set with a start and/or expiration date, meaning pages can be created in advance and be automatically released and/or removed from the site as indicated.	**Convenience/Timesaver** – Ensures your site is communicating only timely information.
Site Search and Site Search Log	Powerful site search automatically indexes all content making it easy for all visitors to find information. This feature also keeps a log of all words that are searched by your visitors.	**Knowledge** – The search log serves as a tool in making decisions about updates and upgrades as well as placement of key items on the homepage.
Subsite	Specific areas of your website, e.g., Parks & Recreation, Police or Fire, can provide their own calendar and news items.	**Ease** – Site visitors can find relevant information for their area of interest by following a redirect link, e.g., www.yoursite.org/police
Automatic Alt Tags	Built-in features ensure your site is Section 508 compliant.	**Convenience** – Editor does not need to know Section 508 requirements as the system will automatically format to accommodate for Section 508 Compliance.

CivicPlus Features & Functionality

Developed for organizations that have a need to update their site frequently, CivicPlus provides a powerful content management structure and website menu management system. The system allows non-technical employees the ability to easily update any portion of your website instantaneously. The CivicPlus Government Content Management System utilizes Microsoft SQL Server, ASP, JavaScript, and HTML for web development.

No HTML knowledge is needed to update your website. If desired, HTML code can be used throughout the website for advanced users.

With extensive web applications in place, continual enhancement and an easy-to-use interface, our clients are the proud owners of their websites and are excited to be part of the CivicPlus community.

Additional benefits of the CivicPlus GCMS include: webpage version controls, customizable levels of user-rights, searchable data, accessible customer support services, instantaneous functionality updates, comprehensive security, and much more.

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

CivicPlus Modules and Features

Modules are constantly being developed that meet the needs of our clients. Modules are displayed according to the client's specifications. A list of our modules follows:

Agenda Center

The CivicPlus Agenda Center is an all-inclusive agenda creation module. No longer will you have to build your agendas in a word-processing program, print it out and pass it around the office for approval, export the final version to a PDF and then upload it to the website. Once an agenda has been published, you can also create a skeleton of the agenda to create on-the-fly minutes of your meetings. Agenda Center allows for the creation and management of the entire agenda process, from submitting preliminary items at the departmental level, to a robust and easy-to-use workflow, to the publishing of the agenda live to the public – one smooth and seamless process.

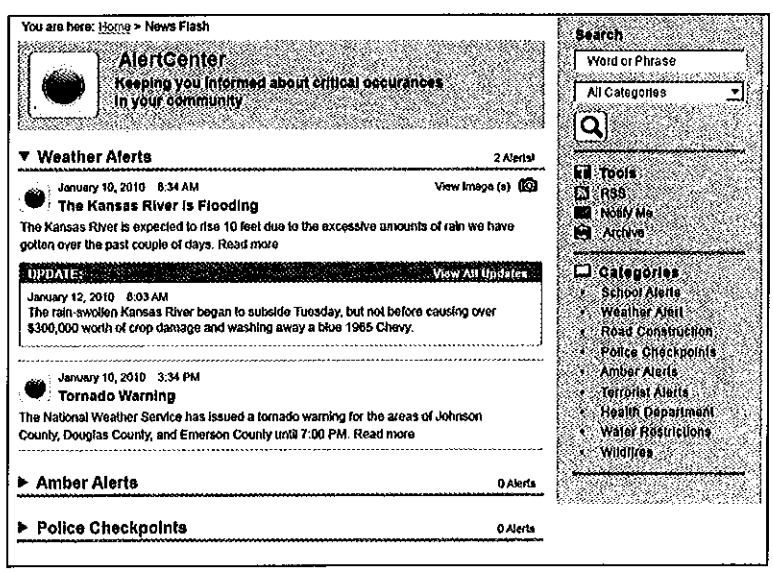
Agenda Center not only offers a one-stop-shop for agenda creation, but upon publish of the approved agenda, a template for the minutes of that meeting can be generated as well.

Agenda Center ties in with the Archive Center, so published agendas and minutes can be placed in an Archive Center category for immediate storage and easy search-ability. Update your residents in a fast and timely manner as well, as published agendas and minutes can also be sent out through the Notify Me module as email and text message updates.

Alerts Center

The Alerts Center provides an efficient and noticeable way to get important news out to your community, whether it be local inconveniences like street closures and road conditions, or critical, up-to-the-minute emergencies like flood warnings and Amber Alerts. With the click of a button, graphics and information can be activated on your website from a variety of layouts that best fit the alert's importance, with public notifications sent out through email, text message, and social networking avenues.

When a user clicks on an alert that is displayed on the site, they will be taken to the module information that details the alert, as well as provides photos, links to other resources, and a history of updates.



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Archive Center

The Archive Center has been developed specifically for the storage and retrieval of agendas, minutes, newsletters, and other date-driven documents. The Archive Center allows you to categorize and store date-driven documents in date order, which allow your users to find the specific document they are looking for easily and efficiently. Archives can be searched by date, category, or keyword.

The Archive Center is a huge timesaver for website administrators as well, as a document only needs to be uploaded once, and the unique "View Most Recent" link functionality on your website pages does the rest of the work by automatically updating to the most recent uploaded item.

Bid Postings

Bid Postings provides a simple and easy-to-use method of posting and organizing bids, RFPs, and RFQs online for vendors or local contractors that are interested in providing products and services to your community. You can provide as few or as many details about each bid as you choose: provide links to upload the full RFP package, link to related web pages, or post other bid details like the scope of work. Bids can be searched by category, title, or closing date and by open, closed, cancelled, or awarded. This module can be integrated with the Notify Me module, allowing site-visitors to sign up to be notified when new bids are available, and bids can be updated throughout the process to let interested parties know of amendments, cancellations, and to whom the bid was awarded. Bids can also be set to automatically expire off the site.

Blog

The Blog module helps to open up the lines of communications between administrators and citizens, increasing government transparency and citizen interaction. As Blog posts are added, this helps to keep the public informed by creating an open dialogue. The Blog features the option to allow citizen comments for feedback, and comments can be moderated before publishing live to the website.

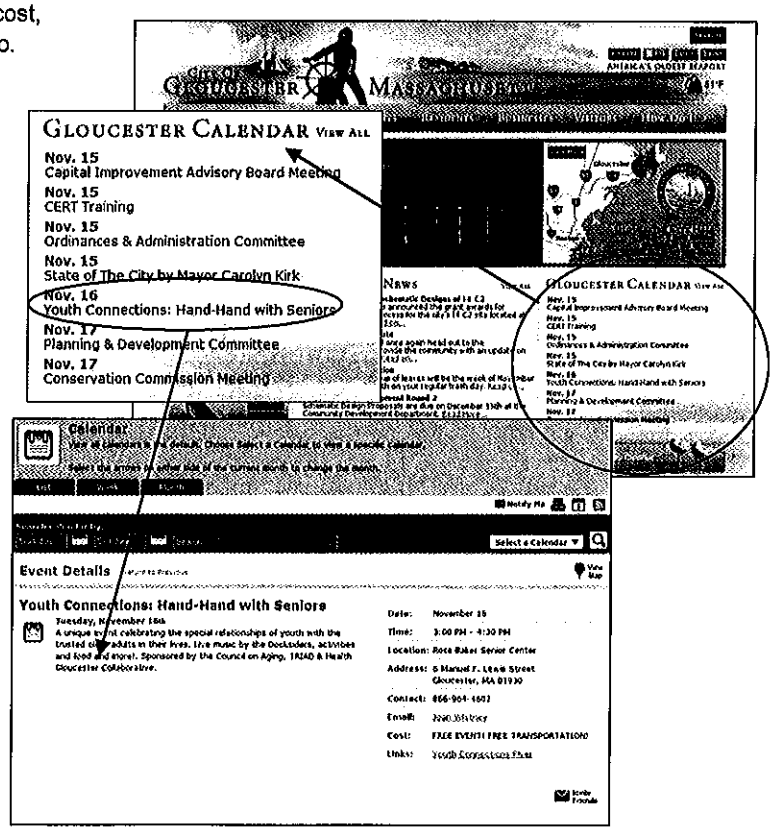
Business/Resource Directory

Think of the Business/Resource Directory as the yellow pages of your website, as it provides site visitors with information about and links to organizations and services within your community. With the Business/Resource Directory module, site visitors can search by business or organization name or category, and the entries can also be organized by business (yellow pages style) or by category (topical directory style).

Display useful information like a description, a link to a map of the location, address, phone, email and a link to the business' website. Citizens can also download the included iPhone App at no cost, allowing them to search for businesses or services on the go.

Calendar

The Calendar allows administrators to set up calendar items in an effort to keep the public informed about goings-on in your community. Events can be set on a one-time basis or as recurring events for multiple months in advance, with short descriptions and hyperlinks to display the event details. The calendar recognizes the current date as the starting date for the display of events and also provides for easy navigation to future events. Multiple calendars are available.



Department Calendar: Any page on your site can display the most current calendar items in a special content area, great for departments or sections of the website that wish to have their calendar events appear on their page(s).

Featured Events: The Featured Events functionality within the Calendar Module allows you to highlight special upcoming events to draw attention to an event in advance.

The Calendar supports multiple views, including a monthly view that displays all the events in a month.

Carbon Calculator

Help your website keep up with green initiatives by allowing your citizens to track their carbon footprint.

Community Voice Module

The Community Voice Module allows residents to submit their ideas for improvements and changes they'd like to see implemented within the community, and in turn allows other residents to comment on ideas and vote ideas up or down. The Community Voice Module is yet another way CivicPlus is continuously seeking out better and easier ways to connect with and engage with your residents.

Document Center

The Document Center is a document storage center that allow for a variety of file types (e.g., PDF, spreadsheets, pictures, video files, sound clips, and more) to be downloaded or viewed by the end user, allowing for easy access for your site visitors. Instead of bogging down your employees with requests for documentation, site visitors can locate the forms and documents they need.

Your employees can easily add new documents and direct residents to the information they requested online, without sending out extra paperwork.

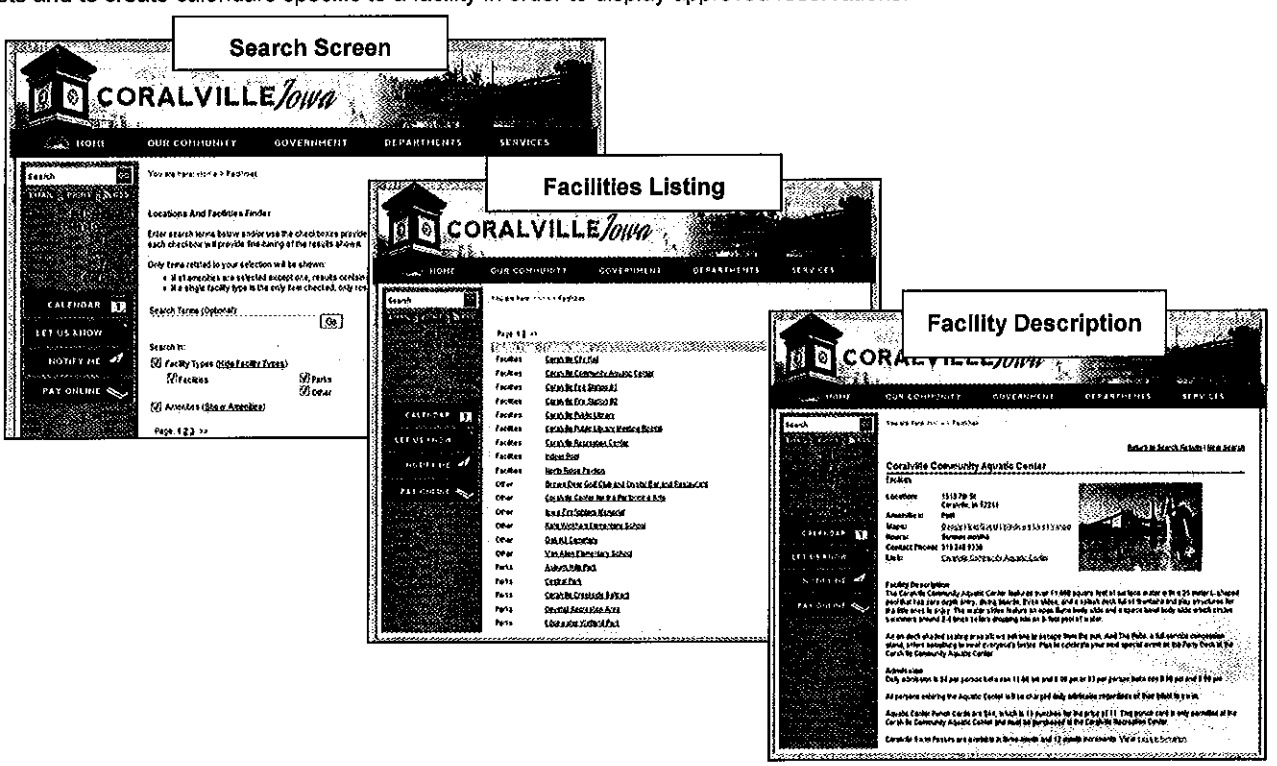
Moreover, all files are organized by our structured filing system of folders and subfolders, and this features the ability to set each file to automatically publish and unpublish, keeping all of your information updated and obtainable by your citizenry 24/7.

ePayment Center

Integrate eCommerce on your website with no third-party store to setup, and save your citizens time and effort by affording them the opportunity to pay for services right through your website. You have the ability to customize or make changes to any form that you create to take in online payments like permit fees, registration fees, pool passes, etc., and email notifications are sent out to both customer and client when a transaction is made. Financial reporting through our trusted PCI-compliant partner is also available with the click of a button.

Facilities & Reservations

The Facilities Module allows the site administrator to display local facilities and their amenities, and to manage their availability to the public. A site visitor can search for facilities by type or amenities available, review the amenities for each facility, retrieve location information and reserve the facility. Search results will offer additional options such as admission requirements, handicap accessibility, and how to reserve or make payments. Descriptions with details of the facility (location, contact info, photographs, video, map, handicap accessibility, rental availability, etc.) display within each facility's listing, with your staff able to allow for online reservation requests and to create calendars specific to a facility in order to display approved reservations.



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Frequently Asked Questions

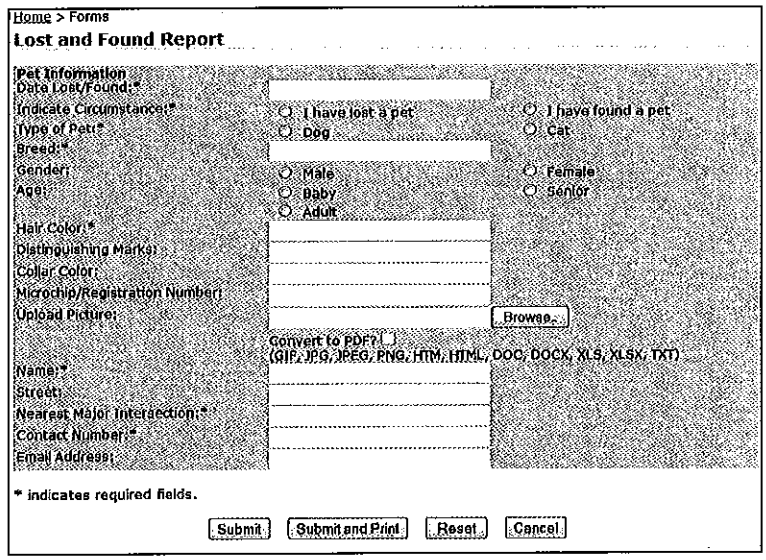
Help your citizens reduce time-consuming phone calls or trips to government offices by answering commonly asked questions through your website. FAQs – which can be organized by departments and/or category – may be added to any page and can be set up to link to additional information or documentation for easy reference.

FAQs also have their own search feature, so your site visitors can easily find answers to the questions they ask the most.

Forms Development Tool

Creating and managing online fillable forms is now easier and more intuitive than ever with our upgrade to our Forms Development Tool. We added in drag-and-drop build-out functionality, the ability to apply conditional fields, form statstics, and much more. In all, we added more than 20 new pieces of functionality to the module!

Having online forms makes it easy for you to receive useful information from your community and for your community to complete tasks online. These completely customizable forms can be used as a means for citizens to contact you with questions, requests and feedback, or to sign-up for various events and activities. You can create as many online forms as you need with this module, with forms easily built from scratch or from our library of sample online forms. Various field options include long answer, radio button, drop-down lists and multiple choice (among others), with formatting options that include font colors, background colors, text alignment, and more.



You can preview forms as you create and edit them instead of sending it to someone else for changes. The Forms Development Tool lets you develop every aspect of your online form with no programming knowledge necessary.

In addition to being able to create your own form, you can *track your forms through your website*! No more lost emails and sorting for statistical data through multiple emails. Any form submitted on your website can be received via email to as many people as you wish, and/or be kept in a backend database. This data can then be exported to Microsoft Access, Excel, or other database software.

Healthy City

Help keep your citizens more health-conscious by giving them a way to track their daily and weekly exercise routine.

Job Postings

Display available jobs within your organization on your website in an easy-to-search-and-retrieve format for your site visitors. The Jobs Module allows you to provide as many details as you like and link to a number of files supporting the available position(s), with the ability to allow the site-visitor to download a job application and email their resume to the person/department of your choice. Website visitors can sort jobs by date or job type, and can sign up to be notified of new jobs through the Notify Me module. You can also choose to allow for online applications using the Online Job Application system (another module featured later).

The Jobs Module also can be set up to allow employers within your community to be able to post their own available job openings in a controlled environment on your website, helping to boost your community's economic standing and further make your website the hub of information within your community.

Licenses and Permits

This online service gives you the ability to let residents submit request for and payment for simple permits online. Once a resident fills out the required fields on their license or permit submission form, they are issued the printable version of their license/permit immediately, and you can set these requests to utilize CivicPlus ePayment module or to be cost-free.

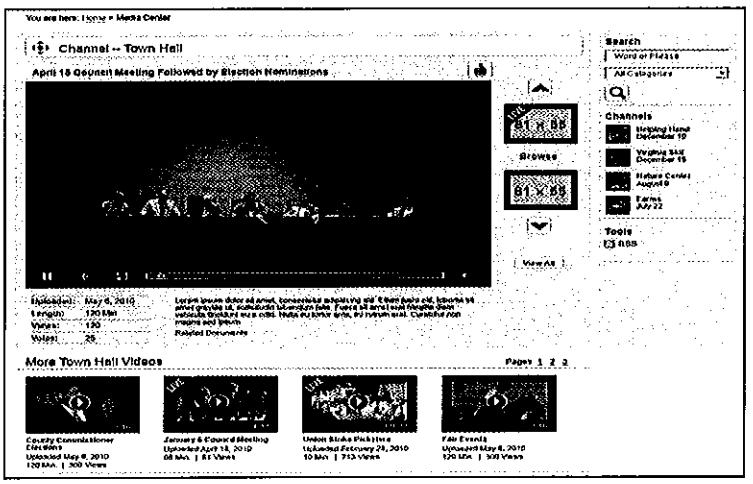
Creating a new license or permit request form is done through the Forms Development Tool, and you can utilize one of our 10 default forms or create your own customized form. You can also add number and letter formatting as a way of tracking permits (ex: 01234-Kansas).

Media Center with Live Streaming Video

The Media Center module provides an affordable way to upload video files and stream live video right through your website, without the need to purchase costly third-party solutions.

Media Center is optimized for the storage of video files, but it takes you a step further by providing an avenue to stream meetings, demonstrations, and events right through your website, and all you need to get started is a camera connected to a computer with Internet access.

This unparalleled offering from CivicPlus comes standard with our product with 10 GB of storage (roughly 40 hours), something our competitors simply cannot match.



My Dashboard

With My Dashboard, residents and users can set up a profile on your website that allows them to pick and choose the information that gets automatically fed to their dashboard upon site login. In one simple and streamlined view, your users can immediately see important news, available job openings, keyword searches, favorite pages, calendar feeds, and much more.

Your users will be able to login to My Dashboard using the Facebook Connect feature, negating the need for multiple usernames and passwords.

News Flash

News Flash provides your website with an area where important and timely news and announcements are posted. Any department may utilize News Flash for posting information that is specific to their department like a change in meeting location, results from an election, rainout announcements for sports fields, and more. News Flash is a dynamic page element that may be placed on any page, and each News Flash item has its own start and expiration date.

Notify Me®

With Notify Me®, visitors can sign up to be notified via email and/or SMS text message about community activities, meetings, and other updates to your website. Users can self-manage multiple subscriptions at once, and unsubscribing is easy. You can send out unlimited emails, and the first 500 text message subscribers are free, with the option to add more for additional fees.

Administrators can create as many Notify Me® lists as they want, and the module also automatically integrates with our Alerts Center, News Flash, Calendar, Job Postings, Bid Postings, and Blog modules.

Notify Me® supports HTML and plain text versions of email messages, and newsletter templates can be created for added presentation quality.

You can set up notifications as drafts and set them to send to subscribers at a specified date and time, and most current subscriber notification lists can be imported to our system, while the email lists created by your CivicPlus system can be exported for other files and/or purposes.

All of these features makes Notify Me® an excellent and valuable communication tool for your website, allowing you to continuously stay in contact with your residents by sending them important information updates that they are interested in receiving.

Online Job Application

Save yourself and your residents' time, save paper, and give your website users instant access to apply for available positions with CivicPlus Online Job Application system.

Allow applicants to apply completely online by filling in the application, attaching supplemental paperwork, and submitting to your HR department, with applications time and date stamped. Applicants can also create an online profile, which allows them to update their application and apply for other jobs without filling out multiple applications.

Your staff can be notified by email when a new application has been received, which then allows you to view, sort and download submitted applications. And fear not about lost applications – they're databased on the website for easy retrieval.

Opinion Poll

This module allows you to interact with your site visitors. Once a user submits their vote, the poll results are displayed. This is a popular module and is an easy way to keep people coming back to see what's new on your site.

We recommend that the poll questions be non-controversial items, as results are not scientific. The results may be used to provide website decision-makers with valuable information in order to make informed decisions. Also, having the Opinion Poll module demonstrates even further the true interest your community has in residents and stakeholders.

Photo Gallery

The Photo Gallery module is designed to allow you to store and display photographs in a central location to showcase to your citizens and the world the best that your community has to offer. Photo Gallery helps your website become the place to put your community's best face out there and to attract new citizens to your area. Users will be able to:

- Explore your city or county through albums and favorites
- Browse your featured photos and events
- Share with friends or send as postcard
- Submit images
- View images as thumbnails or full-size
- Write descriptions with each photo
- Search the Photo Gallery
- View a slideshow of photos
- Give photo credits
- Give images "thumbs up"

You can use the Photo Gallery to store and organize photo files by department, division, and/or event. Like the Document Center, you can store as many pictures in as many albums as you like.

Postcard

Highlight your community by giving visitors the opportunity to email virtual picture postcards with personalized messages.

Quick Links

The Quick Links module allows you to place links to related and often-requested information directly on the page of your choice. The entire collection of these links is contained within the actual module, and is unlimited in the amount of categories and links that you can provide to your users. The links can be to interior pages of your website, to documents and forms, or to outside websites. You can organize the links by category or item and can set them up to auto-publish and unpublish.

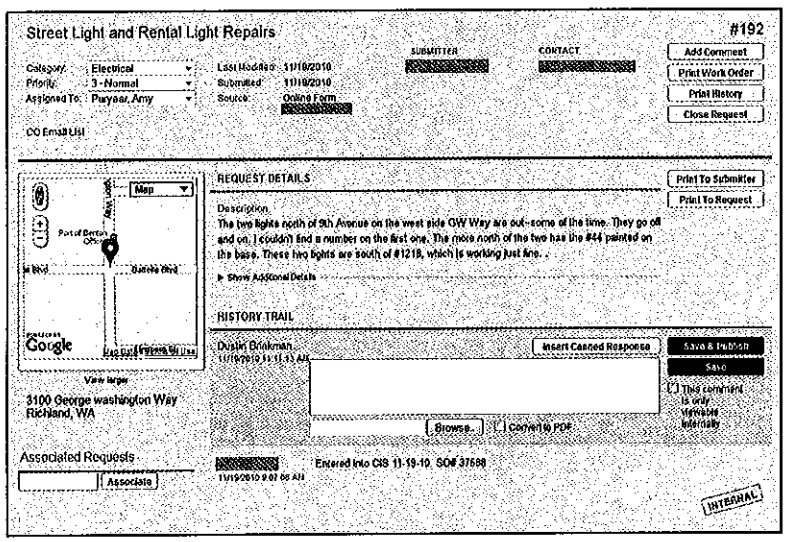
Real Estate Locator

Another way to make your website the hub of information for your community, the Real Estate Locator helps attract incoming businesses and residents by providing a one-stop shop for available real estate listings in your community. Properties – commercial or residential – can be organized by and searched for by neighborhood, street or zone, and price range.

The Real Estate Locator can be set up to allow realtors and brokers the ability to post their own available properties in a controlled environment on your website, further helping to boost economic development.

Citizen Request Tracker™

The Citizen Request Tracker™ (CRT) is a powerful tool that facilitates interoffice and government-to-citizen communication and workflow concerning requests reported by residents. Users create a profile and submit requests or complaints, view pending issues, reopen closed issues, request additional information, and more. Once a profile is set up, contact information is automatically filled in when a user submits a new request. Furthermore, problems reported over the phone can be manually entered into the system for increased efficiency. Marketing the CRT™ system as the primary tool for communication on problems and requests in your area will allow you to reduce staff time spent on addressing issues by hand, and it will allow your constituents to interact with your staff any time of the day.



The CRT™ system makes it easy to:

- Add comments and action items
- Assign the request to a staff member
- Review the history of the issue
- Send messages to the constituent
- Close the request
- Print and/or export statistics and reports
- Print work orders
- Generates efficiency statistics and reports
- Export data in CSV or tab-limited format

Spotlight

Spotlight creates an additional space on a webpage that allows you to highlight important text or widgets in a compact, easy-to-update module. The information posted with this module can relate to one or more pages.

Staff Directory

If the Business/Resource Directory is your website's yellow pages, then the Staff Directory module is the white pages. A time-saving resource for your residents, Staff Directory provides detailed contact information for your staff and various offices all in one place, decreasing the number of calls requesting contact information. You can include as much or as little employee and department information as you deem necessary; plus, Staff Directory entries can be linked to pages throughout your site, providing quick access to a specific department or employee's information.

Employee information can include title, bio, photo, and contact links via email or form submittal (email addresses are blocked from e-mail harvesting programs). Website users can search the directory for a specific employee by last name, first name, and by department.

Administrative Features and Services

Bad Links Identifier

You may not be aware of any broken links on your website, but your guests are. This module creates a list of the broken links on your site when they are accessed. It also allows a site visitor the ability to enter comments concerning how they accessed the page. On the administrative of the system an asterisk alerts you that a comment concerning a bad link has been posted.

Content Library

The Content Library features galleries full of templates and pages all at your fingertips. It is a way for you to create and share page templates and layouts between co-workers, departments, or with the entire CivicPlus Community. The Fire Department is not sure what pages to include under their section? Search the Content Library. Need some ideas on how to set up a fantastic Permits and Licenses page? Find examples in the Content Library. Want to share a great page that you made on your website? Share with the entire CivicPlus Community.

Content Library Features

- The templates and pages are categorized by type or department and available in all site sizes.
- CivicPlus includes its own personal picks and best practices for each type and department.
- Pages and templates can be voted on and rated by your peers.
- Top downloads and top contributors can be viewed throughout the entire CP Community.
- Highest rated and downloaded templates will have their creator placed in a CivicPlus Hall of Fame.

We want the creation and implementation of content on your website to be a smooth process. We believe the Content Library will help alleviate content headaches and contribute to making your website pages and information the best it can be.

Dynamic Layout

The layout for your website is determined by you and the designer. The placement of navigation and dynamic areas are important in guiding site visitors to key information quickly and easily. Our consultants make recommendations based upon website-user studies and research on best practices.

Dynamic Page Components

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

Dynamic Breadcrumbs & Site Map

When a user visits your site, Dynamic Breadcrumbs are used to show their location within the website. Breadcrumbs are automatically generated by the CivicPlus system. This feature assists a site visitor in understanding the site structure and navigation. A dynamically generated site map automatically updates itself to your menu system. So if a menu item is renamed, added, or deleted in your navigation, the site map will reflect those changes.

eCommerce Integration

While CivicPlus does offer our ePayment Center, we also work with numerous trusted third-party payment processors to handle payment and account information, allowing your citizens to easily log on and pay bills ranging from property taxes to utilities. The payment processor used for transactions is dependent upon the city's wants and needs, with every effort made to ensure a clean, seamless on-site presentation of the payment portal.

Of the vendors that we've worked with, many allow for one-time credit card or debit card payments, payment through the Automated Clearing House (ACH) network and even Interactive Voice Response (IVR) payment options via telephone. Many give users the option for automatic bill payment, with payment being automatically withdrawn from the specified account on a certain day each month. These payment processors feature payment and usage reporting, and all of our e-commerce partners meet the Payment Card Industry's Data Security Standard (PCI DSS). Integration of third-party vendors is subject to scope and additional fees.

History Log

Easily track changes made to your website by all of your users with the History Log. Track changes made to items in your Page Menu, Archive Center, Document Center and more. History Log information is searchable, sortable, and exportable.

Intranet

We can set up an Intranet for your site to be used by employees or other groups that need to share non-public resources. An Intranet is a secure location on your website that allows employees to login and access information specific to them, and you have the ability to set up multiple Intranet groups with varying view rights.

Most modules available to the public on your site are also available for use on the Intranet. For example, you can use the Calendar module to notify employees of work events; FAQs to answer questions about wages; Notify Me to send notification of flexible benefits deadlines; and News Flash module to let employees know of births, marriages, and other personal events.

Levels of Rights

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

A central administrator is given the ability to establish groups with specific rights and capabilities to update the website. Users are then assigned to those groups based upon the role they will have in updating the website.

Users of the administrative system may be defined as publishers or authors of the content, or as administrators of modules. A central publisher for each department can then approve the pages.

LDAP Authentication

We are excited about our new LDAP authentication functionality. LDAP will provide our clients with a powerful and simple way to manage users and permissions within our system by syncing your website up with your existing Active Directory database, negating the need for multiple user upload and sign-on. Features of this new functionality include:

- Log on with existing network account credentials
- Automatic user creation
- Automatic permissions setup
- Integrate with other non-LDAP authentication systems
- Easy-to-use "Remember Me" sign-in
- Security features like "next required login"

Because LDAP authentication requires custom programming time, additional fees apply.

Link Redirects

This is helpful in marketing an area of your website by creating a web address that is easy to remember. Instead of sending your users to http://civicplus.com/index.aspx?nid=351, you can send them to http://civicplus.com/awards. A more obvious link is great for print materials and much easier to tell people how to find a particular page on the website.

Live Edit

This front-end edit feature makes updating website content even quicker and easier, as Live Edit allows users Point-Click-Edit access to information...right from the front-end of the website.

Step 1: Find the blue Live Edit icon and click on the area of the website that you wish to edit.

Step 2: Make changes to the website, then click 'Save'. Changes are immediately reflected on the site.

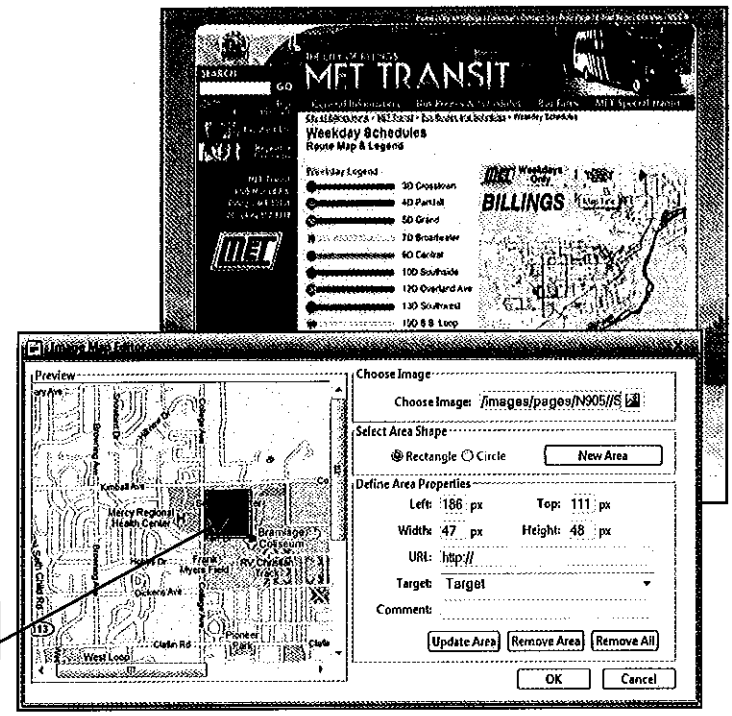
A great tool for those non-technical users to use to update the website from the public view, Live Edit allows you to see where your information will be posted before you make any changes. Live Edit is becoming available to more and more modules and functionality as we continue to enhance our product.

Maps – Clickable, JavaScript or Flash

Help website users find commonly requested information like:

- Bus Schedules
- Parks
- Walking Tours
- Bike Paths
- Trash Pick Up Schedules
- Location of highways
- Tourist attractions
- Education Information
- Major Employers
- Demographics

Maps can be customized as simple, clickable maps, through the use of our Image Map Editior, or more sophisticated JavaScript or Flash (additional fees required for Javascript or Flash development). Either one provides a great way to present your community to web visitors.



Clickable Area

MuniMobile™

CivicPlus' MuniMobile™ feature ensures that your website will have a mobile-compatible version, automatically and with no extra work required. Given the near-ubiquitous demand for full mobile sites, CivicPlus offers this functionality a no additional cost.

The design, navigation, and content of your website will be automatically configured in such a way that a person viewing the site from a mobile device will still be afforded the same ease-of-use and intuitive setup as if they were navigating the website on a computer, with an option to view the full website available as well.

Navigation Options

CivicPlus provides many different navigation structures and options. A few are presented here.

Navigation Depth

We work with you to determine the best navigation setup for your needs. Unlimited pages can be created with the CivicPlus system and there is no limit to the depth of pages that can be created.

Portal Page Development

Portal pages are often developed to bring numerous site resources together into one central entry location. Creating a graphic overview, the portal provides direction to a diverse group of site visitors while reinforcing your website's key message. Portal pages may be simple links or may be developed using animation such as JavaScript or flash programming. Because there is additional design and programming time involved with portals, additional fees apply.

RSS Feeds

RSS stands for Real Simple Syndication, and in short, it's a way of bringing your site to the people rather than waiting for them to come to your site to find out new information. When a user signs up for RSS feeds, they receive email notifications of the latest news information updates without having to visit your website. RSS begins with downloading a free reader and then subscribing to the feed. Then, as often as the website is updated, the subscriber receives notifications of these updates at their earliest convenience.

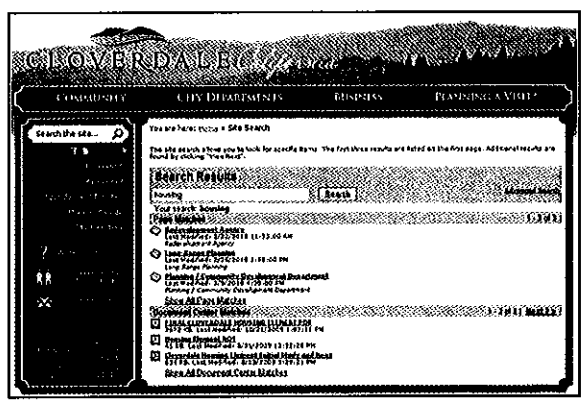
Search Engine Registration & Optimization

Before Go Live, your site will be registered with the top search engines. A brief description and a list of key words pertaining to your new website will provide search engines the necessary information to find the website when a user enters a search for your website.

Search Engine Optimization (SEO) is an important tool to improve search engine page rankings. CivicPlus is currently using several tools to improve the SEO of our websites. These include development of quality content, use of strong keywords and solid page descriptions. In the near future, changes are planned to further strengthen SEO for our clients. These changes include but are not limited to: user friendly URL's, optimized images and improvements to the site map and page descriptions. These changes will further promote client websites to the top of search engine results.

Site Search

On the public side of the site, we supply all our clients with a robust Site Search with advanced search features. The CivicPlus Site Search will search through web pages on your site, PDF documents, any module entries, and document files. Video and sound files are searched by name. The site search organizes the results by the type of information (calendar item, web page, Microsoft files, PDF documents, etc.)



With the Site Search Log, site administrators can review a history of searched-for words by frequency, date, time, and exact terms input by site visitors. This is a helpful tool for your site users and also a means of keeping your staff in-the-know of what items are being regularly searched on your site.

Site Administrative Controls

System administrators may review many facets of the website. Administrative tools like Login History, Website Log, and Bad Links allow the administrator to review the website administrative procedures. Redirects allow the administrators to easily establish a direct path to a page within the website.

Our unique Site Search Log offers tremendous value to decision-makers, informing them on what items are being searched for on a frequent basis and giving insight into the best placement of this requested information.

The CivicPlus Website Management System captures and processes referrals to pages that cannot be displayed (404 errors). The system allows the site visitor to make a note concerning how they reached this page. This feature allows you to track down old links from other sites or your own website.

Social Networking and Gov 2.0

CivicPlus understands the importance of Gov 2.0 and how social networking sites like Facebook and Twitter help governments connect with their residents in unique and innovative ways. CivicPlus is committed to helping municipalities establish a presence on the most popular social networking sites and advising governments on Gov 2.0 management policies. From community-centric pages on Facebook to real-time Twitter feeds that can deliver emergency alerts, our production teams are dedicated to helping our clients integrate their web content into the most dynamic social media sites and make their marks in the growing world of Gov 2.0.

- **Facebook**

  Facebook is the most popular social networking website in the world, and more and more, governments are jumping in with their own Facebook profiles. Many governments are finding this social networking tool to be an essential part of their online presence, as it provides another avenue to share news, announcements, events, pictures and videos with a wide range of regular site visitors. CivicPlus can create your Facebook page and sync up your website to automatically push news and calendar events out to Facebook, with a link to your website for more information.

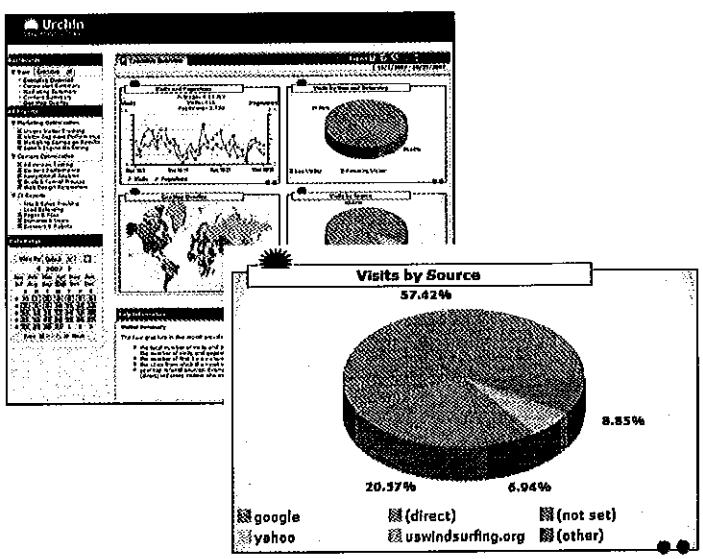
- **Twitter**

  Twitter is a micro-blogging service that enables users to send short updates to other interested users. Twitter's short, 140-character "tweets" offer a way for municipalities to distribute information quickly and effectively. Much like Facebook setup, CivicPlus can link your website to your Twitter account for automatic publishing of news and announcements like road closings, meeting schedules, and emergency notifications.

Other social networking sites like LinkedIn, YouTube, etc., can be featured on your website as links to your organization's profile on those particular websites.

Website Statistics

In order to review how your site visitors are using the site, administrators will be trained on the use and analysis of the web statistics, which are provided through Google Urchin Analytics. Important information can be pulled from this data in order to make decisions about the use of the website.



CivicPlus Product Roadmap

Internet trends and technology change at a rapid pace. At CivicPlus, we're committed to helping our customers keep up-to-date with the latest and greatest in online tools for governments. That's why, as a Software as a Service (SaaS) provider, we offer our clients nearly half-a-million dollars worth of software upgrades and maintenance each year...just for being part of the CivicPlus Community. Here's a look at where we're headed...

Pages Live Edit. *Available spring 2012*

We're taking the amazing capabilities of our Live Edit Functionality within our modules and carrying that over to page creation. Your administrators will be able to build, publish and edit pages of content right from the public-facing side of your website!

Parks & Recreation Suite

This interactive suite of modules will give your Parks & Recreation Department a direct way to better communicate and engage with your citizens by offering ways to complete registrations or make reservations online, saving time, effort and money all around! This suite of modules will include:

- **Facilities & Reservations Redesign** *Available spring 2012*

  We're upgrading our current Facilities & Reservations module to streamline the reservation process and incorporate ePayments and Google mapping into the process, while giving the module a visual facelift.

- **Sports Module** *Available fall 2012*

  Allow your residents to sign up teams for different sports – from little league baseball to adult league volleyball – and also allow residents to join teams that aren't full. Manage team rosters from an administrative standpoint as well.

- **Classes Module** *Available late fall 2012*

  Allow your residents to sign up for and pay for various classes and programs that your Parks & Rec Department offers. Manage class rosters from an administrative standpoint as well.

- **Activities Module** *TBD*

Newsletter Module *Available late summer 2012*

Create feature-rich newsletters online without the need for third-party tools and send completed newsletters automatically to your subscribers via email and text message.

Citizen Request Tracker Upgrades *Available late summer 2012*

In an effort to continually increase citizen interaction and engagement within our current module offerings, the CRT Module will receive an upgrade to not only utilize our new Forms Center Module, but also add in increased reporting and statistical analysis capabilities and enhanced user experience functions.

Procurement Module *Available late 2012*

We're taking our current Bids Module and pumping it up...big time. In addition to posting bids, RFP, RFQs, and the like, this module will allow for vendor registration management, bid detail management, and better document tracking.

Legal Notices Module *Available late 2012*

Make the publishing of legal notices and documents to your website a simple process while keeping concerned citizens and media members informed with the Legal Notices Module.

Volunteerism Module *Available late 2012*

The new Volunteerism Module will allow for a central place for residents and government staff to post volunteer opportunities within the community and set goals and timelines for those projects, while allowing others to view that information and sign up to be part of a volunteer effort.

Future of Local Government Technology

Many companies provide municipal websites. CivicPlus creates community engagement tools. Our online solutions have the power to transform the way your community does business.

With CivicPlus' services, you will save time, budget dollars, and – by moving more government paperwork online – help protect the environment.

CivicPlus has more than a decade of expertise in online government best practices. We've launched more than 850 municipal websites, and we deliver the tools that allow your parks director to take a day off in July, or your IT person to breeze through council meetings.

We are committed to keeping our clients at the forefront of cutting-edge technology, and that's why we offer our clients nearly half a million dollars worth of software upgrades and maintenance EACH YEAR at NO ADDITIONAL COST.

System Ownership

Under our standard operating model, our clients own all data and software associated with the website – the design, the page content, all module content, all importable / exportable data, all archived information and the GCMS. This allows them the peace-of-mind of remaining in total control of all website content and functionality. While hosted and maintained with CivicPlus, this data is never shared, and CivicPlus retains tight controls over our hosting operations, allowing for daily site backups, redundant power and internet systems, site redundancy and emergency recovery procedures.

If the contract between your organization and CivicPlus were to be canceled due to the wishes of the client, our Support Department would work with you to transfer all associated data and software in order to make a smooth transition to the client's new hosting arrangement and, if necessary, management platform.

In the highly unlikely event that CivicPlus were to cease support for the software due to bankruptcy, acquisition, a change in business operations or other circumstances, you would also receive full and complete control of all website data and software.

Under either circumstance, provision of the core code, all associated modules and functionality would allow the client to move the entire website to an alternative hosting location without altering the management tools or modifying operation of the website in any way.

Reliable Maintenance and Support

Other website management providers have a distorted vision of how to help governments serve their citizens, offering little or no ongoing support for their products. CivicPlus takes the opposite approach. We realize that you want to be a good steward of taxpayer dollars, and that means minimizing the total cost of ownership of your new website. In addition to secure hosting services, CivicPlus provides ongoing maintenance and upgrades to the content management system as well as continuous technical support with our Ultimate Service Plan. Our clients are reassured by our proven commitment to customer service, exhibited by the following services:

- **Automatic CivicPlus Software and Module Updates**

  All CivicPlus customers receive the benefits of new features and upgrades that we add to our ever-growing content management system. The core of the CivicPlus product offering grows with you and your community, ensuring that your site never grows stale and that your website is truly an investment.

- **Around-the-Clock Technical Support**

  The goal of a content management system is to spread the responsibility of updating the site among multiple staff members or departments. Our support personnel are ready to answer your staff members' questions and ensure their confidence in using our site. When you opt for our Ultimate Service Plan, our knowledgeable staff is available from 7:00 am to 7:00 pm CST to field your calls and e-mails, and emergency services are available after regular hours, with our staff on-call 24-hours a day.

  In addition to fielding support requests, CivicPlus is proactive in identifying any potential system issues. Through regularly scheduled reviews of site logs, error messages, servers, router activity and the Internet in general, our personnel often identify and correct issues before they even affect our clients' websites. Our expertise in website management provides assurance to our clients that their site is in good hands.

Ultimate Service Plan Annual Maintenance & Support Includes:	
Support	**Maintenance of CivicPlus Application & Modules**
7-7 (CST) Mon-Fri (excluding holidays)	Install Service Patches for OS
24/7 Emergency Support	Upgrades
Dedicated Support Personnel	Fixes
2-hour Response During Normal Hours	Improvements
Usability Improvements	Integration
Integration New & Upgraded Services	Testing
Proactive Support for Updates & Fixes	Development
Online Training Manuals	Usage License
Monthly Newsletters	
Phone Consulting	
CivicPlus Connection & CivicPlus University	

Hosting

CivicPlus' Network Operations Center is maintained specifically for website hosting and administration. Redundant power sources and Internet access ensure consistent and stable connections, and regular hardware upgrades make certain that CivicPlus-hosted sites are maintained on the most up-to-date, reliable equipment.

Hosting with CivicPlus Includes:	
• Shared Web/SQL Server	• Natural Gas Powered Generator
• DNS Consulting & Maintenance	• Nightly Tape Backup
• Monitor Bandwidth-Router Traffic	• Intrusion Detection & Prevention
• Redundant ISP	• Antivirus Protection
• Redundant Cooling	• Hardware Upgrades

Hosting and Security Features

Physical Security

- Biometric access
- Proximity card key system prevents unauthorized access to servers
- High resolution, closed circuit video with time lapse recording covers all secured areas
- All visitors require a full-time escort within hosting area
- Redundant cooling systems

Power

- All systems are fed by Uninterruptible Power Supplies (UPSs) with natural gas-powered generator backup

Bandwidth

- 145Mbps of bandwidth for optimal speed – upgrading to 4GB of Internet capability
- Multiple carriers to provide redundancy for continuous connectivity – including MCI/Verizon, Hurricane Electric and Cogent
- AT&T: 45Mbps fiber optic network
- Cox: 100Mbps fiber optic network
- BGB Internet routing; continuously monitor and manually balance Internet load between carriers for optimal speed
- Redundant Cisco routers

Monitoring

- Round-the-clock (24/7/365) monitoring of all critical components, including: Internet connectivity, servers, routers, switches and power systems

Backup

- Tape backup performed daily
- Off-site tape archive

Antivirus

- Continuously scan system
- Signature files auto-updated every 4 hours from national registry

Data Security

- Server operating systems applied as necessary
- Router level port blocking and reporting
- Router level packet filtering and reporting
- Server level port blocking and logging
- Ongoing security analysis by Cisco Security Specialist

Data Redundancy

- RAID Level 5 data storage array
- RAID 1 + 0

Intrusion Detection

- Redundant Cisco ASA multi-service firewalls that combine intrusion detection with intrusion prevention

Staff Certifications

- Full-time Electrical Engineers (EE)
- Full-time Microsoft Certified Systems Engineers (MCSE)
- Full-time Cisco Certified Network Associates (CCNA)
- Full-time Cisco Certified Network Professionals (CCNP)

Content Management System Requirements

Feature	Feature Availability	Yes	No	Maybe	Cost to Modify	Comments
1.000	**System Requirements**					
1.101	Application Servicer: IIS/.Net or Apache	Yes				
1.102	Database: MSSqL or MySql	Yes				
1.103	Site Hosting (Third Party)		No			Over 97 percent of CivicPlus customers – regardless of size – choose to host at our dedicated hosting facility that is designed for operating local government websites.
2.000	**SECURITY REQUIREMENTS**					
2.101	Audit Trail	Yes				
2.102	Content Approval	Yes				
2.103	General Email alerts of web site incidents	Yes				
2.104	Granular privileges	Yes				
2.105	Login History	Yes				
2.106	Problem Notification	Yes				
2.107	Sandbox		No			Through our approval process and preview, a sandbox is not needed.
2.108	Session Management	Yes				
2.109	SSL Compatible	Yes				
2.110	Versioning	Yes				
3.000	**SUPPORT**					
3.101	CMS Manual	Yes				
3.102	Phone Support 8AM to 5PM	Yes				
3.103	Email support 8AM to 5PM	Yes				
4.000	**USER INTERFACE**					
4.101	Image Resizing	Yes				
4.102	Mass Upload	Yes				
4.103	Spell Checker	Yes				
4.104	Style Wizard	Yes				
4.105	UI Level	Yes				
4.106	Undo	Yes				
4.107	WYSIWYG Editor	Yes				
5.000	**PERFORMANCE**					

5.101	Advance Caching			We do caching at the application level; further discussion about this is needed.		
5.102	Database Replication		No			
5.103	Load Balancing	Yes				
5.104	Page Caching	Yes				
6.000	**MANAGEMENT**					
6.101	Is there a central repository for uploading images and other files?	Yes				
6.102	Is there a clipboard system that allows publishers to easily cut and paste content from one area of the site to another?		No			
6.103	Does the system allow for content to be automatically added or removed from a site based upon date?	Yes				
6.104	Can the system be completely managed through a web browser?	Yes				
6.105	Does the system have a mechanism to transport styles, templates between sites so that you can create a theme based on season of the year? Also known as themes or skins?		No			
6.106	Is there a trash system that allows administrators/ publishers to recover content removed from the site?	Yes				
6.107	Does the system work with Google Analytics?	Yes				
6.108	Can the system be completely managed through a web browser?	Yes				
7.000	**INTEROPERABILITY**					
7.101	FTP Support	Yes				
7.102	Does the system allow for the import and export of the iCal standard?	Yes				
7.103	Does the system follow the W3C specification for WAI compliance?	Yes				CivicPlus recognizes accessibility standards recommendations made by a variety of groups,

						including the World Wide Web Consortium (W3C) and the Web Accessibility Initiative (WAI) as written in the Web Content Accessibility Guidelines (WCAG).
7.104	Does the system follow the W3C specification or XHTML compliance?	Yes				Through adherence to Section 508, CivicPlus is able to meet almost all Priority One, Two and Three guidelines set forth in the WCAG. Those left unmet do not need to be addressed in order to allow basic access to content; some of the more stringent requirements of the WCAG may limit design and content development options. Please see page 27 for more details about compliance.
8.000	**BUILT·IN APPLICATION**					
8.101	Ability to install Google translate	Yes				
8.102	ADA Compliance	Yes				
8.103	Alerts - Podcasts, RSS, Email/1M or mobile alerts, Emergency alerts	Yes				You can send out unlimited emails, and the first 500 text message subscribers are free, with the option to add more for additional fees.
8.104	Agenda Management	Yes				
8.105	Bid Postings/Management	Yes				
8.106	Blog	Yes				
8.107	Business Resource Directory	Yes				
8.108	Chat		No			We do not provide a chat function however; we can incorporate a third party live chat solution allowing you to reach out to visitors while they are on your site and provide immediate, personalized assistance. This reduces shopping cart abandonment, helps explain product options,

						and answer support-related questions.
8.109	Document Management/File Center	Yes				
8.110	Discussion/Forum	Yes				
8.111	E·Pay	Yes				
8.112	Events Calendar	Yes				
8.113	Events Management	Yes				
8.114	FAQ Management	Yes				
8.115	Forms Template	Yes				
8.116	Help Desk/Bug Reporting	Yes				
8.117	Job Application/Posting	Yes				
8.118	Link Management	Yes				
8.119	Menu Manager	Yes				
8.120	Mobile Device Option	Yes				
8.121	Mobile Site Compatibility	Yes				
8.122	News Management	Yes				
8.123	Newsletter	Yes				
8.124	Permits and Licensing	Yes				
8.125	Opinion Poll-Single Question	Yes				
8.126	Recreational Registration	Yes				This will be part of our Parks and Recreation suite that will be rolled out on our system in 2012.
8.127	Reservations for City Facilities	Yes				
8.128	Search Engine	Yes				
8.129	Site Map	Yes				
8.130	Surveys - Multi Question Surveys	Yes				
8.131	Template Management	Yes				
8.132	Weather	Yes				We can provide a weather application at an additional cost.
8.133	Website Translator	Yes				

Approach

Consulting, design, usability guidance, expert programming, secure hosting and dedicated training: CivicPlus delivers all of this expertise and more during the development of your new website. Our proven development approach and team of specialists will ensure a project that yields the most value for your dollar.

Our project-development approach focuses on collaboration. Each step in the process is consultative, with our staff working in partnership with you. Our efficient and thorough project timelines transform your website goals into reality, resulting in a valuable, next-generation communication resource for your residents, business and staff.

Objective I
Understanding Your Audience and Establishing Your Site's Focus

- **Phase 1** Analysis and Timeline Development
- **Phase 2** Website Design
- **Phase 3** Navigation Architecture
- **Phase 4** Modules and Site Setup

Objective II
Content Development and Page Layout

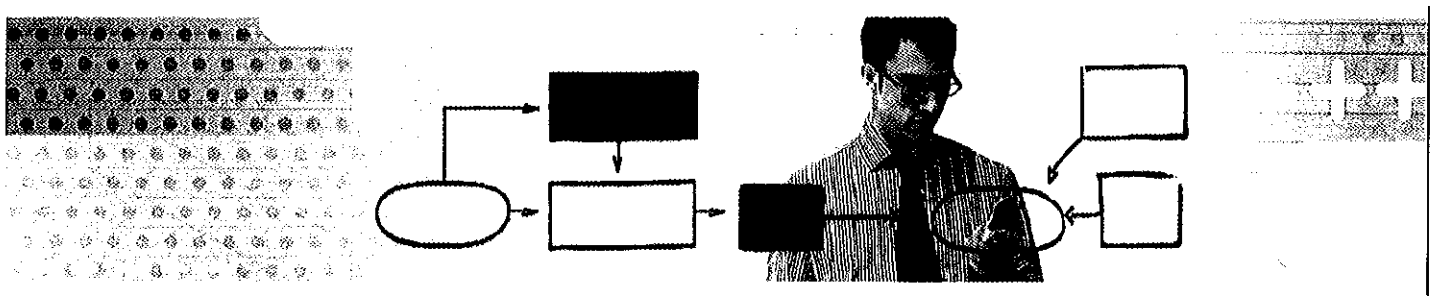
- **Phase 5** Content Development
- **Phase 6** Review and Testing

Objective III
Equipping your Staff for Successful Website Maintenance

- **Phase 7** Training

Objective IV
Website Deployment

- **Phase 8** Go-Live and Project Review
- **Phase 9** Marketing
- **Phase 10** Ongoing Consultation



Phase 1: Analysis and Timeline Development

In the beginning stages of project development, the CivicPlus team will help you craft the position and image that you want to portray to the site visitor.

Your Role

Your role during the first three phases of the project will be to answer questions, gain your staff's input to complete worksheets and provide necessary information so CivicPlus can develop recommendations for your design, navigation, and content. Your project manager will explain the work required to achieve your goals and help set a timeline comfortable for you and your departments to work with. Pre-project on-site strategic planning sessions can be incorporated into this phase at an additional cost.

Information Gathering and Brainstorming

Your Project Manager will suggest information-gathering techniques to prepare for the design and content development phases of the project, like:

- What image do you desire?
- What services and tasks will the site deliver?
- What are the key messages or themes for the community as a whole?
- What are the key messages and themes for individual departments and services?
- Why is this important to your community?
- What data needs to be presented on the website for self-service?
- What collaborative tools does your community need to effectively communicate concerns?

Communication Goals Development

After brainstorming and setting your site's focus, the information gathered will be organized into specific goals and solutions.

- Identify the site and establish a brand
- Set the tone and personality of your site
- Marketing to stakeholders (visitors, businesses, residents, etc.)
- Help users get a sense of what that site is about
- Let site visitors find critical information to start key tasks immediately
- Effectively guide people on the right development path, with efficiency as the core focus

Collaboration and Implementation

With information-gathering and goal-setting complete, further collaboration with design and functionality experts will begin to shape your website into an effective communication resource.

"CivicPlus is the company for municipal websites. I can't imagine working with anyone else."

*-**Krystal Britton**, Hinesville, Georgia*

Phases 2 & 3: Website Design and Navigation Architecture

At CivicPlus, our designers will collaborate with your staff to create a website that is visually engaging, intuitive to use and reflective of the uniqueness of your community.

Collaborative Planning and Development

Your project manager will lead a kick-off meeting between your staff and our designers to identify specific design elements, navigational structures and the overall focus of your site.

- **Custom Design**

  Custom designs are a rarity with other companies. We've created custom-designed websites for nearly 1,000 clients, each done to their specifications. With your input our designers will develop a custom-designed website, tailored to deliver on all your expectations. We incorporate your ideas with functionality and ease-of-use standards to establish the content, a color palette, images, navigation and layout options that best suit your communication objectives.

  Custom designs are rarely produced in anticipation of a project. Copyright authorization and/or photography production are required unless you already have quality, usable photographs. Additional fees for stock photographs or other images are not included in the estimate.

- **Intuitive Usability**

  Simple navigation and consistent page layouts will ensure that your visitors can easily find the information they seek.

- **Accessibility Compliance**

  Our designers and programmers automatically implement all the accessibility features necessary to ensure your site is compliant with accessibility standards outlined within Section 508. We will make recommendations on best practices for keeping their content accessible and available for all users by ensuring that:

  - all menu items are clickable
  - submenus display throughout the site
  - alt tags are used for images
  - site maps are dynamically generated
  - documents and links can be set to open in the same window

  CivicPlus recognizes accessibility standards recommendations made by a variety of groups, including the World Wide Web Consortium (W3C) and the Web Accessibility Initiative (WAI) as written in the Web Content Accessibility Guidelines (WCAG). Through adherence to Section 508, CivicPlus is able to meet almost all Priority One, Two and Three guidelines set forth in the WCAG. Those left unmet do not need to be addressed in order to allow basic access to content; some of the more stringent requirements of the WCAG may limit design and content development options.

Design/Wireframe Review

You will have the opportunity to revise your design composition as many times as you deem necessary, up to the deadline that you and your project manager agree upon during the timeline meeting (the average client requests a total of three). After that deadline, your Project's Go Live date will be adjusted. Multiple initial design comps can be provided for an additional cost, with revisions made only to the one you select.

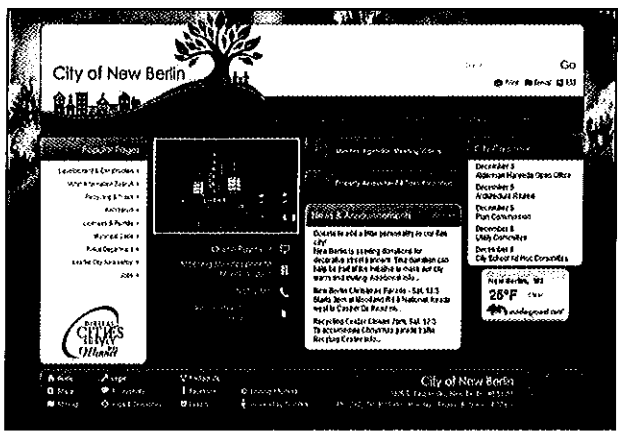
Following design approval and functionality development, we conduct a review to ensure your expectations are met and best website practices are upheld.

"The design phase was great. Your design team was really great. They could take our little comments and make our design reflect our city. They were so good about making our changes and coming up with great ideas."

*-**Melissa Weiss**, Creve Coeur, Missouri*

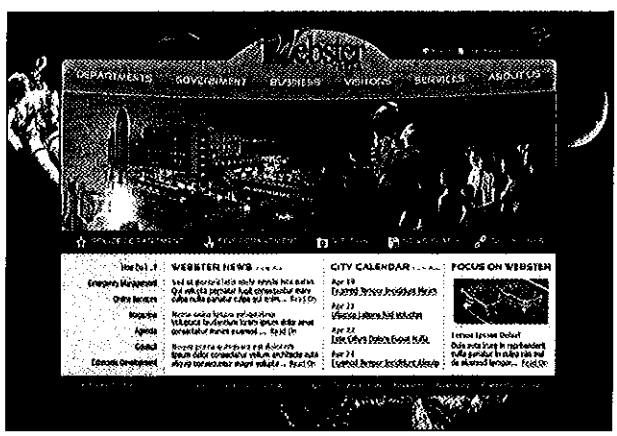
High-Impact Custom Designs Created Specifically for Your Community

Our programmers implement our designers work -- not the other way around -- so options for a unique site are endless. Designs that truly represent your unique image, message and brand come through extensive access to and consultation with our design team. Our portfolio demonstrates our graphic designers' vast creative abilities, showcasing a wide variety of site styles and structures. Additional examples can be provided upon request or can be viewed at www.CivicPlus.com/designs

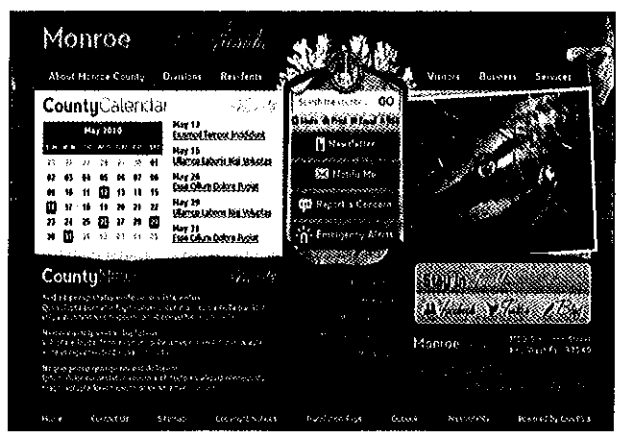


newberlin.org

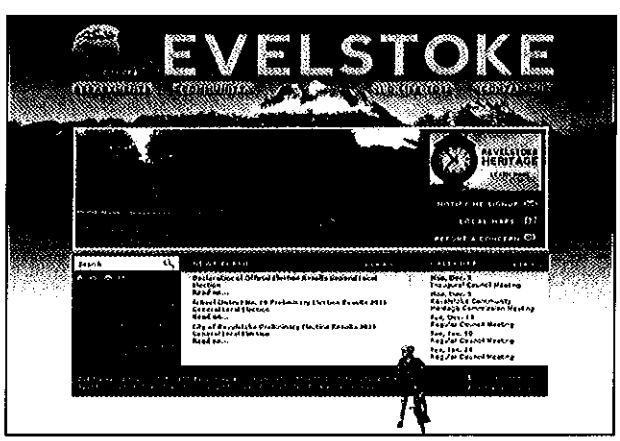
athensclarkecounty.com



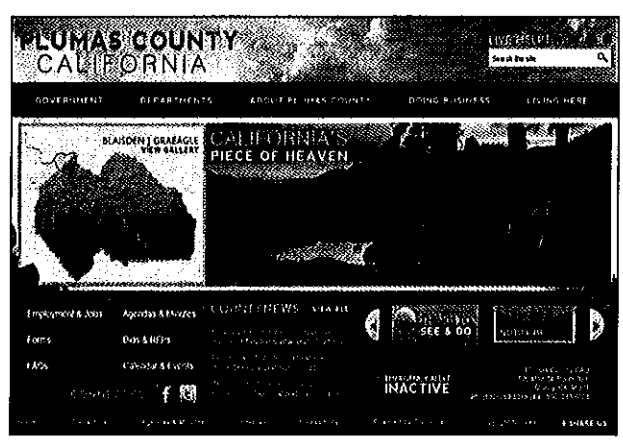
cityofwebster.com



monroecounty-fl.gov



cityofrevelstoke.com



countyofplumas.com

Phase 4: Modules and Site Set-Up

You ultimately control the functionality that your site offers by selecting which modules to use and showcase. During project development, review and testing ensures the site features ensures that you are taking advantage of our expertise in web communication as well as meeting your specific communication goals.

A website for today...and tomorrow

CivicPlus has developed dozens of modules to meet the diverse needs of our clients. All of our functionality and modules are included in our Premium Package so that clients may reap the benefits of our diverse offerings. We will make recommendations concerning which modules to incorporate into the design of your website.

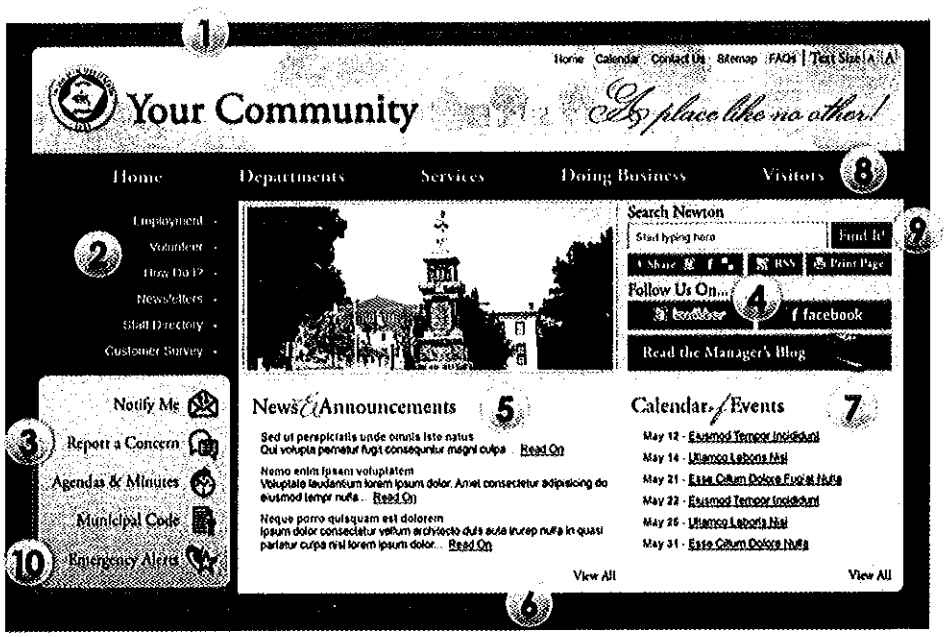
Additionally, you will receive upgrades and enhancements made to our system – automatically and at no additional cost – throughout your contract. This ensures your site is constantly evolving to meet the ever-changing needs of your web audience without the hassle of additional budgets or annual upgrades.

Keys to creating a robust government website

To have a successful website experience, people have to:

- Find what they need – Our intuitive designs facilitate easy recognition of which path to take
- Understand what they find – Good content development is essential
- Act appropriately on that understanding – Comprehensive functionality helps people start or complete a task quickly and easily

Some important elements and themes which will help your site visitors include the following:



1. Site identification (banner)
2. Homepage links to most requested items
3. eCommunications – Graphic buttons customized to provide instant access to citizen information and communication
4. Print or email page, RSS, social media on every page
5. News items with Notify Me and RSS capabilities
6. Permanent links on every page
7. Calendar with RSS, FAQs, or other frequently used services
8. Global navigation with hierarchical structure
9. Powerful search ability
10. Emergency alerts to notify citizens of urgent developments

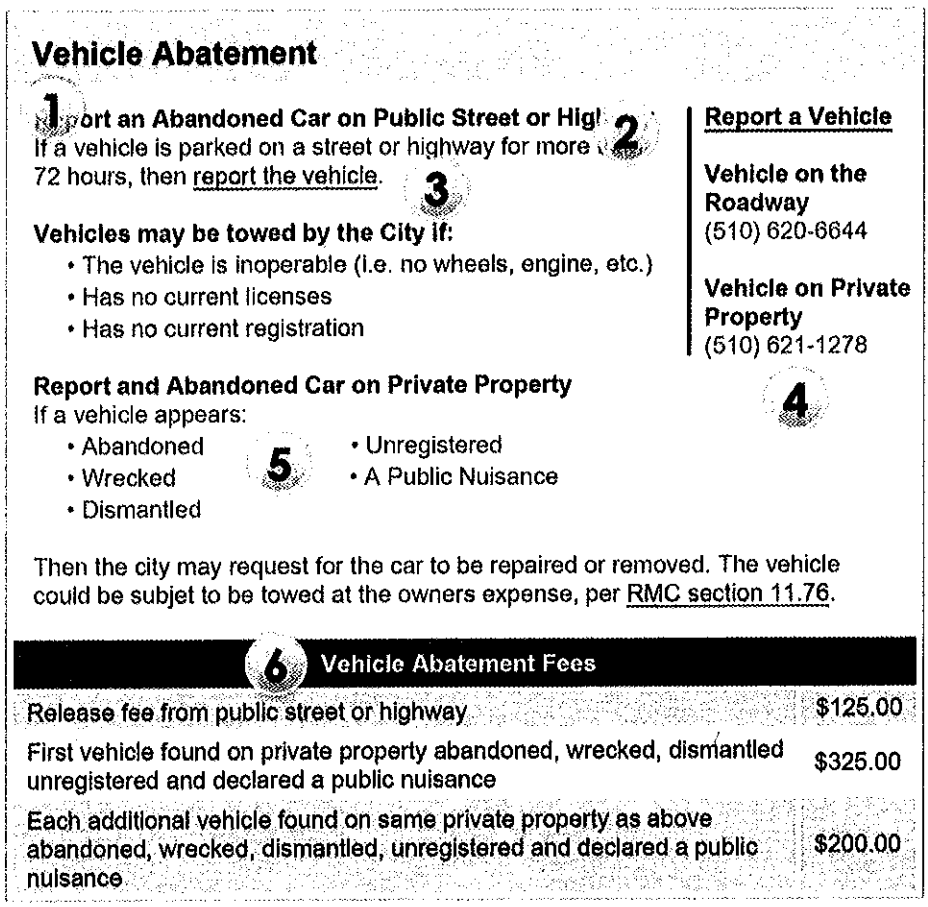
Phase 5: Content Development

CivicPlus will develop a pre-defined number of pages for your site to make initial content available upon site deployment. There is no limit to the pages you can create after you have gone through training.

Content Development and Page Layout

We will implement effective website architecture with the latest trends in usability and web writing. While other companies perform a glorified copy and paste of content from your old site to your new one, we promise content *development,* not merely content migration.

CivicPlus' content developers apply our own time-tested best-practice standards, as well as those documented by online usability experts Steve Krug, Ginny Redish and Jakob Nielsen. Website visitors are skimmers; we'll rewrite and lay out your content in a way that is easy for the visitor to quickly scan and retrieve desired information.



Vehicle Abatement

ort an Abandoned Car on Public Street or Hig
If a vehicle is parked on a street or highway for more 72 hours, then report the vehicle.

Vehicles may be towed by the City if:
- The vehicle is inoperable (i.e. no wheels, engine, etc.)
- Has no current licenses
- Has no current registration

Report and Abandoned Car on Private Property
If a vehicle appears:
- Abandoned
- Wrecked
- Dismantled
- Unregistered
- A Public Nuisance

Then the city may request for the car to be repaired or removed. The vehicle could be subjet to be towed at the owners expense, per RMC section 11.76.

Report a Vehicle

Vehicle on the Roadway
(510) 620-6644

Vehicle on Private Property
(510) 621-1278

Vehicle Abatement Fees	
Release fee from public street or highway	$125.00
First vehicle found on private property abandoned, wrecked, dismantled unregistered and declared a public nuisance	$325.00
Each additional vehicle found on same private property as above abandoned, wrecked, dismantled, unregistered and declared a public nuisance	$200.00

1. Increased heading size and added subheads
2. Action items placed near the top
3. Shorter, easy-to-read blocks of text
4. Separate contact info area
5. Bullets for easy scanning
6. Large, clear tables

"I would absolutely recommend CivicPlus. The whole structure of the way the site works is great. One person doesn't have to do all of the work, and doing it this way keeps the information fresher. Departments can keep all of their own pages up to date, which helps with accuracy and making information readily available."

*-**Corky Brown**, Cedar Hill, Texas*

Phase 6: Review and Testing

Each phase of your project undergoes a review and testing stage. Before you begin your work on the site with training and preparation for your Go Live date, our quality control team ensures your site lives up to best-practice standards.

Quality Control

At the completion of content development and page layout, the following reviews will take place:

- **Content Development Review**

  CivicPlus conducts a quality control review to ensure the content and layout meet web usability standards, knowing that the way content is written and displayed directly affects usability.

- **Pre-Training Review**

  We will identify any programming, design or content issues that need to be addressed prior to training.

- **Testing Period**

  Approximately one month is provided between the completion of training and your site's Go Live date. This will allow you to add, create, and make adjustments to content on your production site, as well as ensure overall satisfaction with your website. CivicPlus is browser-based, which means content changes will display and function the same way before and after your Go Live date.

Phase 7: Training

Before your site is launched, CivicPlus provides face-to-face or online webinar training to ensure that once the site is live, your staff will have all the knowledge, tools and comfort level to maintain the site's integrity. Training concludes with consultation and hands-on practical application to apply the web-usability standards directly to your site.

Website Best-Practice and Usability Consultation

Based on your internal daily tasks and workflow, CivicPlus consultants share best practices with your staff for delivering automated services to your site's visitors. One-on-one or departmental-specific task analysis is included as part of the service you can expect. Each hands-on session is designed to enhance your team's communication skills and highlight their individual specialties that emphasize your public value.

Features, Module and Page Creation Training for Administrators and Content Contributors

To better understand your site's navigation and page layout and how these affect target audiences, we will instruct your staff on creating area-rights and back-end features for site administration, and review all the modules included with your site. Your staff will learn how to create links, format text and lay out pages for usability and scannability.

CivicPlus Training Schedule

Administration Training	Modules Training	Modules (cont.)	Pages
Introduction to website	Document Center	Facilities / Reservations	Page Creation
Dashboard	Archive Center	Forms	Advanced Page Creation
Admin Tools / Intranet	Opinion Poll	Request Tracker	Assist departments and staff in page creation
Urchin statistics	Staff Directory	Featured Info	Consult with departments and staff on further development and ways to enhance site
Set up groups & users	Business / Resource Directory	Emergency Alerts	Wrapup Session
Quick Links	Notify Me	Real Estate Locator	
FAQs	Jobs, OJA & Bids	Carbon Calc. & Healthy City	
Calendar	Photo Gallery & Postcard	Wrapup Q&A	
Newsflash	Slideshow		

Training schedules vary depending on the number users to be trained and hours available but will cover the topics shown. Training manuals are available online and can be downloaded at no cost.

Ongoing Training and Support Opportunities

We want your website to be an investment that holds its value over time rather than a big expense that you have to budget for every few years. We apply this same thinking to our approach toward training and support, too. After the launch of your website you should be able to keep current staff as well as new-hires trained and supported as they update and maintain your site. CivicPlus offers ongoing training and support, as well as the incredible resource of nearly 1,000 other municipalities that use the CivicPlus Government Content Management System. Stay up-to-date and always informed with unlimited access to:

CivicPlus University

Enroll in CivicPlus University. Once you've completed the initial training for your website, enroll in CPU to earn your Master of the Government Content Management System, online and on your own time. There's no charge. Every CivicPlus client gets a full-ride scholarship. You may earn different levels of CivicPlus Certification from Contributor to Webmaster at our online CPU Testing Center. Using CivicPlus online training manuals, videos and webinars you'll learn the tips, tricks and processes that will allow you to become the expert at creating the best website for your users. It's another exciting addition to CivicPlus' client experience and available only for clients who have been through initial training.

CONNECTION

CivicPlus Connection. When you join the CivicPlus community, you're connecting with our entire staff as well as a network of nearly 1,000 cities, counties and other government entities that use the CivicPlus solution. CivicPlus Connection – a social network for CivicPlus users – invites customers to share ideas and contribute to bettering our community through opinion polls, surveys and group discussions. CivicPlus staff keeps you up-to-date on the latest trends in web technology, design and government processes through CivicPlus Connection, offering blogs, webinars and informational updates tailored to local government professionals. CivicPlus Connection also serves as our always-available online support center for our clients.

"With CivicPlus, you're not just getting a website. It's social media, it's emergency alerts, it's my weekly blog, it's the mobile version of the site. Our website is tied to Facebook and Twitter, so updates are automatic. We're pushing information to where the people are. What good is all the good in your community is no one knows about it?"

*-**Thomas Russo**, Newton Township, New Jersey*

Phase 8: Go-Live and Project Review

Upon completion of a collaborative final review of the website and a final spelling and links checkup by our Quality Control Team, the domain name is directed to the developed website. With that, your new website is launched to the public.

Launching Your New Government Website

We will ensure that your initial communication goals developed in Phase I have been met. Though this phase marks the launch of your new site, you will continue to receive both technical and consultative support.

CivicPlus employees constantly research web standards, principles and trends in order to develop effective government websites. Our philosophy is to share that information with our clients to ensure they are capable of maintaining an effective site for years to come.

- **Ongoing References to Our Research**

  Throughout all phases of your project we provide the reasoning and explanation of our actions so that you and your staff become communication experts.

- **Opportunities for Peer Communication and Idea Sharing**

  Throughout the year, there are several opportunities for peers to communicate and share ideas. We hold regular webinars for clients, host regional trainings and user groups, feature client case studies and new clients on our website and provide contact information for clients willing to share unique experiences and the resulting solutions. CivicPlus Connection also helps foster the community of the CivicPlus client family, where idea-sharing and client-to-client communication is encouraged.

- **Continuous Consultation Beyond Site Deployment**

  Our Support Team members are available to assist your staff with any questions once the site is deployed. They provide ongoing support and recommendations for maintaining your website in several ways.

Phases 9 & 10: Marketing & Ongoing Consultation

The CivicPlus business strategy is based upon our clients' successes. We continue to listen to our clients after the sale and strive to constantly improve our service and our products.

Continued Communication

After your site launches CivicPlus will provide ongoing support. As your site grows, our support team will ensure that you receive the following resources:

- Press release creation
- Monthly e-newsletter
- Automatic service updates
- CivicPlus online support
- Annual site reviews
- Regional trainings and user groups

We are so confident that you will benefit from a partnership with CivicPlus that we provide a 100% satisfaction guarantee throughout all phases of your project.

"I think that the modules that are offered give a lot of flexibility to not only the taxpayers but our employees. We can use this site as much as a tool as the taxpayers do"

***-Michael Leiker**, Ellis County, Kansas*

Experience

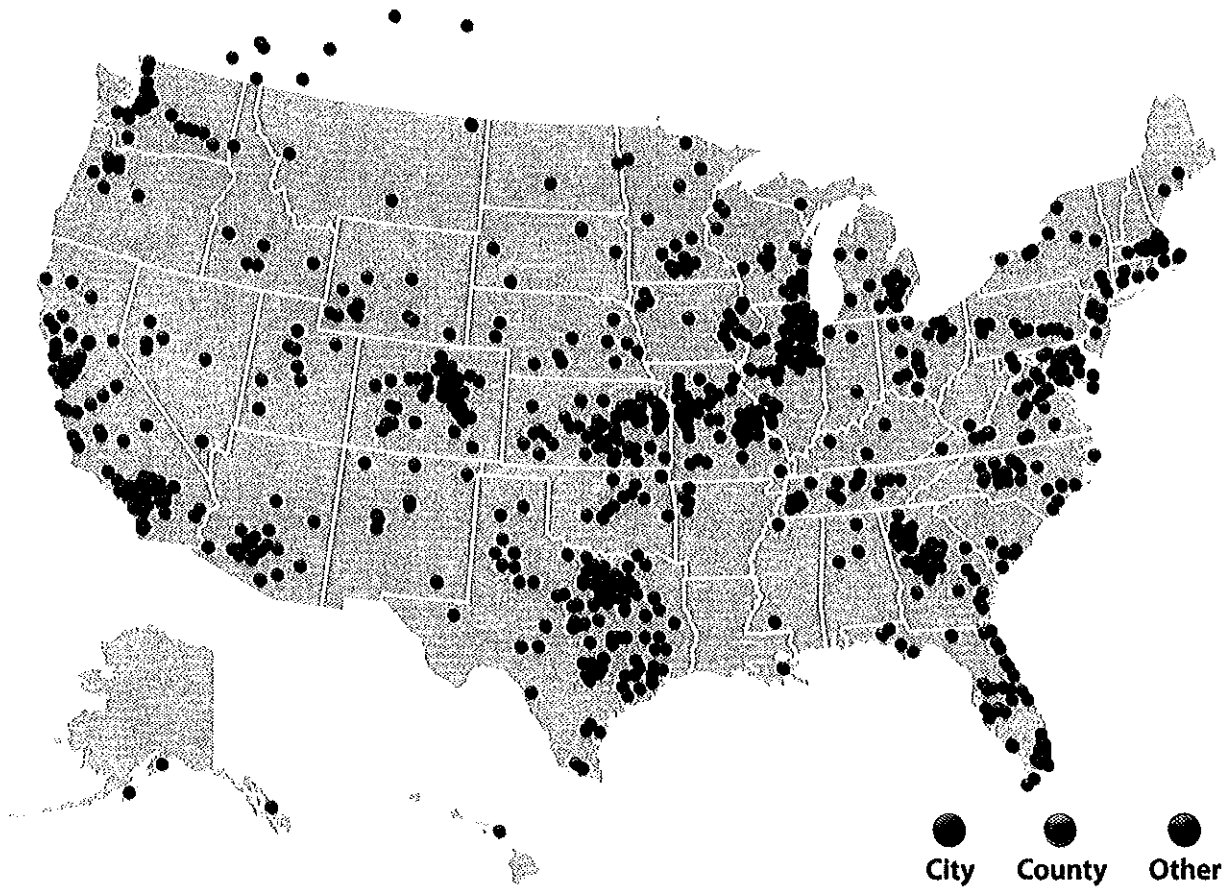
Why are Hundreds of Cities and Counties Upgrading to CivicPlus Each Year?

It's simple: We know municipal government.

- No one else can offer the CivicPlus Government Content Management System (GCMS).
- No one can match our interactive suite of tools that work with the GCMS to enable governments to better engage and communicate with their citizens and communities.
- No one can match the CivicPlus customized development process and the depth of our implementations designed by experts who know local government – its people and its processes.
- No one can match our track record – period.

Any way you slice it, CivicPlus is the premier source for local government communication expertise and cutting-edge online citizen engagement tools.

CivicPlus Client Map



A Proven Development Approach

CivicPlus provides our eGovernment communication solution to nearly 1,000 municipalities – cities and counties of every size across the United States, in Canada and Australia – serving more than 29 million citizens. For more than a decade, CivicPlus has focused on government clients, giving our customers access to the latest in next-generation applications that meet and exceed their needs. Those needs include:

- A completely unique and customized website design
- Intuitive navigation and page layout with unlimited submenus and subpages
- Interactive functionality through our Government Content Management System (GCMS)
- Continuously updated, cutting-edge solutions designed by eGovernments experts for governments
- Comprehensive training and unlimited support.

The CivicPlus Effect – Award-Winning Websites and Exceptional Results

The Center for Digital Government awarded CivicPlus their "Best Fit Integrator" award for being among the best private sector information technology integrators for delivering extraordinary digital solutions to public IT projects. This distinction puts CivicPlus alongside Accenture, IBM, Motorola and Northrup Grumman as the true leaders in municipal government technology. Our customers are proof, as using the CivicPlus Solution, dozens have earned awards for website design, architecture and features. Below is just a sampling of some of the most prestigious awards in the industry earned by CivicPlus customers.

Some of our Award-Winning Clients...

Castle Rock, CO	crgov.com	Park County, CO	parkco.us
Watertown, MA	ci.watertown.ma.us	Fremont, CA	fremont.gov
Nassau County, FL	nassaucountyfl.com	Madison County, TN	co.madison.tn.us
Cumberland County, PA	ccpa.net	Maui County, HI	co.maui.hi.us
Wheat Ridge, CO	ci.wheatridge.co.us	Rowlett, TX	rowlett.com
League City, TX	leaguecity.com	Guthrie, OK	cityofguthrie.com
Richmond, CA	ci.richmond.ca.us	Montrose, CO	cityofmontrose.org
Surprise, AZ	surpriseaz.gov	Missoula, MT	ci.missoula.mt.us
Hutto, TX	huttotx.gov	Onslow Water & Sewer Authority, NC	onwasa.com
Green River, WY	cityofgreenrver.org	Carlsbad Dept. of Development, NM	developcarlsbad.org
Raymore, MO	raymore.com	Webster, TX	cityofwebster.com

Recognition

References

Dublin, CA www.ci.dublin.ca.us
(Pop. 44,541) Client since March 2010
Linda Maurer, PIO, 925-833-6650, linda.maurer@ci.dublin.ca.us
Steve Pappa, IS Manager, 925-833-6604, steve.pappa@ci.dublin.ca.us

Fremont, CA www.fremont.gov
(Pop. 205,500) Client since June 2009
Cheryl Golden, Communication Coordinator, 501-284-4025, cgolden@fremont.gov

San Pablo, CA http://www.ci.san-pablo.ca.us
(Pop. 31,065) Client since September 2010
Sonia Rivas, Redevelopment Coordinator, 510-215-3000, soniar@ci.sam-pablo.ca.us

South San Francisco, CA www.ssf.net
(Pop 58,598) Client since August 2009
Doug Hollis, IT Director, 650-829-3919, doug.hollis@ssf.net

Client Referral Program

The CivicPlus Referral Program is designed to give back to our CivicPlus client family. A lot of our business comes from word-of-mouth, and we recognize the value of our clients. To show our appreciation, anytime a client refers another organization to CivicPlus and that referral signs a contract within a year, we offer the referring client an amazing discount off the next year's annual fees.

"The information provided during the RFP process instilled confidence. But our experience with CivicPlus absolutely exceeded our wildest dreams. Regarding cost, what we did, and what I'd recommend, is to not only look at upfront costs, but to also look at a five-year projection. CivicPlus was already competitive on initial costs, but the long-term outlook showed us CivicPlus was by far the most competitive on price over all other competitors."

*-**Sandi Turner**, Athens-Clarke County, Georgia*

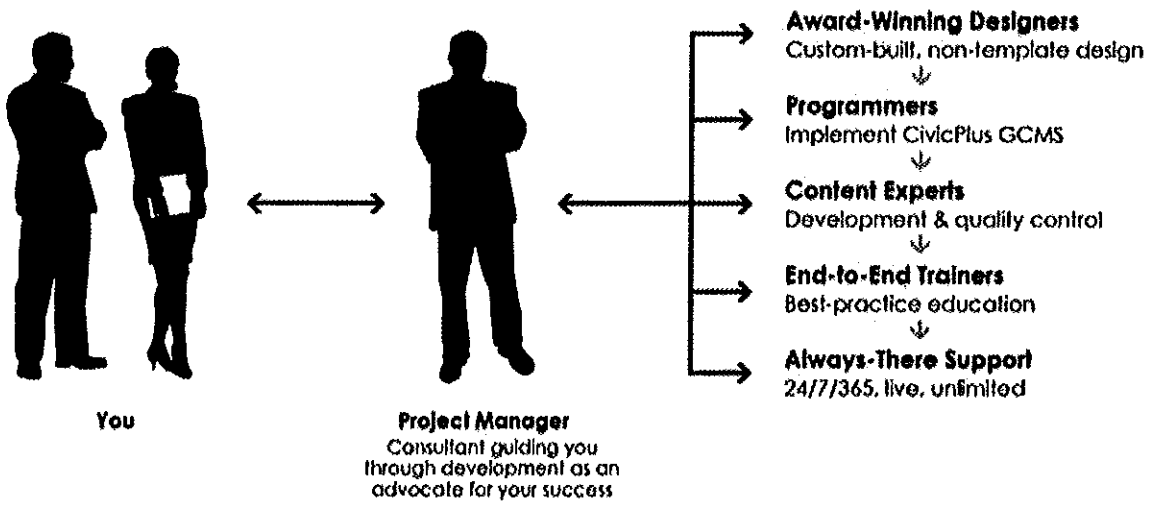
Staff Plan

Let Our Experts Be Your Trusted Advisors

Only CivicPlus offers the depth and breadth of staff for next-generation eGovernment communication projects. Dependent on the size of and duration of your project and whether you utilize our creative, branding, and advisory consulting teams, we will engage between six to 11 experienced staff members, representing approximately 5-10% of our full-time staff. A dedicated project manager oversees the inter-departmental and client interactions, assuring that your project will be developed in a timely manner by professional website experts.

Utilizing his strong technology background, your dedicated Business Development Manager, Danny, initially works with you to determine the best solutions for your administrative users and website visitors. Working with a team that has served the government website market for years, we bring a level of experience that is invaluable to each and every project.

A member of our seasoned project management team is responsible for guiding you through your project. Using their knowledge of effective online citizen engagement techniques – with specific case studies and examples –they will ensure the process transitions smoothly from phase to phase.



A Process Dedicated to Helping You Succeed

As every phase of the project is completed, the project manager ensures your goals and timelines are met. After the completion of each phase, you will be encouraged to fill out a survey rating the project process and the CivicPlus personnel. The CEO receives the surveys and is personally accountable for your satisfaction, which we guarantee. If you're not satisfied with your website, we'll refund your money.

Upon completion of custom design, setup of the website, development of modules, content development and quality control review, your trainer works to ensure your staff masters the simple Government Content Management System and learns basic website usability concepts. Your new site is then launched and your support calls are handled by our Client Care department.

"A company is created by its people. The CivicPlus staff is phenomenal. CivicPlus is going to understand what your town means to you and your residents and how you want your town or city to appear. They are just as passionate about promoting your area as you are."

*-**Karen McGrath**, Castle Rock, Colorado*

Dedicated Project Team

CivicPlus maintains a staff of dozens of personnel who excel in the development and support of government websites. From project management, design and development to training and support, our highly qualified staff ensures the success of your website throughout all phases of construction and beyond. Our expert project leaders – listed below – will match you and your needs to a team of highly qualified specialists who will work directly with you throughout your entire project.

Danny Elmore – Business Development Manager

Education

Freed-Hardeman University

University of Alaska-Anchorage

Black Hill State University

Resume

Software Sales

Client Relationship Management

Marketing

Government

10+ Years Experience

Increase industry exposure and emphasize client functionality options

Experience in private and government sector

Negotiate contracts

Manage multiple software client accounts

Resource optimization

Project and program management

Strategic planning and development

Role at CivicPlus

Determine the best solution for your website and budget

Overall account management

Ensure customer satisfaction

Oversee product development and product marketing

Cindy Peters – Director, Project Management

Education

BS Information Technology

PMP Certified Management Professional

Resume

Logistics Management

Communication Equipment Repair

Process & Logistics Management, US Army

25+ Years Experience

Superior resource management skills

Client needs analysis

Customer service

Deadline satisfaction goals

Diagnose and repair hardware, software and peripheral equipment problems

Role at CivicPlus

Direct tasks and staff members

Timeline allocation

Project consultation and quality assurance

Tammy Irvine – Creative Director, Design

Education

BA Fine Art

Resume

Scientific Illustrator

Freelance illustration business

Nationally published designs

Thorough recognition of full publishing, project management and pre-press processes

16+ Years Experience

Print and web design

Realistic and stylistic drawings

Branding expertise

High-level skills in color coordination and design management

Proficient in site layout, initial design, setup of initial pages and functionality of site

Role at CivicPlus

Head creative development and graphic representations

Direct design team and programming

Responsible for each website overview and uniqueness

Larissa Palmer – Director, Content Development

Education

Agriculture

Business Administration

Resume

Project Management

Business Strategy

Contract Development and Administration

4+ Years Experience

Data Management

Contract Negotiation and Review

Sales and Customer support

Cost Analysis

Strategic Project Reporting

Role at CivicPlus

Oversee content quality management

Test new products and services for CivicPlus

Ensure incoming projects remain on schedule and are completed in an excellent manner

Harlan Bryan – Director, Training

Education

Masters in Music

BA Education

Resume

Teaching and training a variety of age groups

Network Administration Assistant with dual platform

15+ Years Experience

Website Development

Management support agents to troubleshoot system repairs

System learning and tutoring proficiency

Expertise in MS Word, Website Management Systems, module functionality, admin functions and creativity

Role at CivicPlus

Customize the training experience to your skill set

Provide creative application ideas for the CivicPlus System

Effective communication in plain language

Amy Vikander – Director, Client Care

Education

Graphic Design

Resume

Property Management

Client Service Team Leader

Client Implementation Coordinator

10+ Years Experience

Customer Service

Project management

Team management and leadership

Managing customer relationships

Training

Role at CivicPlus

Conscientious care of the continuing relationship between CivicPlus and client

Prompt aid on support issues

Knowledgeable answers for "how to" questions from client's staff

Schedule

Project	Timeline
Phase 1 - Needs Assessment and Timeline (may vary based upon on-site meetings) Includes: Timeline approval, statistics from current website due, department listing from client	1-2 weeks from initial timeline meeting
Phases 2 & 3 - Website Design and Navigation Architecture Includes: Main navigation & standards meeting, main navigation & standards worksheet due, pictures due, initial design meeting, initial content meeting, content process meeting, website design comp due to client, initial design feedback meeting, design approval	4-5 weeks
Phase 4 - Site Development and Module Set-up (varies based upon development options) Includes: Wireframe due	2-3 weeks
Phase 5 - Content Development (varies based upon amount of content) Includes: Content worksheets due, content starts, content development completed, content finalized and approved	7-8 weeks
Phase 6 - Reviews and Testing	2 weeks
Phase 7 - Training	1 week
Phase 8 - Final Review and Test	1-2 weeks
Phase 9 - Marketing	1 week
Phase 10 - Ongoing Consulting	Ongoing
Go-Live	**21-26 Weeks on Average**

Due to the unpredictable timelines associated with bidding processes, we rarely supply a custom timeline in our proposal responses. Working together, we want to ensure that a realistic timeline is available to meet your specific goals. Through the outline of our proven development model provided in this proposal, development timelines can be estimated based on the date of the project's initiation.

During the initial hand-off meeting you'll work together with your Project Manager to make important decisions regarding website goals that will affect your timeline. Many of our clients prefer a more-relaxed schedule that allows ample time for each task and review. Should you desire a more aggressive timeline, your Project Manager will discuss the implications of deadlines and the expectations required to keep the project on-track. *All timelines set may be modified upon discussion with your Project Manager.*

Costs

Attachment B – Cost Matrix

Task	Subtask	Hours	Labor Costs	Travel/Expenses	Total Cost
One	Development Requirements	N/A	N/A	Included	$2,909
Two	Graphic and Organization Design	N/A	N/A	Included	$7,105
Three	Technology Design and Development	N/A	N/A	Included	$5,770
Four	Initial Conversion	150 pages/ 750 supporting elements developed	N/A	Included	$7,009
Five	Testing	N/A	N/A	Included	$2,665
Six	Training	32hrs (Onsite)	N/A	Included	$8,800
Seven					
Eight	Final Conversion and Go-Live (annual fee for year 2 and 3)	Months 13-36	N/A	Included	$7,588
Nine	Interfaces and Technical support	N/A	N/A	Included	Included
Ten	Intranet	N/A	N/A	Included	Included
	Services and Capabilities				

CivicPlus Project Development Estimate

All Quotes are in US Dollars and Valid for 30 Days from January 10, 2012.

Project Development	**$34,258**
First Year's Annual Support, Maintenance & Hosting *Server Storage not to exceed 15 GB; Media Center Storage not to exceed 10 GB*	**Included**
Total Fees Year 1	**$34,258**

With CivicPlus, you'll enjoy all the benefits of our Ultimate Service Plan – 24/7 support, software maintenance, unlimited upgrades, recurring training and access to the CivicPlus community. Protecting your investment is important, and our Ultimate Service Plan allows you to receive maximum benefit at minimal cost. Over the course of a year, you'll receive nearly $500,000 in software upgrades, maintenance and optimization. Additionally, your staff will be able to take advantage of our support community, ensuring that they're always up-to-date on our latest features and functionality.

With the Ultimate Service Plan, CivicPlus will handle the workload, with redundant hosting services, daily backups and extensive disaster recovery plans. And if the Ultimate Service Plan isn't right for you, the site and software are yours – our websites are as portable as they are powerful.

Multi-Year Option – Year 2-3 Annual Support, Maintenance & Hosting ($3,794/year) *Not subject to annual 5% increase if paid in full upon Go Live*	$7,588

Optional Payment Plan – CivicPlus Advantage

CivicPlus Advantage offers local governments an alternative payment plan that eases the impact of a new website on your budget and spreads the one-time project development costs over a longer period of time.

Through a minimum three-year contract, CivicPlus Advantage dramatically lowers the one-time project development and start-up costs of launching a new website, **combining one-time and recurring fees and spreading them over the life of the contract.**

The CivicPlus Advantage Plan provides a fixed fee for an Agreement term of 36 months from the first date of billing. At 36 months, Client has the following options:

1. Terminate the CivicPlus Advantage Plan by providing written notice and contract for Annual Support, Maintenance & Hosting services. Base rate of $3,984 is subject to 5% annual increase.
2. Terminate services with CivicPlus.

CivicPlus Advantage	1st Year	2nd Year	3rd Year	4th Year
Annual Recurring Fees	$13,949	$13,949	$13,949	$3,984

Project Enhancement Options

Options	One-Time Fee
Pre-Implementation: On-Site Kick-Off Meeting One day meeting with website committee to discuss design goals, review audience goals and meet with departments to kick-off with a project overview *Quote includes travel expenses.* Deliverable: A document summarizing the meetings, with analysis and recommendations. Design information gathered.	optional
Pre-Implementation: On-Site Strategic Planning with Individual Departments Two days of meetings (up to 12 departments) to interpret current processes and services, resulting in recommendation for website solutions. *Quote includes travel expenses.* Deliverable: A document summarizing the meetings, with analysis and recommendations. Design information gathered.	optional
Phase 3: Onsite Meeting for Individualized Content Planning Two days (up to 12 Departments) to analyze call logs, review assignments, review individual sections' navigation, identify services/needs of departments, demonstrate best practices, review functionality and how it applies to individual sections. *Quote includes travel expenses.* Deliverable: Presentation on best practices, review worksheet assignments and review design composite.	optional
Phase 5: 50 Pages of Additional Content	$1,450
Phase 7: Interactive Webinar Training (up to 6 employees) *Quote includes free use of up to 6 webcams and headsets*	optional
Phase 7: One day On-Site Training/Consulting Review website with department administrators and provide additional time for basic learners. Review website procedures. Must be held concurrently with original on-site training session.	optional
Phase 7: Laptop Lab Laptops for use in your CivicPlus training session.	optional
Phase 8: Website Presentation One day of on-site meetings to present website to stakeholders. *Quote includes travel expenses.*	optional
Post-Training: Three Month Checkup Held three months after Go-Live, includes two days of additional consultation/training. *Quote includes travel expenses.*	optional
Post-Training: Three Day Annual Refresher One day of consultation, two days refresher/advanced training. *Quote includes travel expenses.*	optional
Virtual Webmaster: Monthly Content Updates	Optional ($5,700 annual minimum)
Recurring Training: Training on new functionality and services • New User Training – 3 hour training for new users to learn basic features of the CMS. • Refresher Training / New Module Training – 3 hour session designed to refresh existing users as well as to train them on new modules. • New Feature Overview – 3 hour session designed to make users aware of recently released modules and features. • Website Review Consulting – 1 hour-long, in-depth review of the client website followed by a 2 hour session with client users.	$2,000 Annually

Functionality Options	One-Time	Annual
Department Header Package	$2,500	$600
Forms – custom developed to client's specification	$375/ea	n/a
Language Translation (hand translation, priced per single language)	$125/page or $1,000/10 pgs	n/a
LDAP Integration	$1,200	$300
New Logo Development	$5,000	n/a
New Logo Development with Branding & Graphics Development	$7,000	n/a
Subsite	$6,500	$1,500

Project Development Includes the Following:

Modules	Functionality
• Agenda Center	• Action Items Queue
• Alerts Center & Emergency Alert Notification	• Audit Trail / History Log
• Archive Center	• Automated PDF Converter
• Bid Postings	• Automatic Content Archiving
• Business/Resource Directory	• Content Library
• Calendar	• Dynamic Breadcrumbs
• Carbon Calculator	• Dynamic Sitemap
• Document Center	• Expiring Items Library
• ePay	• Graphic Link Administration
• Facilities & Reservations	• Links Redirect and Broken Links Finder
• FAQs	• Menu Management
• Featured Info Module	• Mouse-over Menu Structure
• Forms Development Tool	• Online Editor for Editing and Page Creation (WYSIWYG)
• Healthy City Initiative	• Online Web Statistics (Only with CivicPlus Hosting)
• Intranet	• Page Wizard w/Multiple Layouts
• Job Postings	• Printer Friendly/Email Page
• Media Center	• Rotating Content
• My Dashboard	• RSS
• NewsFlash	• Search Engine Registration
• NotifyMe Email Subscription	• Site Layout Options
• Online Job Application w/1 Generic Application	• Site Search & Entry Log
• Opinion Poll	• Slideshow
• Permits & Licensing	• User & Group Administration Rights
• Photo Gallery	• Web Page Upload Utility
• Postcard Module	• Website Administrative Log
• Quick Links	
• Real Estate Locator	
• Request Tracker (5 users)	
• Staff Directory	

Annual Support, Maintenance & Hosting Service Include the Following:

Support	Maintenance of CivicPlus Application & Modules	Hosting
7-7 (CST) Mon-Fri (excluding holidays)	Install Service Patches for OS	Shared Web/SQL Server
24/7 Emergency Support	Upgrades	DNS Consulting & Maintenance
Dedicated Support Personnel	Fixes	Monitor Bandwidth-Router Traffic
2-hour Response during Normal Hours	Improvements	Redundant ISP
Usability Improvements	Integration	Redundant Cooling
Integration New & Upgraded Services	Testing	Natural Gas Powered Generator
Proactive Support for Updates & Fixes	Development	Daily Tape Backup
Online Training Manuals	Usage License	Intrusion Detection & Prevention
Monthly Newsletters		Antivirus Protection
Phone Consulting		Upgrade Hardware
CivicPlus Connection		
CivicPlus University		

Conclusion

As your website committee narrows the search for a partner to create the website for the City of Bell, CivicPlus would like to be your partner of choice.

Our experienced and knowledgeable professionals are committed to creating the communication infrastructure that the City of Bell desires.

- Your City will have access to the most experienced staff in the municipal website management market, and your project team will work with you to create a unique and engaging site that reflects your community.
- CivicPlus will remain a trusted advisor and support resource after the site launches – the City of Bell will always have access to government communication experts.
- Your site will grow and change with you as industry trends and technology change. CivicPlus will ensure that your website is on the cutting edge – ALWAYS.

We have the expertise to build
award-winning eGovernment websites.

Our promise: We will work with you until you are 100-percent happy with the look, content and functionality of your website.

Additional Documentation

Exceptions

Reference	Your Language	CivicPlus Proposes
New City Website Description Page 2	The design should be simple to allow for quickest loading. Graphic files should be relative to site. Web pages should be tested at both 28K and 56K dial-up modem speeds to ensure each webpage can be accessed timely.	Note: Our designers will take the time in pre-design meetings to achieve the image, message, and brand you wish to achieve as well as offer suggestions to help you meet the desired load time.
New City Website Description Page 2	Website pages should be tracked by hits per City function. A hit counter should be located unobtrusively at the bottom of each page. Maintenance software which included reporting functions would be valuable.	Note: There will be no need for the city to place a hit counter at the bottom of each webpage. In order to review how your site visitors are using the site, administrators will be trained on the use and analysis of the web statistics, which are provided through Google Urchin Analytics. Important information can be pulled from this data in order to make decisions about the use of the website.
New City Website Description Page 4	The firm will provide sufficient materials (e.g., non-functioning draft website, hard copy, and descriptive information) to provide a minimum of two (2) alternative "look and feel" designs for the site. These sites should be available to City staff using the City's computers, but should not be available to the general public. If deemed to be most effective, these draft sites may be hosted on the City's server for demonstration purposes. The site should contain minimal sample content (to be provided by City) at this stage, and functionality does not need to be incorporated, but each alternative must include: Graphical Content including Color Palates, Fonts, and Graphic Imagery. Also, Organization must include Navigational Structure of Major Elements; and an example of "click through" functionality. The City will need to have sufficient time to review and comment on these sites, discuss "pros and cons" with the firm, and ultimately select a site design for further development. *DELIVERABLE: AT LEASTTWO DISTINCT "LOOKAND FEEL" DRAFTSITES, APPROVED SELECTED DESIGN*	To exempt and replace with: Our designers will create one unique image that reflects your community, taking into account your preferences from design meetings. You will have the opportunity to revise your design composition as many times as you deem necessary up to the deadline that you and your project manager agree upon during the timeline meeting. After that deadline you may have an additional two revisions. The average number of revisions client require is a total of three. We are more than happy to provide you with multiple initial design compositions for an additional cost. Revisions will be made only to the one composition you select.
New City Website Description Page 5	The firm will provide cheat sheets handouts showing steps to the process of loading content.	Note: All of our support manuals are available online for our clients to access at any time. We do not normally provide hard copies during training.

Certificate of Insurance

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 11/24/2010

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Charlson & Wilson Insurance
555 Poyntz Avenue, Suite 205
P.O. Box 1989
Manhattan KS 66505-1989

CONTACT NAME: Martha Pottberg
PHONE (A/C, No, Ext): (785) 537-1600 FAX (A/C, No): (785) 537-1657
E-MAIL ADDRESS: martha@charlsonwilson.com
PRODUCER CUSTOMER ID #: 00004835

INSURED
ICON ENTERPRISES INC D/B/A NETWORK PLUS AND CIVICPLUS
317 Houston
MANHATTAN KS 66502

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A: Hartford Casualty Insurance Co.	29424
INSURER B: Hartford Underwriters Insurance	30104
INSURER C: Rated by Multiple Companies	00914
INSURER D:	
INSURER E:	
INSURER F:	

COVERAGES CERTIFICATE NUMBER: 2010-2011 Liability REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: X POLICY PRO-JECT LOC			37SBAAM8566	5/17/2010	5/17/2011	EACH OCCURRENCE	$ 2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 300,000
							MED EXP (Any one person)	$ 10,000
							PERSONAL & ADV INJURY	$ 2,000,000
							GENERAL AGGREGATE	$ 4,000,000
							PRODUCTS - COMP/OP AGG	$ 4,000,000
								$
B	AUTOMOBILE LIABILITY X ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS HIRED AUTOS NON-OWNED AUTOS			37UECTZ7974	5/17/2010	5/17/2011	COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
							BODILY INJURY (Per person)	$
							BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
							PIP-Basic	$
							Underinsured motorist	$ 1,000,000
	UMBRELLA LIAB OCCUR EXCESS LIAB CLAIMS-MADE DEDUCTIBLE RETENTION $						EACH OCCURRENCE	$
							AGGREGATE	$
								$
								$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y/N N/A If yes, describe under DESCRIPTION OF OPERATIONS below			37WECPA9652	5/17/2010	5/17/2011	WC STATU-TORY LIMITS OTH-ER	
							E.L. EACH ACCIDENT	$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000
A	Errors & Omissions Liability			37SBAAM8566	05/17/2010	05/17/2011	$2,000,000 Each Glitch Limit $25,000 Retention	$2,000,000 Aggregate

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER

FILE COPY

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Martha Pottberg/JMM Martha Pottberg

ACORD 25 (2009/09)
INS025 (200909)

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Sample Contract - Standard Terms & Conditions

Client Deliverable

1. Icon Enterprises, Inc., d/b/a CivicPlus will create a unique website for the City of Bell (Client) that includes all functionality as defined in Exhibit A – CivicPlus Project Deliverables, attached hereto.

Additional Services

2. Client may contract with CivicPlus for additional Consulting, Website Design, Setup, Programming, and Training services (Project Development Services) that exceed those defined in Exhibit A. CivicPlus will invoice Client for the additional services immediately prior to project Go-Live.
3. Client may contract with CivicPlus for additional Annual Support, Maintenance & Hosting services that exceed those defined in Exhibit A. CivicPlus will invoice Client for annual services immediately prior to project Go-Live.
4. Services that involve billable time beyond the contracted amount will be documented and invoiced. Written approval by the client is necessary before billable time is incurred.
5. Modules that incur additional usage fees may be purchased and activated at any time.

Billing & Payment Terms

6. One-third of the total Project Development fee will be billed upon completion of design; one-third of the total Project Development fee will be billed upon completion of content. The remainder of the Project Development fee and any additional Project Development services will be invoiced upon Go-Live.
7. The client shall sign a project completion and acceptance form prior to project go-live. The date may be extended if material system or operational failures are encountered. Immediately upon project Go-Live the final bill for the project development services will be billable and payable, and the first year's annual support and maintenance fees will be billable and payable. All Parties agree that the website will not go-live until the project is accepted in writing by the client.
8. Project Development invoices are due by the first of the following month, but no sooner than 30 days from invoice date.
9. Invoicing for Annual Support, Maintenance & Hosting begins one (1) year from contract signing.
10. Annual Support, Maintenance & Hosting invoices may be prorated in order to correlate with the Client's budget year.
11. Fees for CivicPlus Annual Support, Maintenance & Hosting services are invoiced prior to the year of service. They are due by the first of the following month, but no sooner than 30 days from invoice date.
12. Project development will be discontinued if payment is not made within 30 days after the invoice due date.
13. After project go-live, if the Client's account exceeds 90 days past due, Annual Support, Maintenance & Hosting will be discontinued until the Client's account is made current. Client will be given 30 days notice prior to discontinuation of services for non-payment.
14. Provided the Client's account is current, at any time the Client may request an electronic copy of the website Customer Content and Government Content Management System (GCMS) Software. Client agrees to pay $250 per completed request. Provided the Client's account is current, upon termination of services client may request a complimentary electronic copy of website Customer Content and GCMS Software.

Agreement Renewal

15. Either party may terminate the Annual Support, Maintenance & Hosting Agreement at the end of the contract term by providing the other party with 60 days written notice, prior to the contract renewal date.
16. In the event that neither party gives 60 days notice prior to the end of the initial or any subsequent term, this Agreement will automatically renew for an additional contract term.
17. In the event of early termination of this Agreement by the client, full payment of the remainder of the contract is due within 15 days of termination.
18. Each year this Agreement is in effect, charges for Annual Support, Maintenance & Hosting services may be increased by CivicPlus by no more than 5% per annum.

Support

19. CivicPlus will provide unlimited telephone support Monday-Friday, 7:00 am – 7:00 pm (Central Time) excluding holidays, for all trained Client staff. Emergency Support is provided on a 24/7/365 basis for emergency contacts named by the Client. Client is responsible for providing CivicPlus with contact updates.

20. Support includes providing technical support of the CivicPlus Content Management Software, application support (pages and modules), and maintenance of Client's website. Following initial setup, additional page design, graphic design, user training, site modification, and custom programming may be contracted separately for an additional fee.
21. During the period of this agreement and subsequent annual renewals, CivicPlus warrants that it will, without additional charge to the client, immediately correct any problems or defects discovered in the Software and reported to CivicPlus by the client, such warranty to include ongoing maintenance upgrades and technical error correction.
22. CivicPlus provides online website statistics software at no extra charge. If Client desires to use other website statistic software, CivicPlus will provide the necessary log file access.

Marketing

23. Client will make a reasonable attempt to work with the CivicPlus Marketing Department to gather information and meet deadlines associated with website award contest entries throughout the term of this Agreement.
24. Client permits CivicPlus to include an example of the Client's home page and a link to the Client's website on the CivicPlus corporate website.
25. Client will make a reasonable attempt to work with the CivicPlus Marketing Department to create a news item to be released in conjunction with their project Go-Live date. Client will provide CivicPlus with contact information for local and regional media outlets. CivicPlus may use the press release in any marketing materials as desired throughout the term of this Agreement.
26. Client will make a reasonable attempt to work with the CivicPlus Marketing Department to create a case study related to their website.
27. Client agrees to allow CivicPlus to display a "Powered by CivicPlus" insignia and web link at the bottom of their web pages. Client understands that the pricing and any related discount structure provided under this Agreement assumes such perpetual permission.

Intellectual Property, Ownership & Content Responsibility

28. Upon full and complete payment of submitted invoices for the project development and launch of the website, client will own the graphic designs, web content, page designs and banners ("Customer Content") as well as the GCMS Software.
29. Upon completion of the development of the site, client will assume full responsibility for Web site content maintenance and content administration. Client, not CivicPlus, shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all Customer Content.
30. Client shall not (i) license, sublicense, sell, resell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the Software in any way; (ii) modify or make derivative works based upon the software; (iii) create Internet "links" to the Software or "frame" or "mirror" any functionality on any other server or wireless or Internet-based device; or (iv) reverse engineer or access the Software in order to (a) build a competitive product or service, (b) build a product using similar ideas, features, functions or graphics of the Software, or (c) copy any ideas, features, functions or graphics of the Software.
31. The CivicPlus name, the CivicPlus logo, and the product and module names associated with the System are trademarks of CivicPlus, and no right or license is granted to use them.

Indemnification

32. Client shall defend, indemnify and hold harmless CivicPlus, its partners, employees, and agents from and against any and all lawsuits, claims, demands, penalties, losses, fines, liabilities, damages, and expenses including attorney's fees of any kind, without limitation, in connection with the operations of and installation of software contemplated by this Agreement, or otherwise arising out of or in any way connected with the CivicPlus provision of service and performance under this Agreement. This section shall not apply to the extent that any loss or damage is caused by the negligence or willful misconduct on the part of CivicPlus. If Client and CivicPlus are both negligent, damages shall be apportioned in accordance with the percentage of negligence of each party. This paragraph is not intended to benefit entities not a party to this contract.
33. CivicPlus will not be liable for any act, omission of act, negligence or defect in the quality of service of any underlying carrier or other service provider whose facilities or services are used in furnishing any portion of the service received by the customer. CivicPlus will not be liable for any failure of performance that is caused by or the result of any act or omission by customer or any entity other than CivicPlus that furnishes services, facilities or equipment used in connection with CivicPlus services or facilities.
34. Except as expressly provided in this Agreement, CivicPlus makes no expressed or implied representations or warranties, including any warranties regarding merchantability or fitness for a particular cause.

Force Majeure

35. No party shall have any liability to the other hereunder by reason of any delay or failure to perform any obligation or covenant if the delay or failure to perform is occasioned by force majeure, meaning any act of God, storm, fire, casualty, unanticipated work stoppage, strike, lockout, labor dispute, civic disturbance, riot, war, national emergency, act of Government, act of public enemy, or other cause of similar or dissimilar nature beyond its control.

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PROPOSAL DESCRIPTION:

We have reviewed your RFP and feel that working on the homepage only would limit the experience and we realized that creating the site in two phases makes more sense. Phase 1 would be to re-skin the site with both a new user interface and new infrastructure then re-launch the site with current content. Phase 2 would come in to refine the user interface, add features like blogs, social networking, real-time event calendar, etc.

The entire process will be done in-house, nothing other than hosting will be outsourced. This gives us maximum quality control and management over the process from start to launch. Our Monrovia location also gives you quicker turnaround and access should you want to meet in our offices or at your site. Our goal is to limit the amount of downtime and launch a site that is functional and limiting. There are two key areas we will be focusing on:

1 – Content Management System (CMS)

With a site this large, with multiple links, and numerous people updating it a robust and flexible CMS is needed. A content management system is software that keeps track of every piece of content on your Web site, much like your local public library keeps track of books and stores them. Content can be simple text, photos, music, video, documents, or just about anything you can think of. A major advantage of using a CMS is that it requires almost no technical skill or knowledge to manage. Since the CMS manages all your content, you don't have to

For the City of Monrovia (cityofmonrovia.ws) and Duarte Youth (duarteyouth.org) web sites we decided to deploy Joomla. The City of Monrovia's web site is roughly 300+ pages, images, video, etc, all managed by Joomla. Using the CMS we are able to assign access restrictions to departments, provide real-time updates as well as an automated clone site. The clone site acts as a backup in case the live site goes down and mimics exactly the live site.

The Duarte Youth site was launched with site-wide search, real-time updates, multi-language support as well as admin controlled menus, surveys built-in.

Joomla is an award-winning content management system (CMS), which enables you to build Web sites and powerful online applications. Many aspects, including its ease-of-use and extensibility have made Joomla the most popular Web site software available. Best of all, Joomla is an open source solution that is freely available to everyone.

The basic infrastructure of the entire site should be built using Joomla. Since Joomla is based on PHP and MySQL, you're building powerful applications on an open platform anyone can use, share, and support.This will provide future support, updates, flexibility as well as being a safe and secure platform.

2 – User Interface Design:

After a preliminary meeting, Ewing & Beland will deliver multiple user interface designs. They will focus on solutions for the city. We will deliver homepage and subpage designs that will hopefully spark interest. The use of color and navigation schemes will be investigated thoroughly as well and overall ease of use. Our goal is to make the site more accessible, minimize clicking thus maximizing user experience.

We will evaluate the navigation schema of the site and compile an accurate sitemap to help facilitate ways to simplify the site. Our goal is to make viewing the site more accessible to the non-savvy web user.

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1.0 PROJECT OVERVIEW: PRE-PRODUCTION

ID#	TASK DESCRIPTION
1.1	**Planning Phase**
1.1.1	Preliminary Informational Meeting – Question and Answers
1.1.2	Content (Images & Copy) Gathering
1.1.3	Calendar Goals and Tasks
1.1.4	Flowchart and Sitemaps
	TOTAL 1.0 = $ 2,500.00

2.0 PROJECT OVERVIEW: USER INTERFACE DESIGN

2.1	**Preliminary User Interface Design**
2.1.1	District Main Templates (Homepage & Subpage) Comps
2.1.2	School Main Templates (Homepage & Subpage) Comps
2.1.3	Staff and Miscellaneous Template Comps
2.1.4	User Interface Feedback
2.1.5	Review and Revisions
2.1.6	Final Approvals on Revised Comps
2.1.7	Prepare Design for Coding
	TOTAL 2.0 = $ 4,000.00

3.0 PROJECT OVERVIEW: PROGRAMMING – INFRASTRUCTURE/JOOMLA CMS

3.1	**Programming: Design to HTML**
3.1.1	Prepare Design/Pages
3.1.2	Code HTML
3.1.3	Revisions to Design/Code

3.2	**Programming: JOOMLA**
3.2.1	Code pages
3.2.2	Code functionality
3.2.3	Code Backend Control for 'Real-time' Updates
3.2.4	Bug Check & Revisions

3.3	**Programming: MySQL Server**
3.3.1	Code functionality
3.3.2	Build & Code Database
3.3.3	Code Backend Control for 'Real-time' Updates
3.3.4	Revisions to Code/Database

3.4	**Content Data Entry**
3.4.1	Input content into Database

3.5	**Programming: Client Access / Secure Login**
3.5.1	Code Functionality
3.5.2	Code secure login & ftp capabilities
3.5.3	Build & Code Database
3.5.4	Code Backend Control for 'Real-time' Updates
3.5.5	Revisions to Code/Database
	TOTAL 3.0 = $ 10,500.00

TOTAL PROJECT COSTS (1.0, 2.0 & 3.0) = $ 17,000.00*

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4.0 PROJECT OVERVIEW: TRAINING

ID#	TASK DESCRIPTION	TIME	COSTS
4.1	**Documentation & Training**		
4.1.1	Training session (Based on 3hrs)	*3hrs*	*$ 255.00*
4.1.2	Provide on-going training on an as-needed basis	-	-
4.1.3	Create Printed Documentation	-	-

5.0 PROJECT OVERVIEW: HOSTING

5.1	**Hosting & Maintenance**		
5.1.1	Site hosted on Siteground - OPTIONAL *(This negates any need for software or hardware purchases by the district)*	-	*$ 80.00*
5.2.2	Setup Fee for Non-EB Server	-	*$ 350.00*

6.0 PROJECT OVERVIEW: WARRANTY & MAINTENANCE

6.1	**Warranty**		
6.1.1	- Three Months - Maintenance, Bug Fixes	-	-

6.2	**Hosting & Maintenance** *(Depending on site traffic, a move to a dedicated server might be necessary)*		
6.2.1	- Site hosted on Dedicated Server (Siteground)	*Monthly*	*$ 180.00*
6.2.2	- On-Demand Maintenance	*1 hr*	*$ 85.00*
6.2.3	- Monthly Maintenance (3 Hours Minimum)	*3 hrs*	*$ 255.00*

7.0 – ONLINE PAYMENT SOLUTIONS

7.1	**EMAIL PROCESSING ONSITE**		
7.1.1	- SSL Secure Server Certificate	*Annual*	*$ 125.00*
7.1.2	- Code form and setup email for onsite processing		

7.2	**MUNIS SELF SERVICE** *(Please go to: http://www.tylertech.com/solutions-products/erp-financial-solutions/citizen-services-revenue/munis-citizen-services-revenue - for more information)*		
7.2.1	- Code form and setup links	*2 hrs*	*$ 170.00*

7.3	**PAYPAL GOVERNMENT SERVICES** *(Please go to: https://merchant.paypal.com/cgi-bin/marketingweb?cmd=_render-content&content_ID=merchant/government_payments - for more information)*		
7.3.1	- Code form and setup links	*2 hrs*	*$ 170.00*

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Production Notes:

- Estimates based on timely delivery of all materials
- Estimates do not include shipping & handling
- Estimates do not include applicable state sales tax
- Deposit required prior to start of project
- Estimated costs and times are subject to change
- Please review proposal and contact us to discuss.

Thank you for your time.

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APPENDIX: Workflow Plan

I. PLANNING PHASE:

- Face-to-face meetings
- Gather all images, content, questions and answer
- Calendar goals, tasks
- Preliminary Copy meeting

II. DESIGN / DEVELOPMNT:

- Preliminary layout & design
- Start JOOMLA Application development
- Start Database build (MySQL)
- Daily/Weekly Feature and Bug Checks – Online, Onsite and Phone Conference

III. PRELIMINARY REVIEW

- Test initial application
- Test administrative controls
- User interface feedback
- Additional face-to-face meetings as needed
- Provide approvals prior to alpha testing

IV. ALPHA TESTING

- Setup test site
- Review functionality (frontend and backend admin)
- Login and administrate site
- Revisions as needed

V. BETA TESTING

- Complete revisions
- Setup new real-time testing
- Review revised site for functionality
- Final revisions to application
- Final revisions to flash tutorial
- Move files and prep live server

VI. SIGN OFF / LAUNCH

- Final approval on user interface & programming
- Final approval to application functionality and features
- Move finalized files to live server
- Launch, review and debug

VII. TRAINING, MAINTENANCE & WARRANTY

- Provide onsite training
- Provide manual in PDF format and printed
- Provide limited warranty (period to be decided)
- Provide ongoing maintenance (cost and schedule to be decided)

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APPENDIX: Miscellaneous Features & Quality Control

ID#	TASK DESCRIPTION
1.0	**FEATURES:**
1.1	Drop-Down Navigation – Minimize Scroll Downs/Maximize Space
1.2	Site-wide Search Feature
1.3	Backend Admin – User-Friendly, utilizing WYSIWYG editing features
1.4	Frontend Admin – User-Friendly, utilizing WYSIWYG editing features
1.5	Site-wide control of content and data via Admin/Backend
1.6	Site can handle multiple connections
1.7	Site can handle multiple filetypes (pdf, jpeg, etc)
1.8	Can handle various media files (flash, mpeg, quicktime)
1.9	Built using open source application software (PHP/MySQL) for extensibility
1.10	Ability for 'real-time' updates via mobile devices
1.11	Built-in Search, blogs, surveys, drop-down menus
1.12	Multilanguage support
1.13	Admin/Backend lockout with either area-specific or site-wide accessibility
1.14	Change, add or delete pages via Admin/Backend
1.15	Minimal training required
2.0	**QUALITY CONTROL:**
2.1	Daily/Weekly Feature and Bug Checks
2.2	Grammar and Spell Checking
2.3	Weekly Reviews – Online, On-Site and Phone Conference
2.4	Multiple points of contact
2.5	Real time availability
2.6	Secure Job Tracking site to document and track progress http://eb-projects.com/tracker/

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APPENDIX: Vendor Qualifications & References

ID#	TASK DESCRIPTION
1.0	**VENDOR QUALIFICATIONS**
1.1	Established in 1983
1.2	Incorporated in 1994
1.3	Monrovia Based since 1996
1.4	Designers are graduates of: - Art Center College of Design - Rhode Island School of Design
1.5	Programmers attended: - Long Beach State University - Cal State Northridge
1.6	Platforms: Mac & Windows
1.7	Design Software: Photoshop, Illustrator, Flash, Final Cut Pro
1.8	Programming Languages: PHP, Cold Fusion, ASP, MySQL, SQL Server
1.9	Contact Info: - Steve Beland, Owner (*steve@ewingbeland.com*) - Mel Valencia, Project Manager (*mel@ewingbeland.com*) 517 South Ivy Avenue, Monrovia, CA 91016 T: 626.930.0977 – F: 626.930.0967 Available Monday - Friday, 8:30 – 5:00pm

2.0	REFERENCES
2.1	Southern California Edison Since 1986 Jeremy Rawitch 626-302-7925
2.2	Ventura Foods, LLC Since 2001 Cheryl Zimmerman 714-257-3718
2.3	City of Duarte Since 2008 Karen Herrera 626-357-7931
2.4	City of Monrovia Since 2006 Dick Singer 626-303-6609
2.5	Foothill Unity Center Since 2009 David Steinmeier 626-444-9606

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APPENDIX: Recent Sample Sites

ID#	TASK DESCRIPTION
1.0	**JOOMLA –Enabled Sites**
1.1	- http://sgvenergywise.org/ - http://foothillunitycenter.org/ - http://duarteyouth.org/ - http://cityofmonrovia.org/ - http://accessduarte.com/ - http://constructiontemps.com/ - http://ballenavistafarm.com/ - http://twogirlsdancing.com

2.0	**NON-Joomla Sites**
2.1	- ARROYOASSOCIATES.COM - VENTURAFOODS.COM - ONLINELANDUSA.COM

ATTACHEMENT A -- CONTENT MANAGEMENT SYSTEM REQUIREMENTS

Feature	Feature/Availability	Yes	No	Maybe	Customizable	Comments
1.000	**SYSTEM REQUIREMENTS**					
1.101	Application Servicer: IIS/.Net or Apache					APACHE
1.102	Database: MSSqL or MySql					MYSQL
1.103	Site Hosting (Third Party)	✓				
2.000	**SECURITY REQUIREMENTS**					
2.101	Audit Trail					There is a modified date calendar
2.102	Content Approval	✓				
2.103	General Email alerts of web site incidents					
2.104	Granular privileges	✓				
2.105	Login History	✓				
2.106	Problem Notification			✓		Parameters need to be determined
2.107	Sandbox		✓			
2.108	Session Management	✓				
2.109	SSL Compatible	✓				
2.110	Versioning	✓				
3.000	**SUPPORT**					
3.101	CMS Manual	✓				
3.102	Phone Support 8 AM to 5 PM					Usually Mon - Thurs at present
3.103	Email support 8 AM to 5 PM	✓				
4.000	**USER INTERFACE**					
4.101	Image Resizing	✓				
4.102	Mass Upload	✓				
4.103	Spell Checker	✓				
4.104	Style Wizard	✓				
4.105	UI Level	✓				
4.106	Undo	✓				
4.107	WYSIWYG Editor	✓				
5.000	**PERFORMANCE**					
5.101	Advance Caching	✓				
5.102	Database Replication			✓		Parameters need to be determined

5.103	Load Balancing		✓			
5.104	Page Caching	✓				
6.000	**MANAGEMENT**					
6.101	Is there a central repository for uploading images and other files?	✓				
6.102	Is there a clipboard system that allows publishers to easily cut and paste content from one area of the site to another?			✓		Copy/Duplicate/Unpublish feature
6.103	Does the system allow for content to be automatically added or removed from a site based upon date?	✓				
6.104	Can the system be completely managed through a web browser?	✓				
6.105	Does the system have a mechanism to transport styles, templates between sites so that you can create a theme based on season of the year? Also known as themes or skins?	✓				
6.106	Is there a trash system that allows administrators/ publishers to recover content removed from the site?	✓				
6.107	Does the system work with Google Analytics?	✓				
6.108	Can the system be completely managed through a web browser?	✓				
7.000	**INTEROPERABILITY**					
7.101	FTP Support	✓				
7.102	Does the system allow for the import and export of the iCal standard?	✓				
7.103	Does the system follow the W3C specification for WAI compliance?	✓				
7.104	Does the system follow the W3C specification for XHTML compliance?	✓				
8.000	**BUILT-IN APPLICATION**					
8.101	Ability to install Google translate	✓				
8.102	ADA Compliance			✓		Parameters to be determined
8.103	Alerts – Podcasts, RSS, Email/IM or mobile alerts, Emergency alerts	✓				

8.104	Agenda Management	✓				
8.105	Bid Postings/Management	✓				
8.106	Blog	✓				
8.107	Business Resource Directory	✓				
8.108	Chat		✓			
8.109	Document Management/File Center	✓				
8.110	Discussion/Forum	✓				
8.111	E-Pay	✓				
8.112	Events Calender	✓				
8.113	Events Management	✓				
8.114	FAQ Management	✓				
8.115	Forms Template	✓				
8.116	Help Desk/Bug Reporting			✓		Parameters need to be determined
8.117	Job Application/Posting	✓				
8.118	Link Management	✓				
8.119	Menu Manager	✓				
8.120	Mobile Device Option	✓				
8.121	Mobile Site Compatibility	✓				
8.122	News Management	✓				
8.123	Newsletter	✓				
8.124	Permits and Licensing		✓			
8.125	Opinion Poll – Single Question	✓				
8.126	Recreational Registration	✓				
8.127	Reservations for City Facilities		✓			
8.128	Search Engine	✓				
8.129	Site Map	✓				
8.130	Surveys – Multi Question Surveys	✓				
8.131	Template Management	✓				
8.132	Weather	✓				
8.133	Website Translator	✓				

City of Bell
Agenda Report

DATE: April 18, 2012

TO: Mayor and Members of the City Council

FROM: Nancy Fong, AICP, Interim Community Development Director

APPROVED BY: Arne Croce, Interim City Manager

SUBJECT: Consideration of Urgency Ordinance imposing a temporary moratorium on Medical Marijuana Dispensaries and temporary restrictions on cultivation of marijuana

RECOMMENDATION:

Adopt the Urgency Ordinance imposing a moratorium on medical marijuana dispensaries and temporary restrictions on cultivation of marijuana, and direct staff to study and develop appropriate permanent regulations that may be adopted at a later time.

BACKGROUND:

In 1996, California voters approved Proposition 215, the "Compassionate Use Act of 1996," (Act). The purpose of the Act was to allow seriously ill persons to obtain and use medical marijuana under certain specified circumstances. In 2003, the Legislature approved SB420, the "Medical Marijuana Program" (Program) which, provided additional statutory guidance for those involved with the medical marijuana use. The hallmark of the Program is that it prohibits the criminal prosecution of any qualified patient (or that patient's primary caregiver) for the possession, transportation, delivery or cultivation of medical marijuana. In order to qualify for this immunity, the person must obtain certification from a physician that the person has a medical need for the use of marijuana.

DISCUSSION:

A. Marijuana Cultivation

Currently, the city has no explicit rules or regulations governing the cultivation of marijuana, whether indoors or outdoors. Cultivation means the growing, planting, drying, or processing of the marijuana plant. Indoor cultivation of marijuana has potential adverse effects as the cultivation requires excessive use of high wattage grow lights which creates an unreasonable risk of fire and which presents a clear and present danger to the occupants and the surrounding residential units. Outdoor cultivation of marijuana produces visual blight and usually a strong odor, creating an attractive nuisance which alerts persons to the location of the valuable plants, and creates a risk of burglary, robbery or armed robbery. Therefore, the cultivation of marijuana is hazardous to public health, safety and welfare. Further, all marijuana possession and cultivation is illegal under Federal law.

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B. Medical Marijuana Dispensaries

The Medical Marijuana Program (SB 420) permits qualified patients and their primary caregivers to associate collectively or cooperatively to cultivate marijuana for medical purposes without being subject to criminal prosecution under the Penal Code. (Health and Safety Code § 11362.775.) Some qualified patients have set up store-front operations, generally known as dispensaries, which claim to operate collectively or cooperatively under this law.

Local cities throughout California have seen medical marijuana dispensaries be established in their communities. Once established, these locations have created a number of secondary effects associated with them, including Illegal drug activity and drug sales in the vicinity of dispensaries, persons acquiring marijuana from a dispensary and then selling it to non-qualified persons, burglaries and robberies, and increased in pedestrian and vehicular traffic and noise near such dispensaries.

In the City of Bell there is currently no land use designation nor specific development and operational regulations that govern the establishment of a medical marijuana dispensary. Pursuant to recent case law out of Los Angeles County's Court of Appeal, cities have the authority to adopt moratoria on medical marijuana dispensaries. The state law does not preempt such a moratorium. (*See*, *City of Claremont v. Kruse* (2009) 177 Cal. App. 4th 1153.) The validity of a permanent dispensary ban is currently before the California Supreme Court in a pending case, *Inland Empire Patients Health and Wellness Center v. City of Riverside*, Supreme Court Case No. S201278.

URGENCY ORDINANCE IMPOSING MORATORIA:

Government Code section 65858 authorizes cities to adopt an urgency ordinance that would establish a moratorium on the creation of any uses that may be in conflict with a contemplated land use decision. Here, the proposed moratorium will prohibit the establishment of any marijuana dispensaries in the City until the moratorium expires. It will also prohibit all outdoor cultivation of marijuana, and will impose strict limitations on indoor cultivation of medical marijuana, again until the moratorium expires. Indoor cultivation will be limited to residential zones, must not be visible from public rights of way, and will be subject to several other safety regulations such as limits on the wattage of "grow lights" and a total square footage limitation of 50 square feet.

While the moratorium is in effect, City staff will undertake a study to consider appropriate zoning amendments and/or other measures to permanently regulate the establishment and operation of medical marijuana dispensaries and marijuana cultivation in the City.

In order to adopt the proposed urgency moratorium, the City Council must find, by a 4/5th vote, that the potential establishment of medical marijuana dispensaries and marijuana cultivation uses in the City without regulation poses a current and immediate threat to the public health, safety, and welfare.

Any ordinance adopted under section 65858 is only valid for 45 days. After that, the City Council may extend its provisions for an additional 10 months and 15 days provided that it holds a noticed public hearing on the extension. Finally, after the expiration of that time, an additional extension of up to one year may be made. Any such extension requires an approving vote of 4/5ths of the members.

ENVIRONMENTAL REVIEW:

Staff finds that the Urgency Ordinance is not subject to the California Environmental Quality ACT (CEQA) pursuant to Section 15061 (b) (3), because it can be seen with certainty it will not have a significant effect or physical change to the environment.

FINANCIAL IMPACT

There is not direct financial impact on the City in approving the recommended urgency ordinance.

ATTACHMENT:

Ordinance No. 1185

ORDINANCE NO. 1185

AN INTERIM URGENCY ORDINANCE OF THE CITY COUNCIL OF THE CITY OF BELL, CALIFORNIA, IMPOSING A TEMPORARY MORATORIUM ON THE ESTABLISHMENT OF MEDICAL MARIJUANA DISPENSARIES, AND IMPOSING TEMPORARY RESTRICTIONS ON CULTIVATION OF MEDICAL MARIJUANA.

WHEREAS, in 1996, the voters of the State of California approved Proposition 215 (codified as Health & Safety Code Section 11362.5 *et seq.* and entitled "The Compassionate Use Act of 1996"); and

WHEREAS, the intent of Proposition 215 was to enable seriously ill Californians to legally possess, use, and cultivate marijuana for medical use under state law; and

WHEREAS, in 2003, the California Legislature adopted SB 420, the Medical Marijuana Program, codified as Health and Safety Code Section 11362.7 et seq., which permits qualified patients and their primary caregivers to associate collectively or cooperatively to cultivate marijuana for medical purposes without being subject to criminal prosecution under the Penal Code; and

WHEREAS, as a result of Proposition 215 and the Medical Marijuana Program, many individuals have established storefront medical marijuana dispensaries in various cities and counties throughout the State; and

WHEREAS, under the Federal Controlled Substances Act, codified in 21 U.S.C. Section 841, the use, possession, and cultivation of marijuana are unlawful and subject to federal prosecution without regard to a claimed medical need; and

WHEREAS, the United States Supreme Court in Gonzales v. Raich, 545 U.S. 1 (2005), confirmed that the Controlled Substances Act does not contain a "compassionate" use exemption and that possession or distribution of marijuana, regardless of medical purpose, is a violation of federal law; and

WHEREAS, the California Court of Appeal, Second Appellate District, has recently held in City of Claremont v. Kruse (2009) 177 Cal.App.4th 1153, that neither the Act nor the Medical Marijuana Program prevents local government from adopting a zoning moratorium on medical marijuana dispensaries, collectives, or cooperatives (however phrased), and that neither compels local governments to accommodate such uses; and

WHEREAS, while the experiences in the regulation and policing of medical marijuana dispensaries have varied from city to city, several California cities have reported an increase in crime, such as burglary, robbery, loitering, sale of illegal drugs, including the illegal resale of marijuana, and an increase in pedestrian and vehicular traffic and noise, in the vicinity of medical marijuana dispensaries; and

WHEREAS, based on the experience of other cities, it is reasonable to conclude that similar negative effects on the public health, safety, and welfare may occur in the City of Bell due to the establishment and operation of medical marijuana dispensaries; and

WHEREAS, marijuana plants, as they begin to flower and for a period of two months or more, produce an extremely strong odor, offensive to many people, and detectable far beyond property boundaries if grown outdoors; and

WHEREAS, in the case of multiple qualified patients who are in control of the same legal parcel, or parcels, of property, or in the case of collective or cooperative cultivation, or in the case of a caregiver growing for numerous patients, a very large number of plants could be cultivated on the same legal parcel, or parcels, within the City; and

WHEREAS, the strong smell of marijuana creates an attractive nuisance, alerting persons to the location of the valuable plants, and creating a risk of burglary, robbery or armed robbery; and

WHEREAS, it is the purpose and intent of this ordinance to implement state law by providing a means for regulating the cultivation of medical marijuana in a manner that is consistent with state law and balances the needs of medical patients and their caregivers and promotes the health, safety, morals and general welfare of the residents and businesses within the City. Nothing in this ordinance shall be construed to allow the use of marijuana for non-medical purposes, or allow any activity relating to the cultivation, distribution, or consumption of marijuana that is otherwise illegal; and

WHEREAS, it is the purpose and intent of this ordinance is to ensure that marijuana grown for medical purposes remains secure and does not find its way to non-patients or illicit markets; and

WHEREAS, the cultivation of marijuana within a residence has potential adverse effects to the structural integrity of the residence and the use of high wattage grow lights within a residence increases the chances of a fire which presents a clear and present danger to the occupants; and

WHEREAS, the indoor cultivation of substantial amounts of marijuana also requires excessive use of electricity, which often creates an unreasonable risk of fire from the electrical grow lighting systems used in indoor cultivation; and

WHEREAS, the Attorney General's August 2008 Guidelines for the Security and Non-Diversion of Marijuana Grown for Medical Use recognizes that the cultivation or other concentration of marijuana in any location or premises without adequate security increases the risk that surrounding homes or businesses may be negatively impacted by nuisance activity such as loitering or crime; and

WHEREAS, in the past weeks, City staff have received inquiries from persons wishing to establish medical marijuana collectives, cooperatives, dispensaries, clubs, farms, cultivation uses and/or other types of medical marijuana uses in the City; and

WHEREAS, the City of Bell has no rules and regulations specifically governing marijuana cultivation or the establishment and operation of medical marijuana dispensaries. The lack of such controls may lead to the inability for the City to regulate these establishments in a manner that will protect the general public, homes and businesses adjacent and near such uses, and the patients or clients of such establishments; and

WHEREAS, the potential establishment of medical marijuana dispensaries and marijuana cultivation uses in the City without regulation poses a current and immediate threat to the public health, safety, and welfare in the City due to the negative land use and other impacts of such dispensaries as described above; and

WHEREAS, approval of business licenses, subdivisions, use permits, variances, building permits, or any other applicable entitlement for a medical marijuana dispensary use or marijuana cultivation use will result in the aforementioned threat to public health, safety, or welfare; and

WHEREAS, it is in the interest of the City, its residents, and its lawfully permitted businesses that City staff undertake a study to consider zoning amendments and/or other measures to regulate the establishment and operation of medical marijuana dispensaries and marijuana cultivation uses in the City; and

WHEREAS, Government Code § 65858 expressly authorizes the City Council to adopt an urgency ordinance prohibiting any uses which may be in conflict with a contemplated general plan, specific plan, or zoning proposal which the legislative body of the City or the planning commission or the planning department is considering or studying or intends to study within a reasonable time, for the purpose of the immediate preservation of the public health, safety, or welfare;

NOW, THEREFORE, THE CITY COUNCIL OF CITY OF BELL DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. The City Council of the City of Bell finds that the above recitals are true and correct and are incorporated herein by reference as if set forth in full.

SECTION 2. For purposes of this ordinance, the following definitions shall apply:

A. "Medical marijuana dispensary" means any for profit or not-for-profit facility or location, whether permanent or temporary, where the owner(s) or operator(s) intends to or does possess and distribute marijuana for any purpose, or allows others to possess and distribute marijuana for any purpose. "Medical marijuana dispensary" includes a "collective," "cooperative," or other entity that complies with Health and Safety Code Section 11362.775.

B. "Cultivation" means the growing, planting, harvesting, drying or processing of marijuana plants or any part thereof, whether or not in compliance with

the Compassionate Use Act (Health and Safety Code § 11362.5 et seq.) or the Medical Marijuana Program (Health and Safety Code § 11362.7 et seq.).

C. "Detached, fully-enclosed and secure structure" means a building completely detached from a residential structure that complies with the City of Bell zoning code and has a complete roof enclosure supported by connecting walls extending from the ground to the roof, a foundation, slab or equivalent base to which the floor is secured by bolts or similar attachments, is secure against unauthorized entry, and is accessible only through one or more lockable doors.

D. "Residential structure" means any building or portion thereof legally existing which contains living facilities, including provisions for sleeping, eating, cooking and sanitation on a premises or legal parcel located within a residential zoning district.

SECTION 3. For the period of this ordinance, or any extension thereof, a medical marijuana dispensary shall be considered a prohibited use in all zoning districts of the City.

SECTION 4. The following regulations shall apply to the cultivation of marijuana within the City:

A. It is unlawful and a public nuisance for any person owning, leasing, occupying, or having charge or possession of any legal parcel or premises within any zoning district in the City to cause or allow such parcel or premises to be used for the outdoor cultivation of marijuana plants.

B. Indoor cultivation of medical marijuana is unlawful and a public nuisance unless conducted in compliance with the following:
   a. Indoor cultivation shall be conducted only in residential zoning districts.
   b. Either a qualified patient or primary caregiver shall reside full-time on the parcel where the cultivation occurs.
   c. Indoor cultivation shall only be conducted within a detached, fully-enclosed and secure structure or within a residential structure conforming to the following minimum standards:
      i. Indoor grow lights shall not exceed one thousand two hundred (1,200 W) watts and shall comply with the California Building, Electrical and Fire Codes as adopted by the City. Gas products (including, without limitation, CO2, butane, propane, and natural gas), or generators shall not be used within any detached structure used for the cultivation of medical marijuana.
      ii. A detached, fully-enclosed and secure structure used for the cultivation of marijuana shall be located in the rear yard area of a legal parcel or premises, maintain a minimum ten (10' 00") foot setback from the rear yard property line and a side yard

setback that is equal to the same side yard setback required for the residential lot on which the home sits, and the area surrounding the structure or back yard must be enclosed by a solid fence at least six feet (6' 00") in height that is constructed of substantial material (such as wood) that prevents viewing the contents from one side to the other.

iii. Marijuana cultivation occurring within a residence and detached structure shall be in a cumulative area totaling no larger than fifty (50) square feet, regardless of how many qualified patients or primary caregivers are residing at the premises.

iv. Cultivation of marijuana shall not inhibit the occupancy of the residence or take place in the kitchen or bathrooms of any building.

v. Cultivation of marijuana shall not take place on any carpeted surface.

vi. Medical marijuana cultivation areas, whether in a detached building or inside a residence, shall not be conducted by or be accessible to persons under eighteen (18) years of age.

vii. From a public right of way, there shall be no exterior evidence of marijuana cultivation occurring at the property.

SECTION 5. During the period of this ordinance, and any extension thereof, the City Manager or his designees shall: (1) review and consider options for the regulation of medical marijuana dispensaries and marijuana cultivation in the City, including but not limited to the development of appropriate rules and regulations governing the location and operation of such uses in the City and (2) shall issue a written report describing the measures which the City has taken to address the conditions which led to the adoption of this ordinance with the City Council ten (10) days prior the expiration of this interim urgency ordinance, or any extension thereof, and such report shall be made available to the public.

SECTION 6. This interim urgency ordinance is enacted pursuant to the authority conferred upon the City Council of the City of Bell by Government Code Sections 65858 and 36937, and therefore shall be in full force and effect immediately upon its adoption by a four-fifths (4/5) vote of the City Council. This interim urgency ordinance shall continue in effect for forty-five (45) days from the date of its adoption and shall thereafter be of no further force and effect unless, after notice pursuant to Government Code Section 65090 and a public hearing, the City Council extends the interim urgency ordinance for an additional period of time pursuant to Government Code Section 65858.

SECTION 7. The City Council finds that this ordinance is not subject to the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Sections 15061(b)(3) because it can be seen with certainty that it will not have a significant effect or physical change to the environment.

SECTION 8. If any section, subsection, sentence, clause, or phrase of this ordinance is for any reason held to be invalid or unconstitutional by a decision of any court of any competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

The City Council hereby declares that it would have passed this ordinance, and each and every section, subsection, sentence, clause and phrase thereof not declared invalid or unconstitutional without regard to whether any portion of the ordinance would be subsequently declared invalid or unconstitutional.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Bell, California, at a regular meeting held on this 19th day of April, 2012.

_____
Ali Saleh, Mayor

ATTEST:

_____
PAT HEALY, City Clerk

APPROVED AS TO FORM

_____
DAVE ALESHIRE, City Attorney

I, Pat Healy, City Clerk, Bell, California, hereby certify that the foregoing ordinance was adopted by the City Council of the City of Bell at a regular meeting held on the 18th day of April, 2012 and passed by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

_____
City Clerk

ITEM #12 WAS PLACED ON THE AGENDA PURSUANT TO A REQUSET BY COUNCILMEMBER VALENCIA