City of Bell
Agenda Report

DATE: May 11, 2011

TO: Mayor and Members of the City Council

FROM: Pedro Carrillo, Interim Chief Administrative Officer

SUBJECT: Interim City Attorney Invoices

RECOMMENDATION:

Receive and File

DISCUSSION:

Since April 15, 2011, copies of all unredacted Meyers Nave invoices from August 2010 through and including February 2011, have been available in the Interim Chief Administrative Officer's office for review and inspection by members of the City Council. Council was advised, via a memorandum, that the invoices would be available starting April 18. To date, no member of the Council has reviewed the invoices.

As you have been previously advised, invoices from Meyers Nave or any other law firm that has represented the City of Bell contain information subject to the attorney-client privilege.

Councilmembers are entitled to review the invoices, however, given the confidential and sensitive nature of the work and the fact that descriptions of certain services rendered involve confidential investigations by federal, state and local agencies Councilmembers have been advised that copies will not be distributed and that they will not be able to remove the invoices from City Hall.

In response to several Public Records Act requests, redacted copies of Meyers Nave's letters that accompanied their invoices have been made available to members of the public and are attached to this staff report.

ATTACHMENTS

1. Letters

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James M. Casso
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October 8, 2010

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo, Interim Chief Administrative Officer
City of Bell
City Hall
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – August 2010
Litigation

Dear Mr. Carrillo:

I am forwarding for your review and processing our bill for legal services provided to the City of Bell for the month of August, 2010 for Litigation Services. As you know, this first month of our engagement was particularly intense, with our professional staff devoting many extraordinary hours to providing you, the City Council and the administrative staff with counsel, advice and representation in the wake of the largest municipal governance scandal in U.S. history.

I know that you and I have been charged by the City Council with instituting in the City of Bell open and transparent government, imbued with best practices and high ethical standards. As the City's lawyers, we have been diligently working to provide legal counsel with an eye toward helping the City regain its credibility and the trust of the public in its day-to-day operations and provision of municipal services. This includes litigating in the courts to the highest ethical standards while efficiently and responsibly advocating zealously on the City's behalf.

To that end, our litigators worked on several matters for the City during August. As you know, the LAUSD case was resolved favorably to the City with a settlement payment of over $499,000, which was due to the City in early October . The Sopp matter, which Redacted Redacted We expect Redacted The total bill for all fees and costs for litigation in August is $4,105.25.

Again, so much of our work since our engagement has focused on helping the City institute best practices (something that was neglected by the prior administration) so that the public can be confident that its government is doing all it can to recover from the crisis brought on by the Rizzo administration and its operating completely outside the bounds of the law. I am committed to providing the City with effective and efficient representation in litigation.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

Enclosures

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Re: Invoices for Legal Services – August 2010
City Attorney Services

Dear Mr. Carrillo:

I am forwarding for your review and processing our bill for legal services provided to the City of Bell for the month of August, 2010 for general, City Attorney Services. As you know, this first month of our engagement was particularly intense, with our professional staff devoting many extraordinary hours to providing you, the City Council and the administrative staff with counsel, advice and representation in the wake of the largest municipal governance scandal in U.S. history.

I know that you and I have been charged by the City Council with instituting in the City of Bell open and transparent government, imbued with best practices and high ethical standards. As the City's lawyers, we have been diligently working to provide legal counsel with an eye toward helping the City regain its credibility and the trust of the public in its day-to-day operations and provision of municipal services. We believe, and many of your staff have shared with us, that access to qualified, objective and timely legal advice is critical as the City navigates its way through the current challenges. We are proud of the role we have played in assisting the Council, you and your staff.

The total bill for all fees and costs for City Attorney services in August is $82,443.57. This includes day-to-day work for the City's several departments, including the City Clerk and Finance, and work on unique matters such as the recall and the property tax overcharge, for which our lawyers drafted corrective legislation that you and I traveled to Sacramento to promote. As you know, owing to these efforts, the legislature unanimously approved AB 900 and Bell's property owners will receive from the City (through the cooperation of the County Assessor's Office) refunds of the overcharged taxes in the near future. Again,

we are proud to have played a part in this particular positive development for the people of Bell.

So much of our work since our engagement has focused on helping the City institute best practices (something that was neglected by the prior administration) so that the public can be confident that its government is doing all it can to recover from the crisis brought on by the Rizzo administration and its operating completely outside the bounds of the law. I am committed to continuing our work to put Bell back on its feet with new systems and best practices as the City rebuilds itself.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

Enclosures

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October 8, 2010

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Pedro Carrillo, Interim Chief Administrative Officer
City of Bell
City Hall
6330 Pine Avenue
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Re: Invoices for Legal Services – August 2010
Corruption Investigation-Related Services

Dear Mr. Carrillo:

I am forwarding for your review and processing our bill for legal services provided to the City of Bell for the month of August, 2010 for work related to the on-going corruption investigations by the District Attorney, the Attorney General and various other parties. As you know, this first month of our engagement was particularly intense, with our professional staff devoting many extraordinary hours to provide you, the City Council and the administrative staff with counsel, advice and representation in the wake of the largest municipal governance scandal in U.S. history.

I know that you and I have been charged by the City Council with instituting in the City of Bell open and transparent government, imbued with best practices and high ethical standards. As the City's lawyers, we have been diligently working to provide legal counsel with an eye toward helping the City regain its credibility and the trust of the public in its day-to-day operations and provision of municipal services.

The total bill for all fees and costs for August for these corruption investigation-related services is $229,832.87. This amount includes work on ten matters, and has been discounted in light of the fiscal challenges the City is facing. Even with the discounts and other write-offs, the amount is admittedly considerable. I trust that you will recognize, however, that this significant investment in meaningful legal advice is helping the City to respond to and recover from problems brought on by years of mismanagement and neglect of basic open government duties.

Among our most demanding and pressing tasks immediately upon being hired by the City Council was assisting the City to comply with subpoenas issued by the

Redacted

Redacted Some of these requests were made with the expectation that the City would respond and produce documents under the pressure of an extremely short deadline, sometimes as little as 48 hours.

You will recall that we had both professional and non-attorney staff present at City Hall on a more than full-time basis assisting your staff in locating, sorting through and copying for production, literally tens of thousands of pages of documents created, stored and filed over the past 17 years. The document review and production was, and continues to be, extremely important in that it demonstrates to law enforcement and other investigative governmental agencies, and to the public at-large, that the City is fully committed to strict compliance with California's public records law. Our records management systems will make recovery of these records for other users and requestors much more efficient and responsive.

Specifically, we assisted the City in responding to Redacted subpoenas from the Redacted Redacted and Redacted Redacted Additionally, as you know, the City has been bombarded with dozens of public records requests (over 75 in the month of August alone, and we assisted in completing approximately 70 additional requests that were Redacted), from the press and the general public. We, like you, recognize the paramount importance of open government, and we are proud of the systems we have put in place to help staff respond to records requests. In light of the City's prior record-keeping, though, this transparency has come at a cost. **Fees and costs for responding to the DA, the AG, the *Los Angeles Times* and other requestors account for almost $187,000 of the bill.**

Also significant in the corruption investigations was our work on the legal issues raised by Redacted, and the review and analysis of the legal issues raised by Redacted Redacted. Together, those matters (along with work related to the Redacted) totaled just over $4,105.25. Most of these costs are not recurring and will eventually be normalized.

Again, so much of our work since our engagement has focused on helping the City institute best practices (something that was neglected by the prior administration) so that the public can be confident that its government is doing all it can to recover from the crisis brought on by the Rizzo administration and its operating completely outside the bounds of the law. Additionally, we recognize the critical importance of getting to the bottom of the fraud, mismanagement and secrecy that was perpetrated at the expense of the residents of Bell for so many years. At your direction, we have been, and will continue to be, as cooperative as possible with the various law enforcement and investigate agencies while protecting and advancing the City's interests.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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November 9, 2010

ATTORNEY-CLIENT PRIVILEGED
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Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
City Hall
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – September 2010
Litigation

Dear Mr. Carrillo:

I am forwarding for your review and processing our bill for litigation services provided to the City of Bell for the month of September, 2010. Many of the cases in which the City is a named party were transferred to our firm during the month of September, thus you will note a marked increase in the number of matters on the bill. The 20 active litigation matters range from the City's efforts to Redacted Redacted to Redacted Redacted I am committed to vigorously defending and advancing the City's interests in these matters, and am assisted by a team of highly experienced and ethical litigators at Meyers Nave.

The total bill for all fees and costs for litigation in September is $49,363.22. This number is more-or-less evenly divided among the 20 cases, with most incurring less than $2,000 worth of fees, with the exception of the following matters:

- The *LAUSD* matter, which Redacted; $3,847.52.
- The *Sopp* matter, which Redacted; $6,337.34.
- The *Snell* matter, in which our lawyers obtained from the Superior Court a permanent injunction against an individual who had been harassing and

threatening several members of your staff on a regular and disturbing basis; $12,091.11.

- The *Jane Doe* matter, which Redacted $4,303.25.
- The *Villalpando* matter, which was Redacted Redacted $3,138.20.
- The *McSweeney* matter, also which Redacted Redacted $2,357.65

I will continue to keep you and the City Council updated as each of these cases progresses. In the meantime, please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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November 9, 2010

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Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
City Hall
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – September 2010
Corruption Investigation-Related Services

Dear Mr. Carrillo:

Attached is our bill for legal services provided to the City of Bell for the month of September, 2010 for work related to the on-going corruption investigations by the District Attorney, the Attorney General, the FBI, CalPERS and various other parties.

The total bill for all fees and costs for September for these corruption investigation-related services is $132,666.43. While this signals a positive step towards lowering the burden the City of Bell must bear for the apparent mistakes and misdeeds of the past, it is still an undeniably costly expense to the City. Many attorney hours have been devoted to responding in September to subpoenas from the Redacted (about $31,000 of the total), Redacted ($18,000) and the Redacted (a little under $12,500).

Additionally, the flow of Public Records Act requests continued more-or-less unabated during the month of September. Indeed, responding to records requests from the public and the media (mostly, again, the *Los Angeles Times*) will cost the City over $55,000 in legal charges. A total of Redacted Redacted

I recognize here that this total does not include the many hours of staff time within City Hall. You and your team are to be commended for the yeoman's effort you have put forth to make and keep the City of Bell transparent and accountable by responding diligently to so many requests for public records.

We remain committed to assisting the City on its road to recovery. Moreover, we acknowledge that the open and transparent government demanded by so many in the public, including community groups such as BASTA, the many individual concerned citizens who contact you on a daily basis, and the many governmental agencies that have launched investigations into past practices at the City [Redacted] can and will take hold in the City of Bell so that the City can move forward into its future with a renewed sense of trust, pride and hope. We are proud to be a part of the systems and best practices you continue to institute in the City.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

Enclosures

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PLEASE RETURN THIS PAGE WITH PAYMENT

PEDRO CARRILLO, INTERIM CHIEF ADMINISTRATIVE OFFICER

September 30, 2010

CITY OF BELL
6330 PINE AVENUE
BELL, CA 90201

Client: BELL, CITY OF

Client - Matter	Invoice No.	Matter Name	Costs	Fees	Total
1404.3002	2010091039	CITY CLERK - DA SUBPOENAS	23.50	18,120.50	18,144.00
1404.3003	2010091040	CITY CLERK - AG SUBPOENAS	391.40	30,780.50	31,171.90
1404.3004	2010091041	CITY CLERK - PUBLIC RECORDS ACT	529.37	54,770.00	55,299.37
1404.3006	2010091043	CITY CLERK - STATE CONTROLLER'S INVESTIGATION	0.00	2,064.00	2,064.00
1404.3007	2010091051	CLAIMS	5.22	2,816.50	2,821.72
1404.3010	2010091077	CITY CLERK - FEDERAL SUBPOENAS	2.75	12,457.00	12,459.75
1404.8004	2010091042	REVIEW OF CONTRACT FOR CAO	0.00	881.50	881.50
1404.8008	2010091058	CALPERS AUDIT	78.69	9,431.50	9,510.19
1404.8009	2010091059	WORKERS' COMPENSATION ISSUES	0.00	314.00	314.00
	Summary Total		**$1,030.93**	**$131,635.50**	**$132,666.43**

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September 30, 2010

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November 9, 2010

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
City Hall
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – September 2010
City Attorney Services

Dear Mr. Carrillo:

Attached is our bill for legal services provided to the City of Bell for the month of September, 2010 for general, City Attorney Services. You will recall that, in general, this category of legal billing includes work done in the normal course of business for an operating municipality. This would include work for the City Council, you as the City's chief administrator and the various City departments, including the police, the city clerk, and human resources.

In addition to these more-or-less routine services, our lawyers were also called on to provide advice and counsel in several areas that are outside the normal scope of general services. This included work related to recall election issues, potential legal actions against Redacted and police labor negotiations.

The total bill for all fees and costs for City Attorney services in September is $95,727.22. This includes work done at the City's request to determine Redacted Redacted Redacted The total for this subcategory of work is almost $22,000. Work on that issue will not likely continue much longer, as our lawyers prepare recommendations for the City's consideration.

Again, we appreciate the opportunity to assist you and your staff during these challenging times, and we are proud of the work we are doing to help Bell get back on its feet. Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

Enclosures

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PLEASE RETURN THIS PAGE WITH PAYMENT

PEDRO CARRILLO, INTERIM CHIEF ADMINISTRATIVE OFFICER

September 30, 2010

CITY OF BELL
6330 PINE AVENUE

BELL, CA 90201

Client: BELL, CITY OF

Client - Matter	Invoice No.	Matter Name	Costs	Fees	Total
1404.1001	2010091035	INTERIM CITY ATTORNEY	312.32	22,231.00	22,543.32
1404.1002	2010091049	ADMINISTRATION	34.00	12,842.50	12,876.50
1404.2001	2010091036	CITY COUNCIL GENERAL	0.00	9,129.00	9,129.00
1404.3001	2010091038	CITY CLERK GENERAL	3.15	6,027.00	6,030.15
1404.3008	2010091052	RECALL ISSUES	11.94	4,106.50	4,118.44
1404.3009	2010091057	GENERAL LEGAL E/O EVALUATION	888.47	20,941.00	21,829.47
1404.6001	2010091047	PUBLIC FINANCING AUTHORITY	0.00	924.50	924.50
1404.6002	2010091053	PROPERTY TAX ISSUES	75.07	6,997.00	7,072.07
1404.6003	2010091054	DEXIA BOND MATTER	0.00	555.00	555.00
1404.7001	2010091046	POLICE DEPARTMENT	2.27	752.50	754.77
1404.8001	2010091045	LABOR AND EMPLOYMENT	0.00	5,722.00	5,722.00
1404.8002	2010091044	POLICE ASSOCIATION NEGOTIATION	0.00	4,021.50	4,021.50
1404.9002	2010091037	SURPLUS PROPERTY AUTHORITY	0.00	150.50	150.50
	Summary Total		**$1,327.22**	**$94,400.00**	**$95,727.22**

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PEDRO CARRILLO, INTERIM CHIEF ADMINISTRATIVE OFFICER

September 30, 2010

CITY OF BELL
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December 17, 2010

ATTORNEY-CLIENT PRIVILEGED
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Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – October 2010
Litigation

Dear Mr. Carrillo:

I am forwarding for your review and processing our bill for litigation services provided to the City of Bell for the month of October, 2010. Legal fees and costs for representing the City in the 22 active lawsuits that month totaled $71,637.58.

As expected, a large portion (over $23,000) of that total can be attributed to defending the City against the lawsuit brought by the Attorney General. Activity in that case in October centered on Redacted Redacted

The *Sopp* matter was also active in October. As you know, the case has since resolved with a settlement that has been partially paid by Mr. Sopp pursuant to a negotiated settlement agreement. As of late October, however, the matter was still headed to trial in November, and our office Redacted Redacted

Other active litigation in October included the *Jane Doe I* matter, which at that time Redacted The *McSweeney* case was Redacted Redacted Additionally, the City was served in October with multiple *Pitchess* and *Vela* motions seeking access to the confidential and protected

personnel records of multiple Bell sworn officers. Our office zealously defends the privacy rights of all of our client peace officers.

Please be assured that my colleagues and I will continue to represent the City's interests in all litigation vigorously, while at the same time seeking appropriate and reasonable settlements and alternative dispute resolution (ADR) methods that conserve the City's resources.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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December 17, 2010

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Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – October 2010
Corruption Investigation-Related Services

Dear Mr. Carrillo:

Attached is our bill for legal services provided to the City of Bell for the month of October, 2010, for work related to the on-going corruption investigations by the District Attorney, the Attorney General, the FBI, CalPERS and various other parties.

The total bill for all fees and costs for October fell approximately 20% from September's bill to $104,448.50. Fees and costs for responding to subpoenas from various investigatory agencies broke down as follows:

- $5,260.00 for responding to Redacted this is a significant drop from the prior two months;
- $32,684.52 for working on Redacted; this was a slight increase over September time;
- $11,059.16 for responding to subpoenas issued by Redacted;
- $10,907.80 for responding to subpoenas issued by Redacted and Redacted
- $4,559.12 for responding to requests Redacted

As you can see, the high level of scrutiny brought onto the City as a result of your predecessor's administration continues to cost the City significantly. I am hopeful that the openness with which the City is responding to the various agencies will result in a full uncovering of any mistakes or malfeasance of the past. Importantly, this implements your and the City Council's direction to maintain the City's commitment to a transparent, responsive and open government.

Again in October, the flow of Public Records Act requests continued at a high level. Our office assisted the City in searching for, compiling and reviewing records in response to Redacted, producing thousands of pages of documents at a cost of $39,934.90.

Finally, please be assured of our continued commitment to working closely with you, the City Council and your hard-working staff to keep the City of Bell fully functioning during these challenging times.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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Dear Mr. Carrillo:

Attached is our bill for City Attorney services provided to the City of Bell for the month of October, 2010. This day-to-day work for each of the City's departments and the City Council provides the necessary legal support for the City to continue its provision of basic municipal services. As you know, this is especially important in the current circumstances; even while the City recovers from the crisis brought on by the actions of the Rizzo administration, it must still provide the basic services its residents need and deserve.

The total bill for all fees and costs for City Attorney services in October is $57,815.19.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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February 14, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – December 2010
City Attorney Services

Dear Mr. Carrillo:

Attached is our bill for City Attorney services provided to the City of Bell for the month of December, 2010. The total bill for all fees and costs for City Attorney services in December is $43,013.86.

December saw a fair amount of activity for the City Clerk's office, with various deadlines for the March elections prompted legal review and advice. Additionally, our lawyers and professional staff assisted with the preparation and review of items for the City Council agenda and meetings in December. Work in the area of personnel matters dropped almost 50% from the November bills, to just over $4,300.

As always, please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

Enclosures
1587068.1

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February 14, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – December 2010
Litigation

Dear Mr. Carrillo:

Attached is our bill for litigation services provided to the City of Bell for the month of December, 2010. Legal fees and costs for representing the City in the 17 active lawsuits that month totaled $69,799.23, a decrease of about $20,000.00 from November's bill.

Again, as in November, 60% of the litigation costs for the month of December were incurred in the City's continued defense of the Attorney General's ("AG") lawsuit ($42,473.36). Activity in the case centered on a motion to stay the matter, the filing of a demurrer to the AG's complaint and motion to strike portions of the AG's complaint on behalf of the City, and responding to several discovery demands from defendant Robert Rizzo and other defendants.

Please be assured that we will continue to vigorously represent the City's interests in all litigation, while at the same time seeking appropriate and reasonable settlements that ultimately conserve the City's resources.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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February 14, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – December 2010
Corruption Investigation-Related Services

Dear Mr. Carrillo:

Attached is our bill for legal services provided to the City of Bell for the month of December, 2010, for work related to the on-going corruption investigations by the District Attorney, the Attorney General, the FBI, CalPERS and various other parties.

The total bill for all fees and costs for December was $57,691.93, an almost 40% drop from November's bill. The majority of that total (over $33,000.00) was incurred responding to public records requests on behalf of the City. Additionally, responding to subpoenas from the California Department of Corporations cost approximately $11,000.00 and a little over $4,000.00 was incurred in responding to subpoenas from the Securities and Exchange Commission.

December was our fifth month of service as Bell's Interim City Attorney. In that short time, we have worked closely with you and your staff to transform what was once a closed and secretive city government to an open and transparent organization, cooperating to the full extent with the various public and private entities and individuals who have sought to expose and eradicate the corruption that was unfortunately so entrenched in Bell. We are proud of the work the City and Meyers Nave have done to restore the public's trust and we thank you and the City Council for the opportunity to serve.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso

James M. Casso
Interim City Attorney
City of Bell

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February 3, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – November 2010
City Attorney Services

Dear Mr. Carrillo:

Attached is our bill for City Attorney services provided to the City of Bell for the month of November, 2010. The total bill for all fees and costs for City Attorney services in November is $27,725.84.

The bill for our fourth month of service to the City reflects what might be expected under normal circumstances for a City the size of Bell. That is, a predictable and limited amount of work for each of the City's departments, with one or two departments experiencing the occasional up-tick in billings due to increased activity over a "hot" issue. In November, that department was Human Resources, and work related to personnel matters amounted to a little over $8,000.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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February 3, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – November 2010
Litigation

Dear Mr. Carrillo:

Attached is our bill for litigation services provided to the City of Bell for the month of November, 2010. Legal fees and costs for representing the City in the 18 active lawsuits that month totaled $89,462.78.

Over 60% of the litigation costs for the month of November were incurred in the City's continued defense of the Attorney General's lawsuit ($58,735.56). As you may recall, there was quite a bit of activity in that case in November including:

- The Attorney General's Motion for a Monitor (which was ultimately dismissed);
- A motion to quash the City Council's legislative subpoena for Robert Rizzo's emails;
- Analysis and response to Redacted
- Opposition to a motion to sever filed by Randy Adams; and
- Deposition Notices served on Redacted Redacted

Other active litigation in November included the *Jane Doe I* and *Jane Doe II* matter, which were mediated and settled. The *McSweeney* case Redacted, and the *Sopp* matter Redacted

Please be assured that we will continue to vigorously represent the City's interests in all litigation, while at the same time seeking appropriate and reasonable settlements that ultimately conserve the City's resources.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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February 3, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – November 2010
Corruption Investigation-Related Services

Dear Mr. Carrillo:

Attached is our bill for legal services provided to the City of Bell for the month of November, 2010, for work related to the on-going corruption investigations by the District Attorney, the Attorney General, the FBI, CalPERS and various other parties.

The total bill for all fees and costs for November was $90,510.39. As you can see, while legal fees related to the corruption investigations continue to decline, they are still a significant expense for the City. We are working diligently toward successful conclusions to the various inquiries and investigations from the various agencies. Fees and costs for responding to subpoenas and other requests from various investigatory agencies broke down as follows:

- $13,219.50 for responding to Redacted Redacted;
- $3,962.50 for working on the Redacted; this was a decrease from October;
- $13,897.40 for responding to subpoenas issued by the Redacted
- $14,599.81 for responding to subpoenas issued by Redacted Redacted and

- $4,836.88 for responding to requests raised by Redacted

These costs, while high, continue to reflect the price the City is paying to effect the change from its prior practices to an open and transparent government.

The flow of Public Records Act requests continued in November. Our office assisted the City in searching for, compiling and reviewing records in response to Redacted Redacted producing thousands of pages of documents at a cost of $28,641.21.

Again, we remain committed to maintaining the City of Bell's openness and transparency, and a productive spirit of cooperation, with the various investigative agencies while at the same time protecting the City's legally-cognizable privileges and privacy interests.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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February 24, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – January 2011
City Attorney Services

Dear Mr. Carrillo:

Attached is our bill for City Attorney services provided to the City of Bell for the month of January, 2011. The total bill for all fees and costs for City Attorney services in January is $28,699.18.

In January, we focused our attention in preparing for the January 27, 2011, Council meeting. Unfortunately, that meeting was cancelled and, as a result, our collective efforts in working on the City's fiscal sustainability policy and related personnel matters was not considered by the City Council. Those efforts, as you well know, however, provide a valuable and useful roadmap for the City's consideration in addressing the fiscal challenges it faces.

As always, please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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February 24, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo, Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – January 2011
Corruption Investigation-Related Services

Dear Mr. Carrillo:

Attached is our bill for legal services provided to the City of Bell for the month of January 2011, for work related to the on-going corruption investigations by the District Attorney, the Attorney General, the federal government, CalPERS and various other parties.

The total bill for all fees and costs for January was $30,668.08, a nearly 50% drop from December's bill. Like December, the overwhelming majority of that total (over $19,223.93) was incurred responding to public records requests on behalf of the City. Additionally, responding to subpoenas and requests for documents from the District Attorney and other investigatory agencies cost approximately $9,750.00.

Please be assured that we will continue to promptly respond to the inquiries from the various investigatory agencies and diligently work to maintain the openness and transparency that your Administration has been established in the City of Bell.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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February 24, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – January 2011
Litigation

Dear Mr. Carrillo:

Attached is our bill for litigation services provided to the City of Bell for the month of January, 2011. Legal fees and costs for representing the City in the active lawsuits that month totaled $72,424.21 a slight increase of about $3,000.00 from December's bill.

For January, the litigation costs incurred in the City's continued defense of the Attorney General's ("AG") lawsuit accounts for approximately 78% ($56,487.99) of the litigation services rendered. Activity in the case centered Redacted and responding to Redacted Redacted

Please be assured that we will continue to vigorously represent the City's interests in all litigation, while at the same time seeking appropriate and reasonable settlements that ultimately conserve the City's resources.

Very truly yours,

James M. Casso
Interim City Attorney
City of Bell

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April 1, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo, Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – February 2011
Corruption Investigation-Related Services

Dear Mr. Carrillo:

Attached is our bill for legal services provided to the City of Bell for the month of February 2011, for work related to the on-going corruption investigations by the District Attorney, the Attorney General, the federal government, CalPERS and various other parties.

The total bill for all fees and costs for February was $30,881.21, keeping pace with fees and costs from January. A significant portion of that total (about $14,400.00) was incurred responding to public records requests from the District Attorney's office as the DA presented evidence at various preliminary hearings. Additionally, responding to requests for documents from other parties cost approximately $12,000.00.

Please be assured that we will continue to promptly respond to the inquiries from the various investigatory agencies and diligently work to maintain the openness and transparency that your Administration has established in the City of Bell.

Please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

JAMES M. CASSO
Interim City Attorney
City of Bell

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April 1, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – February 2011
City Attorney Services

Dear Mr. Carrillo:

Attached is our bill for City Attorney services provided to the City of Bell for the month of February, 2011. The total bill for all fees and costs for City Attorney services in February is $38,521.09.

Apart from day-to-day general advice as Interim City Attorney, our lawyers also provided a little over $8,000.00 in personnel-related services. We applaud you and the staff of the City for your continued and diligent efforts to provide the public the general municipal services necessary for a functioning government while recovering from the abuses of the prior administration.

As always, please feel free to contact me directly if you have any questions about our services and these bills.

Very truly yours,

JAMES M. CASSO
Interim City Attorney
City of Bell

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James M. Casso
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April 1, 2011

ATTORNEY-CLIENT PRIVILEGED
& CONFIDENTIAL

Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Re: Invoices for Legal Services – February 2011
Litigation

Dear Mr. Carrillo:

Attached is our bill for litigation services provided to the City of Bell for the month of February, 2011. Legal fees and costs for representing the City in the active lawsuits that month totaled $42,921.38 a significant decrease of about $30,000.00 from January's bill.

As has been the case for the last several months, the City's defense against the Attorney General's lawsuit has accounted for the lion's share of the litigation bills (over $27,000.00 for February). The remaining cases have proceeded at a reasonable race towards resolution.

Please be assured that we will continue to vigorously represent the City's interests in all litigation, while at the same time seeking appropriate and reasonable settlements that ultimately conserve the City's resources.

Very truly yours,

JAMES M. CASSO
Interim City Attorney
City of Bell

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City of Bell
Agenda Report

DATE: May 11, 2011

TO: Mayor and Members of the City Council

FROM: Pedro Carrillo, Interim Chief Administrative Officer

SUBJECT: Outstanding Long-Term and Short-Term Debt

BACKGROUND

The City of Bell and its component units (issuing entity) —Bell Public Financing Authority (PFA), Bell Community Housing Authority (BCHA), and Bell Community Redevelopment Agency (CRA)—had issued debt to raise funds for various purposes.

At the time of issuance, the issuing entity structured the debt to have a revenue stream that covers the corresponding debt service obligation. There are currently seven outstanding bond issues. Five bond issues are fully funded by established revenues; one bond issue is partially funded because the tax levy has not been fully assessed; and one bond issue does not have a revenue stream as the potential lease revenue was not realize.

The bonds are held by multiple bondholders which can be financial institutions or any individual. Each bond issue holds its own terms, pledged revenues, interest rates, and payment dates. Debt service payments are paid semiannually according to Debt Service Schedules.

DISCUSSION

LONG-TERM FINANCING

FULLY FUNDED BONDS

- **1998 Certification of Participation Bond**
  Issuing Entity: City of Bell
  Pledge Revenue: Utility Users' Tax
  Debt Amount Issued: $3,020,000
  Current Outstanding Debt: $2,090,000
  Maturity Date: September 1, 2023

  The City of Bell issued $3.020 million in bonds to fund public improvement projects including the acquisition, construction, installation and rehabilitation of public improvements such as streets,

parking and structural repairs. It also established 1) a set-aside fund in the event of financial uncertainty associated with the bond; 2) an account to deposit and pay future interest payment; and 3) an account to pay for any initial legal, financial, or bond-related expenses.

The bond was issued in 1998 for 25-year period. The City partially utilizes its utility users' tax to meet its debt service payments.

- **2003 Bell Redevelopment Project Area Tax Allocation Refunding Bond (TARP)**
  Issuing Entity: Bell Community Redevelopment Agency (CRA)
  Pledge Revenue: Tax Increment
  Debt Amount Issued: $27,900,000
  Current Outstanding Debt: $23,440,000
  Maturity Date: October 1, 2033

  The Bell Community Redevelopment Agency issued $27.9 million to refund the 1994 redevelopment bonds which funded projects within the redevelopment project areas. The bond was issued in 2003 for 30-year period. The City utilizes its Tax Increment revenue to meets the respective debt service payments.

- **2005 Lease Revenue Refunding Bonds**
  Issuing Entity: Bell Community Housing Authority (BCHA)
  Pledge Revenue: Mobile Home Park Lease Revenues
  Debt Amount Issued: $27,900,000
  Current Outstanding Debt: $19,335,000
  Maturity Date: October 1, 2036

  The Bell Community Housing Authority issued $20.8 million in bonds to refund the 1995A Revenue Bonds and the 1995B Subordinated Revenue Bonds issued to acquire the Bell Mobile Home Park and Florence Village (formerly known as Del Rio and Mizpah Mobile Home Parks), and acquire additional rental properties under the BCHA.

  The bond was issued in 2005 for a 30-year period. The authority utilizes the rental revenues from the mobile home parks to meet its debt service payments.

- **2005 Taxable Pension Revenue Bond**
  Issuing Entity: Bell Public Financing Authority (PFA)
  Pledge Revenue: Pension Tax Levy
  Debt Amount Issued: $9,225,000
  Current Outstanding Debt: $7,490,000
  Maturity Date: August 1, 2019

  The Bell Public Financing Authority issued $9.2 million in bonds to pay the CALPERS retirement costs for Bell Police Officers; refund prior bonds; and pay any legal, financial, or bond-related expenses due to the issuance of the bond.

  The bond was issued in 2005 for a 14-year period. The City utilizes the revenues generated from the .187554 pension tax levy which is identified as Voted Indebtedness on the Annual Property Tax Bill to meet its debt service payments.

PARTIALLY FUNDED BONDS

- **2004 General Obligation Bond (GOB) Also Known As Measure A Bond**
  Issuing Entity: City of Bell
  Pledge Revenue: Measure A Revenue
  Debt Amount Issued: $15,000,000
  Current Outstanding Debt: $14,645,000
  Maturity Date: August 1, 2034

  The City of Bell issued $15 million in bonds for the acquisition, improvements or construction of public facilities such as the proposed Bell Sports Complex, Bell Community Center as well as other parks, recreational and cultural facilities.

  The bond was issued in 2004 for a 30-year period. The City utilizes the Measure A Tax Levy to satisfy its debt service payments. Currently, the City is assessing the required amount to meet the debt service payments for this bond series.

- **2007 General Obligation Bond (GOB), Also Known As Measure A Bond**
  Issuing Entity: City of Bell
  Pledge Revenue: Measure A Revenue
  Debt Amount Issued: $35,000,000
  Current Outstanding Debt: $35,000,000
  Maturity Date: August 1, 2037

  The City of Bell issued $35 million in bonds for the acquisition, improvements or construction of public facilities such as the proposed Bell Sports Complex, Bell Community Center as well as other parks, recreational and cultural facilities.

  The bond was issued in 2007 for a 30-year period. The City has the authority to assess the amount required to meet the debt service obligation; however, the taxing authority has been partially exercised. Despite the partial levy, debt service payments have been paid timely and as stipulated on the Debt Service Schedule.

  The current year tax levy rate is .123859 which funds the 2004 series and approximately 20% of 2007 series. The debt service payments are currently paid from its own bond proceeds and principal payments have not been made yet. The first principal payment is scheduled for the fiscal year 2012-2013.

SHORT-TERM FINANCING

UNFUNDED BONDS

- **2007 Bell Public Financing Authority Taxable Lease Revenue Bond (GSA Property)**
  Issuing Entity: Bell Public Financing Authority
  Pledge Revenue: Potential Lease Revenue
  Debt Amount Issued: $35,000,000
  Current Outstanding Debt: $35,000,000

Maturity Date: November 1, 2010

The Bell Public Financing Authority issued $35 million in bonds to refund prior bonds used for the acquisition of the former GSA property; prepare the property for lease; and pay for any initial legal, financial, or bond-related expenses.

This bond issue was offered through a private placement issuance. The bond series were financed in its entirety by Dexia Credit Local in 2007 for a one-year term. On the maturity date (November of 2009), the Authority was granted a one-year extension establishing a new maturity date of November 2010. At the onset of the extended maturity date, the Authority had no financial resources to fulfill the repayment of the bonds.

This is the only bond series which the City has been unable to meet its debt service obligation. The City is currently negotiating with the bond holder to meet its debt obligation. At this time, all parties continue to discuss permanent solutions. Upon agreement of all parties, the proposed debt restructure plan will be submitted to the City of Bell City Council for consideration and approval.

OTHER FINANCING

UNFUNDED NOTES PAYABLE

- **2009 Notes Payable**
  Issuing Entity: Bell Community Redevelopment Agency
  Pledge Revenue: Potential Lease Revenue
  Debt Amount: $4,600,000
  Current Outstanding Debt: $4,337,206
  Maturity Date: June 20, 2024

  In June 2009, the Agency acquired the Atlantic Avenue Property formerly known as Western Auto Store. Notes were issued to pay for the acquisition, business relocation costs and other closing costs associated with the transaction. The seller executed the financing of the property through promissory notes. The term of the notes is for 15 years.

  The Agency discontinued making payments last September 2010 due to lack of funds.

RECOMMENDATIONS

Staff recommends that the City of Bell City Council considers, reviews, and authorizes an action to resolve the unfunded status of the following debt issues: 1) General Obligations Bonds Series 2004 and 2007 – Measure A; 2) 2007 Taxable Lease Revenue Bonds – GSA; and 3) 2009 Notes Payable - CRA.

City of Bell
Agenda Report

DATE: May 11, 2011

TO: Mayor and Members of the City of Bell City Council

FROM: Pedro Carrillo
Interim Chief Administrative Officer

SUBJECT: City Attorney Request For Proposal

RECOMMENDATION

Receive and file the City Attorney Request For Proposal (RFP) developed by Interim Chief Administrative Officer for the purpose of comprehensive update.

BACKGROUND

At the Wednesday, April 20, 2011 Bell City Council meeting, the Mayor directed the Interim Chief Administrative Officer to publish and distribute a Request for Proposal for a City Attorney and to report back to the City Council with a report at the next regularly scheduled City Council meeting.

Staff crafted and distributed the Request for Proposal document to a comprehensive list of professionals and related associations, which includes municipal law firms in the Los Angeles area, the League of California Cites League Partners, League of California Cities Latino Caucus, as well as City Clerk offices in the surrounding Southeast Cities.

ATTACHMENTS

1. 2011 City of Bell Request for Proposal for City Attorney Services
2. 2011 City of Bell Request for Proposal for City Attorney Services Distribution List

REQUEST FOR PROPOSALS

BY THE CITY OF BELL
FOR CITY ATTORNEY SERVICES

PROPOSALS MUST BE RECEIVED BY
MAY 20, 2011 before 4:00PM

City of Bell
6330 Pine Avenue
Bell, CA 90201
(323) 588-6211

City of Bell
Request for Proposals
City Attorney Services

The City of Bell ("City") is soliciting proposals from qualified legal firms or individuals interested in performing the duties and functions of City Attorney and to provide other legal services for City agencies and authorities.

SECTION 1: BACKGROUND

The City of Bell is located in the southeastern portion of Los Angeles County. The City was incorporated in 1927. In 2005, Bell became a charter city through a special municipal election. The City has an estimated population of over 40,000 residents and covers an area of approximately 2.7 square miles. Bell is governed by a five-member City Council operating under the Council/Chief Administrative Officer form of government and has 67 fulltime employees. City Council Members serve staggered four year terms, with the Mayor appointed by the City Council on an annual basis. The City Council is responsible for passing City ordinances, resolutions, adopting an annual budget, appointing commissions and committees, and setting policy, among other things. The City Council appoints the Chief Administrative Officer (CAO), who in turn appoints the heads of the various departments and other city staff.

The City provides a wide range of services including planning, public safety, building and safety, public works, engineering, parks and recreation, and general administrative activities. Services are also provided to the City and its citizens by contract and by the direct services of other government agencies and organizations. These services include animal control, library and fire protection through the Los Angeles County. Water service is provided through a series of mutual water companies. Franchise agreements for electricity service are provided through Southern California Edison. Natural gas is provided through Sempra Energy. Public schools are administered through the Los Angeles Unified School District (LAUSD). Refuse collection is serviced through Consolidated Disposal Service. Public transit services are provided through the Metropolitan Transit Authority (MTA).

SECTION 2: SITUATION

The City of Bell is accepting proposals for the provision of legal services. The services will include acting as City Attorney. The City Attorney serves under the direction and supervision of the City Council and acts as their legal advisor. The City Council reserves the right to retain or employ other attorneys or special counsel as may be needed, in its sole judgment. The City Attorney is not a City employee and is not entitled to the benefits of a City employee; the position is strictly on a contractual basis. The City Council reserves the right to retain or employ other attorneys or special counsel as may be needed, in its sole judgment, to take charge of any litigation or legal matters or to assist the City Attorney.

SECTION 3: SUBMITTAL REQUIREMENTS

Each Proposer is required to submit two separate proposals: a General Proposal and a Cost Proposal. The General Proposal must be submitted in a sealed envelope bearing the caption: "General Proposal for City of Bell's City Attorney Legal Counsel Services." The Cost Proposal must be submitted in a separate sealed envelope bearing the caption: "Cost Proposal for City of Bell's City Attorney Legal Counsel Services." Each envelope must contain eleven (11) copies – one (1) master copy and ten (10) duplicates - of the corresponding proposal. The proposal copies must be numbered consecutively from "1" through "11" on the top page. Copy number "1" must be the original copy, include any required signatures in ink, and must be labeled "Master Copy" on the top page. Proposal pages must be numbered in continuous sequence, beginning with the first page of the proposal and ending with the final page. Pages should be printed on 8-1/2" X 11" paper, and double-sided documents are encouraged. Expensive bindings, graphics, and materials are not encouraged. Emphasis should be on completeness and clarity of content.

Proposals are to be addressed to:

Mr. Pedro Carrillo
Interim Chief Administrative Officer
City of Bell
6330 Pine Avenue
Bell, CA 90201

Proposals may be filed in person at Bell's City Hall, at the above address, or may be mailed. Proposals must be received by MAY 20, 2011 **before 4:00PM.** Early responses are acceptable; proposals will not be opened until after the submittal deadline. Late proposals will not be accepted. Faxed or emailed proposals will not be accepted. Postmarks prior to the deadline are not sufficient for acceptance. The City will not be responsible for any errors or omissions in the proposals or for any delays in delivery.

The City reserves the right to reject any or all proposals, to request additional information concerning any proposals for purpose of clarification, to accept or negotiate any modification to any proposal, following the deadline for receipt of all proposals, and to waive any irregularities, if such would serve the best interests of the City, as determined by the City. This solicitation does not obligate the City to enter into an agreement with any proposer. The City reserves the right to cancel this Request for Proposals (RFP) at any time, at its discretion.

Proposals become the property of the City and information therein shall become public property subject to disclosure laws after a Notice of Intent to Award. The City reserves the right to make use of any information or ideas contained in submitted proposals.

The City is not liable for any costs or expense incurred in the preparation of a response to this RFP and may modify or cancel this solicitation at any time.

SECTION 4: INQUIRIES

Any questions, interpretations, or clarifications, either administrative or technical, from prospective proposers regarding this RFP must be requested in writing, no later than MAY 13, 2011. All inquiries must be submitted to Mr. Pedro Carrillo, Interim Chief Administrative Officer, via email to the following email address: pedro@urbanassoc.com. The City will respond to all pertinent inquiries in writing, and when necessary, through an addendum to the RFP. The addendum will be distributed to all prospective proposers on the City's list of RFP holders by MAY 17, 2011. Oral statements, explanations, or instructions given by any person during this solicitation are unauthorized and will not be binding.

SECTION 5: SOLICITATION INTERPRETATIONS AND ADDENDA

Any change to or interpretation of this solicitation by the City will be sent to each party to which the RFP has been sent and any such changes or interpretations shall become part of the solicitation for incorporation into any agreement awarded pursuant to this RFP.

SECTION 6: SCHEDULE

RFP Release Date: MAY 04, 2011
Deadline to Submit Questions Regarding the RFP: MAY 13, 2011
City's Response to Submitted Questions Regarding the RFP: No Later than MAY 17, 2011
Proposal Submission Deadline: MAY 20, 2011 (NO LATER THAN 4PM)
Evaluation of Proposals: MAY 20, 2011 – MAY 24, 2011
City Council Interviews and Selection: TENTATIVELY BETWEEN MAY 25 – JUNE 8, 2011
Develop, Negotiate, & Finalize Contract: NO LATER THAN THE END OF THE FISCAL YEAR JUNE 30, 2011
Anticipated Start of Services: JULY 1, 2011

These dates are subject to change.

SECTION 7: SCOPE OF SERVICES REQUIRED

The scope of services is to provide the full range of City Attorney services. The scope of services shall include, but not be limited to, the following:

1. Represent and advise the City Council and all City officers in all matters of law pertaining to their office. Give advice or opinion on the legality of all matters under consideration by the City Council or by any of the boards and commissions or officers of the City.
2. Participate in the development and implementation of goals, objectives, policies and priorities.
3. Plan, prepare and approve ordinances, resolutions, contracts, deeds, leases, and other legal documents.
4. Prepare cases for trial and the investigation of claims or complaints by or against the City.
5. Attend all regular meetings of the City Council and related agencies and authorities.

6. Approve the form of all contracts made by and between the City of Bell and all bonds given to the City, endorsing same.

7. Prepare legal opinions for City departments, the City Council, boards and commissions.

8. Oversee services provided by outside legal specialists engaged by the City for special legal problems.

9. Represent the City before other governmental bodies and agencies to promote the interests of the City.

10. Represent the City in the community and at professional meetings.

11. Coordinate legal activities with other City departments, divisions, and outside agencies.

12. Perform such other legal duties as may be required by the City Council as may be necessary to complete the performance of the functions mentioned above.

The City and/or Agency may propose additional tasks as deemed necessary to complete the assignment. Any additional work shall be compensated, as agreed upon in the Legal Services Agreement between the successful firm and the City.

SECTION 8: REQUESTED INFORMATION

All proposals **must** provide specific and succinct answers to **all** questions and requests for information. Indirect, imprecise, or incomplete responses can serve only to the disadvantage of the applicant. Please answer the questions in the format and order presented. (Submissions of individual resumes alone will not be considered responsive to any specific question.) **Responses to items 1 through 7 in this section are to be included in your General Proposal. Responses to item 8 in this section must be included in your Cost Proposal. Do not refer to any proposed costs or other cost elements in your General Proposal – costs should only be addressed in your separate cost proposal.**

FOR YOUR GENERAL PROPOSAL

1. Letter of Transmittal: Include a brief introduction and history of your firm. Also include your understanding and proven work history of the work to be performed. In addition, state why you believe that your firm is the best qualified to perform the services requested.

2. Table of Contents: Include a clear identification of the material by section and page number.

3. Please describe your firm's qualifications for providing City legal services. Include in your response:

a) The overall capabilities, qualifications, training, and areas of expertise for each of the partners/principals and associates that may be assigned to work with the City, including but not limited to:

- Name of individual(s) with resumes;
- Length of employment with firm;
- Specialization;
- Legal training;
- Scholastic honors and professional affiliations;
- Date of admittance to California Bar;
- Years of practice;
- Municipal or other local public sector experience (include billing summaries for the past five years if appropriate);
- Knowledge of, and experience with California Municipal Law;
- Years and statement of other types of clientele represented;
- Litigation experience and track record;
- Knowledge and use of Alternative Dispute Resolution (ADR) techniques; ADR training and experience; and success record of advocacy in mediation and arbitrations;
- Knowledge and practice of law relating to land use and planning, CEQA, NEPA, general plans, real estate, environmental issues, hazardous waste and other related law;
- Experience in the area of personnel, workers' compensation, general liability and employee relations;
- Experience in the area of contracts and franchises;
- Experience in the preparation and review of ordinances and resolutions;
- Experience in the area of the Public Records Act, the Brown Act, and the Elections Code;
- If the firm, or any of the attorneys employed by the firm, have ever been successfully sued for malpractice, been the subject of complaints filed with the State Bar, or had discipline imposed by the State Bar, please provide information on the nature of the incident, the dates on which the matter began and was concluded, and the results of the situation.

b) Specify the individual that you propose for appointment as City Attorney.

c) Specify the individual(s), if any, that you would propose as Assistant or Deputy City Attorney and/or who would be designated as competent, substitute/backup legal representation for the City, in the event of the absence or unavailability of the City Attorney.

d) Describe how you would structure the working relationship between the City Attorney and the City Council, Chief Administrative Officer, Department Heads, City Commissions, and other members of staff.

e) Specify intended office location and accessibility to the City's needs, including proposal for hours and day(s) of week for regular established office hours at City Hall.

f) Describe systems/mechanisms that would be established to ensure timely responses to City Council and City staff.

g) Describe the response time we can expect from the City Attorney to inquiries made by the City Council/Chief Administrative Officer.

h) Describe systems/mechanisms that would be established for monthly reporting of status of projects, requests, and litigation.

i) Identify the types of reports your firm would provide to the City Council and Chief Administrative Officer. Please submit sample copies of typical reports your firm provides to municipalities. Please redact any references to any specific costs. Also, you may redact any sensitive information.

j) Describe your firm's suggested process for transmittal of requests and other material to City Attorney.

k) Describe the staffing of your office, including all permanent and temporary employees and their general duties and work schedules. Include any changes you would propose, now or in the future, should you be awarded a contract to provide legal services to the City.

l) It is anticipated that the City will contractually require monthly-itemized statements for all services and will subject these statements to audit at least annually. Describe how you would provide for this reporting.

m) Please submit an example of a typical invoice your firm provides to a public agency. Please redact any references to specific costs. Also, you may redact any sensitive information. We are interested in the format, type of information included, and readability.

n) Indentify the types of in-service training (such as ethics and AB 1234, commission roles and responsibilities, how to conduct performance evaluations, harassment, etc.) your firm is capable of providing to municipalities.

o) The City of Bell will require the firm with which a contract is established, prior to commencement of work, to provide evidence of appropriate general liability insurance, automobile liability insurance, professional liability insurance, errors and omissions insurance, and workers' compensation insurance as needed. Describe how you would provide the same and in what coverage.

Such coverage must be provided by an insurance company (ies) authorized to do business in the State of California. Certificates must name the City of Bell as an Additional Insured and shall provide that contractor's policy is primary over any insurance carried by the City of Bell and that the policy will not be cancelled or materially changed without thirty (30) days prior notice in writing to the City of Bell. The successful firm must agree, if awarded a contract as a result of its proposal, to indemnify and hold harmless the City of Bell, its officers, agents, and employees

from any and all claims and losses accruing or resulting to persons engaged in the work contemplated by its proposal or to persons who may be injured or damaged by the firm or its agents in the performance of the work. Prior to commencement of any work, these and other provisions will be established contractually.

4. Additionally, please describe your firm's qualifications for providing the following specific legal services.

   a) Clearly describe your range of experience with project negotiation, eminent domain issues, and the drafting and implementation of agreements and contracts (i.e. lease, purchase, Owner Participation and Disposition and Development Agreements) and litigation.

   b) Please describe your experience in development, and variety of projects and the promotion of low and moderate-income housing.

   c) Describe how you would structure the working relationship between the Council, Chief Administrative Officer, Department Heads, and other members of staff.

   d) The Bell Community Housing Authority (BCHA) manages a number of residential properties, including two mobile home parks; please describe your firm's experience working with tenant disputes, and the tenant eviction process. Also, please describe your experience working with mobile home parks, as they are governed by State law.

5. The City contracts for workers' compensation and general and auto liability coverage. Please describe your firm's qualifications for providing the following specific Liability & Workers' Compensation legal services.

   a) Areas of specialty, i.e. workers' compensation, road design, civil rights violations, employment discrimination, etc.

   b) Please attach information regarding your experience in defending against workers' compensation claims. As it pertains to tort liability, please attach information regarding your experience in defending against such claims; the number of cases you have tried to verdict and the general nature of these cases and the results. Please also list your Appellate experience in those areas. Also include your experience in settlement processes, including Alternative Dispute Resolution (ADR) and arbitrations.

6. The City seeks to identify and avoid any conflicts or possible conflicts of interest. The City reserves the right to prohibit participation, if a significant conflict of interest is determined to exist. Please address the following:

   a) Please list any political contributions of money, in-kind services, or loans made to any member of a City Council within the last three years by the applicant law firm and all of its attorneys, including the attorney being proposed to represent the City of Bell.

b) Please list all public agency clients for which your firm currently provides services or are under retainer.

c) Please list all public agency clients for which your firm previously provided services over the last five years.

d) For the firm and/or the proposed City Attorney, please specify current or known future professional commitments, so that the City may evaluate your continuing availability for providing legal services to the City.

7. Please indicate whether any attorney from your firm has made any political contributions (reportable or non-reportable) to members of Bell's City Council or candidates for Bell's City Council since January 2009. Also, please indicate whether any attorney from your firm has made any political contributions (reportable or non-reportable) to any members of legislative bodies that you may represent since January 2006.

8. Please complete the attached Certification of Proposal to the City Bell form (Appendix A)

For Your Cost Proposal:

9. It is anticipated that the City will expect the selected firm to provide a system wherein "general" services are provided under a fixed monthly retainer and any additional "special" services are billed at pre-negotiated hourly rates.

   a) Please give your definition of "general" legal services. Would all general services be included in your monthly retainer?

   b) Please give your definition of "special" legal services? How are they differentiated from general legal services? Would any special services be included in your retainer? If so, please identify them.

   c) How would your firm aid the City to remain within its adopted budget for its legal services?

   d) Describe your firm's preference for method of payment, payment terms, and your procedure for billing of retention, hours, and expenses and any other accounting requirements.

   e) Define the type and unit rates for reimbursement of expenses; for example, rate for mileage, reproduction of documents or word processing charges, unit costs for telephone costs, etc.

   f) Please provide the costs of any in-service training(s) your firm indicated in Section 8 that it can provide to the City.

   g) Do you expect to have a cost-of-living adjustment incorporated into the agreement with the City? If so, please explain how you propose it be computed and implemented.

   h) Would your firm be willing to operate under a maximum annual expenditure cap with the City? If so, please explain how it might be structured.

   i) Complete the provided Cost Proposal for the City of Bell City Attorney Legal Counsel Services submittal forms (Appendix B and Appendix C). You may include any additional, municipal legal services your firm can provide to the City of Bell, not already included on the Cost Proposal Submittal Worksheet on the blank lines provided on the Worksheet. If you add services to your Worksheet, please complete all corresponding cells (if it is included in the retainer, title of person performing service, etc.) for that service.

SECTION 9: EVALUATION AND SELECTION PROCESS

The City Council may designate an evaluation committee to review submitted proposals. In reviewing the proposals, the evaluation committee will carefully weigh the following factors:

   a) Responsiveness to the information requested in the RFP;

b) The firm is properly licensed to practice law in the State of California;

c) The firm has no conflicts of interest with regard to any work performed by the firm for the City, and all potential conflicts have been identified;

d) Understanding of the scope of services required;

e) Proposed solutions to the specific legal needs of the City of Bell;

f) Depth and breadth of experience and expertise in the practice of law, most specifically in those areas most often encountered in municipal government operations;

g) References;

h) Range and quality of services provided by the firm;

i) Capability to perform legal services promptly and in a manner that permits the City Council and staff to meet established deadlines and to operate in an effective and efficient manner;

j) Degree of availability for quick response to inquiries that arise out of day-to-day operating questions or problems;

k) Degree to which firm and individual attorneys remain current through continued professional development and active communication with practitioners in the municipal law field;

l) Communication skills;

m) Cost of services.

The evaluation committee will first unseal and evaluate the submitted General Proposals. Then, it will unseal and evaluate the Cost Proposals. Evaluation will include checking the references of the firms and the firm's personnel. The committee will rank the proposals and recommend its top-ranked firms for the City Council to interview. Copies of all accepted proposals will be forwarded to the Council for their reference and review.

The top-ranked firms or individuals will be requested to attend a meeting with the City Council to be interviewed. The interviews will allow the designated firms an opportunity to answer any questions the Council may have regarding their proposals. Participation in the interviews will be at no cost to the City. The City will take notes of each proposer's oral representations during the interviews. These notes may be read back to the proposer for clarification and/or validation, and some material may be incorporated into the Legal Services Agreement. The City Council will make the final determination of the successful firm or individual.

Please note that in an effort to maintain the integrity of the interview process all proposing firms are prohibited from contact with the City Council members outside of the formal interview process.

During the evaluation process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from proposing firms, or to allow corrections of errors or omissions. In addition, qualifications and references of the top candidates will be verified. The City reserves the right to verify any information contained in proposals, including references, resumes, etc. The City reserves the right to investigate and research proposals, including facts and opinions that could be helpful in evaluating the capabilities of firms, whether or not they were specifically included in the proposals.

SECTION 10: CONTRACT

Award of contract, if any, will be to the proposer whose proposal best complies with all of the requirements of the RFP documents and which provides the best solution for the needs of the City of Bell. Evaluation methodology and criteria are described in the section entitled, "Evaluation and Selection Process."

The successful firm will be required to enter into a Legal Services Agreement with the City of Bell, which will include the requirements of this RFP, as well as other requirements to be determined. The City reserves the right to negotiate the price, terms, and scope of services with the proposer, prior to entering into an Agreement. A subcommittee will likely be appointed by the City Council and will negotiate the terms and conditions of the Agreement with the law firm selected. The agreement will contain provisions requiring the selected law firm to indemnify the City and provide that the City Attorney is an independent contractor serving at the will of the City Council. Provisions will also be included in the contract allowing the City Council to terminate the agreement, at its sole and entire discretion, upon the provision of notice.

The term of the contract is negotiable.

In the event that a conflict exists between documents associated with this RFP, the following order of precedence shall apply:

1. City of Bell Legal Services Agreement
2. City of Bell Request for Proposals
3. Proposer's Response

The Agreement shall be signed by the selected firm and returned, along with the other required documents, to the City within ten (10) working days of receipt of the Agreement. The period for execution may be changed by mutual agreement of the parties. Agreement is not effective until approved and signed by the appropriate City officials. Any work performed prior to the receipt of the fully executed Agreement shall be at the proposer's own risk.

SECTION 11: DISPUTES/PROTEST

The City encourages proposers to resolve issues regarding the project requirements or RFP process through written correspondence and discussions during the period in which clarifying addenda may be issued. The City wishes to foster cooperative relationships and reach a fair agreement in a timely manner.

Proposers filing a protest must do so within five (5) calendar days after Notice of Intent to Award. The protesting proposer shall submit a full and complete written statement detailing the facts in support of the protest. Protests must be sent by certified or registered mail or delivered in person to the Chief Administrative Officer, or his or her designee. The City will provide a decision on the matter. The decision must be in writing and sent by certified or registered mail or delivered in person to the protesting proposer. The decision of the City is final.

Interpretation of the wording of this document shall be the responsibility of the City, and that interpretation shall be final.

ATTACHMENT A

(Certification of Proposal and Cost Proposal Worksheet still to be drafted.)

2011 City of Bell City Attorney Distribution List								
Ms.	Lauren	Myles	City Clerk	City of Alhambra	211 South First Street	Alhambra	CA	91801
Mr.	Jim	Barrows	City Clerk	City of Arcadia	240 West Huntington Drive	Arcadia	CA	91007
Ms.	Vida	Barone	City Clerk	City of Bell Gardens	7100 South Garfield Avenue	Bell Gardens	CA	90201
Ms.	Margarita	Campos	City Clerk	City of Burbank	275 East Olive Street	Burbank	CA	91502
Ms.	Mary	McDuffee	City Clerk	City of Chino Hills	14077 Peyton	Chino Hills	CA	91701
Ms.	Linda K.	Olivieri	City Clerk	City of Commerce	2535 Commerce Way	Commerce	CA	90040
Mr.	Angel	Perales	Interim City Manager	City of Cudahy	5220 Santa Ana	Cudahy	CA	90201
Ms.	Lorene	Gutierrez	City Clerk	City of El Monte	11333 Valley Blvd	El Monte	CA	91731
Ms.	Kathleen	Midstokke	City Clerk	City of Downey	11111 Brookshire Avenue	Downey	CA	90241
Ms.	Rosanna	Ramirez	City Clerk	City of Huntington Park	6550 Miles Avenue	Huntington Park	CA	90255
Mr.	Larry	Herrera	City Clerk	City of Long Beach	333 West Ocean Blvd., 14th Fl	Long Beach	CA	90802
Ms.	June	Lagmay	City Clerk	City of Los Angeles	200 North Spring Street, # 305	Los Angeles	CA	90012
Ms.	Maria	Quinones	City Clerk	City of Lynwood	11330 Bullis Road	Lynwood	CA	90262
Ms.	Liz	Tamura	City Clerk	City of Manhattan Beach	1400 Highland Beach	Manhattan Beach	CA	90266
Ms.	Patricia	Bravo	City Clerk	City of Maywood	4319 Slauson Avenue	Maywood	CA	90270
Ms.	Alice	Atkins	City Clerk	City of Monrovia	140 East Lime Avenue	Monrovia	CA	91016
Mr.	Mark	Jomsky	City Clerk	City of Pasadena	100 North Garfield, #228	Pasadena	CA	91101
Ms.	Marie	Macias	City Clerk	City of Pomona	505 South Garey Avenue	Pomona	CA	91766
Ms.	Veronica	Ruiz	City Clerk	City of San Marino	2200 Huntington Drive	San Marino	CA	91108
Ms.	Carmen	Avalos	City Clerk	City of South Gate	8650 California Avenue	South Gate	CA	90280
Ms.	Sally	Kilby	City Clerk	City of South Pasadena	1414 Mission Street	South Pasadena	CA	91030
Mr.	Willard	Yamaguchi	City Clerk	City of Vernon	4305 Santa Fe Avenue	Vernon	CA	90058
Ms.	Kathryn	Marshall	City Clerk	City of Whittier	13230 Penn Street	Whittier	CA	90602
Mr.	John	Arriaga	Executive Director	League of California Cities, Latino Caucus	770 "L" Street, #1030	Sacramento	CA	95814
Ms.	Leslie	McGill	Marketing Director	California Police Chiefs Association	PO Box 255745	Sacramento	CA	95865
Mr.	Mike	Egan	Marketing Director	League of California Cities, League Partner	770 "L" Street, #1030	Sacramento	CA	95814
Ms.	Susan	Gubeley	Marketing R	Richards, Watson & Gershon	355 South Grand Avenue, 40th Floor	Los Angeles	CA	90071-15
Mr.	Richard	Jones	Owner and P	Jones & Mayer	3777 North Harbor Boulevard	Fullerton	CA	92835-13
Ms.	Toni	Burnside	Administrato	Woodruf, Spradlin & Smart	555 Anton Boulevard, #1200	Costa Mesa	CA	92626-76

Mr.	Dave	Aleshire	Managing Pa	Aleshire & Wynder	18881 Von Karman Avenue, Suite 1700	Irvine	CA	92612
Mr.	Michael	Jenkins	Partner	Jenkins & Hogin, LLP	1230 Rosecreans Avenue, #110	Manhattan Beach	CA	90266-24
Mr.	Erik	Vail	Partner	Burke, Williams & Sorensen	2280 Market Street, # 300	Riverside	CA	92501
Ms.	Shannon	Doggett	Marketing Co	Meyers Nave	575 Market Street, Suite 2600	San Francisco	CA	94105
Mr.	Arnold	Alvarez-Glasma	Partner	Alvarez-Glasman & Colvin	13181 Crossroads Pkwy North, Ste. 400 V	City of Industry	CA	91746
Mr.	Michael	Colantuono	Partner	Colantuono & Levin	11406 Pleasant Valley Road	Penn Valley	CA	95946-90
Mr.	Mark	Steres	Partner	McKenna Long & Aldridge	300 South Grand Avenue, 14 Fl	Los Angeles	CA	90071
Mr.	David	McEwen	Shareholder	Stradling Yocca Carlson & Rauth	600 Newport Center Drive, Suite 1600	Newport Beach	CA	92660
Mr.	John	Cavanagh	Paramount C	Cavanagh Law Group	30211 Avenida de Las Bande	Rancho Santa Margarita	CA	92688
Mr.	Scott	Campbell	City Attorney	City of Avalon	P.O. Box 707	Avalon	CA	90704-02
Mr.	Gregory	Einhorn	City Attorney	City of Biggs	P.O. Box 307	Biggs	CA	95917
Ms.	Cary	Reisman	City Attorney	Wallin, Kress, Reisman & Kranitz	2800 28th Street, Suite 315	Santa Monica	CA	90405-62
Mr.	Eduardo	Olivo	City Attorney	City of Commerce	320 West Whittier Boulevard, Suite 224	La Habra	CA	
Mr.	Craig	Cornwell	City Attorney	City of Compton	205 South Willowbrook	Compton	CA	90220
Mr.	Ricardo	Olivarez	City Attorney	City of El Monte	11333 Valley Boulevard	El Monte	CA	91732
Mr.	Alfred	Cabral	City Attorney	City of Hercules	111 Civic Drive	Hercules	CA	94547
Mr.	Francisco	Leal	Huntington P	Leal Trejo	707 Wilshire Boulevard, 3700	Los Angeles	CA	90017
Mr.	Rick	Olivarez	La Puente Cit	Kinaga Olivarez	424 North Lake Street, Suite 302	Pasadena	CA	
Mr.	Steven	Skolnik	City Attorney	City of Lakewood	15332 Antioch Street, Suite 436	Pacific Palisades	CA	90272
Mr.	Matthew	Ditzhazy	City Attorney	City of Palmdale	38300 Sierra Highway, Suite A	Palmdale	CA	92550
Mr.	Steven	Quintanilla	Attorney	Green de Bortnowsky & Quintani	35325 Date Palm Drive	Cathedral City	CA	92234
Mr.	Raul	Salinas	Attorney	Adorno & Yoss	633 West Fifth Street, Suite 1100	Los Angeles	CA	90071
Mr.	Michael	Montgomery		Law Office of Michael Montgome	2627 Mission Street, Suite One	San Marino	CA	91108
Ms.	Carmen	Avalos	City Clerk	City of South Gate	8650 California Avenue	South Gate	CA	90280
			City Clerk	City of Cudahy	5220 Santa Ana	Cudahy	CA	90201
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Ms.	Maria	Quinones	City Clerk	City of Lynwood	11330 Bullis Road	Lynwood	CA	90262
Ms.	June	Lagmay	City Clerk	City of Los Angeles	200 North Spring Street, # 305	Los Angeles	CA	90012

City of Bell
Agenda Report

DATE: May 11, 2011

TO: Mayor and Members of the City of Bell City Council

FROM: Pedro Carrillo
Interim Chief Administrative Officer

SUBJECT: Update on the status of the search, selection and appointment of an Interim Chief of Police

RECOMMENDATION

Receive and file the status report from the Interim CAO on the status of the search, selection and appointment of an Interim Chief of Police.

BACKGROUND

At the Wednesday, April 20, 2011 Bell City Council meeting, the Bell Mayor directed staff to provide the city council with an update on all developments related to the open search for an Interim Chief of Police (as a point of reference, the previous administration had ordered the Interim CAO to conduct a search for an Interim Police Chief and to include all current City of Bell officers as potential candidates. This directive was given on November 1, 2010.)

The search to identify an Interim Chief of Police has been ongoing and most recently re-initiated. The Interim Administration has reached out to the neighboring cities of Bell Gardens, Cudahy, Downey, South Gate, Huntington Park and the City of Los Angeles to encourage applicant interest and encourage applicants to to consider the vacancy. As a result, officials in the City of Huntington Park and Downey have offered to assist the City of Bell by providing their senior administrative personnel to serve temporarily while the City of Bell finds a permanent selection (this idea remains a viable consideration).

In addition, the City of Bell has developed a comprehensive distribution list and issued a "Chief of Police position description" to encourage a varied and experienced pool of applicants.

The distribution list was composed of various surrounding cities including the City of Alhambra, City of Arcadia, City of Bell Gardens, City of Burbank, City of Cudahy, City of Downey, City of Huntington Park, City of Los Angeles, City of Long Beach, City of Pasadena, City of San Marino, City of South Gate, City of South Pasadena, City of Whittier, as well as the Police Chiefs Association, and the California League of Cities Latino Caucus.

The search remains open and a short list of potential candidates should be finalized by May 31st. Another status report will be given at the May 25th, 2011 City Council Meeting.

ATTACHMENTS:

1. Interim Chief of Police Position Description
2. 2011 Interim Chief of Police Position Description distribution list.

Chief of Police
Position Description
City of Bell

The City of Bell ("City") is soliciting applications from qualified individuals interested in performing the duties and functions of Chief of Police.

THE POSITION

The Chief of Police is the key member of the Police Department management team and responsible for managing patrol, administration and investigations.

The Chief of Police supervises the activities of sworn and non-sworn employees within the Department; Interacts with the community on matters related to the efficient delivery of City services; Prepares staff reports, budgets and supervises spending programs; provides advice and counsel to subordinate supervisors; Prepares and presents oral and written staff reports to the Chief Administrative Officer (CAO) and City Council; Ensures healthy employee relations with individuals and bargaining units; Receives investigates and resolves complaints related to police service; Participates in community activities; and Meets with citizens.

THE ORGANIZATION

The City of Bell is located in the southeastern portion of Los Angeles County. The City was incorporated in 1927. In 2005, Bell became a charter city through a special municipal election. The City has an estimated population of over 40,000 residents and covers an area of approximately 2.7 square miles. Bell is governed by a five-member City Council operating under the Council/ CAO form of government and has 67 fulltime employees. City Council Members serve staggered four-year terms, with the Mayor appointed by the City Council on an annual basis. The City Council is responsible for passing City ordinances, resolutions, adopting an annual budget, appointing commissions and committees, and setting policy, among other things. The City Council appoints the CAO, who in turn appoints the heads of the various departments and other city staff. The position of Police Chief reports directly to the CAO.

The City provides its constituents a wide range of services including planning, public safety, building and safety, public works, engineering, parks and recreation, and general administrative activities. Services are also provided to the City and its citizens by

contract and by the direct services of other government agencies and organizations. These services include animal control, library and fire protection through the Los Angeles County. Water service is provided through a series of mutual water companies. Franchise agreements for electricity service are provided through Southern California Edison. Natural gas is provided through Sempra Energy. Public schools are administered through the Los Angeles Unified School District (LAUSD). Refuse collection is serviced through Consolidated Disposal Service. Public transit services are provided through the Metropolitan Transit Authority (MTA).

CHARACTERISTICS OF THE POSITION

The Chief of Police oversees and directs all activities of the Police Department for the City and for the surrounding areas in certain mutual aid circumstances. Responsibilities will include strategic planning for the use of resources, coordinating department activities with those of other local departments and ensuring that services provided and development plans are of the highest quality. The Chief of Police is accountable for accomplishing department planning, objective and operational goals, along with furthering City goals within general policy guidelines. Assignments allow for a high degree of administrative discretion in their execution.

Examples of Key Duties: (Duties listed below are illustrative and not exhaustive)

- Develops and directs the implementation of goals, objectives, policies, procedures and work standards for the department; prepares and administers department budget.
- Plans, organizes, administers, reviews and evaluates the work of sworn and non-sworn staff through subordinate levels of supervision.
- Provides for the selection, training, professional development and work evaluation of department staff; authorizes discipline as required; provides policy guidance and interpretation to staff; ensures laws, ordinances and policies are consistently enforced.
- Oversees all City police functions including community-orientated policies, patrol, crime prevention, investigation, traffic enforcement, school services, dispatch and records.
- Directs investigation of major crimes in coordination with other agencies; assists the City Attorney in the preparation of cases.
- Prepares, recommends and implements strategic plans to meet the City's current and long range needs.
- Confers with, and represents the Department and the City with members of the City Council, members of boards and commissions, various governmental agencies and a variety of public and private organizations.
- Reports and works with the CAO, City Council, other City departments, public and private organizations as well as citizen groups in developing programs and implementing projects to maximize police services.

- Prioritizes and allocates available resources, reviews and evaluates program and service delivery, provides improvement recommendations and ensures maximum effective service provision.
- Prepares and directs the preparation of a variety of written correspondence, reports, bids and requests for proposals, contracts, procedures, ordinances and other written materials.
- Directs the maintenance of current and all official department files.
- Monitors any alteration of the law, court decisions, regulations and technology which may affect departmental operations; implement policy, procedural and operational modifications as required.
- Perform other duties of a similar nature or level, or as directed by the Chief Administrative Officer.

QUALIFICATIONS

Graduation from a four-year college or university with major coursework in criminal justice, police science, public administration or a related field and five years of command or supervisory experience in law enforcement of Lieutenant, Commander, Captain or above; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job as listed above. Possession of a Mater's degree in an appropriate field is desirable.

Must possess and maintain a valid California Class C driver's license with a satisfactory driving record. Possession of P.O.S.T. certification in its entirety to the advanced level. Must possess or obtain current firearm, first aid and CPR certification.

Physical Requirements and Employment Conditions

Must possess mobility to work in a standard office environment, strength and mobility to operate a motor vehicle, execute command at any incident or emergency situation, strength and stamina to lift and carry 25 pounds; vision to observe emergency situations and investigations, ability to read printed materials and a computer monitor, hearing and speech ability in order to communicate in person or before groups of citizens and/or via telephone and radio communication.

Attend meetings at various locations within the City boundaries and/or other areas. Prospective candidate must be willing to complete a detailed background investigation. Also, he or she must be willing to work any extended shift, any emergency situation and remain on-call to the City. Finally, the prospective candidate must be able to work under difficult situations, exposure to dangerous situations, hazardous materials and all weather conditions.

Knowledge and Skills at Employment Entry

- Principles, practices and procedures of municipal police administration, including community oriented policing, patrol, traffic, investigation and a high level of service provision;
- Criminal laws, codes, ordinances and court interpretations, including citizen rights, apprehension, arrest, search and seizure, rules of evidence;
- Administrative principles and practices including implementation of department goals, program development, implementation , evaluation and supervision of staff either directly or through subordinate levels of command;
- Principles and practices of budget development, administration and accountability;
- Computer applications related to the work'
- Basic principles of local government organization and public administration;
- Techniques for effectively representing the City in contract with governmental agencies; community groups and various business, professional educational and regulatory organizations;
- Techniques for dealing with a variety of individuals from various socio-economic cultural and ethnic backgrounds in person and over the phone
- Planning, organizing, administering, coordinating, reviewing and evaluating a comprehensive police services program;
- Administering programs and the work of staff directly and through subordinate levels of supervision;
- Selecting, training, and motivating and evaluating the work of staff
- Providing for the training and professional development of staff;
- Developing and implementing goals, objectives, policies, procedures, work standards and internal controls for the department;
- Interpreting, applying and explaining complex laws, codes, regulations and ordinances;
- Effectively representing the department and the City I meeting s with government agencies, community groups and various business professional educational regulatory and legislative organizations;
- Preparing clear and concise reports, correspondence, policies, procedures and other written materials;
- Using tact, initiative, prudence and independent judgment within general policy and legal guidelines,
- Making effective public presentations
- Establishing and maintaining effective working relationships with those contracted in the course of the work

Anticipated Start of Services: Upon identification

COMPENSATION

Compensation for the Chief of Police position is negotiable, commensurate with experience.

INQUIRIES

All resumes must be submitted to Mr. Pedro Carrillo, Chief Administrative Officer, via email to the following email address: pedro@urbanassoc.com or by mail to his attention at Bell City Hall 6330 Pine Avenue, Bell CA 90201.
1638829.1

2011 City of Bell Chief of Police Position Description Distribution List

Ms.	Lauren	Myles	City Clerk	City of Alhambra	211 South First Street	Alhambra	CA	91801
Mr.	Jim	Barrows	City Clerk	City of Arcadia	240 West Huntington Drive	Arcadia	CA	91007
Ms.	Vida	Barone	City Clerk	City of Bell Gardens	7100 South Garfield Avenue	Bell Gardens	CA	90201
Ms.	Margarita	Campos	City Clerk	City of Burbank	275 East Olive Street	Burbank	CA	91502
Ms.	Mary	McDuffee	City Clerk	City of Chino Hills	14077 Peyton	Chino Hills	CA	91701
Ms.	Linda K.	Olivieri	City Clerk	City of Commerce	2535 Commerce Way	Commerce	CA	90040
Mr.	Angel	Perales	Interim City Manager	City of Cudahy	5220 Santa Ana	Cudahy	CA	90201
Ms.	Lorene	Gutierrez	City Clerk	City of El Monte	11333 Valley Blvd	El Monte	CA	91731
Ms.	Kathleen	Midstokke	City Clerk	City of Downey	11111 Brookshire Avenue	Downey	CA	90241
Ms.	Rosanna	Ramirez	City Clerk	City of Huntington Park	6550 Miles Avenue	Huntington Park	CA	90255
Mr.	Larry	Herrera	City Clerk	City of Long Beach	333 West Ocean Blvd., 14th Fl	Long Beach	CA	90802
Ms.	June	Lagmay	City Clerk	City of Los Angeles	200 North Spring Street, # 305	Los Angeles	CA	90012
Ms.	Maria	Quinones	City Clerk	City of Lynwood	11330 Bullis Road	Lynwood	CA	90262
Ms.	Liz	Tamura	City Clerk	City of Manhattan Beach	1400 Highland Beach	Manhattan Beach	CA	90266
Ms.	Patricia	Bravo	City Clerk	City of Maywood	4319 Slauson Avenue	Maywood	CA	90270
Ms.	Alice	Atkins	City Clerk	City of Monrovia	140 East Lime Avenue	Monrovia	CA	91016
Mr.	Mark	Jomsky	City Clerk	City of Pasadena	100 North Garfield, #228	Pasadena	CA	91101
Ms.	Marie	Macias	City Clerk	City of Pomona	505 South Garey Avenue	Pomona	CA	91766
Ms.	Veronica	Ruiz	City Clerk	City of San Marino	2200 Huntington Drive	San Marino	CA	91108
Ms.	Carmen	Avalos	City Clerk	City of South Gate	8650 California Avenue	South Gate	CA	90280
Ms.	Sally	Kilby	City Clerk	City of South Pasadena	1414 Mission Street	South Pasadena	CA	91030
Mr.	Willard	Yamaguchi	City Clerk	City of Vernon	4305 Santa Fe Avenue	Vernon	CA	90058
Ms.	Kathryn	Marshall	City Clerk	City of Whittier	13230 Penn Street	Whittier	CA	90602
Mr.	John	Arriaga	Executive Director	League of California Cities, Latino Caucus	770 "L" Street, #1030	Sacramento	CA	95814
Ms.	Leslie	McGill	Marketing Director	California Police Chiefs Association	PO Box 255745	Sacramento	CA	95865
Mr.	Mike	Egan	Marketing Director	League of California Cities, League Partner	770 "L" Street, #1030	Sacramento	CA	95814

City of Bell
Agenda Report

DATE: May 4, 2011

TO: Mayor and Members of the City Council

FROM: Pedro Carrillo
Interim Chief Administrative Officer

SUBJECT: Fiscal Analysis: New City Web Site Design & Implementation

RECOMMENDATION

Direct Staff to initiate a Request For Proposal (RFP) for City Web Site Design Services and Implementation.

BACKGROUND

In an effort to provide greater transparency and access to City of Bell public documents and City-related information, staff recommends that the City of Bell website be revised to provide constituents, as well as the general public and numerous media outlets, with the latest technology and city web site services, including social media outlets.

FISCAL ANALYSIS

Staff has conducted a preliminary fiscal analysis of the costs associated with this design and implementation. The preliminary financial data we have reviewed to date establishes a range of costs which vary from approximately $15,000 to $51,000, depending on the number of web pages, the establishment of a separate server, and the maintenance services requested.

At the Council's request, staff reviewed the vendors that provided web site design services for the City of Downey, and City of West Hollywood in addition to such cities as Monrovia, Duarte, and Chino Hills. The preliminary cost estimates are attached.

ATTACHMENTS:

1. Ewing & Beland
2. Civic Plus
3. Civica
4. 3Di

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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 = $ 6,500.00

TOTAL PROJECT COSTS (1.0, 2.0 & 3.0) = $ 13,000.00*

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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 - OPTIONAL**		
6.2.1	- Site hosted on NSS - Monthly Maintenance Contract - Monthly Site Updates (3 hrs Minimum)	-	*$ 255.00*
6.2.2	On-Demand Maintenance (After initial 10 hrs)	*1 hr*	*$ 85.00*

**This bid is for both phase 1 and 2, it is Ewing & Beland's view that we build the entire site at one time. This would be more economical and less time consuming in the long run.*

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
- Secure Job Tracking site to document and track progress http://eb-projects.com/tracker/

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

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ATTACHMENTS

I. Ewing & Beland Proposal (Hard Copy & CD)

II. Attachment A.2: Proposal Response Form

III. Attachment A.3: Project Cost Proposal

IV. Attachment A.5: Noncollusion Affidavit

V. Attachment A.7: Worker's Compensation Certificate

VI. Ewing & Beland Informational Packet

VII. Current list of Ewing & Beland URLs

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October 28, 2010

City of BELL
6330 Pine Avenue
Bell, California 90201

Attn: Magdalena Prado
RE: Ecommerce Solutions and Hosting & Maintenance Costs

1.0 – ONLINE PAYMENT SOLUTIONS

1.1	**EMAIL PROCESSING ONSITE**		
1.1.1	- SSL Secure Server Certificate	*Annual*	*$ 125.00*
1.1.2	- Code form and setup email for onsite processing		

1.2	**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)*		
1.2.1	- Code form and setup links	*2 hrs*	*$ 170.00*

1.3	**PAYPAL GOVERNMENT SERVICES** *(Please go to: https://merchant.paypal.com/cgi-bin/marketingweb?cmd=_render-content&content_ID=merchant/government_payments - for more information)*		
1.3.1	- Code form and setup links	*2 hrs*	*$ 170.00*

2.0 – UPDATE TO DEDICATED SERVER AND WARRANTY & MAINTENANCE

2.1	**Warranty**		
2.1.1	- Three Months - Maintenance, Bug Fixes	-	-

2.2	**Hosting & Maintenance** *(Depending on site traffic, a move to a dedicated server might be necessary)*		
2.2.1	- Site hosted on Dedicated Server (Siteground)	*Monthly*	*$ 180.00*
2.2.2	- On-Demand Maintenance	*1 hr*	*$ 85.00*
2.2.3	- Monthly Maintenance (3 Hours Minimum)	*3 hrs*	*$ 255.00*

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.

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Please review proposal and contact us to discuss. Thank you for your time.

I have seen the above proposal and am agreeing to the costs as they are presented. I am authorizing Ewing & Beland to proceed. Please sign the form and fax to our office at 626.930.0967.

_____ _____

Signed *Date*

_____

Print Name

The City of Bell, CA

May 4th, 2011

Developed by

Michelle Wells, Business Development Manager
Direct Line (785) 477-4980 • Wells@CivicPlus.com
Icon Enterprises, Inc., d/b/a CivicPlus
317 Houston St., Suite E • Manhattan, KS 66502
Toll Free (888) 228-2233, Ext. 309 • Fax (785) 587-8951 • www.CivicPlus.com

1. Website Design Experience

The City of Bell has initiated a Request for Proposals to transform its website with an innovative design that enables visitors to find the services and information they need. This organization serves more than 7,694 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 over 750 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 – Our customers are **never locked into one pricing model**. A one-size-fits-all model doesn't work with local government, and we recognize your uniqueness.

Design Process – We guarantee that you'll love your website design. Period. Our designs are **not template-based**, and our process combines our in-house designers' creativity with proven usability concepts, incorporating a refined revision process in order to reach the perfect end result.

Organization – We've helped hundreds of governments effectively organize their websites, so we guarantee that your site will present your residents with an intuitive, **easy-to-use site architecture**.

Support – With technology, having access to **unlimited support** is critical. With our Ultimate Service Plan, we'll never limit you to blocks of support hours or charge extra for calling us. CivicPlus' support staff is available 24-hours-a-day, seven-days-a-week, 365-days-a-year. Except during leaps years; then they're available 366 days.

Community – Connect with over 750 cities, counties and other government entities through the **CivicPlus Connection**. Share ideas and contribute to bettering the CivicPlus community.

Training – Over-the-phone or on-site training is available, and continuing training is part of **CivicPlus University**, where your staff can watch training webinars, download manuals, and become CivicPlus certified!

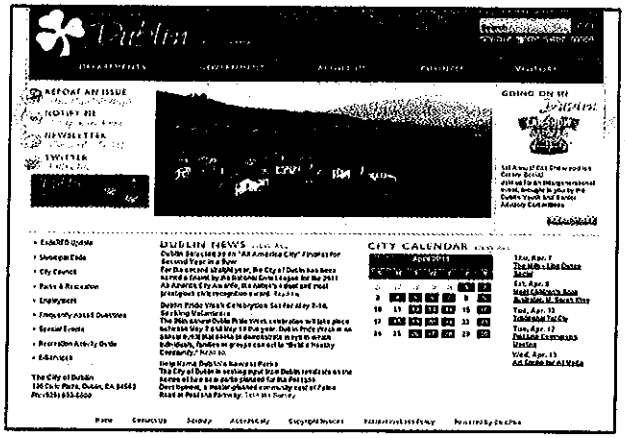
Future – Our development staff will stay by your side long after your website launches, rolling out new features, new applications and new suggestions on how to continue offering more and better service to your residents – **all at no additional charge**!

The following proposal contents address specifications per your Request for Qualifications, Website Design. The contents include:

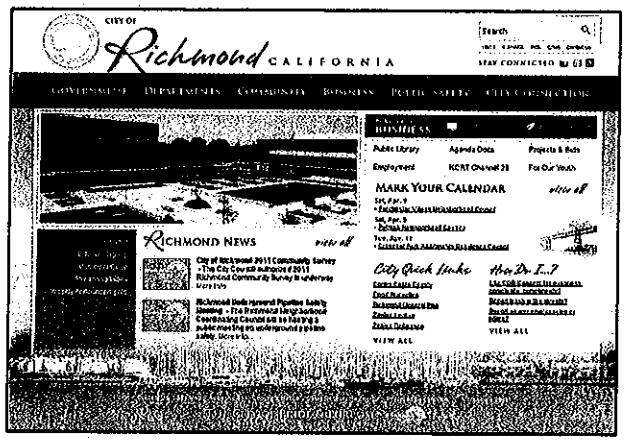
- CivicPlus' capabilities, experience and commitment to clients, and our approach and methodology to transform your site
- Ongoing training and consultation
- Creativity and recommended functionality usage to engage and attract site visitors
- Price estimate

The recommendations for the City of Bell were developed to address your defined needs. All estimates are negotiable based on client requests. We encourage you to schedule a 45-minute demonstration to visualize all that our services can do for your organization by an overview of the latest site developments and the administrative interface that allows non-technical users the ability to update their website as frequently as needed.

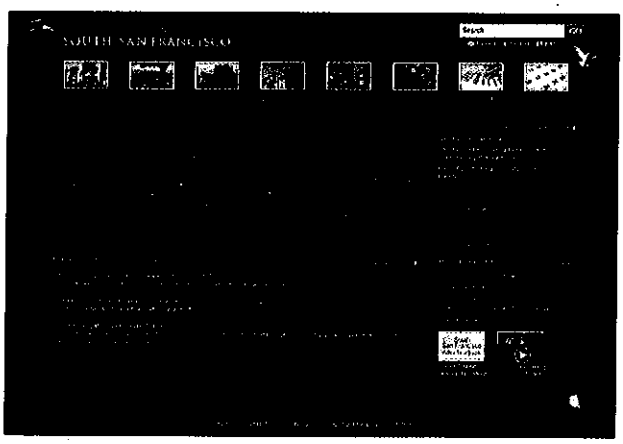
California Municipal Clients



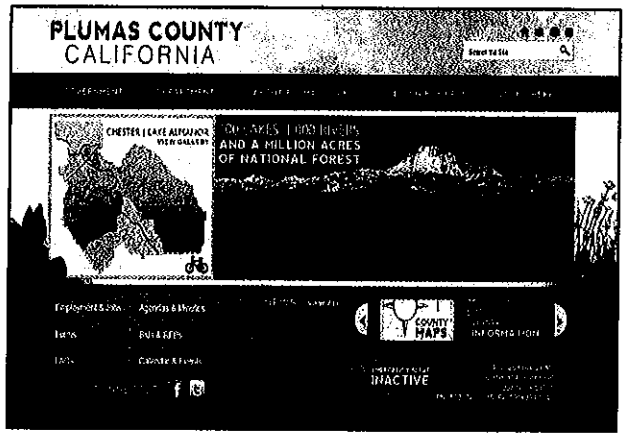
www.ci.dublin.ca.us



www.ci.richmond.ca.us



www.ssf.net



www.plumascounty.us

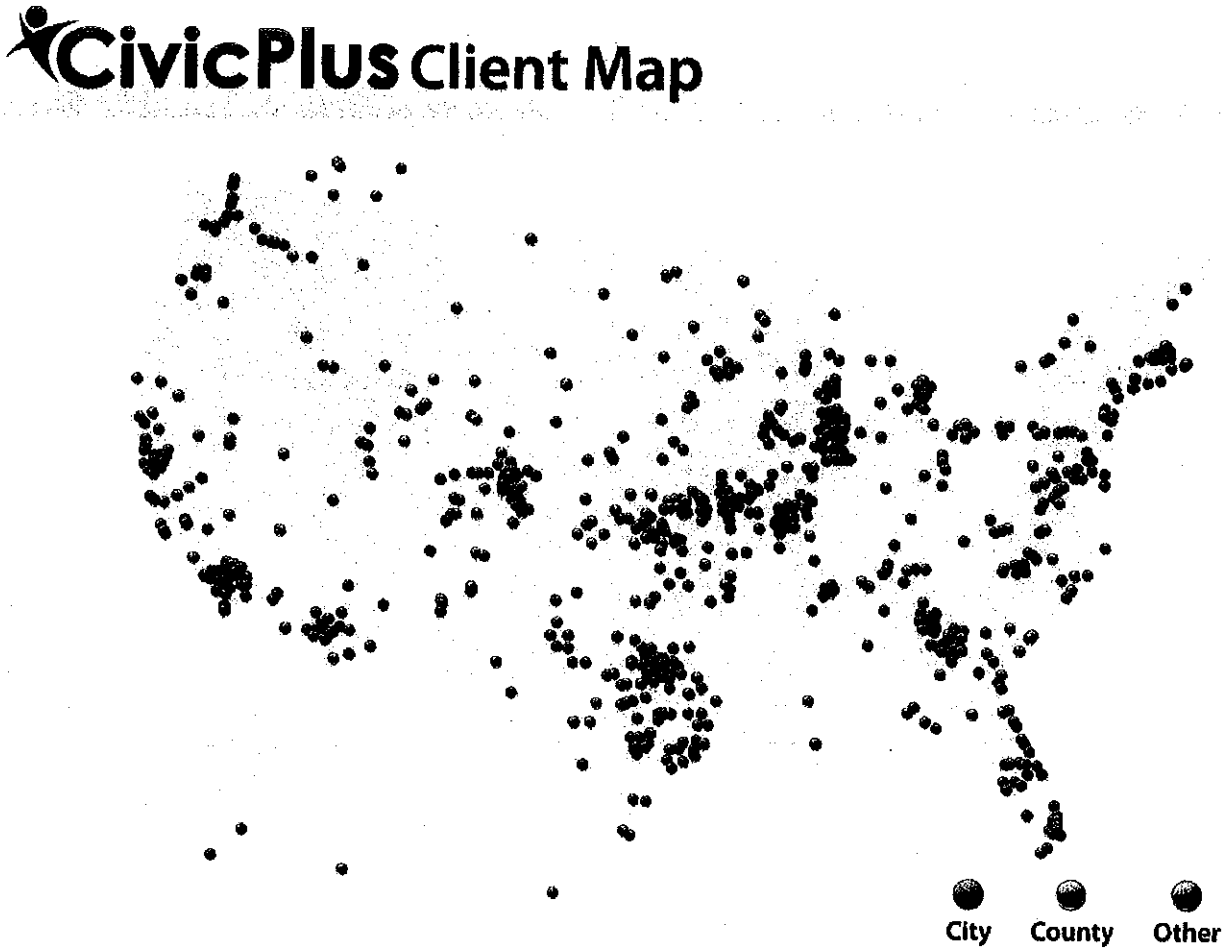
Azusa, California www.ci.azusa.ca.us
Banning, California www.ci.banning.ca.us
Beaumont, California www.ci.beaumont.ca.us
Belvedere, California Under Development
Blythe, California www.cityofblythe.ca.gov
Chino Hills, California www.chinohills.org
Cloverdale, California www.cloverdale.com
Coachella, California www.coachella.org
Colusa County, California www.countyofcolusa.com
Commerce, California Under Development
Contra Costa County, California www.contracosta.ca.gov
Delano, California www.cityofdelano.org
Dixon, California Under Development
Emeryville, California www.emeryville.org
Fontana, California http://fontana.org
Fortuna, California www.friendlyfortuna.com
Fremont, California www.fremont.gov
Grand Terrace, California www.cityofgrandterrace.org
Grover Beach, California www.grover.org
Hesperia, California www.cityofhesperia.us
Huntington Park, California www.huntingtonpark.org
La Mesa, California www.cityoflamesa.com
La Palma, California www.cityoflapalma.org
Laguna Niguel, California www.ci.laguna-niguel.ca.us

Larkspur, California Under Development
Lemon Grove, California www.ci.lemon-grove.ca.us
Los Gatos, California www.losgatosca.gov
Mammoth Lakes, California www.ci.mammoth-lakes.ca.us
Marina, California www.ci.marina.ca.us
Mariposa County, California www.mariposacounty.org
Menifee, California www.cityofmenifee.us
Merced County, California www.co.merced.ca.us
Morgan Hill, California www.morgan-hill.ca.gov
Morro Bay, California www.morro-bay.ca.us
Pismo Beach, California www.pismobeach.org
Placentia, California http://placentia.org
Pleasant Hill, California www.ci.pleasant-hill.ca.us
Rolling Hills, California www.rolling-hills.org
San Anselmo, California www.townofsananselmo.org
San Mateo, California www.cityofsanmateo.org
San Pablo, California www.ci.san-pablo.ca.us
Shafter, California www.shafter.com
Shasta Lake, California www.ci.shasta-lake.ca.us
Signal Hill, California www.CityofSignalHill.org
Soledad, California www.cityofsoledad.com
South Lake Tahoe, California Under Development
Tehachapi, California www.tehachapicityhall.com
Windsor, California http://townofwindsor.com

Other Municipal Clients

No one can match our interactive suite of tools that allow governments to better engage and communicate with their citizens and communities. No one can match our customized development process and the depth of our implementations, as put together by experts who know local government – its people and its processes. And 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.



A Proven Development Approach

CivicPlus provides our eGovernment communication solution to more than 750 municipalities – cities and counties of every size from coast to coast – serving more than 27 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:

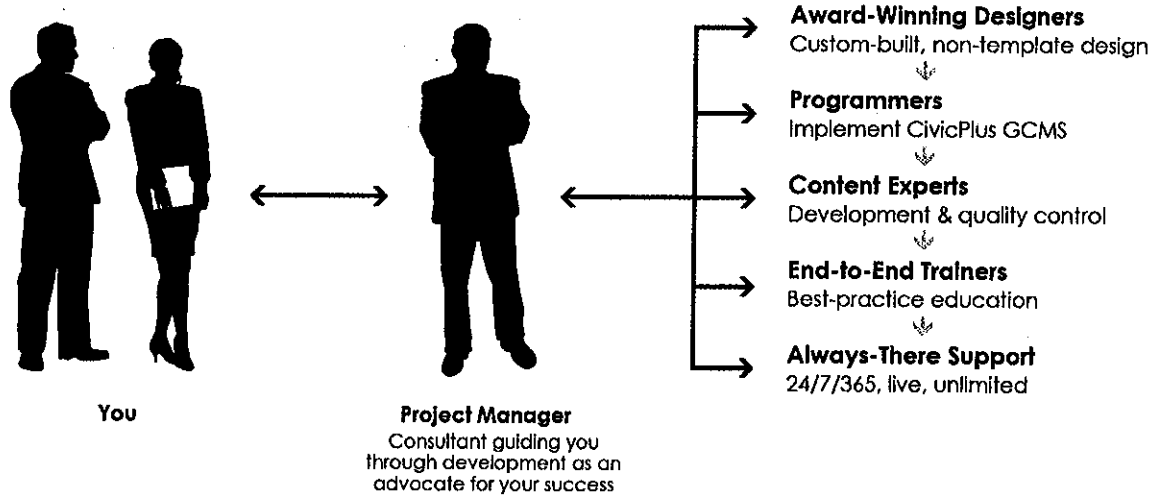
- A completely unique and customized website design
- Intuitive navigation and page layout with unlimited submenus and subpages
- Interactive functionality through our Government Content Management System (GCMS)
- Always-updating and cutting-edge solutions designed by governments, for governments
- Comprehensive training and unlimited support.

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 6 – 11 experienced staff members. A single 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 her strong technology background, your dedicated Business Development Manager, Michelle Wells, 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 more than 13 years provides a vast level of experience that is invaluable to each and every client.

A member of our seasoned project management team, Chris Fisher, is responsible for guiding you through your project. Using his knowledge of effective online citizen engagement techniques – with specific case studies and examples – Chris 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.

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.

> " Compared to working with other vendors in the IT arena, CivicPlus was very well coordinated. You met your deadlines and simply did what you said you were going to do. "
>
> **Ben Faubion** *Ellensburg, WA*

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4. Vendor Service Capabilities

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

7. CivicPlus Project Development Estimate

All Quotes are in US Dollars are estimates based on a general scope of work

Project Development	**$30,0000-$35,000**
Annual Support, Maintenance & Hosting *Server Storage not to exceed 10 GB; Media Center Storage not to exceed 10 GB*	**Included**
Total Fees Year 1	$30,000-$35,000

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, 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.

Optional – Year 2 and Beyond Annual Support, Maintenance & Hosting *Subject to annual 5% increase*	**$4,000-$5,000**

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.
2. Terminate services with CivicPlus.

CivicPlus Advantage	1st Year	2nd Year	3rd Year
Annual Recurring Fees	~$13,000	~$13,000	~$13,000

Planning for the future

Both the Standard and CivicPlus Advantage payment plan include a no cost re-design of your site after 4 years of continuous service with CivicPlus. This option assures you that not only will you have a site that will grow with Bell as new features and functionality are released, but also delivers a plan to assure the look and feel of your site continues to evolve with market place trends and initiatives of the City

Project Development

Objective 1: Establishing Your Site's Focus	
Phase 1: Analysis and Timeline Development Deliverable: Project Timeline and worksheets	**Included**
Phase 2: Website Design Deliverable: Website Design Composition	**Included**
Phase 3: Navigation Architecture Development Deliverable: Navigation structure optimized for your website	**Included**
Objective 2: Content Development and Page Layout	
Phase 4: Modules and Site Setup Deliverable: Set up fully functional site, software that runs the site, and site's statistical analysis.	**Included**
Phase 5: Content Development of **100** standard pages and up to **500** supporting elements Deliverable: Website content development and module content.	**Included**
Phase 6: Test and Review, Establish Future Expectations Deliverable: List of items that need to be addressed	**Included**
Objective 3: Equipping Your Staff for Successful Website Maintenance	
Phase 7: 3 Days of On-site Training Deliverable: Train System Administrator(s) on CMS Administration, permissions, setting up groups and users, module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.	**Included**
Objective 4: Website Deployment	
Phase 8: Go-Live and Project Review Deliverable: Final project review report	**Included**
Phase 9: Marketing Deliverable: Registration of site with all major search engines	**Included**
Phase 10: Ongoing Consultation Deliverable: Site review with recommendations for enhancements to improve visitor interaction; layout, design and content recommendations.	**Included**
Expandable Modules	
None	**n/a**
Additional Functionality	
None	**n/a**
Gov 2.0 Upgrades	
Blog Share	**Included**
Facebook Integration Twitter Integration	**Included**
Options Included in One-Time Fee	
Total Project Development Fee	**$30,000-$35,000**
First Year Annual Support, Maintenance and Hosting Fee Server storage not to exceed 10 GB; Media Center storage not to exceed 10 GB	**Included**
Total Fees Year 1	$30,000-$35,000

Project Enhancement Options

Options	One-Time Fee
Pre-Implementation Option: 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 Add $3,800
Pre-Implementation Option: 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 Add $5,800
Phase 3 Option: 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 Add $5,800
Phase 5 Option: 50 Pages of Additional Content	$1,450
Phase 7 Option: 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 Option: Laptop Lab Laptops for use in your CivicPlus training session.	Optional Varies
Phase 8 Option: Website Presentation One day of on-site meetings to present website to stakeholders. *Quote includes travel expenses.*	Optional Add $2,500
Post-Training Option: Three Month Checkup Held three months after Go-Live, includes two days of additional consultation/training. *Quote includes travel expenses.*	Optional Add $5,000
Post-Training Option: Three Day Annual Refresher One day of consultation, two days refresher/advanced training. *Quote includes travel expenses.*	Optional Add $6,000

Functionality Options	One-Time	Monthly
Forms – custom developed to client's specification	$375/ea	n/a
LDAP Integration	$1,250	$200
Language Translation (hand translation, priced per single language)	$125/page or $1,000/10 pgs	n/a
Logo Development	$5,000	n/a
Logo Development with Branding & Graphics Development	$7,000	n/a
Subsite - Basic	$2,500	$60
Subsite - Advanced	$6,500	$135

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Project Development Includes the Following:	
Modules	**Functionality**
• Alerts Center & Emergency Alert Notification	• Action Items Queue
• Archive Center	• Audit Trail / History Log
• Bid Postings	• Automated PDF Converter
• Business/Resource Directory	• Automatic Content Archiving
• Calendar	• Content Library
• Carbon Calculator	• Dynamic Breadcrumbs
• Document Center	• Dynamic Sitemap
• ePay	• Expiring Items Library
• Facilities & Reservations w/50 Facilities	• Graphic Link Administration
• FAQs	• Links Redirect and Broken Links Finder
• Featured Info Module	• Menu Management
• Forms Development Tool	• Mouse-over Menu Structure
• Healthy City Initiative	• Online Editor for Editing and Page Creation (WYSIWYG)
• Intranet	• Online Web Statistics (Only with CivicPlus Hosting)
• Job Postings	• Page Wizard w/Multiple Layouts
• Media Center	• Printer Friendly/Email Page
• NewsFlash	• Rotating Content
• NotifyMe Email Subscription	• RSS
• Online Job Application w/1 Generic Application	• Search Engine Registration
• Opinion Poll	• Site Layout Options
• Permits & Licensing	• Site Search & Entry Log
• Photo Gallery	• Slideshow
• Postcard Module	• User & Group Administration Rights
• Quick Links	• Web Page Upload Utility
• Real Estate Locator w/25 Properties	• Website Administrative Log
• 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		

8. 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 – City of Bell will 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 Build AMAZING Government Websites.

If you don't agree we'll refund your money. GUARANTEED!

City of Bell

Website Design and CMS Implementation

20101 SW Birch St., Suite 250
Newport Beach, CA 92660
(949) 851-1600 x211
(949) 851-1930 fax
sgregg@civicasoft.com

civica SOFTWARE

05/04/2011

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Company Profile

Company Information and Project Overview

Pixelpushers Inc., dba Civica Software (Civica) is a California subchapter-S corporation based in Newport Beach, CA, which has grown over the past decade to become one of the most successful and experienced local government & special event / entertainment Website development companies in the US. As a company we have focused on Local Government, Special Districts, Special Events and Non-Profits, with installations in over 60 California agencies, and 250+ projects / system deployments. In addition to past experience, we utilize a number of custom online tools to ensure smooth communications and timely project management. City of Bell staff will have full access to both our online Project Management systems and development environments. We have developed a level of professionalism that few vendors can match.

We propose to partner with the City of Bell to design and implement an attractive, user-centric and constituent-friendly Website that will meet or exceed your project goals listed in the RFP. This site will incorporate Civica's powerful content management system (CMS), assuring that its content is always current because it can be easily maintained by existing staff with minimal training and no technical expertise. This will significant reduce costs over the additional years

Your new Website will create a more personal interface with your audiences: your business partners and visitors as well as staff. This will enable the management to enhance the level of service to the community.

Consultancy

Civica Software does not undertake a redesign of any of its client's Websites without a comprehensive review of the existing site, a complete discussion of our findings as well as a wide-ranging discussion of your goals and objectives. Our experience has shown that this preparatory work is essential for us to understand both your immediate and long term desires.

While many see local agencies as monolithic structures that all do the same thing, we know that the more than 60 Civica Software clients each offered unique issues and challenges which had to be understood before they could be resolved. Our track record speaks for itself as you will see in the list of references we provide. We ask you to call any of them. We are proud of the results we have delivered. The only way that level of success can be achieved is to know what, and with whom, the client is seeking to communicate. We do that exceptionally well.

Website Design

Once the consultancy phase is completed, your new Website will be completely redesigned, making it more graphically appealing, content rich, easy to navigate while clearly communicating the unique image of the City of Bell. As importantly, the new Website will be easy for staff to manage. Updating will be dispersed throughout as many City of Bell employees as you wish, enabling each department to update its own portion of the site.

It will provide a unified City of Bell theme though all departments. The City of Bell's branding will be consistently displayed on every Web page, using Flash elements where appropriate. Civica designers will interface closely with all departmental stakeholders throughout the entire design phase to ensure not only that the new strong graphical direction reflects your unique personality, but that it speaks directly to the various target audiences. All authorized stakeholders will be able to review every element of the site as it takes shape on a dedicated, password protected, Web server.

Website Training

Civica Software's CMS is designed so that no technical skills are required to manage content on the site. Training actually begins during the design phase as users become familiar with the system by having access to the above referenced development site. As the site is being completed, a full user training process occurs prior to "going live." On average, users require only about 30-45 minutes to have full capability to post items to the site.

At the same time, a limited number of staff is given more extensive training to enable them to administer the site. Civica will supply you with tools and training to enable staff to rebuild and restructure the site without the need for a vendor interface. This will help then in order to adapt the site to changing technologies and other future needs. This training also includes the ability to completely add departments or pages, and to enable them to provide for future redesigning of the site, or any elements within it, should that be required.

Development and Engineering

Civica brings a breadth of experience to government Website projects. Since users are not always aware of departmental structures, the site architecture will ensure that all information can be found quickly no matter how the user approaches it. We are expert at making all government services, programs and functions very quickly accessible through Civica's intuitive and powerful search engine, which is an integral feature in all Civica CMS implementations.

The site will promote the services supplied and supported by the City of Bell, present and future, and provide a stable upgradeable platform for all e-government and other internal resource initiatives, both current and future. It can facilitate and integrate a wide range of online transactions including third party software applications such as for payments, etc.

It will include enhanced interactive features, such as City of Bell calendars and the ability to submit online forms for a variety of purposes. The site can also act as a community portal providing seamless access to information important to City of Bell residents and businesses.

Project Management

Your web site will be assigned a project manager that will act as a single point of contact between City of Bell staff and our organization during the entire development and deployment of your new website. In addition to past experience, we utilize a number of custom online tools to ensure smooth communications and timely project management. City of Bell staff will have full access to both our online Project Management systems and development environments.

Principal Project Staffing Members

We bid on a project basis and allocate resources as necessary to assure that the job gets done on time and within the budget provided. Your implementation will be extremely important to us and you will get the highest level of attention from our senior staff.

General Manger / VP Development: Stuart Gregg

Stuart is a programmer with over 27 years of experience of general systems coding. A veteran video game programmer with over 15 published titles. Stuart has been with Civica from the beginning, initially both developing the modules and interfaces for the Civica System and managing the other members of development team.

As General Manager Stuart is responsible for the day to day running of Civica and while he does less development work these days, he still leads the R&D team that continues to add to the Civica system and will build out your website. This allows your staff to directly interface with our technical team, rather than an account manager or salesman.

Project Manager: Jeanne Frese

Jeanne has been in Customer Support and management roles since 1991. She holds a Master's degree in Linguistics and is bilingual English/German and fluent in French. After college, Jeanne enjoyed a fast-track career at Compaq Computers where she held positions as Customer Support Manager, Technical Support Manager, and Service Manager. In these roles, she managed on-site and off-site teams supporting Compaq dealers and end-users. In 2002, she founded Recruiting Services International, Inc. a premier non-traditional recruiting firm placing job seekers in full-time permanent and contract positions with its clients.

Jeanne will be managing the implementation phase of the project working very closely with the client.

Database Integration & GIS & Mapping Specialist: Ilya Gorelik

Ilya has been an IT professional since moving to the United States from Russia in 1991. In 2000, he founded *Gorelik Software Inc.*, a software development and consulting company. He most recently worked as a Chief Technology Officer for CareerCorner.TV, an educational startup in Orange County, California. Prior to that, Ilya consulted for buy.com, the world's second largest e-commerce site, where he initiated and led several IT projects. Ilya graduated from the Civil Aviation Engineers University in Latvia. Ilya has considerable experience in the development of database applications and is the Civica specialist in this area and is located on the East Coast

Systems Integrator: Minh Do

Minh, a programmer with 8 years coding experience, has worked with Civica for over 6 years and has also shared responsibility for refining the architecture of the Civica System / CRM systems. Minh has extensive experience with multiple web implementation systems including .Net , e-commerce, Active Directory integration and working with various government application systems. His responsibility will be deployment and maintenance, as well as integration with third party applications

Customer Support: Joey Sanchez

Joey has worked in Support and project management for over 15 years. During that time he has worked at number of key organizations ranging from Banking & Mortgage, Government, to Hi-Tech and Video Games companies. During these years, Joey has been responsible for spearheading and implementing a number of support and quality control system to make the end customers experience more fulfilling. In response to a number of complaints and requests from our clients, Joey has radically changed our approach and service levels to further better service our clients. This includes real-time, online project management system, weekly status reports and online meetings to make sure that the development cycle is moving forward with a personal touch.

Training: Leslie Robinson

Leslie brings a wealth of training experience to Civica. In addition, she has lots of hands on experience with the Civica CMS. Leslie is also involved in day to day content migration operations.

Additional programmers, designers and development and support staff will be utilized as required.

Timeline / Workplan / Information Gathering Plan

Consultancy/design

Initial organization meeting
Civica consultants will meet with the designated City of Bell Web design team to better understand the new and unique image that they wish communicated to their constituents. Civica will discuss with the team all services that the City of Bell offers and jointly document the departmental structure that will exist to manage the content on the site. This will lead to the development of the navigation structure schematic. At the same time, Civica will meet with representatives of City of Bell departments to gain their input into the desired structure of the site.

Progress Meeting
Civica will present its findings from their Website review and propose a plan for delivering a new site that meets those objectives and requirements. Civica will set up a password protected development Website accessible by designated staff, where all design updates for the new site will be posted for review by the Web group.

Conceptual design meeting
Civica will discuss the designs with the designated design review team to filter the various options and to narrow and refine the chosen design. At this meeting, the Web committee will be presented a series of three home page concepts, layouts and designs for review each with a corresponding secondary page design. Civica may propose the implementation of minor sound and Flash/animation elements that will enhance the site without unduly extending download times.

Civica will prepare and post on the construction Website a refined homepage design together with a corresponding secondary page design for a final decision by the group. All design elements will be presented via the Web-based Client Development area to ensure that all decisions are made within the context of how the ultimate user is going to view the Website. Civica will then design all departmental homepages and post them to the Client Website for departmental review.

Time line: Completion 6 weeks from contract

Graphics finalization
Following departmental input, Civica will post "final designs" for the homepage and all departments online. Upon approval, Civica will deliver all graphic components in Adobe Photoshop optimized and sliced ready for integration into the Website together with full documentation and technical specifications. These specifications will include hex colors font specifications and any other information required for integration into a CMS system.

Time line: Completion 8 weeks from contract

Development/engineering

Stage 1: CMS deployment
Civica will deploy the complete Civica Content Management software system containing the administration system together onto a Civica Web server and integrate the various approved graphics, homepages, primary and secondary navigation systems with the software.

All drop down menu elements, site navigation features and departmental homepages (minus content) will be functional for testing and approval by City of Bell departmental staff prior to content integration.

Time line: Completed 4 weeks from receipt of all approved designs prepared and ready for Web implementation

Stage 2: Training
Civica Software staff will provide user training sessions for up to 16 City of Bell employees in the full use of the Civica tools necessary to routinely maintain and redesign the Website and update the content on the Website and the procedures for creating and posting new content onto existing pages. These training sessions will run for up approximately 2 hours each.

In addition Civica Software staff will provide an in depth "train the trainer' session for up to three selected employees in the full use of the Civica administration system. They will be able to:

- Set up all user rights and privileges
- Understand all Civica tools necessary to routinely maintain and redesign the Website
- Update the content on the Website, and create and post new content onto existing pages

This training session will run for up approximately 3-4 hours. This training will be provided at the City of Bell's offices.

Documentation in both soft and hard copy will be provided to City of Bell staff to enable them to use all features of the CMS system and to update and redesign the site.

Time line: Completion 2-3 weeks from completion of stage 1

Stage 3: Content Integration & Site Development
This stage will commence contemporaneously with the training and real content migration will be used as part of the training process. Civica will utilize up to 750 pages of content either extracted from the existing site that has been pre-approved or new content submitted. Civica will classify the content with metadata tags and build and complete the Website using this content and post the site for review and approval on the development Website.

This proposal includes for the migration of up to 750 web pages of content. If additional pages are required beyond this amount, they will be billed on a per page basis. The complete site, by this definition, would be posted for testing and approval by City of Bell staff.

Throughout the entire development cycle, we maintain a duplicate system that replicates your final deployment environment. All functionality testing and development will take place on these systems to ensure an accurate representation of the eventual Website.

Although testing occurs throughout the project, in this stage, the site is scrutinized on multiple platform, browser, and bandwidth environments. The various systems planned for the site will be tested and all subsections will be refined and tested for proper linkages and content control. The

ADA compliant version and "low graphics" version of the Website will be developed concurrently with the primary site.

Time line: Completion 8-10 weeks from completion of Stage 1

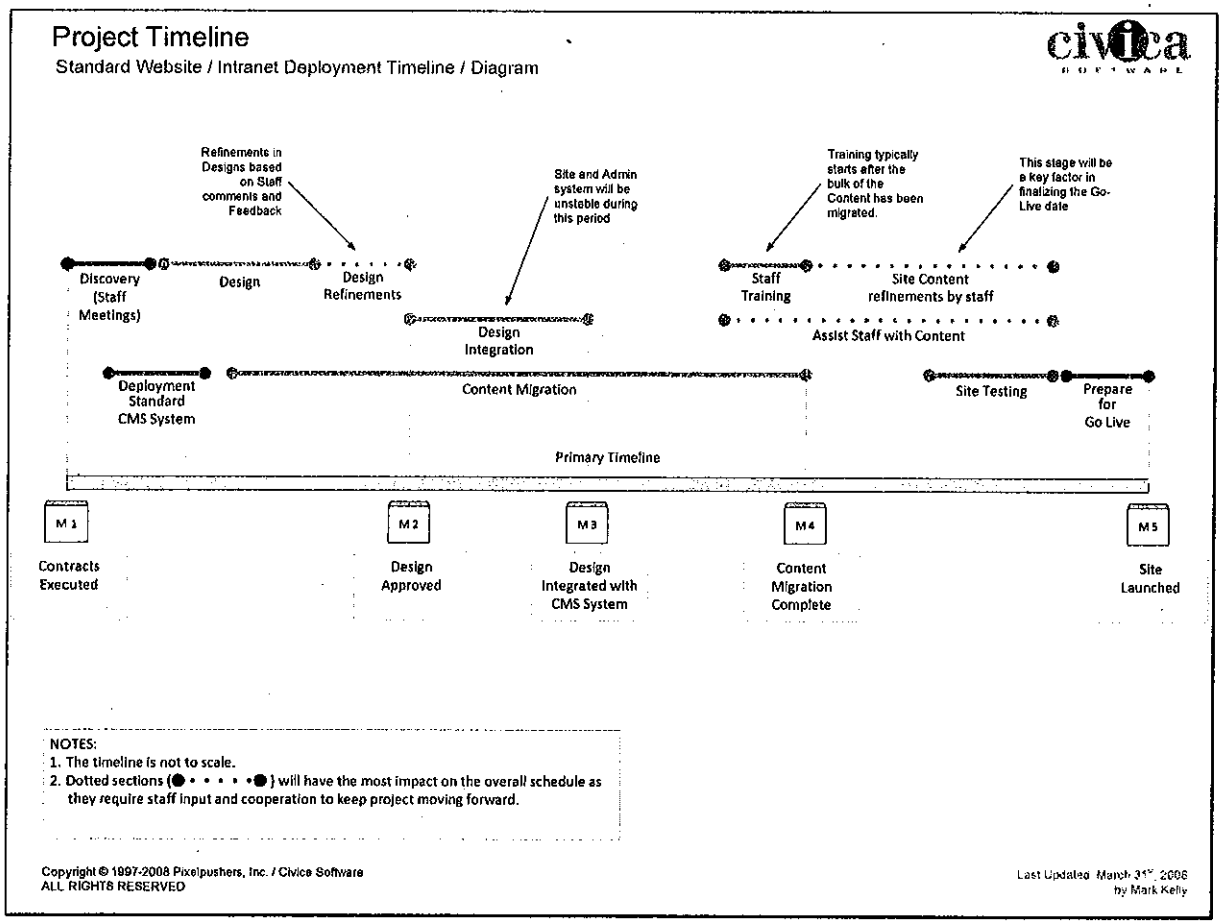
Stage 4: Quality Assurance and Technology Transfer

Although the site will be continually tested during the entire duration of development, Civica will assist in the deployment of the new site on your servers, wherever they are located. At this juncture, the site will be live, with all features accessible by the public. Civica will register the Website on the City of Bell's behalf with all primary search engines and incorporate the required metatags.

The City of Bell will take full control of the maintenance of all sections, including full access to the source code for the purpose of disaster recovery.

Time line: Completion 10-12 weeks from completion of Stage 1

Overall project timeline: 16-24 weeks



The Civica Content Management Software (CMS) suite - Overview

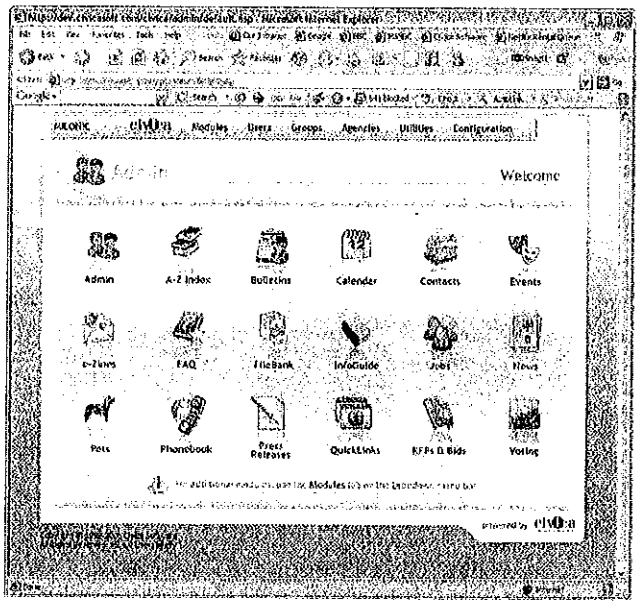
Software Specifications

The ability to maintain Websites and keep them current has provided challenges to management. Out-of-date content is embarrassing to staff, an irritant to users, and is inconsistent with the objectives of the City of Bell. Utilizing a user-friendly Web browser-based interface, the Civica Software's Website content management tools will simplify the process of updating content published on the City of Bell homepage, as well as on multiple departmental Web pages.

The communication tools that are provided for maintaining the new site are built upon a series of simple Web-based templates or modules for retrieving, editing and updating information. The modular components that together will make up the complete site are as follows:

Administration System

At the core of the CMS is the Civica Administration System. This allows for any number of City of Bell staff to be assigned a wide range of rights and privileges to ensure that they can carry out their daily workload. These rights can be set based on staff roles.



Based on the password used to login, staff in different departments can create and maintain their own areas of the Website without requiring any involvement of the IS/IT department and **without possessing any technical skills.** The modules presented to staff members are based on their attributes preset by the Website administrator and are determined by the login used.

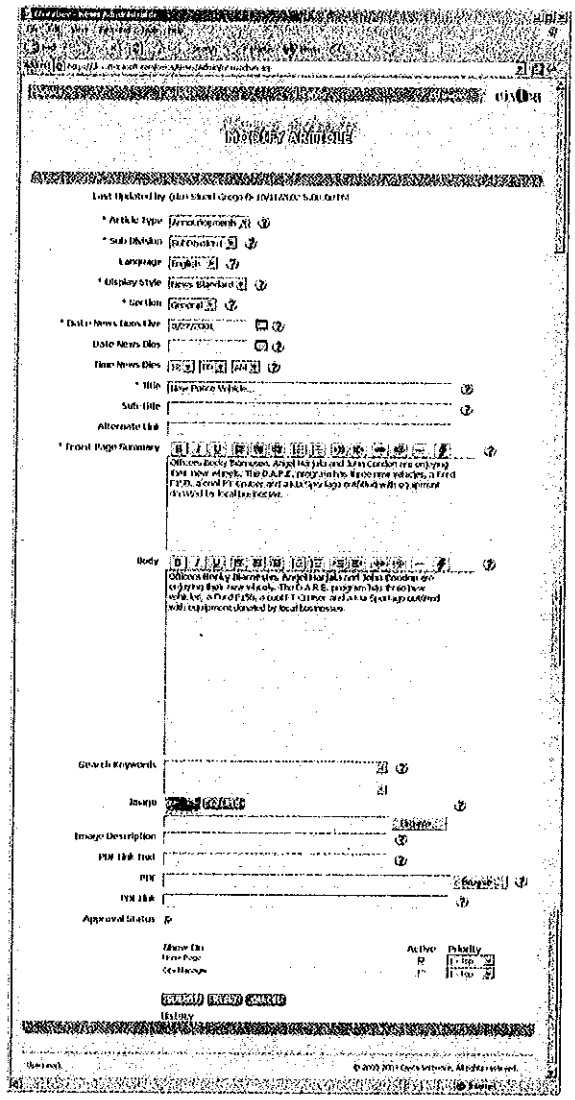
The administration system can also be configured to display the number of hits per page by department or service either privately or directly on the Website page. A full audit trail of every change to the site and publication of new content is maintained by the Administration MS SQL database.

Feature Modules

The Civica suite of feature modules, each of which contains specific data input templates, is integrated with the Administration System to manage the updating of Website content throughout the site. These modules and their input templates are configured to conform to City of Bell business practices and, where appropriate, will be arranged in a formal workflow approval process to ensure that only the correct and approved information is ultimately displayed on the Website. Included in this workflow system is the ability to audit submissions made to the site as well as restore previous versions should corrections need to be made following posting.

The following is an overview of some of the features that these modules contain:

News and Announcements



Built on a template-driven article editor, this module enables those people provided with administrative rights with the ability to easily create and display News and Announcements in several different styles quickly and easily on the home page of the Website as well as on the home pages of selected departments either on the Website. Articles can be modified, added to or removed from these pages without requiring any knowledge of HTML, FrontPage or other Web development software. The Website will incorporate these changes by dynamically rebuilding and reconfiguring the appropriate pages without any human interface.

The system includes a built-in image insertion system so that even an unskilled user can incorporate graphics into a news article. No matter which style is chosen, the system automatically produces the image at the correct resolution and size, without having to use any additional software, such as Photoshop.

Easy to maintain "Go Live" and "Remove" settings enable the pre-preparation, automatic posting and automatic removal of information. This helps insure that the material on the Website is always current. All articles are automatically archived when removed from the site and can remain accessible to site visitors. If necessary, they can be restored to the site in as few as two clicks.

This module and its input templates can be arranged in a formal workflow approval process to ensure that only the correct and approved information is ultimately displayed on the Website.

FileBank

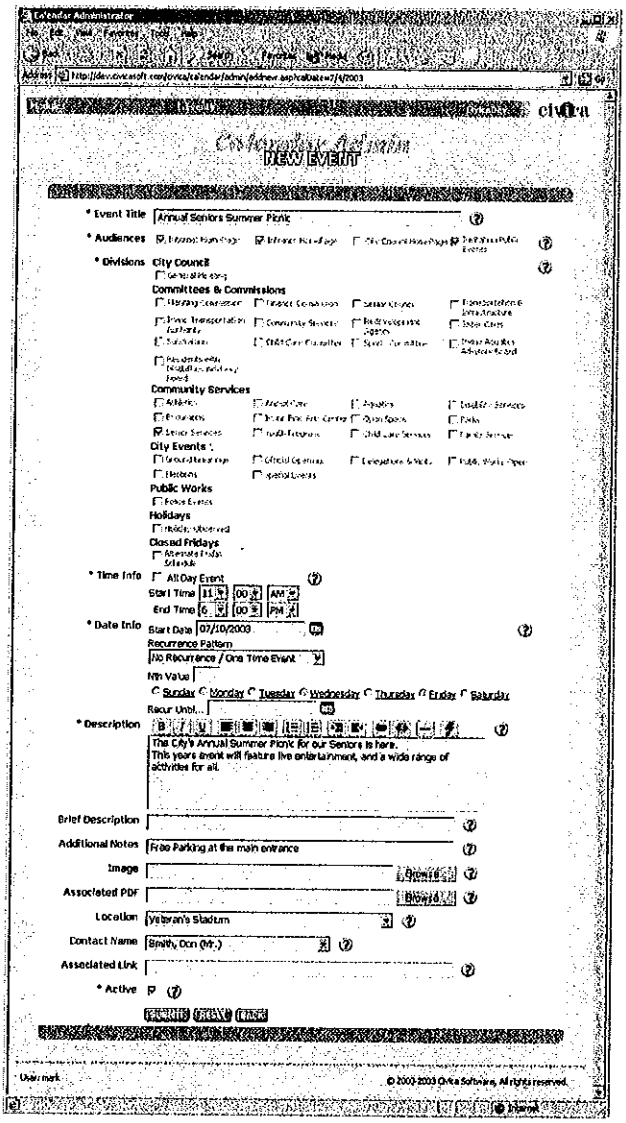
This important module acts as the Website's document and graphic management system, searching and retrieving multiple document types from the database via keyword and description associations. Documents can be stored in all existing formats (87 formats, including MSWord, Excel, PDF, "Fill 'n' File" forms and applications, etc., are currently supported), and can be readily uploaded to the site by staff and downloaded by site visitors.

All Civica Software modules link directly to FileBank, enabling this technology to be widely available throughout the Website. It can also be used to post Agendas and Minutes directly to the site. FileBank also includes an automatic archive function.

Within the FileBank module, additional security can be configured to restrict who can make changes and who can view the Files and documents contained with. All rights are controlled from within the Civica administrative framework, including the ability to preset the size limits of any file uploads, such as video segments or large PDF files.

Calendar

Offering single, group and master calendars, this module offers complete location and event scheduling with multi-level information displays. It offers site visitors the ability to filter and sort event notification, create a printable version in daily, weekly, monthly or yearly formats and to sync any event to their Outlook calendar.



Designated editors are provided with content approval rights. With one click, they can post the approved content directly to the Website calendar. Input fields are extremely comprehensive and specifically designed for typical Government recurrence patterns. They include event start and end times, the ability to attach PDF documents, such as event entry forms, contacts, direct hyperlinks to an agenda for meetings and many other features.

Website visitors can opt to filter their view modes. With a single click they can choose, for example, to view only the City of Bell Calendar, or Committees and Commissions, Special Events, etc.

Frequently Asked Questions (FAQ)

Civica's experience in understanding and refining user site search patterns is extensive. It has taken us to a point where Civica can now populate a site's database with information tagged and structured in a manner that will enable visitors to obtain answers to their queries intuitively, rather than requiring an understanding of any departmental structures. This module comes complete with a fully populated database containing the majority of commonly used FAQs that would be required by an organization of the size and scale of the City of Bell.

This FAQ module will enable unskilled City of Bell staff to update the database of questions and answers that will direct visitors to the correct response automatically. This feature will allow the site to grow as search patterns are studied and staff inserts new questions. The goal is to ultimately eliminate the majority of telephone calls.

This module can be fully integrated with **CivicaAssist,** Civica's new CRM module, and also "automated voice response systems" such as **Tele-Works.**

e-Notify

Since many members of the public seek notification when new information, such as newly posted agendas, is available, this module offers a full subscription system with an easy-to-manage list system. It enables communication with large lists (5,000+), as well as with individuals. Capable of handling an unlimited number of mailing lists, this module provides the City of Bell with wide-ranging public communication opportunities to subscribers. Members can manage their subscription directly via a simple online management area on the Website.

In addition to public communications, private lists can be configured by staff to allow specific communication and update notices to be sent to specialized list, such as the media, local agencies and other interested groups. Civica has considerable experience with integrating this module with vendors such as Tele-Works that have the capability to send audio, to telephones, cell phones etc. from a single source.

Enhanced A-Z Standard Search & Indexing module

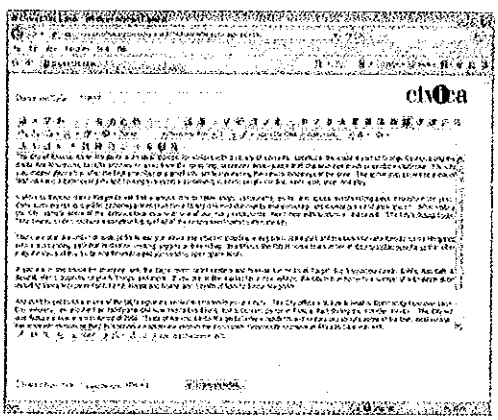
This powerful module allows for multi-format searches. It will automatically link Web pages into the sitemap and will index page construction for both Internal and external Web links, significantly improving the Website's search capabilities. This element of the site architecture has been developed from a service viewpoint, ensuring that a visitor does not need to search from a departmental viewpoint, with which they may not be familiar, to achieve positive results.

The system also allows for page descriptions and dynamic construction of multi-level menus based on location and context of the individual pages and since the content is organized on taxonomy basis it permits cross referenced searches. It also extends the search capabilities **into** documents stored within FileBank and on the website (PDF, Word, Excel, PowerPoint, etc formatted documents and can perform a full text search within these documents.

RFP's and Bids

This allows the purchasing department to post upcoming RFP/Bid opportunities directly to the Website. The system facilitates the activation and removal of bids with full time/date control and uploading and storage of supporting documents, including addenda, in PDF format. It also can be linked with the e-Notify module to assure that bidders are informed of changes and updates to any specific RFP or bid.

Enhanced Content Editor



Non-dynamic/static pages can be developed and edited within the CMS system using this point and click on-screen HTML editor. No programming or technical knowledge is required.

The inbuilt template system combines with the WYSIWYG editor to produce XHTML-compliant output. Even if you load a non-compliant piece of HTML, the editor will convert it to XHTML. Context sensitive menus that change as you alter the font/style of your HTML and syntax highlighting in source mode makes it easier to edit your HTML directly.

The ability to create and modify tables and table cells, set their border color, alignment, cell spacing and more are just a few of the features. Once you've created a table, simply right click inside and use the handy popup menu to change its attributes. Create and modify forms, text boxes, radio buttons, check boxes and buttons.

Single user assignments can be controlled from the administration system to range upwards from a single icon to full editor privileges. Or use the Predefined User Grouping to apply a predetermined set of icons to a specific user.

The system provides complete support for style sheets. If your HTML code contains a <style> tag or links to a style sheet, then those styles will automatically be available in the style sheet drop down list on the toolbar.

Other features include:

- Adjust font type, color, size, formatting (bold, italic, underline, subscript, superscript)
- Insert numbered and ordered lists
- Web safe popup color picker
- Upload images directly into your content
- Insert, resize and delete images
- Modify image properties: width, height, border, alt text, alignment, etc; add edit or delete links
- Dynamic insert from other Civica Modules
- User level-based control for icon and feature assignment
- Spell checker built in
- Inbuilt preview, rollback and versioning functions

Jobs posting

Often the most accessed module on government Websites, this module includes a fully controlled ad manager to enable information about job availabilities to be posted directly to the site and managed by HR staff. This module provides HR staff with the ability to quickly input job descriptions, categorize them by position, department, and salary levels A "post and remove" input function ensures that employment ads will be automatically posted or removed from the site when expired or filled.

Feedback Forms/Surveys

The Civica system features several methods of form usage, from quick and simple visitor surveys to fully dynamic forms with backend storage, tracking and reporting in a centralized database. For simple surveys, onscreen results can be setup to be displayed, following a submission from the visitor. All surveys can be setup to switch on and off based on date/time info.

All of the forms/surveys can be managed via the main Civica interfaces by staff. In addition, form submission can be restricted to avoid multiple entries for a specific machine, user IP address block or a specific email address.

Template Modules

The Civica system currently has 45+ modules available for integration within the core system. They can be added to any existing system quickly and easily, since all are fully compatible with the Civica administration system.

Below is a typical selection of modules for a government deployment:

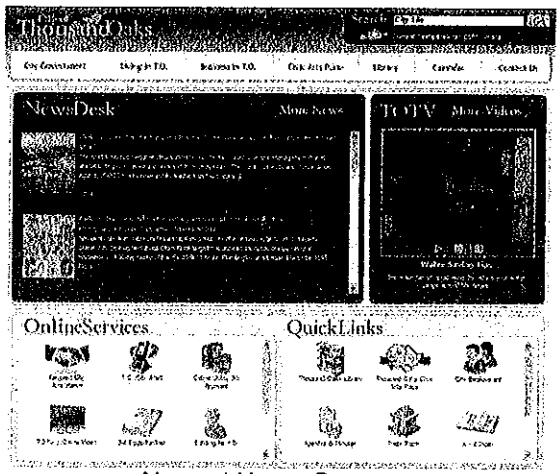
- News and Announcements
- Agendas and Minutes
- FileBank (File Manager)
- Community Calendar
- Press Releases
- A-Z Index System
- Pet Adoption
- Image Gallery / Slideshows
- Wanteds
- Training Calendar
- User Administration System
- Form Builder
- Voting and Surveys
- Classifieds (Intranets)
- Events Calendar
- Phone Directory
- Requests for Proposal System
- Job Postings
- Frequently Asked Questions
- Glossary
- Quicklinks Manager
- Contacts Manager
- Missing Persons
- e-Notify / Email manager
- Bulletins / Newsletter Builder
- InfoGuide (Online Yellow Pages)
- Job Classifications
- Ticket Reservations

All modules in the system allow for customization for both the input system and the output displays. In addition, RSS feeds can be automatically generated from a number of the news/event-based modules. New modules are constantly being developed and as they are completed, they are available for all our clients.

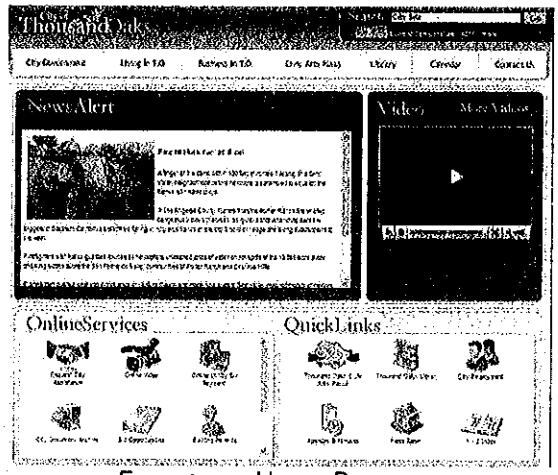
Emergency Homepage

The Civica CMS system features the ability to incorporate an emergency home page to quickly notify City of Bell residents in case of emergency, this emergency home page is pre-configured and can be activated with just a few clicks at a moment's notice. When activated the Emergency home page can display news and/or emergency information on the City of Bell's home page. The emergency home page is activated using the CMS news module.

The Emergency notification can be presented as a totally different home page design, news ticker, or any number of page design variations. One example of how Civica implemented this system for the City of Thousand Oaks is shown below:



Normal Home Page



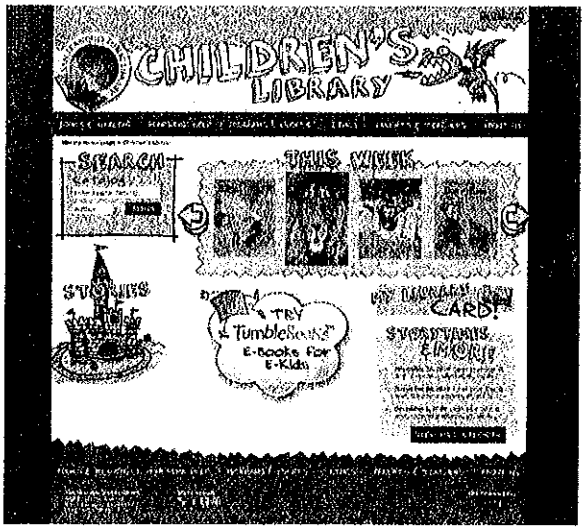
Emergency Home Page

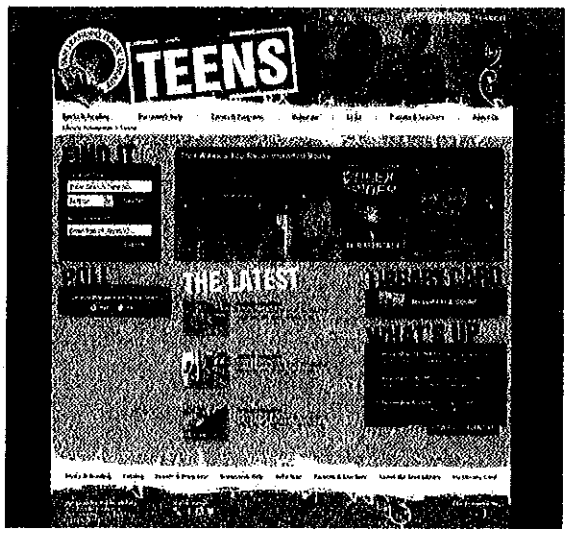
Internet and Intranet Support

The Civica CMS solution supports content sharing between the Website, internal intranets, extranets and external kiosks. The system can be configured to share information/content, mix content and have duplicate modules that use the same features with different information. All features that are available for the Website are also available for the intranet sites, along with special features, including auto-updating of the phone module for HR systems and your Active Directory schema.

Create and Maintain Multiple, Distinct Websites

The Civica can be configured to manage multiple websites from within the same instance of the CMS. One example of this is a project for the City of San Leandro. San Leandro is using the Civica CMS to manage not only their city's website, but the sites for their library as well. The Library sites are actually separated into three sub sections (Adults, Teens and Kids) each with their own distinct look and feel.





Multi-Language Support

The Civica CMS system has the capability to support multi-language sites. However, to date, none of our clients have fully realized this functionality. The system also allows for dynamic translations of page on the fly using third party solutions.

Workflow Management

The Civica CMS system features a multi-stage workflow engine, allowing for both serial and parallel workflow paths. For each section of the site, and dependant on the content type, the workflow controls can be setup to have a different flow/approval path and can have any number of users assigned at each point in the process.

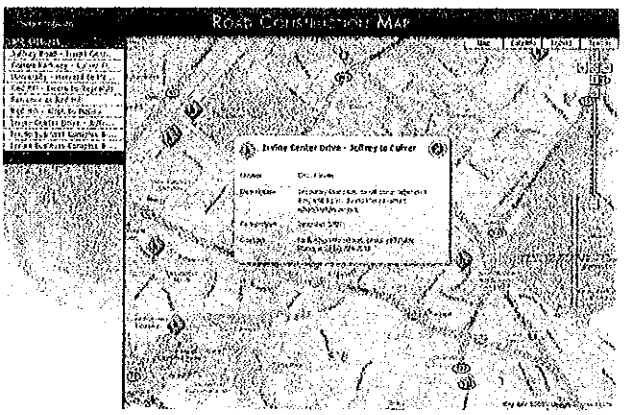
All rejected/approved submissions are tracked and the associated history is stored for future reference and reporting. Custom reports can be created to detail a workflow summary/status report. Several of the content modules include delayed publication and auto-expiration of content based on date and time inputs.

Asset Management

All assets with the Civica CMS system are stored within the central SQL database. The stored assets can then be used by the various modules within the system. Images that are uploaded into the system are automatically resized to be used on the site. This includes automatic thumbnail creation, Web-optimized versions of images (small and large) for news stories and storage of metadata for quick retrieval.

Mapping & GIS Integration

Civica Software is a fully certified ESRI partner. In fact, all of our products that interface with GIS systems are built on ESRI Software. We have extensive experience working with ESRI-based solutions and have created a number of mapping applications include Crime Mapping, Parcel- and Address-based Information Displays, Capital Improvement Planning, Business Development mapping and a number of client-specific customized displays.



In addition to working ESRI based tools, Civica has extensive experience in using various online mapping services to present a wide range of information to the public at large. This include Road Construction Maps, local points of interest, (facilities, parks, Landmarks, transit locations, etc), Crime mapping, etc.

Integrated Social Networking

There are several ways to integrate social networking into your City of Bell's website using the Civica CMS. The most common method is via social networking icons in the footer of each page on the site that link to your City of Bell's Twitter or Facebook. Facebook

Icons for other sharing sites like Dig and Delicious can be placed in the footer as well enabling site visitors to share pages.

Additionally, several modules within the Civica CMS can generate RSS feeds that can be used to push information to Twitter. For example a new entry into the News Module can automatically generate a Tweet as can a new press release or job posting.

Foreign Language Versions

By default, the Civica system supports the creation of additional / complementary site in other languages. This allows for a complete foreign language site to be created and maintained by staff using the system architecture. In addition, the system also supports the use of dynamic translations using third party translations services.

E-Commerce

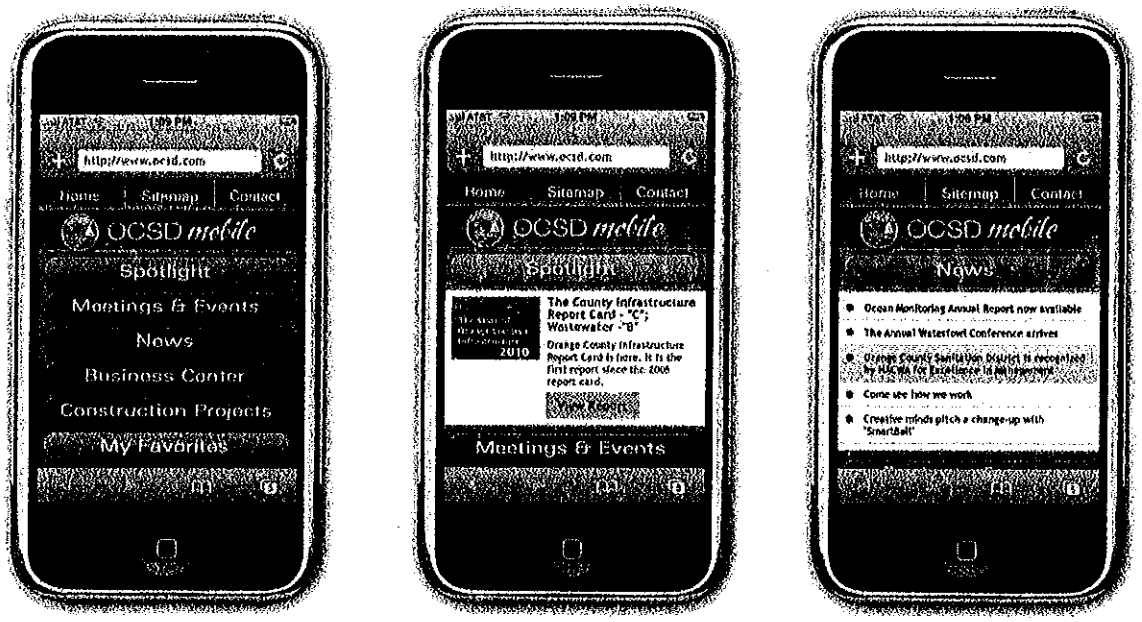
Each e-commerce solution and financial management system presents a different set of requirements and challenges when it comes to true integration. As with all our services and experience, we welcome new methods of integration for our system to further expand the Civica CMS feature list and methodologies.

Video streaming Integration

The Civica framework was one of the first to work with the Granicus system. Over the years, we have implemented the Granicus architecture with multiple common clients, allowing for Content-managed pages to be fully integrated with their system. This allows for pages, jump points and documents to be accessible based on the specific requirement of the video being displayed. We welcome any new methods of integration with the Granicus system, as it further expands our system for all our clients.

Mobile Site

The Civica CMS system features 2 distinct layers of information... the Design and the Content. This allows for site to be created that have completely flexible design structures. This allows content to be displayed in multiple ways without the staff having to make any changes to the information. As such, our system can automatically generate a mobile version of the website that provides a version of the site specifically formatted for today's mobile devices such as the iPhone, Blackberry, and Android powered phones.



Universal Accessibility/ADA Compliance

The Civica system automatically creates an ADA Section 508 accessibility standards version of the site. The pages are dynamically rebuilt, allowing full accessibility for text and display enhancers and full read back via screen readers. Additional levels of compliance can be enforced as required by the client.

Reporting

Civica fully supports standard reporting methodologies and log generation. All standard Web page URLs within the site are fully explicit (not using some obscure ID number as the main page reference). This allows for full and easy tracking from the internal systems and easy integration with third party tools like SmarterStats or Webtrends. Within the core system, a number of elements are automatically tracked and reported on, including the number of hits to each specific page, all entered search phrases and standard Web activity tracking.

Portal System

The new website will also feature a new portal system that will allow the visitor to customize the page / information to their preferences. This allows the visitor to select their favorite pages, news and calendar / events, service, notifications and preferred services.

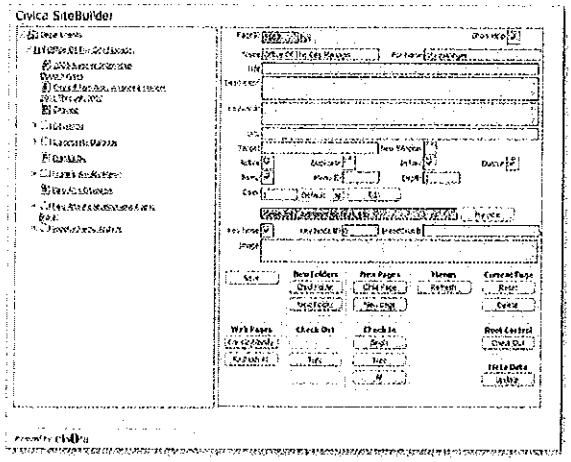
Network Authentication

The Civica CMS system allows authentication against various third party systems, including Active Directory. The CMS administration module allows for password authentication using the Active Directory framework. This allows staff to keep their existing username/password in a centralized location, thus avoiding having to maintain multiple accounts/passwords.

By using the centralized AD system, the City of Bell administrator can also control access to the CMS system from their known systems. Due to the level of granularity of the Civica CMS and the associated rights, privileges and access controls are still maintained within the Civica environment. With the Civica Framework, rights and permissions can be setup throughout the entire system, ranging from full control (System Admin) to having an individual user only authorized to maintain one type of news which, in turn, requires approval before going live.

Info Architecture/Navigation

SiteBuilder is a Web-based system that allows staff to create new pages and folders/sections within the site. Once new pages have been created, the system will create the page on the site, using either a simple HTML blank page or a predefined template-based page. (Currently there are 135 different templates with the system, with multiple variation options.) The system automatically populates the associated site indexes and metadata.



The navigation structure and all associated drop down menus are also created from with the SiteBuilder system. This includes the ordering, layout, colors and styling of the menus.
The system includes full rights control and has multiple configurations allowing advanced users expanded control of the site navigation system.

A dynamic, cascading Site Map is also included with the system and is automatically generated and updated as the site structure is modified.

Search Tools

The core search tools allow for search of all control content within the system. This allows for full Boolean searching to all the content and associated metadata. It creates dynamic displays based the source of the information. This allows for results to be grouped and focused (e.g.: display all the jobs in one area while displaying news results in a second section). As all the information/content in the system is managed from the centralized content system, category-based searches and displays can also be created and retrieved.

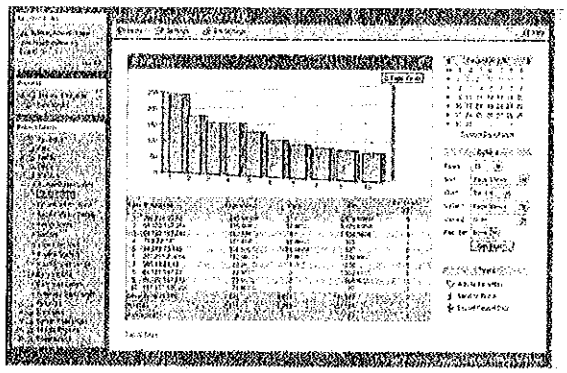
In addition, the system utilizes an embedded third party tool (DTSearch) that extends the search capabilities into documents stored within FileBank and on the Website, such as PDF, Word, Excel, PowerPoint, etc. formatted documents and can perform a full text search within these documents.

All searches to the site and page visits are automatically tracked within the system. This allows staff to see what the public is look for and which pages they are visiting most frequently. This also allows the site to automatically present the most requested pages (links on the homepage or as a series of icons). Having been involved with Web development for over 20 years, Civica was one of the first companies to use breadcrumb displays (reverse navigation traversal). Our system automatically creates all breadcrumb information for each page of the site.

Website Reporting Metrics

The Civica System can use a number of different Metrics systems. We include with our system, SmarterStats and Google Analytics for the Web site metrics system. The features of these include:

Inverse filters
When creating filter sets, users can now specify an inverse filter by adding a (!) symbol at the beginning of the original filter. Inverse filters are helpful if users just want to display the information about a specific directory or resource, and hide the remainder.

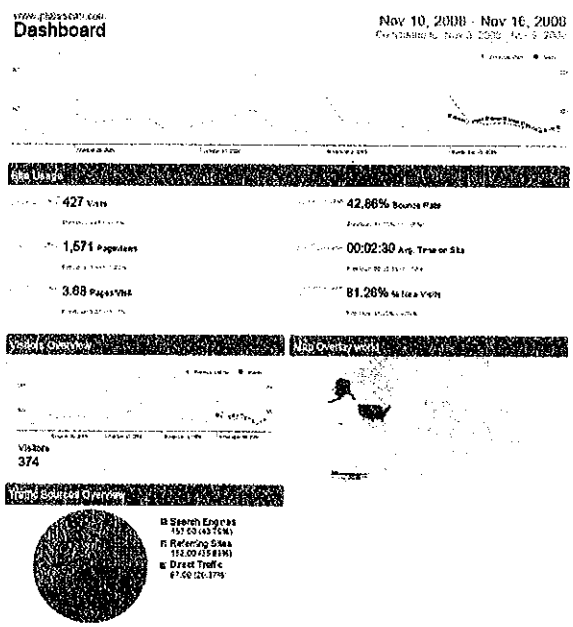


Customizable chart views
Create charts to your personal liking by providing the user the choice of customizing the look of their charts. Choices include, three-dimensional or two-dimensional, line charts, bar charts, or pie charts.

Filter sets
Develop reports that only include the data you need. With filter sets, users can create multiple sets of data that limit the return values of their reports, in turn making them easier to analyze.

Data mining
Find out exactly where you site is excelling and where is needs help. Data mining allows you to drill-down and receive a complete analysis of your sites statistical data through a series of simple questions.

Intuitive home page
View commonly used reports with ease by calculating the most useful report items and displays these charts on the home page (first page) when the program starts up.



Intelligently organized report items
Reporting doesn't get any easier. Whether it is a SEO report or a Site Activity report, users can quickly find just the type of report they need.

Standard reports (CEO, SEO, Webmaster)
Have reports ready at the click of a button. Standard reports are preset reports that include various items depending on the type of report selected. Some of the report categories include: CEO, SEO, and webmaster. Each category has elements useful to that particular role.

Geographic mapping
Understand your Website's traffic by pin-pointing the geographical location. Using a very efficient and accurate Geographic engine based on databases provided by MaxMind. For those requiring constant up-to-date geo-location data, MaxMind has a premium database available that is updated monthly

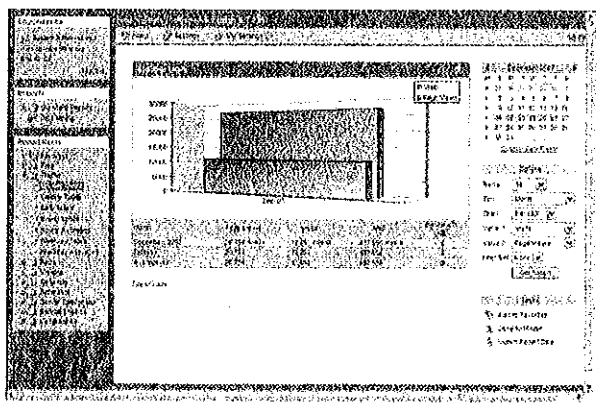
Custom reports
Create reports that target the areas you specifically want to focus on. With custom reporting users' have the flexibility of adding in any item that would be most beneficial to them.

Report data exporting
Be prepared for that office meeting. After users create their reports they can then export these reports as either "CSV" or "TAB" delimited files, which are compatible with programs such as Microsoft Excel®.

Web services for site activity
Developers and administrators have the option of coding to SmarterStats using a variety of Web services. These Web services allow them to automate several different areas: add sites to the Web interface on the fly, grab site-specific bandwidth for billing issues, set details on a website or server, update website information, test newly added servers, and much more.

Log file exporting
Improves your work efficiency by allowing you to export your log files in any log file format, regardless of the original web server that initially created them.

Favorites
Save time and improve your work flow by creating favorites. This feature allows you to quickly access common reports and settings, similar to a shortcut.



Custom date ranges
Fine tune your reports to the exact date you require by providing the user with fully adjustable date ranges. Reports dates range from days to weeks to months to multiple years, which ever you see fit.

Time-zone specific reporting
Ensures that the times depicted in your reports are accurate, with time-specific reporting.

On-Demand email reports
Allows users to email any report at any time.

Scheduled email reports
Receive the right report at the most appropriate time by scheduling times to have your reports emailed to yourself and/or your colleagues, ensuring the report will always be there when you need it.

In addition to our own hosting / analytics systems, we also support embedded system such as Google Analytics and Webtrends Live. These options require a simple hidden code section on each unique page within your site, which our system supports as standard.

Website Optional Features

The Civica system can create custom pages that can then be used by staff as a starting point for their new pages created outside the main CMS environment. The system handles this by tagging the page as Custom and then does not update the core content area on future updating on the site structure. We also feature dynamic pages that allow external code (PHP, ASP, ASP.Net, etc) to be launched from within a standard page. This allows for full integration to third party system such as Granicus Videos, Tele-Works IVR, and numerous document imaging systems including Laserfiche and Sire, CRM systems (City Assist, Comcate, etc), RecTrac / Recware, Active.com's CLASS system,.

As part of your RFP, there are a number of features called out. The current Civica CMS system supports all these features. We are constantly adding new features to the system with each new client or project that we undertake. The not only grows the system's functionality, the same new features are provided to our clients as part of their optional annual maintenance.

Civica's parent company, Pixelpushers, Inc. specializes in new media development along with numerous graphic design services. Our Media Services division provides a wide range of graphic design services ranging from simple banners, newsletters, logos, photo treatments, flyers to full branding and identity services. We will be happy to provide samples of our past work.

In addition to your requested features and services outline in the RFP document, Civica provides a number of additional options and features...

Comprehensive user customizable Portal management system, with extensive RSS and Web 2.0 features including dynamic integration to Facebook, MySpace and Twitter.

Subscription to list serve functions: This is a standard feature of our system and is included as part of the overall package. The functionality is handled using our e-Notify /e-Zine system where visitors can automatically sign up for notifications from the website.

Citizen service Request: Again, a fully integrated feature of the Civica CMS system. Our CRM system extends basic form submission functionality to allow the Citizen to submit service requests directly to a central system, where they are processed, routed and handled by the various department representatives. Additional information on the system had been included as part of the Cost Proposal associated with this website.

Standard Custom programming for Audio / Video streaming: Again, a standard feature of the Civica framework. We have implemented a wide range of video solutions over the year including simple media additions (example: City of Thousand Oaks on their homepage... www.toaks.org) to tightly integrated solutions using system like Granicus in combination with our TV schedule system. (Example: City of Long Beach LBTV8 ... www.lbtv8.org)

The Civica CMS system features 2 distinct layers of information... the Design and the Content. This allows for site to be created that have completely flexible design structures. This allows content to be displayed in multiple ways without the staff having to make any changes to the information. As such, our system automatically generated the ADA / 508 compliant version, a PDA (Palm, iPhone, BlackBerry and Window Mobile), Text Version and Print versions while maintaining W3C standard.

Municipal Website Design Experience

The following Websites are a selection from the local government sites that Civica Software has designed and built over the past two years. In all instances, Civica staff members were responsible for the design and creative direction of the projects, including all multimedia programming and construction, content migration, database design, programming, testing, training and deployment of the final Website.

Professional References

Company Name And Address	Contact Information	Telephone No / Fax Email Address
City of Irvine, CA **One Civic Centre Plaza** **Irvine, CA 92623**	Jan Stinger IT Administrator	(949) 724-6204 jstinger@ci.irvine.ca.us
City of Laguna Beach, CA **505 Forest Ave** **Laguna Beach, CA 92651**	Gavin Curran Dir. of IT and Finance	(949) 497-0315 gcurran@lagunabeachcity.net
City of West Covina, CA **1444 West Garvey Avenue** **West Covina, CA 91790**	Sue Williams PIO	(626) 939-8474 Sue.Williams@westcovina.org
City of Martinez, CA **525 Henrietta Street** **Martinez, CA 94553**	Kathy DeVries IT Manager	(925) 372-3535 kdevries@cityofmartinez.org
City of Roseville, CA **311 Vernon Street** **Roseville, CA 95678**	Lon Peterson Web and Brand Manager	(916) 774-5378 lpeterson@roseville.ca.us
City of Rancho Cucamonga, CA **10500 Civic Center Drive** **Rancho Cucamonga,** **CA 91730**	Manuel Pilonieta Information Services Manager	(909) 477-2700-2525 Manuel.Pilonieta@cityofrc.us
City of Lakewood, CA **5050 Clark Avenue** **Lakewood, CA 90712**	Paolo Beltran City Manager's office	(562) 866-9771 x2129 pbeltran@lakewoodcity.org

Completed local government Websites include:

City of Beverly Hills	www.beverlyhills.org
City of Palo Alto	www.ci.palo-alto.ca.us
City of Irvine	www.cityofirvine.org
City of Long Beach	www.longbeach.gov
City of Merced	www.cityofmerced.org
City of Redondo Beach	www.redondo.org
County of Tulare	www.co.tulare.ca.us
Town of Hillsborough	www.hillsborough.net
City of Placerville	www.ci.placerville.ca.us
City of Eureka	www.eurekawebs.com
City of Fullerton	www.ci.fullerton.ca.us
City of Hawthorne	www.cityofhawthorne.org
City of Pacifica	www.cityofpacifica.org
City of Montclair	www.ci.montclair.ca.us
City of Orange	www.cityoforange.org
City of Westminster	www.ci.westminster.ca.us
City of Folsom	www.folsom.ca.us
City of Norco	www.ci.norco.ca.us
City of Thousand Oaks	www.toaks.org
City of Mountain View	www.ci.mtnview.ca.us
City of Santa Fe Springs	www.santafesprings.org
City of Saratoga	www.saratoga.ca.us
City of Rocklin	www.ci.rocklin.ca.us
Long Beach Public Library	www.lbpl.org
Newport Beach Police Department	www.nbpd.org
Sanitation Districts of Los Angeles County	www.lacsd.org
Orange County Sanitation District	www.ocsd.com
Elsinore Valley Municipal Water District	www.evmwd.com
San Ramon Valley Fire Protection District	www.firedepartment.org

Government Websites currently under construction include:
Oceanside CA, South Coast Water District, Garland TX, and the County of Gloucestershire NJ.

Constituent Relationship Management (CivicaAssist) clients:
Cities of Irvine, Martinez, Lakewood, Santa Fe Springs, Roseville, Folsom, Palm Desert

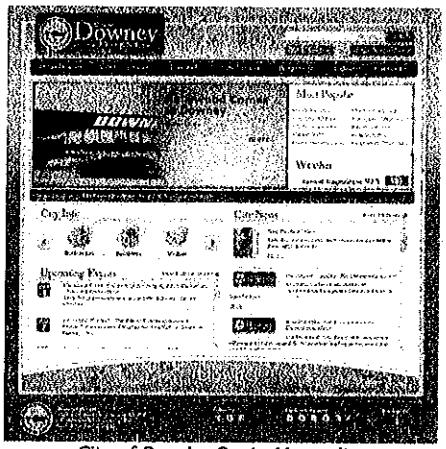
References can be provided on request for these clients.

A preview of the designs for these and other Civica Clients can be viewed by clicking on the following link:

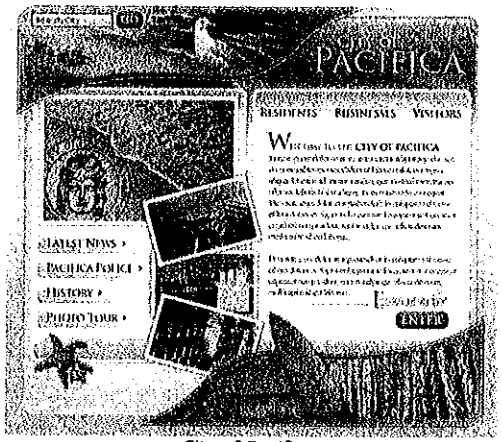
http://www.civicasoft.com/slideshow

Samples of our previous work

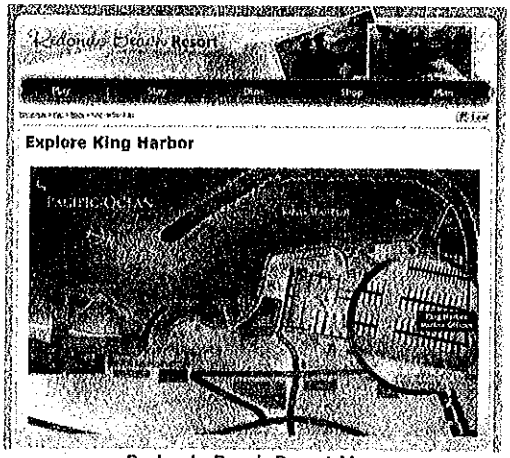
The designs below are a small sample from our over 300+ past projects. Additional designs and examples are available online and on request.



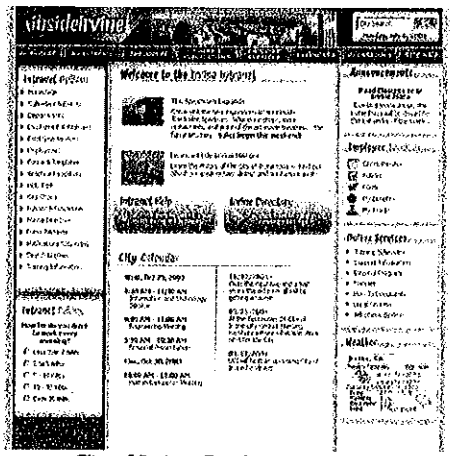
City of Rancho Santa Margarita



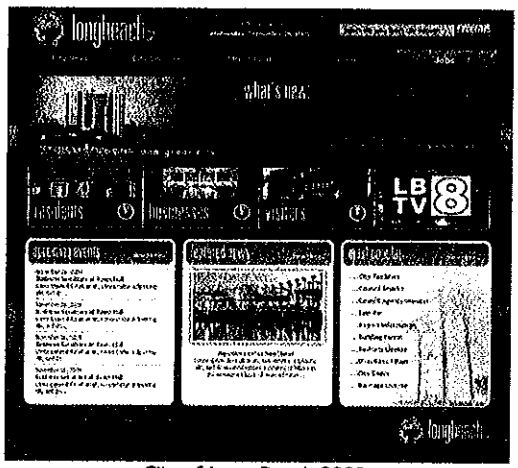
City of Pacifica



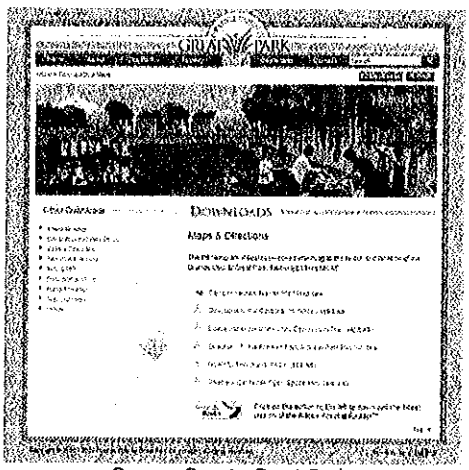
Redondo Beach Resort Map



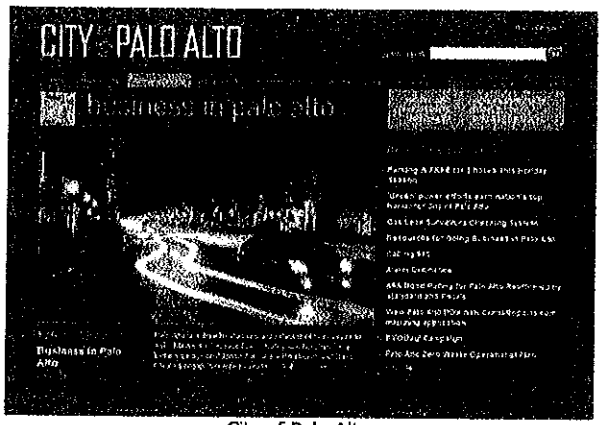
City of Irvine Employee Intranet



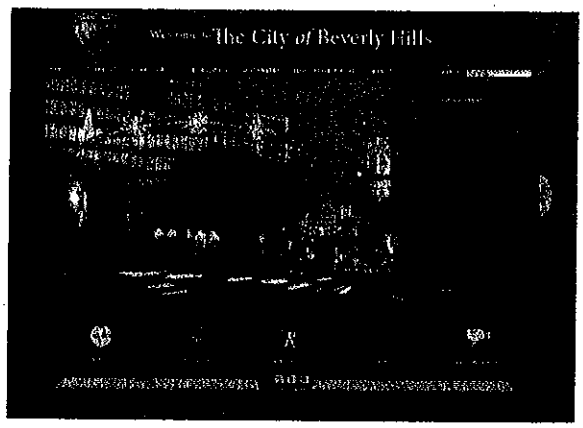
City of Long Beach 2008



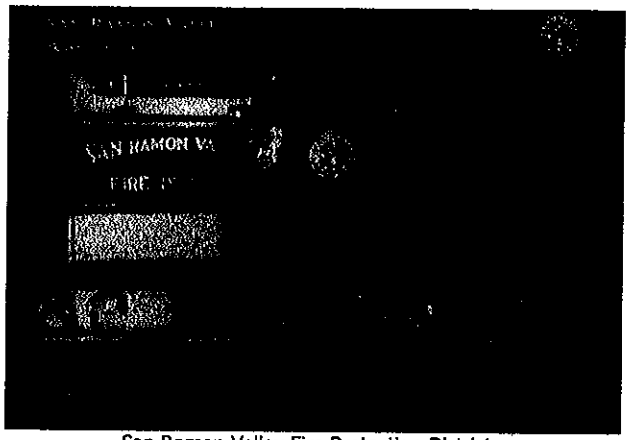
Orange County Great Park



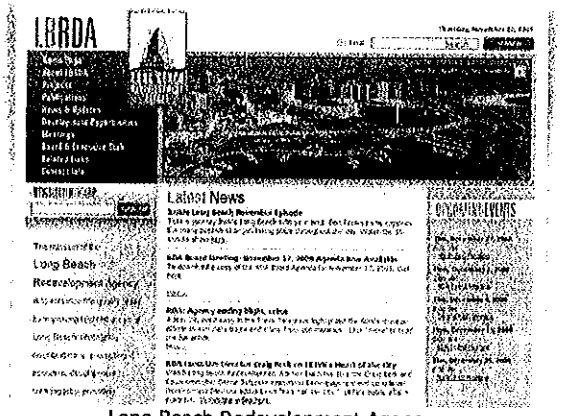
City of Palo Alto



City of Beverly Hills

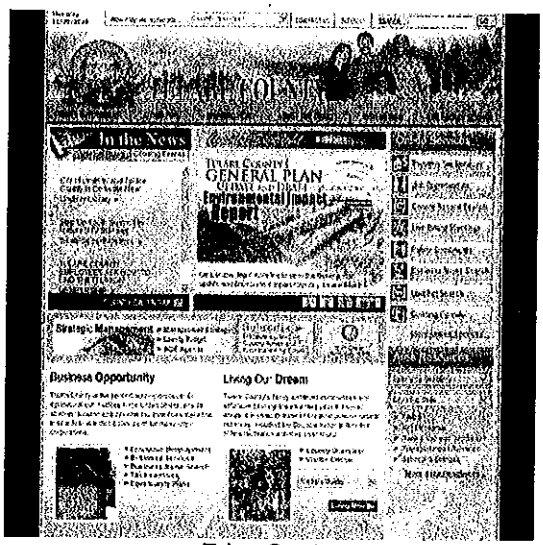


San Ramon Valley Fire Protection District



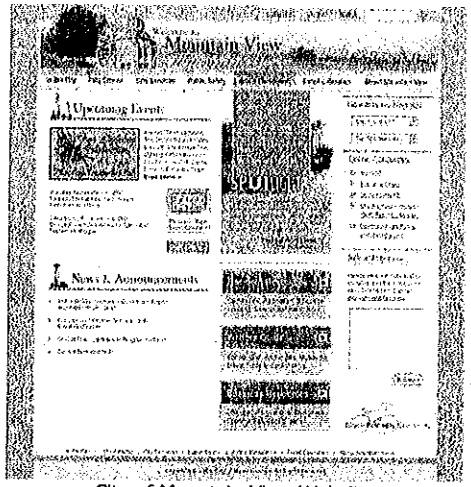
Long Beach Redevelopment Agency

Redondo Harbor Resort

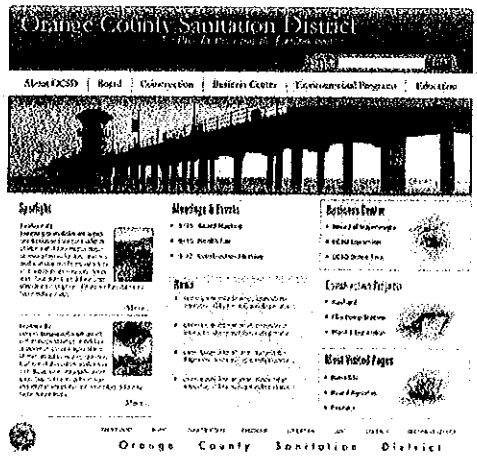


Tulare County

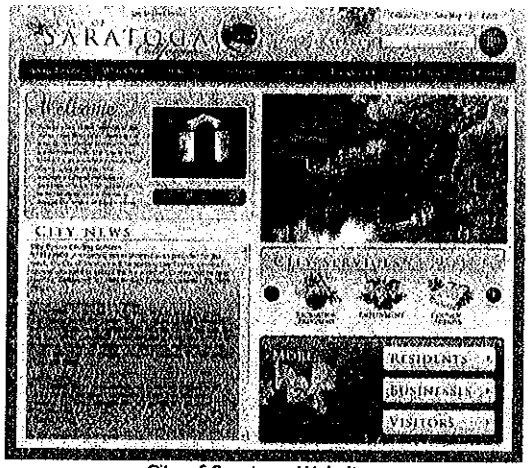
City of Newport Beach / Police Department Website



City of Mountain View Website



Orange County Sanitation District



City of Saratoga Website

PEAK Students School Energy Saving
Interactive Map

Additional software/hardware

The following is the complete technical environment in which Civica's CMS operates, should you wish to host the sites internally/locally:

Technical Environment

The technology requirements for a Civica Software installation are designed to be simple and inexpensive to implement. The proposed system will function within any Windows-based server environment. The required minimum environment configuration for implementation of the Civica Software system is as follows:

- Microsoft Windows 2000 / 2003 server
- Microsoft SQL Server 2000 database
- TCP/IP network protocol
- Fully ODBC compliant
- Active Server Pages 3.0
- IE 6.0 (or better) for Administration system

Preferred Server Configuration

Web Server

Dual Intel Xeon, 3.0 GHz, 1M cache,
2 GB RAM
Raid 1 - (2+1) 80GB SATA Hard Drives
Dual 10/100/1000 Ethernet Controllers
DVD-ROM Drive
Windows Server 2003 Standard Ed.

SQL Server

Dual Intel Xeon, 3.0 GHz, 1M cache,
4 GB RAM
Raid 1 - (2+1) 120GB SATA Hard Drives
Dual 10/100/1000 Ethernet Controllers
DVD-ROM Drive
Windows Server 2003 Standard Ed.
SQL Server 2000 or 2005 Standard

Our systems can also be hosted from Virtual Server environments.

Disaster Recovery

While the RFP calls for us to host this Website, should you decide to host it themselves, a full disaster recovery plan will be implemented based on your infrastructure. As each client typically has a different configuration and methodology for the IT Department, we work with your team to setup all required recovery options. This includes, but is not limited to, different backup options, fault tolerant solutions, geo-backup solutions and options hardware setup. As with all our clients, our technical staff are available during normal working hours to assist your team with any issues or setup requirements.

Customer Support

Civica has a standard schedule for providing support and maintenance for Civica CMS. These deliverables are:

Priority 1: Emergency
Severe application problem resulting in complete work stoppage for a large number of your staff. Or, complete loss of service to either Web site or intranet (application-related site outage). Access to key points of contact is available 24 hours a day.

Response:	30-60 minutes during prime hours (M-F 8AM - 5PM) 60-120 minutes off-hours, holidays and weekends Onsite response (if needed) within 4 hours
Resolution:	4-12 hour resolution time
Notifications:	Project Manager is given a detailed report by the Civica on-call technician (for off hours only) and distributes to the IT Manager.
Update:	Hourly or as scheduled with Civica
Examples:	Web server is up but application non-functional. SQL-server errors not related to hardware. Patch updates from vendor or Microsoft cause incompatibility resulting in service outage.

Priority 2: High
Application or service is available, but in a degraded mode. Work around is feasible or loss of service for short time is acceptable. Impacts a small group or complete work stoppage for an individual.

Response:	2-4 hours during prime hours (M-F 8AM - 5PM)
Resolution:	3-5 business days
Update:	Daily or as scheduled with Civica
Examples:	Site is operational, but search, calendar or other modular functionality is non-operational or impaired. Presentation layer is up but back-end is non-operational.

Priority 3: Medium
Moderate business impact; issues have affected customer productivity. Work around may exist or problem is for non-business-critical task.

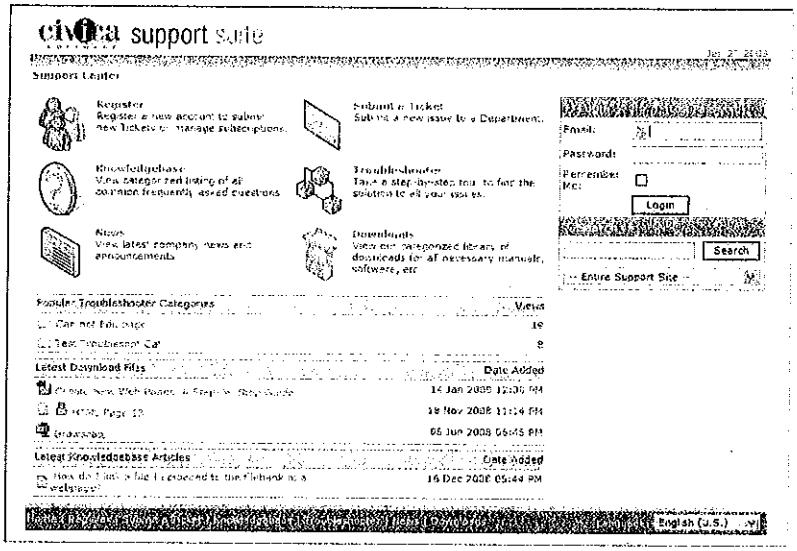
Response:	8 hours
Resolution:	5 business days
Update:	Staff are notified when Civica completes repair
Examples:	File attachments won't upload. Presentation layer is not rendering correctly.

Priority 4: Low
Limited business impact. Request can be scheduled.

Response:	2-3 business days
Resolution:	As scheduled by Civica
Update:	Staff are notified when Civica completes repair
Examples:	Programmatic change to back-end to improve efficiency. Programmatic change to front-end. Distribution of all patches and upgrades.

Customer Service

Our support team includes dedicated personnel to handle direct phone and email support. Our core development team (the actual programmers who create the technologies) is also available to answer and address issues directly. In addition, we have launched Civica Support – a new online Support management system allow clients to access online Help, a Knowledge base and Forums, submit issues online via our issue tracking system and access all documentation.



Upgrade cycles occur on a structured calendar basis with the exception of security issues. Those are addressed immediately – normally within a few hours of being brought to our team's attention. We assist onsite tech staff with all updates. As part on the annual maintenance, all new features added (by other clients and as part of our normal ongoing development cycle) for the modules and systems you have purchased. The impact on your staff is normally no more than a few hours in total.

We are currently in the process of setting up a series of User Groups for Civica CMS systems to provide additional levels of support and user communities to assist staff with our deployments. Part of these services will include 24/7 access to technical staff to assist with your deployments and hosted solutions.

Cost Proposal

The following provides you with the detail of the costs associated with the proposal for the development of a new Website incorporating a Content Management System for the City of Bell. **Please note** that all work will be undertaken by Civica Software personnel, with no subcontractors involved in the process.

Consultancy & Project Management
Principal Civica Software personnel will be spending time with various members of the City of Bell's Web committee as well as other staff members, especially department heads, to determine the detailed program for implementation of the Website. In total, including preparation of review documents and other support materials.
Cost: $4,180

Design
The City of Bell will be presented with up to three proposed home page designs during a design development process which will lead to the creation of a New City of Bell Website, as well as all the accompanying departmental page layouts.
Cost: $5,720

Development/Engineering

Website Construction and CMS Software System
The Civica Software Content Management System and function modules that drive the Website are licensed to the City of Bell by way of a **one-time license fee**. These function modules will include: News and Announcements, File Bank, Calendar, FAQ, e-Notify, Online RFP's and Bids, Enhanced A-Z Search and Indexing, Enhanced Content Editor, Jobs posting.

In addition to the core functionality, all new features, enhancement will be included in this price. Over the past 3 months, we have added several new modules and a wide range of features to the system. This price also includes all new features created by other clients – you automatically get those features as part of your deployment.
Total one-time fee for Site development, construction & CMS setup $21,330

Website Customization and deployment
Civica will deploy the complete Civica Content Management software system containing the administration system together with the feature modules onto the City of Bell's Web server and integrate the various approved graphics, homepages, and primary and secondary navigation systems with the software.
Total Cost for Website Construction $10,670

Content Migration
Civica includes the repurposing and integration of up to 750 pages in to the new Website and the CMS software so that they conform to the new design. Additional pages are expected to be included in the site as part of the training process. If additional pages are required beyond this amount, they will be billed at the rate of $7.80 per page.
Total Cost for Content Migration $7,150

Training

Civica Software staff will provide two user training sessions for a total of up to 30 City of Bell employees in the full use of the Civica tools necessary to routinely maintain and redesign the Website and update the content on the Website and the procedures for creating and posting new content onto existing pages. This training session will run for up approximately 2 hours. This training will be provided at the City of Bell's offices.

In addition to onsite training, Civica provides online training and custom one on one training sessions to ensure that all the finer points of the system are covered. We also feature full online documentation to our system and are currently updating our "Video How to..." library for our new system release.

General Staff Training Costs $1,580

In Depth Training

Civica Software staff will provide an in depth "train the trainer' session for up to 3 selected City of Bell employees in the full use of the Civica administration system to set up all user rights and privileges and all Civica tools necessary to routinely maintain and redesign the Website and update the content on the Website and the procedures for creating and posting new content onto existing pages. This training session will run for up approximately 5/6 hours. This training will be provided at the City of Bell or at Civica's Newport Beach offices, as agreed.

In Depth Training Costs $940

Total Bid – Not to exceed: $51,570

This includes all costs, time and materials, travel expenses and ALL reimbursable costs for implementation of the website.

Hosting (Recurring Costs)

Civica Software can deploy the completed City of Bell Website onto a Civica Web server housed at our secure server farm in Dallas, Texas. Civica provides connectivity to the Internet via multiple T3 – with dedicated 100MB lines from servers to internet and will host the Website on a shared server that operates at a maximum load of 10% utilization. Detailed log files of Website activity are maintained, and reports are generated monthly, using SmarterStats. The Website will be hosted on a mirrored server with daily site backups and DVD backups are performed weekly.

Civica hosting is at a monthly rate of $175 per month billed annually, we give a one month discount making the total for the year $1925. New Clients still get there go live Month free and only pay for the rest of the year.

Support and service plans

Warranty and optional Website maintenance program
Civica fully warrants the Content Management Software and Website to be free of all bugs and defects for 12 months from the date the Website goes live.

Civica remains committed to a long-term partnership with all its Government clients and its technicians will be available during regular business hours to assist City of Bell personnel in all aspects of the Website maintenance and also to advise staff on the development of any applications required to interface with other e-government initiatives. These services will be provided free of charge for a three month period post the Website go-live date.

Should any additional professional services be required regarding the design, implementation, content conversion or training either beyond that included in the proposal or after the three month initial period the following rate structure would apply:

Principals:	$190 per hr
Graphic Artists and Flash Designers:	$106 per hr
Custom programmers:	$140 per hr
HTML editors:	$83 per hr
Content Migration:	$50 per hr

An **annual maintenance and upgrade program** is available that will ensure all Website modules installed, always contains the latest features developed during the previous year. In addition, it will provide staff with access to Civica engineers during normal business hours to consult on any proposed Website and software integration issues.

NOTE: The first year is **included FREE of charge**

Annual Cost (starting one year following installation) $4,610

Updates

Generally, administrative and general updates are released within 9 to 12 months of the previous release. However, as changes are made to individual modules, they are provided to clients, upon their approval.

Optional Services

Optional Portal System

The new portal system that will allow the visitor to customize their website browsing experience while viewing the Cities website. This can be implemented as a "My City of Bell" type of interface that would allow the visitor to select their favorite pages, news and calendar events, service, notifications and preferred services.

My City of Bell will allow site visitors to personalize the information the City of Bell's website provides to them. Site visitors will be able to create a user identity and provide contact information if they choose. Once this identity is established, they will be able to select the types of district news, events, communications, favorite website pages and check the status of their open service requests.

User will be able to select the following:

- My News
- My Events
- My Favorites
- Pages
- Services
- My Notifications (Manage Subscriptions)
- Check service requests.

Optional Portal Costs	$5,980

Optional Sub-Sites

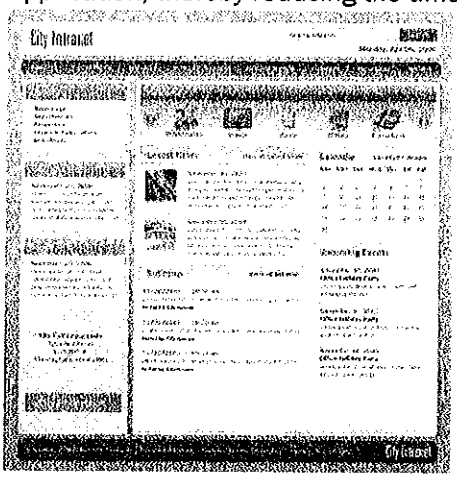
The Civica CMS can be configured to manage multiple websites from within the same instance of the CMS. These Sub-Sites can have their own distinct look and feel as well as a complete navigational structure. A unique design would be delivered for each subsite complete with a home page and secondary page design that reflects the branding of that sub-site.

Optional Sub-Site Design and Implementation (Cost per Sub-Site)	$4,520

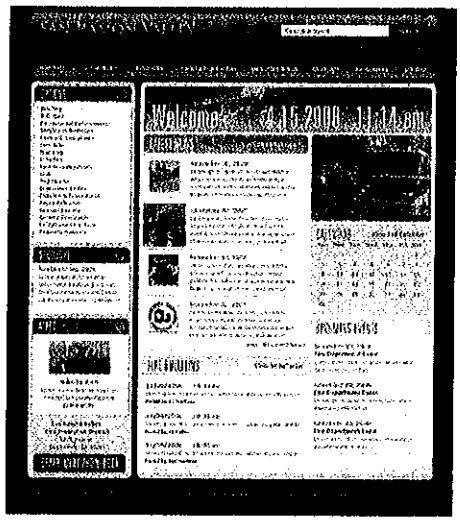
Optional Employee Intranet Site

Civica has a number of additional systems to assist local government staff in making their day to day activities earlier. This includes our Employee Intranet and Civica Assist CRM systems.

One of the advantages of implementing both is that the Civica Software Content Management System and common function modules can be managed from a single template within that particular application, thereby reducing the time it takes to post an item and assuring that both the Website and the Intranet are presenting the same information.



The modules that drive the Intranet will be licensed on the following basis:



The Core Data Management and Administration System installed on the Web server is licensed to the City of Bell by way of a **one-time fee** that is not dependent on the number of servers, server processors or end users.

Each of the recommended Civica Modules that make up the functionality of the Intranet: News and Announcements, Enhanced Content Editor, Calendar, Enhanced A-Z Index, FileBank and Telephone Directory, is also licensed to the City of Bell by way of a **one-time license fee** on the same terms and conditions.

Total of software license fees	$30,580
Design of Intranet, software integration, deployment	$ 5,100
Net Intranet costs after discount (training included)	**$16,440**

Optional Intranet maintenance program

Civica offers an optional annual maintenance and upgrade program that will ensure the Intranet always contains the latest features developed during the previous year. In addition, it will provide staff with access to Civica engineers to consult on proposed Intranet and software integration issues.

Optional Annual Maintenance Costs	**$ 4,050**

CivicaAssist (CRM) - Optional

CivicaAssist is a Web-based Request and Issue Management system designed from the ground up specifically for Government. It is scalable for all sizes of cities, counties and Special Districts. The core architecture was designed by the same team that created the award-winning Civica Content Management System.

It can be purchased as a standalone system or in full integration with the local government's Web site, Intranet, Extranet and/or Kiosks. While it helps citizens get detailed information they are seeking in the shortest amount of time, on a 24/7 basis, CivicaAssist also has tremendous benefits for the local government itself, including:

- Reducing paperwork, thereby improving productivity
- Establishing the agency on the forefront of technology and innovation
- Automatically routing customer requests to the appropriate staff person
- Generating smart request-specific forms to facilitate entry of appropriate information
- Supporting automatic "nag" and reminder features informing staff and supervisors about unresolved cases, reducing the number of requests going unfulfilled
- Monitoring trend analysis, customer concerns and types of issues coming into CivicaAssist
- Generating rich reports for local government administrators and employees specific to their needs and inquiries

With CivicaAssist, constituents can easily:

- Submit requests for information, trouble reports, and violation reports online through a local government's Web site (or kiosk) and, unless anonymity is requested, receive e-mail, phone or mail acknowledgements and updates
- Communicate directly with the correct staff to resolve the request or issue
- Verify the location of the reported incident using GIS technology
- Track and review the status of their request at any time
- Create "member" accounts allowing them to review the status of requests without re-typing contact information
- Tap into the Knowledge Base/Frequently Asked Questions (FAQs) to find out general information related to their inquiry category
- Get instant answers via departmental Live Chat feature

At the same time, employees can:

- Access the request queue of their specific area of responsibility via secure online connections
- Respond online to requests associated with their department
- Assign maintenance teams to access and repair reported damage
- View complete historical request information, sorted according to their needs
- Add a request or report into the system on behalf of a resident
- Check the "member" list to review and validate request history for a specific person

System Features

CivicaAssist works as a standalone system or in full integration with the local government's Web site Intranet, Extranet and Kiosks. Acting as a central management repository for customer issues and requests, the system can be integrated with back end work order and other local government management systems.

Capable of integration with other self-service applications, like forms and payment processing systems, it can be integrated with third Party IVR systems (TeleWorks, etc.) or call center systems to deal with those who telephone in their request rather than input it directly via the Web. CivicaAssist's GIS integration also allows for customers and staff to visually verify the location of a request.

CivicaAssist also offers variety of other important features and benefits, including:

External:

- It is a single access point for multiple areas within the organization, each with a custom display environment designed for specific needs
- The CivicaAssist system allows for full searching on any open or closed issues/requests, customer history or activity. The customer can log-in and view their own custom page of requests, viewing the status for each request they have submitted
- Pre-populated issues and request lists enable rapid information entry
- Crime Tips and Public Safety incident reports can be made available online
- User can be notified as progress is made on a request or issue, via email, telephone/pager or mail
- Contact/marketing management capabilities are supported such as email alerts and mass mail outs, working in conjunction with the Civica e-Notify system

Internal:

- Administration system controls user access levels, configuration and modification abilities
- All issues and requests can be categorized based on location/geography, issue type, department and personnel assignment, status, date ranges, etc.
- Issues/Requests can be configured to be assigned to specific individuals or groups automatically
- On-site training is provided for staff and administrators, along with a "Train the Trainer" program and full documentation
- Multiple views can be created allowing different status reports for each internal level
- Requests and accounts can be created externally or internally on behalf of a customer, by local government staff
- Duplicate issues/requests can be detected based in information supplied (type, location, time, person)
- Online surveys, questionnaire and specialized forms (Crime Reports, Request for Public Documents, etc) can quickly and easily be deployed within the system

Tracking, Reporting & Analysis

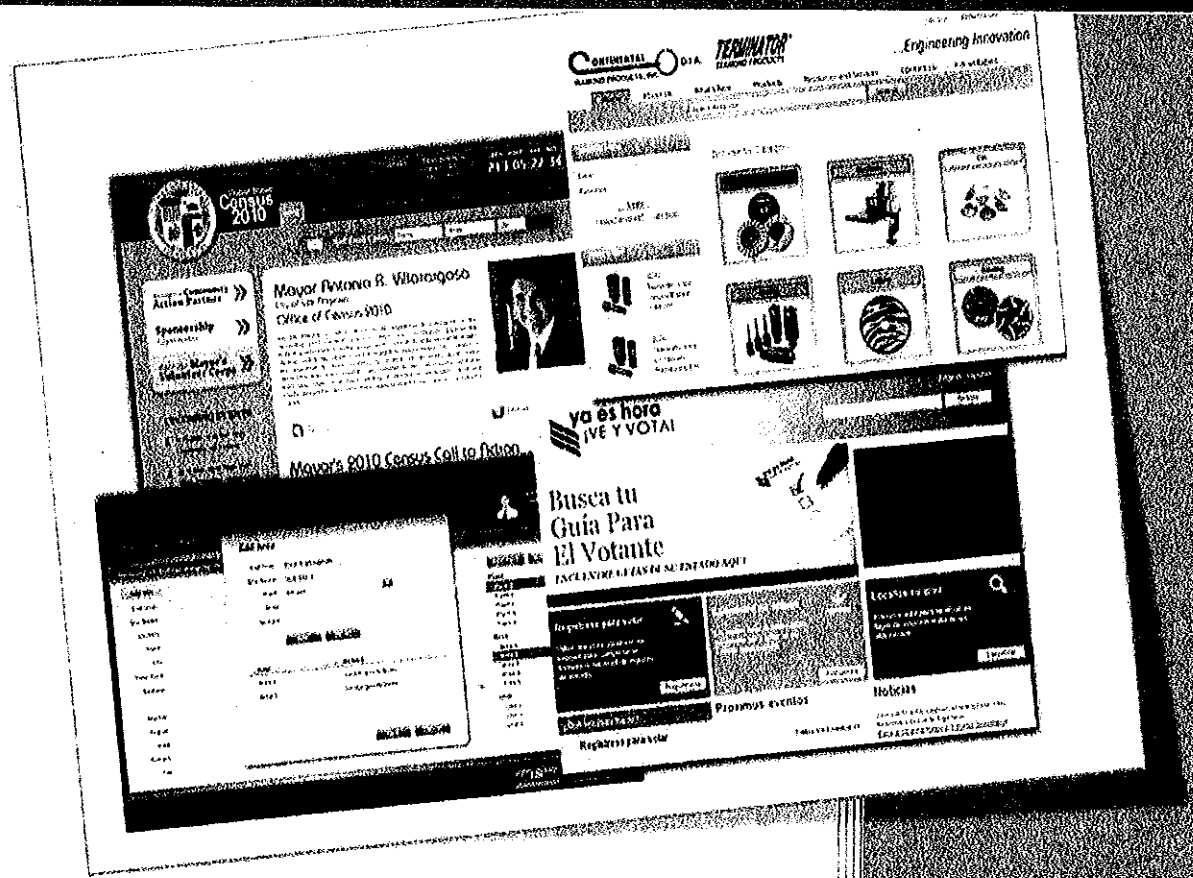
CivicaAssist automatically generates ticket numbers which are e-mailed to the customer and used to track status via the online interface. The tracking system's fields can include information on inspector assignees (inspectors, maintenance team, etc), status, work required, times and dates estimates of completion. All historical transactions, work requests, and other actions are stored and are fully accessible for reporting and trend analysis

The system monitors trend analysis, customer concerns and types of issues coming into CivicaAssist. Additional summary and tracking reports can be created for multiple levels of management, with specialized, predefined and ad hoc reports easily generated within the system.

[redacted]

Project Ref. No.: 3DI-1210-002

[redacted]



Kind Attn., Elias Cortez

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Date: 12/22/10

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This Proposal has been specifically prepared for the limited distribution. This document contains materials and information, which 3Di considers confidential, proprietary and significant to the protection of its business. The distribution of this document is limited solely to Mr. Elias Cortez and/or people actively involved in the evaluation and selection of 3Di as the firm to conduct this assignment.

1 Introduction

1.1 3Di Systems: Company Background

3Di is a Software Services Company. Since 1995, 3Di has provided comprehensive IT solutions to clients around the world in public and private sectors.

3Di is focused on helping enterprises leverage information technology to achieve business goals. Our portfolio includes:

- Web based Applications for E-Business and E-Government
- Application Development
- Mobile and Wireless Devices based Applications

Our private sector clients include some of world's most respected corporate names including, Sony, Nissan, Mitsubishi, Meidensha, Lockheed Martin, BabyNet, IBM GE Capital Services, BPL Telecom, Deloitte Consulting, Primera Communications, Guidance Solutions, Continental DIA Diamond Products, Inc.

3Di also serves to the IT needs of a number of public sector clients such as: Department of Health Services - Los Angeles County, Department of Children and Family Services – Los Angeles County, Los Angeles County Sheriff's Department, Los Angeles County Office of Education, Los Angeles Housing Department and the State of California, Ministry of Health and Family Welfare - Jharkhand State, Jawaharlal Nehru Port Trust.

3Di is a leader in the development of innovative software solutions using state of the art technologies and solution methodologies.

Following is a list of 3Di's capabilities including information on our software Development and Hardware support and services:

⇒ **Software Services**

- Development of dynamic web sites using site development tools and application servers such as Cold Fusion, ASP, Net Objects, Communiqué and PHP. Database enabled web solutions using Oracle, Microsoft SQL Server, MySQL
- High Speed Access Services – provide access using various connectivity technology options (DSL, Frame Relay, etc.). Web Site Hosting and Server Farms – 3Di provides extensive hosting services including support for server farms for large portal sites
- Internet Applications Development - using ASP, JAVA, Active X, Perl, Microsoft .net technology and GIS related technology. Middleware development – using PHP, ASP, application servers, XML
- Electronic Commerce Internet, Intranet and Extranet Solutions

⇒ **IT Professional Services**

- Technical Staffing Services

- On-Site Software Consulting
- Program and Project Management
- Off-Site Software Consulting

⇒ **Application Service Provider**

- Network Development Tools
- Web Hosting and Web Site Management

⇒ **Systems Integration Services**

- Systems Engineering
- Systems Consulting & Management Services

⇒ **IT Planning and Design**

- Systems Applications
- E-Commerce solutions

⇒ **Web Based Services**

- Dynamic and Interactive Website Development
- Content management solutions

1.2 Project References

1.2.1 City of El Monte

Project Name	**: City of El Monte website redesign**
Project Type	**: CMS based Website design, development & Maintenance**
Client Name	**: City of El Monte**
Technology	**: Windows, IIS, ASP.net with C#., DotNetNuke CMS**
Database	**: Ms SQL**
Site Name	**: elmontecity.3disystems.com**
Duration	**: Under Construction - 3 months (Oct 2010-Jan 2011)**
Screenshot	**:**

Website Objective:

The main objective of the website is to redesign the current website and provide additional functionality to city of El Monte to provide the city users with the latest & updated city information.

Solution:

3Di was assigned the task of design, development, hosting and maintenance of the website. 3Di was able to produce a design for the client based on the initial discussion about the website's look and feel, studying similar websites and our designing experience. Since the expected target audience scattered background, the design was created to be cross-browser compatible which would support the older version browser like Internet

Explorer 6 to the newer browsers like Internet Explorer 8, Firefox 3, Safari on Mac, Windows and Linux.

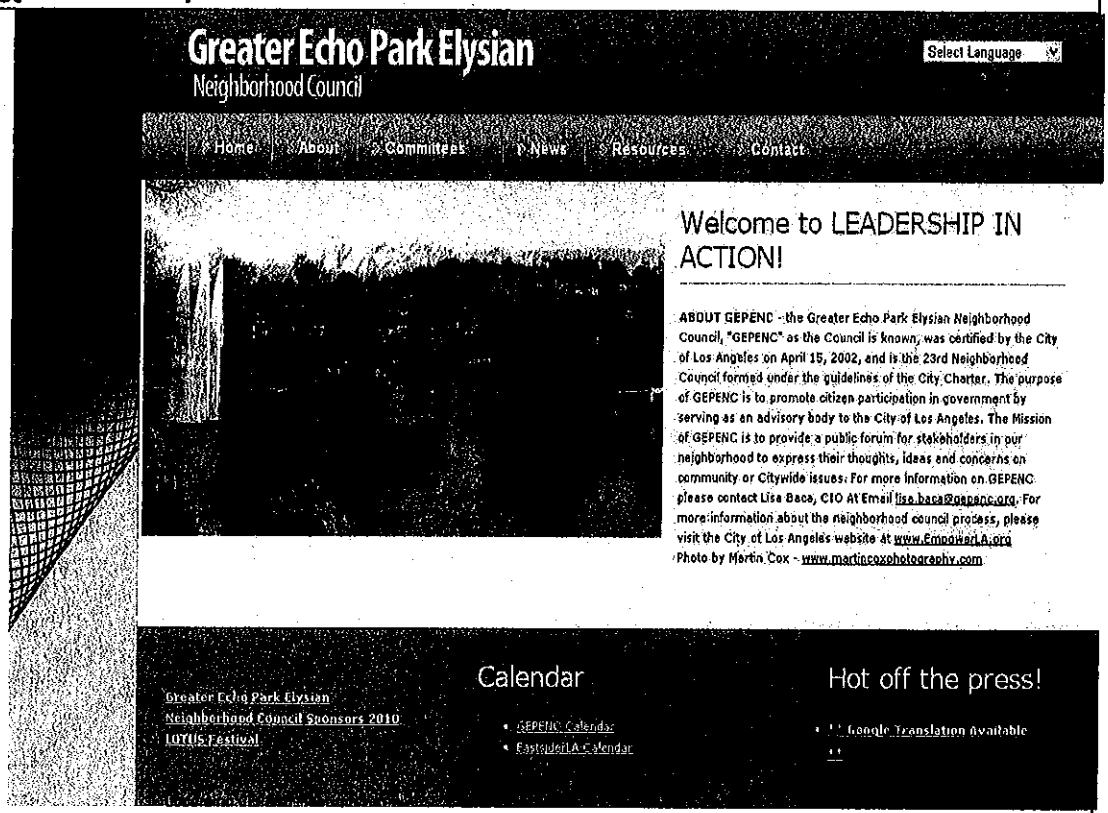
3Di developed the website using award-winning DotNetNuke content management system (CMS).

Featured content on the website include:

- Online registration forms for
  1. Registration Page
  2. Newsletter Registration
- Events
- News
- Useful Links
- Quick Links
- Social Connect
- Department pages integration
- City Members Module
- Linking to yahoo to get city weather information

1.2.2 GEPENC Website

Project Name	**: Greater Echo Park Elysian Neighborhood Council Website Redesign**
Project Type	**: CMS based Website design, development & Maintenance**
Client Name	**: Greater Echo Park Elysian Neighborhood Council**
Technology	**: Linux, Tomcat, Coldfusion, Javascript, OpenBD Framework**
Database	**: MsSQL**
Site Name	**: www.gepenc.org**
Duration	**: 3 months (March 2010- May 2010)**
Screenshot	**:**



Website Objective:

The main objective of the website is to function as a tool where in Neighborhood council members are updated with the latest news and events of neighborhood council. It provides access to all the minutes of meetings, agenda and budget of the neighborhood council. It also provides information about the elected officials and the committee members of the council

Solution:

3Di developed the website using CMS upon OpenBD cold fusion architecture

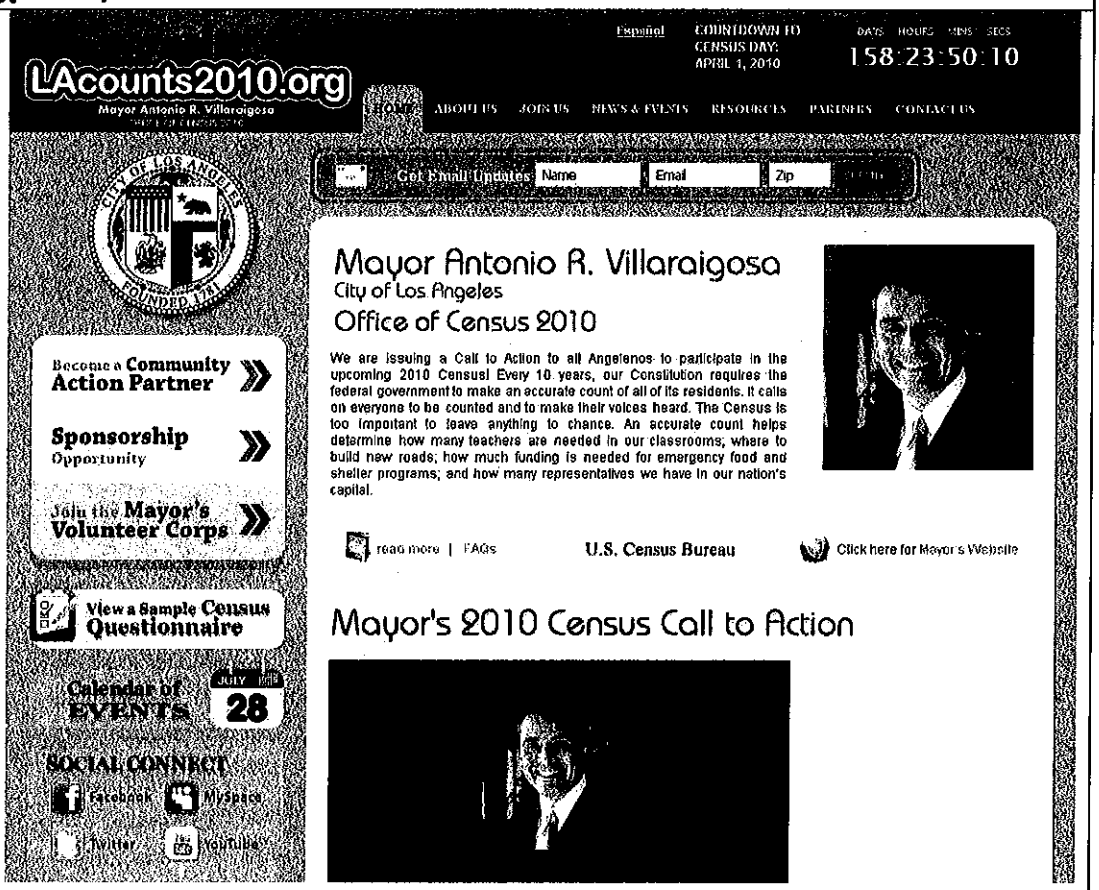
Featured content on the website include:

- Committees
- Minutes of Meetings
- Agenda

- News
- Events
- Elected officials information

1.2.3 LA City Census 2010 Website

Project Name	**: LA City - office of census 2010 Multilingual website designing**
Project Type	**: CMS based Website design, development & Maintenance**
Client Name	**: City of Los Angeles' Office of Census 2010**
Technology	**: Linux, Apache, PHP, Javascript, Joomla CMS**
Database	**: MySQL**
Site Name	**: www.lacounts2010.org (As census is over, LA City has stopped the website)**
Duration	**: 3 months (Aug 2009-Oct 2009)**
Screenshot	**:**



Website Objective:

The main objective of the website is to function as an education and mobilization tool, where people have access to the City's educational, outreach, press and media materials; plus stay informed about upcoming census activities throughout the city's campaign efforts. The website provides easy access to "Get Out the Count" tools (some of which will be downloadable collateral material such as PSA's, brochures, fact sheet, etc); coupled with the ability to connect to Los Angeles communities through social networking opportunities; as well as a toll for the public to donate to L.A. City's Census fund raising efforts.

Solution:

3Di developed the website using award-winning, open-source Joomla content management system (CMS).

Featured content on the website include:

- Online registration forms for
  1. Become a community action partner
  2. Join the Mayor's Volunteer Corps
  3. Newsletter Registration
- Video
- Events
- News
- Press release
- Downloads
- Social Connect
- Links
- Partners
- Jobs
- Integration with third party newsletter tool

2 Project Overview

3Di proposes to develop a dynamic content managed website on Microsoft Technology (ASP.NET framework 2.0/3.0 and MSSQL Server Database). We propose to use Content managed systems like DotNetNuke for the website. Using CMS will enable the City Website administrators and authorized personnel to update the website content without having the knowledge of html or any computer programming.

The website will have a 2 parts:

1. User facing website: This is the main public website for the City of Bell.
2. Administrator Website: This is the administrative website from where the administrator can update the website content.

2.1 Project Scope

The broad scope of work as per our understanding includes:

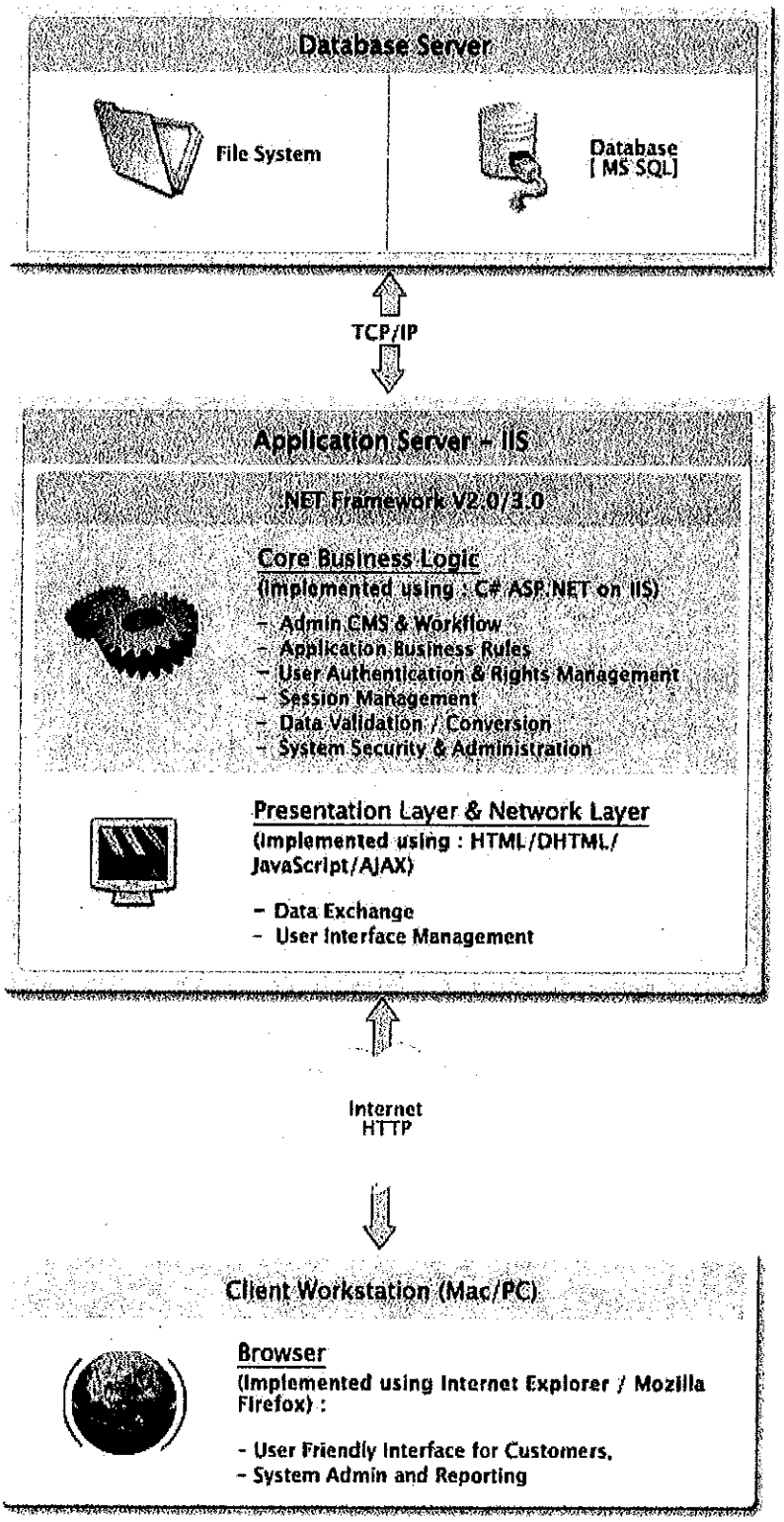
2.1.1 Phase 1

1. Create a new design for the website
2. Develop a CMS driven Website
3. Multilingual website
4. Develop/Customize Custom modules and workflows for website:
   a. Job Application and processing module
   b. City Official Module
   c. Photo Gallery Module
   d. Other modules as per requirements
   e. News Letter Module
   f. FAQ Module
   g. Form creation module
   h. Calendar of Events Module
5. Linking with Social Networking tools/websites like twitter and facebook pages of the City of Bell.
6. Migration of content

2.1.2 Phase 2

1. Payment Gateway Portal for making payment for various services provided by city to the registered users of website.

2.2 Proposed Website Architecture



2.3 Website Functionality and Features

2.3.1 Proposed Website Layout

The Website will be divided in the following sections:

<table>
<tr><td colspan="2">Website Header

This section will include:
✓ City Logo
✓ Main Website Navigation with drop down menu for sub pages/sections
✓ Login & Registration
✓ Search Box
✓ Breadcrumb</td></tr>
<tr><td>Left Column

This section will include:
✓ Sub-section Navigation menu on internal pages
✓ Quick links to external websites, internal important pages, etc.
✓ Promotions and advertisements
✓ Newsletter signups</td><td>Main Content Area

This will be the location where all contents/forms/articles related to the selected section/menu will be displayed.</td></tr>
<tr><td colspan="2">Website Footer

The footer will contain, menu links, copyright information, privacy policy, sitemap link, etc</td></tr>
</table>

The Header and footer will remain constant throughout the website

2.3.2 Home page content

The content area on the home page will have the following (but not limited to):

⇒ Flash/JavaScript banner on the top highlighting various city features/events/initiatives using images and text.

⇒ Message from the City Manager

⇒ Events Section (Calendar of Events)

This section will display upcoming city events. It will display the *Event Title, Date* and *Short Description*. Clicking on the events will take the users to the detail page of the selected event.

On the events detail page, there will be detailed description of the events along with sign up forms if required.

⇒ News Section

This section will show the news posted on the city website from the admin section. The news section will have News Title and Short Description of the News with read more link. When the user clicks on the news title or read more link, he will be taken to the news detail page of the selected news.

⇒ Announcements/Press Releases

This section will have all the city press releases and announcements. The functionality will be similar to the News Sections

⇒ Promotions/Advertisements (Optional)

This section will be used to display Promotions and Advertisements. There will be a separate admin module to input the promotions and Advertisements on the website.

2.3.3 Internal Pages

The internal pages will have the proposed website layout explained in section 2.3.1 of this proposal, which will have header, left column, main content area and footer.

On the internal pages, the content area is the one that changes based the page. The content area will contain the main content of the section. It can contain text, images, flash, or any other dynamic module. The content will be controlled from the Admin Section of the website.

On the left column, the sub-section navigation menu will change according to the selected section. This will generally show he sub-sections/menu related to the same level as he currently displaying page.

2.3.4 Other module details

Below is the brief description of some of the modules which have been listed in the **Project Scope** section of this proposal.

2.3.4.1 Phase 1

1. Multilingual Website
   The webpage content will be translated using online tool available on the internet. The administrators will have the ability to modify the initial translation. If administrator wants they can make data entry instead of using online tool for translation.

2. Develop/Customize Custom modules and workflows for website:

   a. Job Board Application module
      This module will be used to publish Jobs on the website from the admin. Each position can be easily applied for online, and an application generates an email to the person responsible for the advertised position.

   b. City Official Module
      This module will be use to display city official details on the city website. City official details will be managed from the admin section of the website

   c. Photo Gallery Module
      This module will be used to maintain the photo gallery of the main city website. Gallery will be categorized based on different categories.

   d. Newsletter signup Module
      This newsletter signup module will capture information from User facing website and create a database of users who wish to receive the Newsletters

   e. FAQ Module

This module will be used to manage the questions and answers from the admin section. The FAQ's will be visible on the user facing website.

f. Form Module
This module will be used to design different forms required by city and integrate with website. This module can be used to design forms for different services city provides, feedback form etc.

g. Calendar of Events Module
The calendar of events module will provide an easy to use interface for the website administrators to enter event date, time and description, which will be visible on the user site in a predefined format.

h. Quick Link Module
Quick link module will be used to manage the quick links of the website. Administrator can use this module to publish the links which they wish to highlight on the site and can be accessed directly.

3. Linking with Social Networking tools/websites like Twitter and Facebook pages of City of Bell.

4. In site search will allow the visitors to search the HTML content of the website.

2.3.4.2 Phase 2

1. Payment gateway integration
This module will be part of main City Website and will have same template as City Website. This is the main public page where registered users of website can make payment for various services city provides. User will have option to select the specific service from the list and will enter amount to be paid for the service. User will have option to make payment using either credit card or eCheck. All the transaction done from the page will be stored in the backend database and administrator will have access to transaction data.

2.3.5 Site Administration Functions

The admin module will have content management features. The site administrator will be able to change the content of the user site using a WYSWYG editor.

This will use the default Administration module of DotNetNuke along with any other custom modules that will be designed for reporting and customization.

The following is a list of tasks can be accomplished using the administrator section: (All the modules are not listed at this point below. This will be finalized at a later stage)

2.3.5.1 Phase 1

- ✓ User Management

  This will be used to manage register user of the website. Admin can Add/Remove/Modify users.

- ✓ Main Menu Management

This will be used to manage main menu of the user website. Admin can Add/Remove/Modify Menu items of user website

- ✓ Content Management

  This will be used to manage the user website content. Admin can Add/Remove/Modify website content. Admin can manage both English and Spanish content.

- ✓ Admin can map website content to different menu items. Admin can do this using Menu – content mapping section

- ✓ Newsletter Management

  This module will be used to maintain newsletters to be sent to the registered users of the website. Admin can Add/Remove/Modify newsletter as well as can send the newsletters to the registered users.

- ✓ Job board application Management

  This module will be used to manage different job postings for the user website. Admin can Add/Remove/Modify any job posting from the user website. Admin can view reports related to job posting in Reporting Module of job posting.

- ✓ View/Export Reports

  Following are some of the reports available for the City administrators. Admin can view the reports based on the search criteria like for given date, date range etc. Admin can view the report as well as export the report in Excel format.

  - Analytical Report of how many users visited the site
  - Number of open job report
  - Job application report. How many users have applied for the job

- ✓ Event Management

  This module will be used by city administrators to publish events to different categories on the city website. Admin can Add/Remove/Modify events from this section.

2.3.5.2 Phase 2

- ✓ Payment Management

  This module will be used by the city administrator to see the payments made by the users from the website. Administrator will have option to generate daily report of payment received, reports based on payment received by service etc

2.3.6 Current Site Map

Below is a high level site map from the existing website of City of Bell. This will be modified and finalized during the Requirement analysis and system design phase.

Top Level	1st sub level
Home	
Bell City Council	
Calendar	December
Calendar	January
Calendar	February
Classes	Kids
Classes	Teens
Classes	Adults
Classes	Seniors
Classes	Sports Leagues
About Bell	Photo Album
About Bell	Bell Believes
About Bell	History of Bell
Job Board	Opportunities
Job Board	Prepare for Hot Jobs!
Job Board	Articles
Community Assistance	Dial 211
Community Assistance	Family Assistance
Community Assistance	Bus Passes
Community Assistance	We Appreciate
Community Assistance	Chamber of Commerce
Community Assistance	Friends of Bell Foundation
Community Assistance	Spotlight on Bell Businesses
Community Assistance	The Law and You
Help for Homeowners	Housing Rehabilitation and Handyworker
Help for Homeowners	HERO Program
Help for Homeowners	Utility Assistance Programs
Help for Homeowners	HPRP Program
Help for Homeowners	Foreclosure Prevention Clinics
Parks, Facilities & Library	Bell Community Center
Parks, Facilities & Library	Treder Park at Bell Community Center
Parks, Facilities & Library	Camp Little Bear Park and Lodge
Parks, Facilities & Library	Debs Park
Parks, Facilities & Library	Veterans' Memorial Park
Parks, Facilities & Library	Y.O.T.L.O.T. Teen Center
Parks, Facilities & Library	Bell SK8 Park
Parks, Facilities & Library	Public Computer Access and WIFI
Parks, Facilities & Library	Bell Library

Parks, Facilities & Library	L.A. River Bike Path
Parks, Facilities & Library	Park and Facility Reservations
Community Safety	Quick Reference
Community Safety	Bell Police Department
Community Safety	Bell Tip Line
Community Safety	Neighborhood Watch
Community Safety	Explorers
Community Safety	Emergency Preparedness
City Services	Bulk Trash Collection
City Services	Graffiti Removal
City Services	Streetlight Repair
City Services	Street Repair
City Services	Sidewalk Repair
City Services	Tree Maintenance
City Services	Bus Stop Repair
City Services	Yard Sale Permits
City Services	Maintenance Forms
Living Green	Living Green in Bell
Living Green	Trash/Recycling Collection
Living Green	Bulk Trash Collection
Living Green	Recycling Guide
Living Green	Hazardous Waste Guide
Living Green	Energy Efficiency
Living Green	Conserver Water

3 Project Specific Development Strategy

3Di proposed to perform the following tasks:

⇒ **Requirement analysis and System Design** – This is the most important stage. 3Di will interact with the client to understand the design and technical requirements. Based on the input from the client, 3Di will create Information Architecture document, final sitemap and technical implementation plan. 3Di will create 3 designs options for the layout and design options for the layout and design of the website. The design will follow 3 iteration before it is finalized. The detail system design document which will include Information Architecture, Technical design details, final website design and project plan will be submitted to the client for review and signup. Once approved, the project will move into the development and implementation phase. This system design document will be the basis of all further development on the project.

⇒ **Development** – 3Di will start the development of the website based on the approved system design document. The first step towards development will be creation of website template for the website based on the design finalized during the Designing phase. Thereafter, development and customization of the Custom modules as per requirement will follow.

3Di will be creating a development environment locally and an online test server which can be accessed by the client for validation and measurement of the project progress and quality.

⇒ **Testing** – 3Di will create the test scripts for the testing and will perform the testing before the application is released for client review. 3Di will be using an automated nightly build system that will allow unit testing to be carried out alongside code development.

⇒ **Migration of Content:** The client will provide approved content for each and every approved page. 3Di will enter the content on the website for client to review and approve. The review and approval of content by the client can be carried out along with the UAT.

⇒ **User Acceptance** – During this phase the customer will be given the complete site for testing. The user will have to report any bugs/defects found in the software, if any, into our online bug tracking system. 3Di will resolve any bugs found during this phase. At the end of this phase the Client will sign-off on the UAT.

⇒ **Implementation and Training** – Once the software clears the UAT phase, 3Di will provide the implementation and training services for deployment on the production servers. After implementation on production, 3Di will carry out 1 round of testing in the production environment. 3Di will perform the following tests during this phase:

- ✓ Performance, load and stress test
- ✓ Accessibility and Security test
- ✓ Functionality and API Test

3Di will provide training manual along with hands-on training to the concerned website admin staff of the client. The training will be maximum 2 days. Training will be over phone call or using desktop sharing software like teamviewer.

⇒ **Deliverables** – 3Di will provide the complete application along with installation details and user guide. 3Di will deliver information architecture, system design and requirement analysis document.

⇒ **Maintenance and support** – 3Di will continue to support the website for 3 months after the Implementation and Launch to Productions. During this phase, if there are any changes or enhancements requested by the client, they will be estimated and charged as per the rates finalized for the maintenance phase.

3.1 Project Schedule

3Di Proposed to execute the project in the following sequence of steps:

3.1.1 Phase 1

For Illustrative purposes we assume a start date of: 3rd January 2011

Activity	Duration	Start Date	End Date
Project Kick-off	1 day	1/3/2011	1/3/2011
Requirement analysis and system design	8 days	1/3/2011	1/13/2011
Development	20 days	1/13/2011	2/10/2011
Content Migration	5 days	2/10/2011	2/17/2011
Testing	10 days	2/10/2011	2/24/2011
UAT (Client)	3 days	2/24/2011	3/1/2011
Bug Fixing and fine tuning	4 days	3/1/2011	3/7/2011
Training	2 days	3/1/2011	3/3/2011
Production setup and Final Testing	2 days	3/7/2011	3/9/2011
Launch	1 day	3/9/2011	3/10/2011
Hand Over	1 day	3/10/2011	3/11/2011

Note: The above dates will have to be adjusted to reflect public holidays

3.1.2 Phase 2

For Illustrative purposes we assume a start date of: 11th March 2011

Activity	Duration	Start Date	End Date
Project Kick-off	1 day	3/11/2011	3/11/2011
Requirement analysis	2 days	3/11/2011	3/15/2011
Development	10 days	3/15/2011	3/29/2011
Testing	2 days	3/29/2011	3/31/2011
UAT (Client)	1 day	3/31/2011	4/1/2011
Bug Fixing and fine tuning	1 day	4/1/2011	4/1/2011
Production setup and Final Testing	1 day	4/4/2011	4/5/2011
Launch	1 day	4/5/2011	4/6/2011
Hand Over	1 day	4/6/2011	4/6/2011

Note: The above dates will have to be adjusted to reflect public holidays

3.1.3 Combine Phase 1 and Phase 2

3Di Proposed to execute the project in the following sequence of steps:
For Illustrative purposes we assume a start date of: 3rd January 2011

Activity	Duration	Start Date	End Date
Project Kick-off	1 day	1/3/2011	1/3/2011
Requirement analysis and system design	11 days	1/3/2011	1/18/2011
Development	28 days	1/18/2011	2/25/2011
Initial Content Uploading	5 days	2/25/2011	3/4/2011
Testing	13 days	2/25/2011	3/16/2011
UAT (Client)	3 days	3/16/2011	3/21/2011
Bug Fixing and fine tuning	4 days	3/21/2011	3/25/2011
Training	2 days	3/21/2011	3/23/2011
Production setup and Final Testing	2 days	3/25/2011	3/29/2011
Launch	1 day	3/29/2011	3/30/2011
Hand Over	1 day	3/30/2011	3/31/2011

Note: The above dates will have to be adjusted to reflect public holidays

3.2 Project Team

#	Description	No. of Resource
1	Project Manager	1
2.	Software Engineers	2
3.	Graphic Designer	1
4.	Web Designer	1
5.	QA	1

4 Costing

Development cost of project will be

#	Description	Cost
1	Phase 1	USD $14,990.00
2	Phase 2	USD $5,250.00
	Total	**USD $20,240.00**

4.1 Assumptions

1. Maintenance and support after 3 months of support period will be charged at the rates finalized.
2. PFITech will provide logo and other proprietary images (if any) to 3Di.
3. PFITech will provide the multimedia content (if any) to be initially uploaded with the content.
4. The costs of hosting and other third party software will be borne by the client. 3Di also provide hosting services and can provide a quotation for the same upon request.
5. The Payment Gateway selection will be done by the client and the cost related to payment gateway will be borne by the client. 3Di will assist the client in selection of payment gateway.
6. It is assumed that PFITech will gather the inputs from the client and provide the requirements to 3Di. This is not estimated in the cost above.
7. The scope of work does not include development of additional application beyond the scope of work defined. Services like online e-services will be built on a case by case basis. Non-existent forms or links for new online business process will also be built on a case by case basis. Social Networking features like blogs and forums are also not included in the scope of work.
8. 3Di will provide source code to "customer" for all programs developed under this contract, unless,
   - ⇒ The program or part of the program was developed by third party that does not grant right to distribute the source code, or,
   - ⇒ The program or part of the program was developed by 3Di, independent of this contract (such as re-usable libraries, modules, tools, etc.).

5 Terms & Conditions

5.1 Schedule of Payment

Upon placement of order	- 25%
Upon start of Development	- 25%
Upon start of UAT	- 25%
Upon Completion	- 25%

5.2 Nature and Scope of Relationship

The parties make it clear that the application software development shall be for the purpose of the business and activities of The Client. The application software shall be developed as per the broad guidelines and parameters stated in the proposal. The parameters specified in the said proposal shall be adhered to by the parties and shall act as a guide for 3Di for the software development work to be undertaken. Any work outside the scope of the said proposal shall be deemed to be extra, and shall be paid. The Client shall pay for the services rendered by 3Di in the manner specified herein below.

5.3 Change Management Procedure

System solution definition document will provide the baseline for all development work to be carried out by 3Di. Any work outside the scope of systems solution definition agreed upon and signed off by The Client and 3Di will be done on a chargeable basis beyond the scope of this proposal.

If at any time before the implementation date The Client wishes to change any part of solution specification document or any deliverable then The Client shall provide 3Di with full written particulars of such change in accordance with the change request procedure.

The impact of such change request will be assessed by 3Di and estimated effort, schedule changes and payments, will be intimated to customer. If mutually agreed, the changes will be implemented.

5.4 Confidentiality

Both the parties hereby undertake to keep confidential all information (written or oral) concerning the business of the other that it has received or shall obtain as a part of carrying out obligations under the terms & conditions of this agreement.

CRA-
Community Redevelopment Agency

Warrants for May 1-11, 2011

CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
5448	05/11/11	110512	VOID VOID-TEST PRINT	0.00
5449	05/11/11	110512	VOID VOID-TEST PRINT	0.00
5450	05/11/11	110512	BELL CHAMBER OF COMMERCE 1/2 CONTRACT PAYMENT-APR '11	3,150.00
TOTAL	3 CHECKS			3,150.00

BCHA-
Bell Community Housing Authority

Warrants for May 1-11, 2011

CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
1354	05/05/11	110521	VOID VOID-TEST PRINT	0.00
1355	05/05/11	110521	VOID VOID-TEST PRINT	0.00
1356	05/05/11	110521	THE GAS COMPANY GAS BILLING-3/3-4/4/11 6304 KING AVE-LAUNDRY GAS BILLING-3/24-4/22/11 4209 BELL AVE GAS BILLING-3/24-4/22/11 6633 PINE AVE-LAUNDRY	64.32
1357	05/05/11	110521	GOLDEN STATE WATER COMPANY WATER BILLING-2/17-4/19/11 6327 PINE AVE WATER BILLING-2/8-4/8/11 6419 PROSPECT AVE	1,154.23
1358	05/05/11	110521	MAYWOOD MUTUAL WATER CO WATER BILLING-2/18-4/15/11 6304 KING AVE	158.73
1359	05/05/11	110521	SOUTHERN CALIFORNIA EDISON ELECTRICAL BILLING-3/22-4/20 6304 KING AVE	26.17
1360	05/05/11	110521	TRACT 180 WATER COMPANY WATER BILLING-3/1-4/30/11 4738 FLORENCE AVE	18.01
1361	05/05/11	110531	AT&T TELEPHONE BILLING-3/4-4/3/11 BMHP TELEPHONE BILLING-3/4-4/3/11 FVMHP	289.33
1362	05/05/11	110531	CONSOLIDATED DISPOSAL SRVS#902 WASTE/RECYCLING SVCS-FEB'11 BELL MHP WASTE/RECYCLING SVCS-FEB'11 FLORENCE VILLAGE MHP WASTE/RECYCLING SVCS-FEB'11 FLORENCE VILLAGE MHP	6,060.96
1363	05/05/11	110531	THE GAS COMPANY GAS BILLING-3/25-4/25/11 6503 WILCOX AVE-BMHP GAS BILLING-3/24-4/22/11 5162 FLORENCE AVE-FVMHP GAS BILLING-2/23-3/24/11 5246 FLORENCE AVE-FVMHP GAS BILLING-3/24-4/22/11	3,054.22

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CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
			5246 FLORENCE AVE-FVMHP	
1364	05/05/11	110531	GOLDEN STATE WATER COMPANY WATER BILLING-3/21-4/20/11 4874 GAGE AVE-BMHP WATER BILLING-3/21-4/20/11 4874 GAGE AVE-BMHP	5,287.94
1365	05/05/11	110531	SOUTHERN CALIFORNIA EDISON ELECTRICAL BILLING-3/5-4/5/11 4874 GAGE AVE-BMHP ELECTRICAL BILLING-3/2-31/11 5162 FLORNCE AVE-FVMHP ELECTRICAL BILLING-3/31-4/29 5162 FLORENCE AVE-FVMHP	5,565.83
1366	05/05/11	110531	SOUTHERN CALIFORNIA EDISON ELECTRICAL BILLING-3/2-31/11 5162 FOLRENCE AVE-FVMHP	5,085.49
1367	05/05/11	110531	TIME WARNER CABLE CABLE BILLING-4/25-5/24/11 5246 FLORENCE AVE-FVMHP	192.64
1368	05/11/11	110522	CITY OF BELL REIMB-CELL BILLING-3/2-4/1/11 REIMB-CELL BILLING-12/1-1/1/11 REIMB-CELL BILLING-1/2-2/1/11 REIMB-CELL BILLING-2/2-3/1/11	431.15
1369	05/11/11	110522	J.CASTILLO/HANDYMAN MAINT SVCS-6317 PINE AVE FIXED REFRIGERATOR WALL IN/OUT OUTLET MAINT SVCS-6624 FLORA AVE #B UNPLUGGED BATHTUB AND SINK MAINT SVCS-6716 OTIS AVE GENERAL CLEANING & REHABILITATION MAINT SVCS-6506 FLORA AVE #C UNPLUGGED KITCHEN SINK MAINT SVCS-6624 FLORA AVE #F UNPLUGGED BATHTUB & TOILET MAINT SVCS-6633 PINE AVE #A REPAIRED KITCHEN CABINETS MAINT SVCS-6624 FLORA AVE #J UNPLUGGED BATHTUB/SINK/TOILET MAINT SVCS-6419 PRSPECT AVE #C REPAIRED WATER HEATER & GAS FLEX	1,021.42
1370	05/11/11	110532	ALL AMERICAN HOME CENTER MAINTENANCE SUPPLIES-BMHP MAINTENANCE SUPPLIES-FVMHP	371.85

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CHECK NO	DATE	BATCH	VENDOR/DESCRIPTION	AMOUNT
1371	05/11/11	110532	CITY OF BELL REIMB-DONUTS/BMHP REIMB-MAINT SUPPLIES/BMHP REIMB-MAINT SUPPLIES/FVMHP REIMB-DONUTS/FVMHP REIMB-DONUTS/BMHP REIMB-MAINT SUPPLIES/BMHP	285.24
1372	05/11/11	110532	RODOLFO G. & JUANITA DAVILA MANAGEMENT SVCS-APR'11/FVMHP	5,400.00
1373	05/11/11	110532	FIRST CHOICE PURIFIED WATER-FVMHP FILTER RENTAL-BMHP WATER COOLER RENTAL-2ND QTR FLORENCE VILLAGE MHP FILTER SYSTEM-BMHP	194.90
1374	05/11/11	110532	G.T.CONSTRUCTION & LANDSCAPING GARDENING SVCS-APR'11/BMHP GARDENING SVCS-APR'11	2,960.00
1375	05/11/11	110532	METERMAN SERVICES, INC METER READING-APR'11 FVMHP METER READING-APR'11 BMHP	814.40
1376	05/11/11	110532	ALMA PALMA REFUND-CLUBHOUSE DEPOSIT	50.00
1377	05/11/11	110532	QUILL CORPORATION OFFICE SUPPLIES-FVMHP	307.66
1378	05/11/11	110532	SAVAS SIGNWORKS ALUMINUM SIGN-POOL/FVMHP	208.52
1379	05/11/11	110532	WELLS LOCK & KEY KEYS-SWIMING POOL/FVMHP KEYS-SWIMING POOL/FVMHP KEYS-LAUNDRY ROOM/FVMHP KEYS-LAUNDRY ROOM(SD)/FVMHP	555.00
TOTAL	26 CHECKS			39,558.01