

revize.

The Government Website Experts

WEBSITE HOSTING & COMPREHENSIVE DESIGN RFP PROPOSAL FOR

The Town of Amherst Industrial
Development Agency and Economic
Development Department

Revize is a Minority Business Enterprise (MBE)

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www.revize.com March 14th, 2024
Pricing good for 90 Days



To the Members of the Town of Amherst's AIDA and AED Boards,

We are writing to provide a letter of intent from Revize Government Websites, LLC. ("Revize") in respect to the request for proposals for the Amherst Industrial and Economic Development Website Design project. We appreciate the time and energy you and your team have afforded us in discussing this opportunity and the information that has been provided thus far.

For two decades, Revize has been a leader in providing high quality, government-compliant web solutions for our clients. Located in Troy, Michigan, we have launched thousands of government and economic development websites nationwide, and our myriad of industry awards and hundreds of satisfied clients stand as testament to the quality and value of our work.

Every member of the Revize team understands that this project is more than a website; it's a valuable resource that can help you build a better communication tool for your economic development and strategic planning partners and community. It will allow visitors to see the full breadth of your community services, special events, marketing efforts and important information for local opportunity!

Visitors looking for the "digital front door" to the AIDA and AED will be drawn to a website that is not only visually appealing, but is also functional, user-friendly, and can provide a plethora of services on a wide range of devices. A Revize website will allow your users to easily fill out and submit documents for employment, review local events and business development programs, read blog updates, perform curated searches to answer frequently asked questions and perform a suite of other tasks that would otherwise require staff assistance.

What's more; with Revize your website will enable you to increase staff productivity and decrease costs by reducing off-line departmental operations!

We will work closely with you to design and develop a dynamic, easy-to-navigate website that will perfectly fit your vision. The sites will empower you to control your digital presence with the industry's best administrative management applications, and our Revize training ensures that your teams will have the skills needed to expertly update and manage website content and delivery all in-house across all of your departments!

Government clients select Revize because we can help them

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

Based on our preliminary review of the information provided and subject to the conditions set forth in the RFP, Revize is pleased to submit this letter of intent (the "Proposal") for the website redesign project, good for a period of 90 days
Please contact me if you have any questions at all.

Sincerely,



Shawn C. Stewart
Account Manager

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Executive Summary

Thank you for considering Revize Software Systems for your new website project. We understand the importance of this undertaking and know how motivated the Board is to select the right vendor; one who will work with you through all the steps required to create an excellent website to fully represent the services the CIS offers.

In more than two decades of working with non-profit leaders and overseeing multiple government association/non-profit collective communication projects, we have learned that the key to choosing a website vendor is finding the right balance between the total cost of the solution and the quality of the design; including all the online applications and user functionality. In simpler terms: you need a solution that works for YOU and is tailored to accommodate any nuanced use-cases; whether it be document management STEP programs and applications, listing directories for the contacts, blogging platform for news and events, or any other unique aspects you need!

About Us

Focused exclusively on creative web-design, government web apps and content management technologies, Revize continues to invest in its technology by continually adding new capabilities and features that manifest our vision. While many organizations choose Revize to develop and cost-effectively manage their website content, clients also use Revize as an information-sharing platform. Our suite of Revize web-based solutions has proven valuable as a powerful technology that empowers clients to build and maintain sophisticated web sites, all while using the Internet and internal Intranets/Extranets to acquire, analyze, process, summarize and share information - ensuring that the right people always have the right information at the right time.

Our Innovative Responsive Web Design (RWD) and Web Apps

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

Our Award-Winning Non-Profit CMS

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

Quick Deployment, Personalized Training and Support

Revize addresses time concerns by completing websites in considerably less time, and because our software is so easy to use, we are able to effectively train our clients in less than half the time our competitors require. Our training program is customized based on each client's needs: we provide hands-on training the way you want it! We pride ourselves on the skills of our support staff, who are responsive, knowledgeable and helpful. Our online support portal is available 24/7/365 for issue tracking and management, with a team dedicated specifically to your websites. We also provide phone and e-mail support during regular business hours.



Revize Project Management Team

Revize understands the importance of having a talented and experienced staff. We are proud of our well-respected team of top-notch experts in the field of government website design, development, analysis, content management, training and support. Here are just a few who will be working on your project!

Shawn Stewart

Sales Account Manager

Shawn is a proven and experienced website design and IT services consultant. His attention to detail, assertive personality and general desire to help his clients make him a great asset to have and is someone you can truly trust to manage your website project. He has worked with a variety of clients in healthcare, non-profits and municipalities across the US and has extensive knowledge on the current trends, industry standards, and advanced applications that help make Revize Government Websites a leader in municipal government web design.

- **Education:** Bachelor of Science and Bachelor of Arts – Michigan State University 2011.
- **Expertise:** 7+ years of experience in account management, project management, sales and marketing with a focus in consultative web design sales, server hardware/software implementation and digital marketing strategies including SEO, Google Adwords, and other digital solutions.
- **Role on your website project:** Account & Project Manager

Joseph J Nagrant

Business Development Director

Joseph is an accomplished professional internet and website design consultant with more than 20 years of successful business development and account management leadership experience. He has worked with well over 500 townships, cities, counties, educational institutions, companies, and non-profit organizations. He's a foremost expert in translating technical solutions into compelling living websites and other online community building opportunities. Additionally, he is a board member for Mott Community College (Flint, MI) MTEC Center, IT Advisory Council, Education Advisory Group. He also participates in many government discussions regarding the Internet for government use, including being a frequent guest on WDET (NPR) public radio and in The Detroit News. He has an excellent reputation for building and sustaining effective, long lasting client relationships.

- **Education:** BS in Electrical Engineering, Lawrence Tech University, MS in Business, Central Michigan University.
- **Expertise:** 30+ years of project, sales and marketing experience with government, education, corporate, and non-profit organizations.
- **Role on your website project:** Supervisor of account management between client and project team.

Ray Akshaya

Technical Director

Ray has 22+ years of extensive technical experience with internet and website solutions. He has worked on hundreds of government, non-profit and educational websites and has a keen eye for web visitor requirements, information architecture, and usability. He is also a long-time veteran of Revize Software Systems and our clients enjoy working with him. In his career, he has deployed and/or assisted with technical solutions for more than 500 websites. When working on a project, Ray always visualizes himself in the client's chair at the closing stages of the project and makes sure that all decisions made on a project are in alignment with the client's vision and best practices for developing the system.

- **Education:** MS in Engineering Science, Louisiana State University, Baton Rouge
- **Expertise:** Client Management, Project Management, Technology Development for CMS & Web Apps

Samir Alley

Creative Director

Samir has more than a decade of experience in managing web site design projects. He has deployed 600+ municipal websites and has a solid background in web design and the latest web technologies. Formerly with Google, Samir is a leader equipped to handle any kind of sophisticated web project. He is an exceptional communicator with an innate listening skill that gives him the ability to understand and deploy a client's unspoken needs. Samir's blend of creativity, proficiency, and technical knowledge is unsurpassed in the industry.

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

Derek Ortiz

Website Developer / Front End Application Designer Manager

Derek is the senior front-end developer and designer manager for Revize with more than 13 years of experience in website development. He is highly skilled in his ability to leverage the latest technologies to create fast and innovative web solutions. He commands an intense, yet light-hearted creative presence at Revize, producing excellent website development work.

- **Expertise:** Skilled in Adobe Design Premium CS5.5: Photoshop, Illustrator, InDesign, Flash, DreamWeaver, Fireworks, HTML, CSS, CSS3, SEO, PHP, JavaScript, MySQL, JQuery and HTML5.
- **Role on your website project:** Web development of website templates and backup support.

Denise Brazier

Project Manager/Trainer

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

- **Education & Training:** MS in the Art of Education from Marygrove College. Certification in Secondary Education
- **Expertise:** Training, education, teaching, public affairs and project management.
- **Role on your website project:** Trainer for the Content Management toolset and project manager

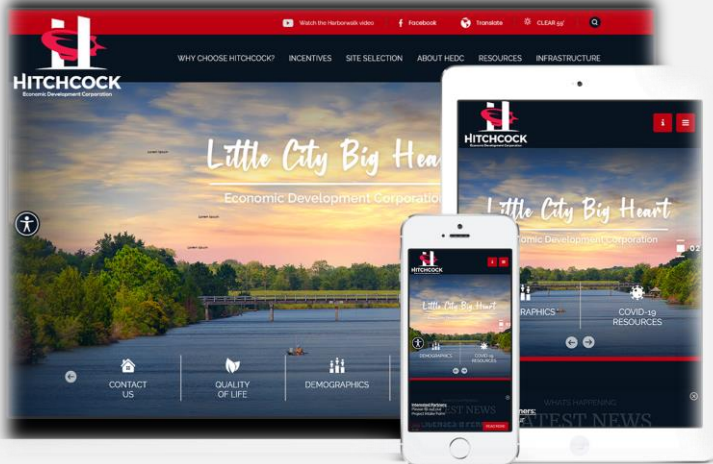
Website Project Experience Examples

Details:

The City of Hitchcock EDC received funds to rebrand themselves and build an EDC website to drastically increase economic development revenue into the city. After reviewing several proposals, the Website committee selected Revize because Revize exceeded their requirements and brought more EDC experience than any other vendor.

Hitchcock EDC wanted an Economic Development website with a great internet attraction pull for prospective developers, investors, and companies wanting to relocate. They also wanted a latest News and Events happening center for their EDC members. The Revize navigation system easily helps web visitors get to several informational topics in a clean, non-cluttered manner. It also looks great on any Mobile Phone!

Hitchcock Economic Development Corporation, Texas

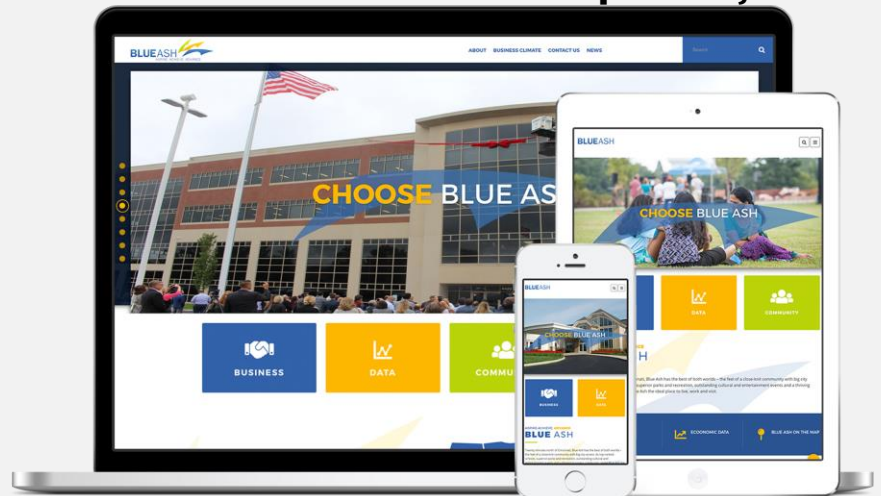


www.hitchcockedc.com

Details:

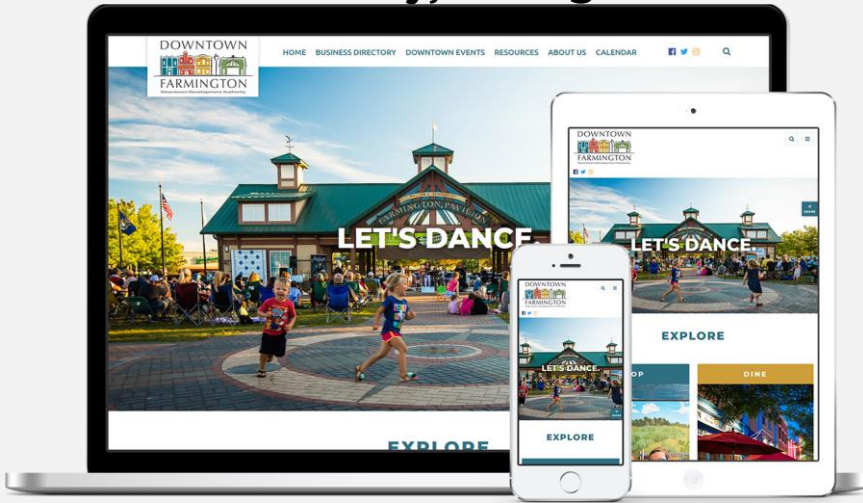
The Blue Ash Economic Development design masters bringing together the industriousness of the city with a straight forward connection to everyday economic development information. The website not only functions as an EDC engagement center but has special SEO attraction for EDC prospect attraction and social media feeds along with social media sharing Apps! It is a clean, uncluttered design where you can get any information you need with a simple glance of the home page. This website is an elite representation of the power and beauty of the Revize process.

Blue Ash Economic Development, Ohio



www.blueashadvance.com

Downtown Farmington Development Authority, Michigan



www.downtownfarmington.org

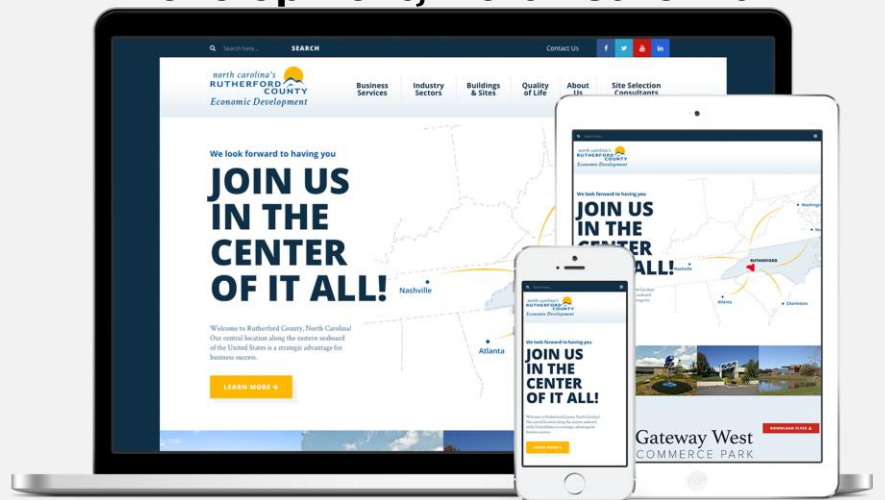
Details:

The Downtown Farmington website was recently redesigned to highlight all of what the Farmington shopping district has to offer from restaurants, gift shops, to events and tourism. The design does not overburden the user with too much content. It separates that content into different focus areas. This lets the residents get information in a way that is much more of an experience. The straightforward news and events feature images that promote click-through. With the Revize CMS, this DDA is able to quickly and easily update the website in just a few clicks!

Details:

The Rutherford EDC website design allows them to increase economic development and growth with their area vendors and gives residents the opportunity to find daily information and activities! Web visitors can get all the information right from the home page and makes you feel right at home! The design does not overburden the user by creating different focus areas for content management. The straightforward news and events feature images that promote click-through and site retention. With the Revize CMS the EDC is able to quickly and easily update the website, and their social media feeds are all available from the home page.

Rutherford County Economic Development, North Carolina



www.rutherfordncedc.com

South Eastern Council of Governments, South Dakota



www.secog.org

Details:

The South Eastern Council of Governments in South Dakota was a multi-site project including the business/finance department website for local communities! With these designs we pushed the limit of what people think when they see a Council website. Integrated videos play across multiple sites, and **using video in this manner increases user return visits by 59%, and 93% of first-time visitors watch the entire video.** Additionally, users are viewing websites on their hand-held devices exclusively more than ever before; Some estimates say this is as high as 60% of all internet usage! With more scrolling, we are able to give the user access to custom arranged icons, quick links and navigation toolbars without having to squeeze it into frame. The project also included site designs for local development and finance pages with their own particular needs! We use images, icons, and interactive features to create a fully bespoke user experience. This type of design also allows us to extend the Council's brand in a way that is unmatched in the industry!

Details:

SC Works Pee Dee's website is now up and live with their newly re-designed site! They wanted to rebrand themselves with a website design that showed off the services they provide to their constituents. Revize created a custom design that showcases the particular personality of this organization while creating an environment where web visitors can access any piece of information directly from the home page. This website design incorporates all the engagement features a work force organization needs. Users will notice that they can easily find the most important online services without having to search through line after line of text.

Pee Dee SC Works, South Carolina



www.scworksppeedee.org

Website Account References

Client: City of Wylie, TX

Craig Kelly, Public Information Officer
Office: (972) 516-6016
Email: craig.kelly@wylietexas.gov
Website: www.ci.wylie.tx.us

Client: PEE DEE SC WORKS! - South Carolina Workforce

Bridgette Coates, Workforce Program Developer at Pee Dee Regional Council of Governments
Office: 843-669-3138
Email: b-coates@peedeecog.org
Website: www.scworkspeedee.org

Client: City of Blue Ash Economic Development, OH

Rachel Murray, Public Relations Coordinator
Office: (513) 745-6240
Email: rmurray@BlueAsh.com
Website: www.blueashadvance.com

Client: Kemp Economic Development Corporation, TX

Tori Hitzfield, Website Administrator
Office: 903-498-3191
Email: tori.hitzfield@cityofkemp.com
Website: www.kempedc.com
Website: https://www.carlislepa.org

Client: Farmington Downtown Development Authority, MI

Suzanne Bargowski, Administrative Assistant
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Email: sbargowski@farmgov.com
Website: www.downtownfarmington.org

Client: South Eastern Council of Governments, SD

Jason Rosas, GIS
Office: (605) 681-8174
Email: gis@secog.org
Website: www.secog.org , www.siouxfallsmmpo.org , www.sedf.info, www.dakotabusinessfinance.com

Client: City of Olympia, WA

Joshua Linn, Website Administrator
Office: (360) 570-3782
Email: JLinn@ci.olympia.wa.us
Website: www.olympiawa.gov

Client: City of San Carlos, CA

Quinne Woolley, Management Analyst
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Email: qwoolley@cityofsancarlos.org
Website: www.cityofsancarlos.org

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

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



Key Project Objectives & Deliverables

The following list the details of each project's goals:

1. Visually Appealing Sites for Your Major Target Audience

Revize clients have told us that Revize has one of the best creative design teams in the industry. We will create a branded style for the site with eye-catching, functional elements that will help your prospective users increase communication and promote awareness. Your website is your front-facing advertisement to the world and should appeal to wide-ranging communities to attract families and businesses considering utilizing your services. The award-winning Revize designs have been sought by municipalities, development boards, healthcare leaders and government organizations across the country to increase education, embrace new perspectives and foster collaboration!

2. Easy to Find Content

Revize regularly conducts government web visitor usability studies, and as a result, we already know how web visitors want to navigate the website and get to the programs, services and information they desire in an easy-to-use manner! Revize has developed a navigation system to get to any web page in one click from the Home Page, and provides specific applications that allow for SEO optimized, functional directories and navigation that are as attractive as they are useful. The streamlined navigation includes elements such as drop-down menu navigations and mega-menus, content categorization, resource tabs and quick-links and the ability to create additions to website pages or link to all the third-party programs and online training platforms you need!

3. Increase Partner Engagement and Follow-Up

Our list of website features allows a plethora of features specifically tailored to increase interactivity with your local businesses, coalitions, and organizations. These applications include web forms for direct submissions with workflow, listing directories with keyword search, mapping and categorization for highlighting all your important partnerships, e-mail and text notifications, home page alerts, etc. We also design the website with "Calls-to-Action" in mind to inspire web visitors to take advantage of programs and information offered.

4. Increase Search Engine Visibility

Every Revize website is programmed to allow 100% of each page's content to be indexed by all the popular Search Engines. We also allow non-technical editors access to each web page's metadata so you can increase your web presence and contour the search so if someone enters a question in Bing or Google Search, it will try to pull them to the web page of your new website directly. This also includes allowing web crawling of the website, and you can even elect to implement a curated search function and categorization for all your internal searches! This can be especially important for your job postings that you can place in dedicated modules so users can see what is available quickly and easily! Additionally, we provide keyword directories to provide excellent representation for your staff as well as the community profiles you have created, which include mapping integration and can even embed your own third-party applications for increased functionality.

5. Seamless Integration with Social Media and Third-Party Applications

Revize: Revize will add Social Media icons and Social Media integration to your website's News Center. We will also create a social media wall or a clean looking social media center to show off your latest social media posts. More and more, younger populations seeking resources for career options find these elements through Facebook and other social media sites. With Revize, we incorporate these elements from the start!

6. Mobile and User-Friendly

Your new website will be functional on any electronic devices, including phones, tablets and PCs. Revize has made Responsive Website Design a standard for over 8 years. Because of

this, we add additional responsive programming to take advantage of new mobile phone technologies and high-definition video cards to make your web visitors' website experience more enjoyable and smoother. This is especially important for low-income communities, as many cannot afford home computers and mobile devices are their best option.

7. Easy-to-Update Content and Integrations

The Revize CMS non-technical website editing solution has a 24-year maturity and was written for non-technical editors to edit the website in an easy-to-use "common-sense" manner through a methodology called Live-Page Editing. This allows for easy management of all functions of the website, including updating menus, removing content, embedding media, etc. The sites also all provide translations for every page with over 95 languages.

Clients have indicated that if you know know about 5% of Microsoft Word, you should be able to fully edit and update a Revize Government Website! This includes implementations of your own custom server applications into the Revize CMS and providing consistent, high-speed connections and loading for every functionality!

8. ADA Compliant Website

Your new website will adhere to the new WCAG 2.1 AA requirements and Section 508. We will also train your content editors how to keep ADA compliance when writing content. With your approval, Revize will also install an ADA Accessibly Widget, free of charge. This widget brings the ADA software for reading and resizing text, change color contrasts, etc. on demand for the visually impaired and/or disabled web visitor.

Example - Double Click on the Man Icon in the lower right corner to see it in action:

<https://www.olympiawa.gov>

9. Cyber-Security

Revize has not had any website security intrusions for over a decade. Revize has partnered with Amazon Web Services (AWS) and Google Cloud Service Platform (GCP) for its Live-Web server hosting infrastructure needs. Both AWS and GCP are industry leaders in high availability cloud server architecture, both server farm infrastructures are highly secured, scalable and redundant for 24/7/365 availability. Snapshot/Mirror Image backups of all of our cloud servers guarantees 100% data protection and recovery in case of any disaster. Also, Revize has dedicated CMS servers in two state-of-the-art physical data centers located in Chicago and Detroit. Onsite/Offsite data backups of all of our dedicated servers are scheduled nightly with R1Soft backup service. Additionally, Revize utilizes multiple Tier 1 bandwidth providers such as Level 3, Wiltel, and Cogent for redundancy and continuous connectivity. These procedures provide our clients with up to 500Mbps of fast fiber optic up-stream connectivity.



Did you know?

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

The Revize Solution

Project Planning and Setup

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

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

24/7/365 Project Portal Access: From day one, your project and on-going support is tracked in the Revize On-line Project Portal. The main point of contact you select for the project will receive an invitation to register, including setting up a secure user name and password. The Project Portal serves as a communication tool for any matter pertaining to your website design, development and on-going support even after your website is launched.

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

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

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

The following steps are followed while designing new sites

- **Establish Needs and Creative Direction:** Understand your objectives and requirements, and provide recommendations for effective online branding pertinent to your requirements, existing branding and your web audience's needs. The Revize designer will also conduct his own research in order to capture the character and "feel" of your area, which will inspire ideas for the overall design direction of the website.
- **Main Menu Navigation & Home Page Wireframes:** Work with you to establish a main-level navigational architecture and identify key items accessible from your home page. This establishes a baseline for the navigational structure, as well as the preferred content structure (wireframe*) for the home page.
- **Page Layout and module placement:** We will follow all the best practices to layout the different features and modules so that they can be easily accessed by your residents. For example, on the home page there will be sliding picture gallery and quick link buttons for Notify Me, Report a Concern, Document Center, FAQs etc. The news and announcements module and events calendar would be integrated into the website, along with the social media center.

Revize Design Principles

Security

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

Accessibility

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

Color

Of course, color cannot be overlooked! Our designers first take the client's preferences, official logo colors and pictures into consideration to create a unique color scheme that balances good, marketable color contrast with simplicity of design. Starting with the basic 2-3 colors, we then expand and utilize variants and hues to create maximum visual appeal, ADA compliance contrast, eye-catching allure and invoke the overall feel the client wishes to display.

Functionality

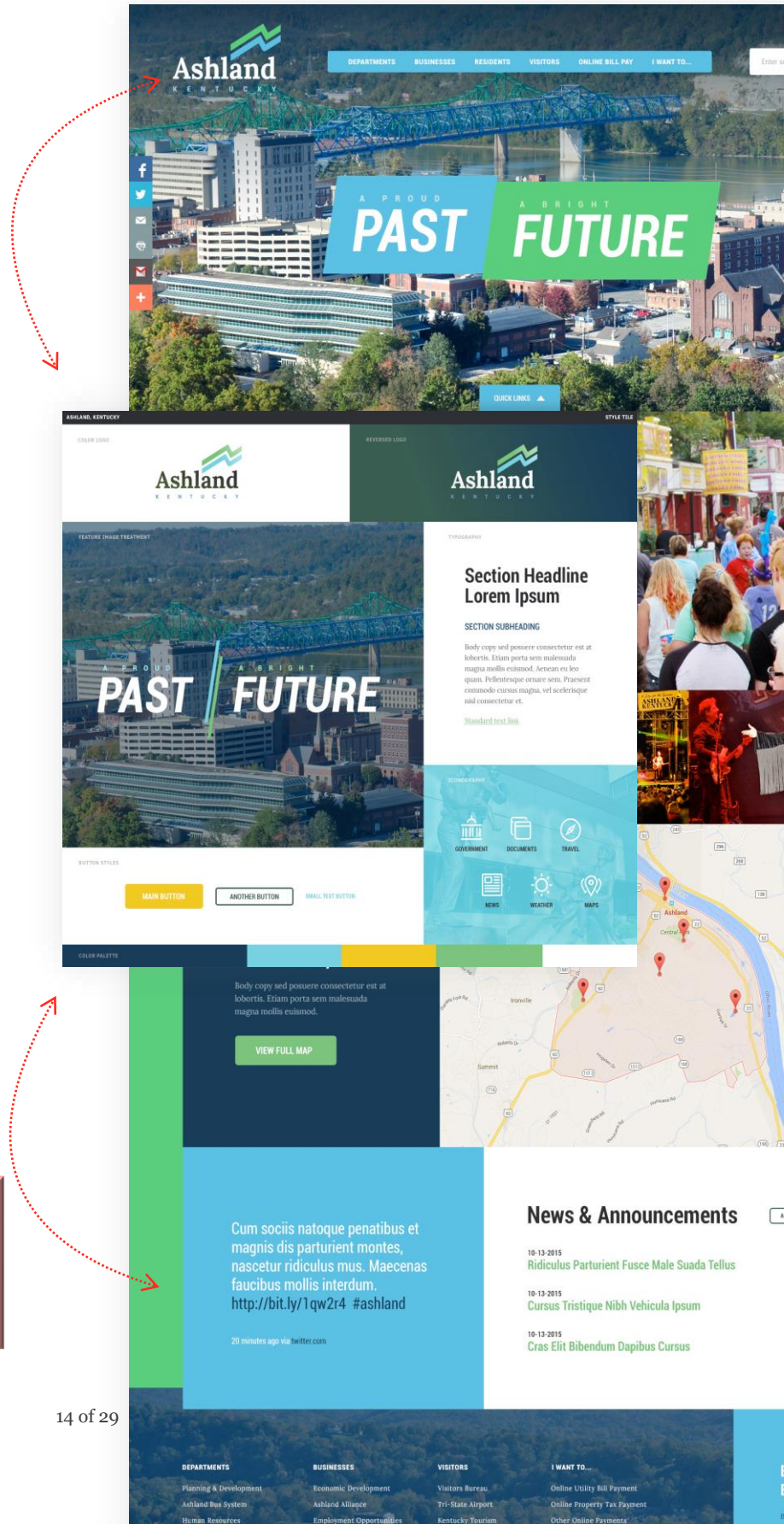
Last, but not least, are effective page elements such as call-to-action buttons, social sharing icons, e-mail newsletter sign-up submissions, and other promotional areas. The ultimate goal is to provide an easy to navigate webpage that is informative without being overwhelming. Therefore, it is the designer's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

Wireframe to Concept

- **Design Deliverable:** The design concepts for this phase will be based on one or possibly two home page layouts. The client will review and provide design feedback to the designer for changes. Revize asks that clients have no more than three iterations of changes up to the point that the final concept is approved.

- **Final Home Page Sign Off:** When all changes have been made, Revize will present your final home page design and layout for approval. Customer approval is required to proceed to the next phase, the inner pages of the website, and the process repeats itself before the actual HTML & CSS is written.

- **Final Inner Page Sign Off:** When all changes have been made, Revize will present your final inner page designs and layouts for approval. Customer approval is required to proceed to the next phase, when the actual HTML & CSS is written



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

Revize Project Life Cycle

Phase 1: Initial Meeting, Communication Strategy, SOW

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

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

The questionnaire addresses various issues such as:

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

Phase 2: Discovery & Design

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

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

Phase 3: Template Development, CMS Integration

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

Phase 4: CMS Modules Setup

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

Phase 5: Custom Functionality Development

In this phase and according to your specifications, custom functionality of existing CMS modules, database scripting and programming, as well as any custom application development will be executed. The Revize development team will be interfacing directly with your technical staff to obtain information and test information exchange and application functionality. This phase may overlap phases 2 - 4.

Phase 6: Quality Assurance Testing

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

Phase 7: Content Development / Content Migration

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

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

Our web designers use creative typography which makes the website more visually appealing and also plays a role in defining the hierarchy of content to be placed on the web page. Variations in size and color are used, as well as strategic placement on the page to highlight

certain site areas so the visitors can easily navigate the site. Effective typography also ensures that your website will look good on desktop, laptop, mobile and tablet devices.

Phase 8: Training Your Staff (in-person or web-based training)

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

Final Phase: You Go Live!

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

Marketing & Ongoing Consultation

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

Search Engine Registration and Marketing

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



Did you know?

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

Standard Training Agenda

Basic Administrator Training (How to)

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

Content Editor Training (How to)

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

Advanced Administrator Training (How to)

- Run back-end reports
- Run Google Analytics reports

Specific Modules

- Emergency Notification Center
- Web Calendar
- E-Notify
- Quick Links
- Document Center
- Form Center
- News Center
- Frequently Asked Questions
- Visitor Request Center
- Library Bid Posting Center
- Job Posting Application
- RSS
- And more....

Revize Maintenance Covers

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



Did you know?

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

Timeline Summary

Phase	When	Duration
Phase 1: Initial Meeting, Communication Strategy, SOW <ul style="list-style-type: none"> Revize will conduct a staff interview and website design kickoff meeting with the client. After the meeting, Revize will provide a detailed project plan that assesses key findings and details. 	Weeks 1 through 3	3 Weeks
Phase 2: Discovery & Design <ul style="list-style-type: none"> Within (5) five weeks of the kick-off meeting Revize will provide (1) one custom homepage mockup, (1) one basic interior page mockup, and (1) one navigation mockup. Revize will provide revisions to each mockup based on the feedback received from the client, and will begin site-mapping process when client approves design 	Weeks 4 through 8	5 Weeks
Phase 3 and 4: Template Development and CMS Integration <ul style="list-style-type: none"> Mockups will be developed into HTML pages making them clickable and resizable. Following HTML Development, Revize will add in the Revize Content Management System which makes the website easily editable. Integration of any 3rd party software will begin during this phase 	Phase 3: Weeks 9-12	4 Weeks
	Phase 4: Weeks 12-16	5 Weeks
Phase 5 and 6: Quality Assurance, Accessibility and Custom Development <ul style="list-style-type: none"> Revize will review all developed assets for functionality. The development team will review functionality, style sheet, and formatting checking for errors and verifying that site matches approved design mockups. Any custom needs identified earlier in the project will be executed during this phase and tested for quality assurance. ADA programming and beta site review with the client 	Phase 5 Weeks 15-16	2 Weeks
	Phase 6: Week 17	1 Week
Phase 7: Sitemap Development / Content Migration <ul style="list-style-type: none"> Revize will deliver a suggested sitemap, in Excel format, for the website prior to this phase (Unless the client has chosen to create their sitemap). Client and Revize will review and provide updated versions for approval. Pages will be built out one-by-one according to this previously approved sitemap architecture. Pages that are not linked in the sitemap will be created as blank pages. Migration includes up to all webpages, documents, and new content up to the relevant amount on the current website. 	Weeks 18-24	7 Weeks
Phase 8: Content Editor and Web Administrator Training and Go Live preparation <ul style="list-style-type: none"> Revize will conduct a review of the beta site followed by a core team training (smaller group). After the beta site review, the client may request tweaks to the functionality of the website. Revize will conduct Website Usability testing and a separate full staff training for all CMS editors on-site in a classroom style setting. The training schedule will include editor training, and administrator training with a question-and-answer period. Results of the user experience testing will be provided to the client for review. Any change requests will be reviewed by Revize for feasibility and scope conformance before they are completed. Revize will conduct meeting with client IT department before go live to discuss the process and establish pre-go-live checklist (e.g. SSL certificates, redirects, subdomains, etc.) Retraining is available any time after Go Live. 	Weeks 25-27	3 Weeks
	Go-Live (Average)	21-27 Weeks

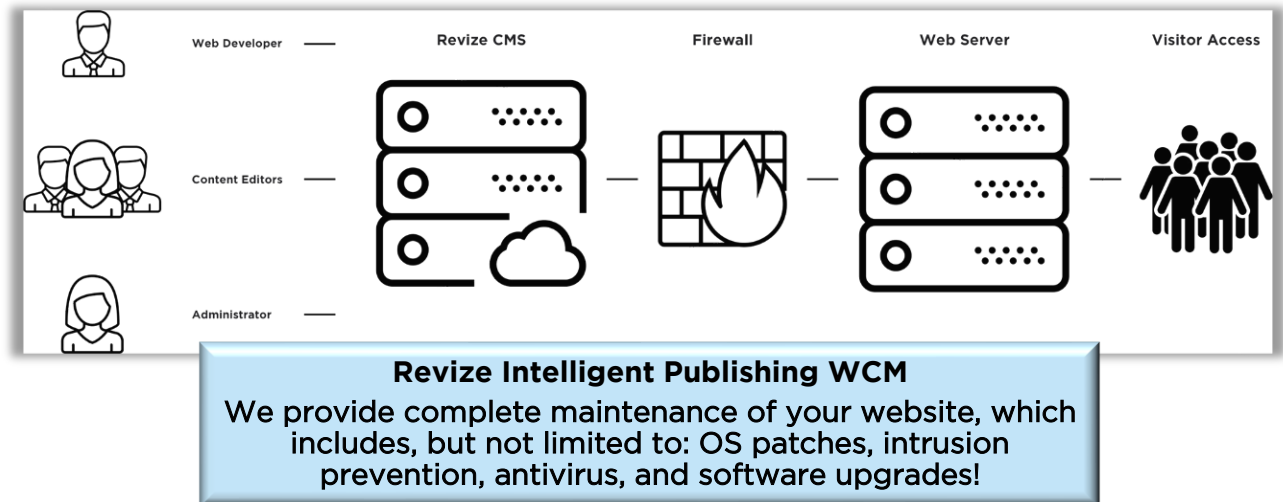
Did you know?

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

Hosting Service and Technology Architecture

Revize has partnered with Amazon Web Services (AWS) and Google Cloud Service Platform (GCP) for its LIVE WEB server hosting infrastructure needs. Both AWS and GCP are industry leaders in high availability cloud server architecture, both server farm infrastructure is highly secured, scalable and redundant for 24/7/365 availability. Snapshot/Mirror Image backups of all of our cloud servers guarantees 100% data protection and recovery in case of any disaster. Also, Revize has dedicated CMS servers in two state-of-the-art physical data centers located in Chicago and Detroit. Onsite/Offsite data backups of all of our dedicated servers are scheduled nightly with R1Soft backup service. Additionally, Revize utilizes multiple Tier 1 bandwidth providers such as Level 3, Wiltel, and Cogent for redundancy and continuous connectivity. These procedures provide our clients with up to 500Mbps of fast fiber optic up-stream connectivity.

Revize hosts your web sites and web applications on redundant (3 TB Hard Drive, 3.2 GHZ CPU and 32 GB RAM) servers in order to provide enhanced performance and reliability. The Revize technology architecture physically separates the CMS from the website in order to provide another layer of redundancy/security. With this model, we keep an up-to-the-minute exact duplicate of your website in the event your site must be restored. Revize support staff will simply republish your site within a guaranteed two hours (as opposed to a timeframe of several hours or days our competitors offer).



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

Security

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

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

Security Controls, SSL, and Active Directory (LDAP)

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

Application Security Authentication

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

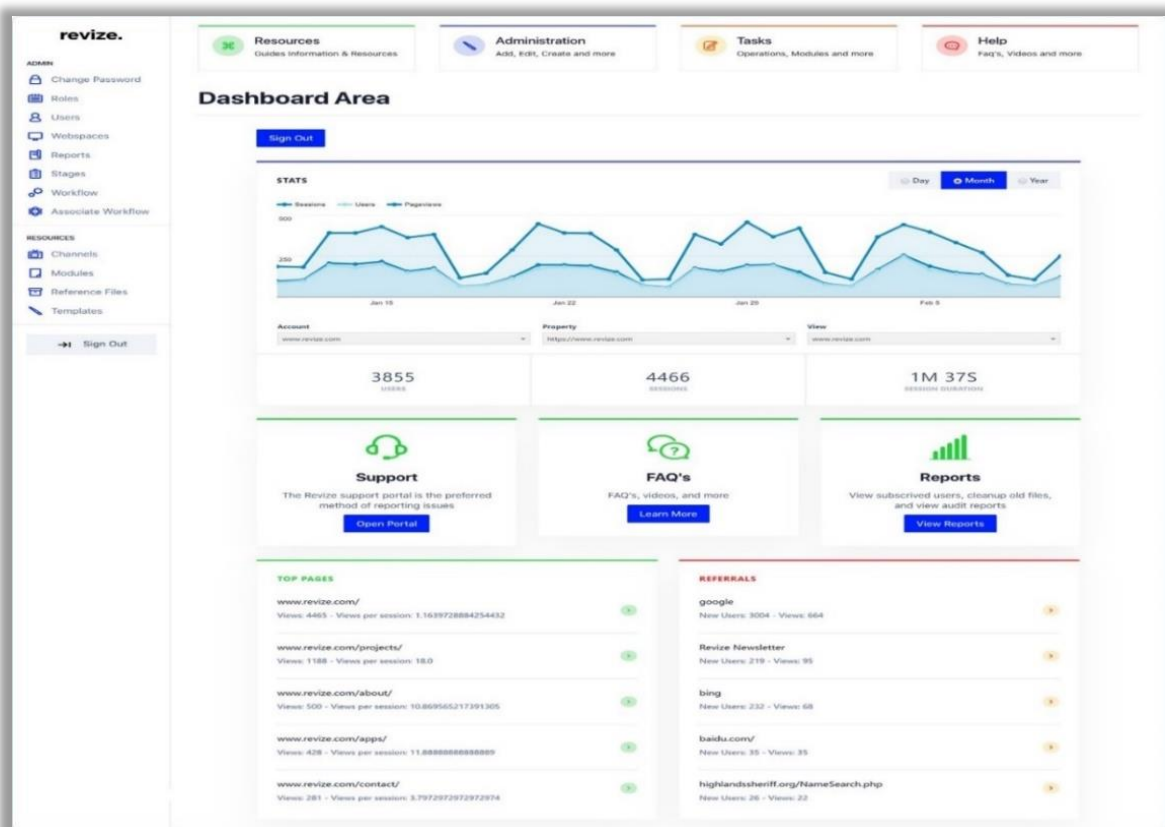


Did you know?

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

Revize Website Analytics

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



Revize Support Includes

- 8 AM – 8 PM EST Phone Support (Monday thru Friday)
- 24/7/365 Portal and Email Support
- Staff provides assistance and answers all questions
- Dedicated support staff
- New/existing user training
- Free Training Refreshers
- Video tutorials and online training manual
- Automatic integration of enhancements
- Automatic upgrade of CMS modules, such as Calendar, Document Center, etc.
- Four major CMS upgrades per year
- Software and modules upgrades (automatic install)
- Server hardware and OS upgrades
- Immediate bug fixes/patches
- Round the clock server monitoring
- Data Center Network upgrades
- Security and antivirus software upgrades
- Firewall and router upgrades
- Bandwidth and network infrastructure upgrades
- Remote backup of all website assets
- Tape backup of all website assets
- Quarterly Newsletters on major feature updates
- Regular webinars on CMS features and website trends

Software Maintenance

As a Revize Client, you will receive full access to all enhancements to the core components and modules within the Revize CMS at no additional charge!

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

Maximum Response Times

1 hour for crisis issues

4-6 hours for critical issues

24 hours for normal issues



Revize Custom Design Quote

Phase 1: Project Planning and Analysis and SOW	\$750
Phase 2: Discovery & Design from scratch - One concept, three rounds of changes, home page design, and inner page design, includes Responsive Web Programming for great viewing on mobile screens.	\$1,750
Phase 3 & 4: Revize Template Development - Set-up all CMS modules listed on the following page with I-framing or linking to any additional 3rd party web applications (as dictated by needs of the scope of work). You also receive all updates to all CMS modules for the life of your Revize relationship. You own the technology, design and content!	\$9,200
Phase 5 & 6: Quality Assurance, Accessibility and Custom Development, including integration of internal custom applications and SQL datasets	\$1,750
Phase 7: Site Map Development/Content organization. Content migration from current sites not listed in Scope of Work in RFP, but if requested is available for \$3 per webpage or document. To help remove stale content, Revize will not be moving over old announcements, events or calendar items.	\$1,050
Phase 8: Content editing and site administration training via web conference (one day session up to 8 hours for each separate project)	\$750
Go live!	Included
Custom Website Design Subtotal	\$15,250
Revize Annual Maintenance Fee (1st Year pre-paid during site development) Includes Unlimited Tech Support, CMS software updates (unlimited users), security software updates, E-mail and Text Notifications, Online Interactive Forms , SSL security certificates and website health checks. Website hosting Included free of charge (25GB Storage, 100GB monthly bandwidth limit):	\$4,200/yr
Grand Total (1st Year) 5-Year Agreement (Length Optional)	\$19,450

**Revize provides a free website design refresh during last year of service if client signs a locked-in rate agreement
(Optional Payment Plans on Following Page)**

Optional Interest-Free Payment Plans

Option 1: Revize Year One Pay-In-Phases Payment Plan

During year one the client reserves the option to pay for the website upon completion of certain project phases. The first payment would be collected upon project start, second payment upon completion of Phase 2: Design Concept, and the final payment after completion of Phase 7: Client Training.

Payment Amount	Due Date	Payment Includes
\$ 6,483.33	Start of Project	33% of Project Cost + Year 1 Annual Hosting and Maintenance
\$ 6,483.33	TBD: Upon completion of Phase 2: Discovery and Design	33% of Project Cost + Year 1 Annual Hosting and Maintenance
\$ 6,483.33	TBD: Upon delivery of website at Phase 7 Training	Remaining 33% of Project Cost + Year 1 Annual Hosting and Maintenance
\$ 4,200	Year 2	Year 2 Annual Hosting & Maintenance
\$ 4,200	Year 3	Year 3 Annual Hosting & Maintenance
\$ 4,200	Year 4	Year 4 Annual Hosting & Maintenance
\$ 4,200	Year 5	Year 5 Annual Hosting & Maintenance

Free Redesign!

Option 2: Revize Five-Year Interest-Free Payment Plan

Instead of paying for the total project cost in year one, Revize would spread out the total first year cost over five years of service.

Payment Amount	Due Date	Payment Includes
\$ 7,250	Year 1	20% of Project Cost + Year 1 Annual Hosting & Maintenance
\$ 7,250	Year 2	20% of Project Cost + Year 2 Annual Hosting & Maintenance
\$ 7,250	Year 3	20% of Project Cost + Year 3 Annual Hosting & Maintenance
\$ 7,250	Year 4	20% of Project Cost + Year 4 Annual Hosting & Maintenance
\$ 7,250	Year 5	20% of Project Cost + Year 5 Annual Hosting & Maintenance

Free Redesign!

Custom Design Website Features Included

In addition to the Government Content Management System that enables non-technical staff to easily and quickly create/update content in the new web site, Revize provides a suite of applications and features specifically designed for government. The applications and features are grouped into five categories:

VISITOR'S COMMUNICATION CENTER APPS

- Home Page Alert
- Document Center with keyword search
- Alert Center with E-Mail and Text Notifications
- FAQs with keyword search
- Staff/Listing Directory with keyword search
- Job Postings
- Curated Search Functionality
- Community Blog Posting Center with categorization
- Multi-Use Listing Directories with Google mapping and keyword search
- Online Interactive Forms with server/workflow backend
- Mapping Templates
- RFP/RFQ Posting
- News Center with Facebook/Twitter Integration
- "Share This" Social Media App
- Photo Galleries
- Quick Link Buttons
- New Revize Web Calendars with monthly grid and listing view
- Sliding Feature Bar
- Language Translator - over 95 languages

VISITOR'S ENGAGEMENT CENTER APPS:

- Citizen Request Center with Captcha
- RSS Feed
- Online Bill Pay linked to your Third-Party Payment Provider (if required)

STAFF PRODUCTIVITY APPS

- Image Manager
- iCal Integration
- Link Checker
- Menu Manager
- CMS Web Form Builder with drag & drop text fields
- Website Content Archiving
- Website Content Scheduling

SITE ADMIN & SECURITY APPS

- Audit Trail
- Drag and Drop Menu Management
- Drag and Drop Picture Management
- Drag and Drop Document Management
- History Log
- URL Redirect Setup
- Roles and Permission-based Security Mode
- Secure Site Gateway
- SSL Security Certificate
- Unique Login/Password for each Content Editor
- Web Statistics and Analysis with Google Analytics

MOBILE DEVICE AND ACCESSIBILITY FEATURES

- ADA Compliant WCAG 2.1AA
- ADA Accessibility Widget
- Responsive Website Design (RWD) - for great Mobile Device viewing i.e SMART phones, PC Tablets, iPads, iPhones, Windows and Android devices

ADA Compliance Disclaimer:

Revize designs and develops all websites to be ADA Compliant according to the WC3 Consortium's Web Content Accessibility Guidelines according to the 2.1 AA Level



Other Optional Applications

<p>*New* Revize Online Chat with Artificial Intelligence Annual Hosting and Maintenance Fee: Example: https://www.cityofsaline.org/</p>	<p>\$1,200/yr</p>
<p>Curated Search One-Time Set-up Fee: Example: https://www.cityofsancarlos.org/ Try the main search bar! Includes 100 curated results input by Revize Client may input unlimited additional searches free of charge!</p>	<p>\$1,750</p>
<p>Employee Intranet Development One Time Set-up Fee: Annual Hosting and Maintenance Fee Example: https://www.southington.org/stafflogin/index.php</p>	<p>\$1,500 \$500/yr</p>
<p>New Newsletter Application One Time Set-Up Fee: Annual Hosting and Maintenance Fee: Learn more Here! : https://www.revize.com/webinars_index.php</p>	<p>\$1,000 First 2000 newsletters/month Free! Additional newsletters available for \$50/month per 10,000</p>

Thank you

For Considering Revize

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