West Goshen Township, PA

CIVICENGAGE®

Website Redesign Services

Presented by | Becky White, CivicEngage Account Executive

CP CIVICPLUS®
THE Integrated Technology Platform for Local Government

March 3, 2020

Derek Davis
Assistant Township Manager
West Goshen Township, PA

RE: Website Redesign Services

Dear Derek:

Today's society expects instant access to news, answers, and communication and making your government work better can be a challenge when you don't have the tools and resources to get the job done right. As your partner, that's where CivicPlus can help. We are passionate about our mission to help make local government better. You won't simply be getting a website, you'll also obtain the tools to build a trusted and long-term relationship between you and your citizens.

West Goshen Township (the Township) is unique, and your website should be too! We will help you implement a website that represents your values and meets your specific needs and goals. By partnering with CivicPlus, you'll receive:

- Responsive design that is available to your citizens from anywhere on any device
- Comprehensive suite of modules and tools tailored to the functionality you need most
- Guaranteed redesign after four years of service to keep your website fresh and innovative
- Hands-on migration of existing content by our team of experts
- 24/7/365 support with secure hosting and maintenance
- 100% satisfaction with your new website

Your new site will be developed on the most robust and flexible content management system (CMS) available. Our CivicEngage CMS is an easy-to-use suite of cloud-based tools built specifically for local government. You'll be able to inform and empower your citizens and staff in more efficient ways. Easier for you, easier for them.

We encourage you to contact the references included and discover what their experiences are working with CivicPlus. A West Goshen Township and CivicEngage partnership will save you time and money with a website for your community to find what they need, when they need it.

Sincerely,

Becky White

Becky White
CivicEngage Account Executive
bwhite@civicplus.com
Direct Line 785-370-2504
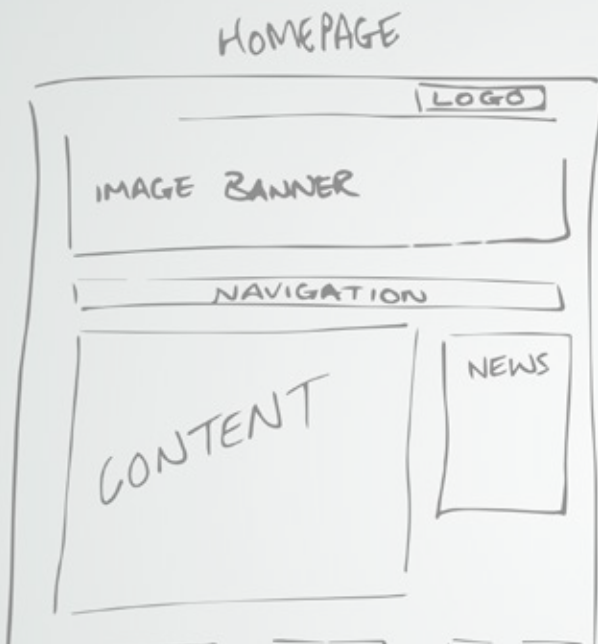
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Executive Summary

We propose the following approach to help you meet your goals:

Product Solution

Easy-to-Use CMS	Our CivicEngage Content Management System (CMS) is developed specifically for local government and includes modules and tools offering unique functionality to streamline your processes, self-service options to reduce call volume and walk-ins for common requests, and permission-based access for website management.
Responsive Website Display	We will use a mobile-first design approach to ensure your website is fully responsive, using design that is optimized for any device, screen size, and orientation. We also implement a mobile-friendly menu configuration for easy page navigation. A responsive design also provides centralized website maintenance, eliminating the need to update both a desktop and mobile version of your website.
Accessibility	During system development and website implementation process, our first focus is to ensure we provide you with a website compliant with accessibility standards outlined within Section 508 and WCAG Level A & AA.

Implementation Solution

Dedicated Project Team	A specialized team of experts will assist you throughout the implementation process to website launch, including a Project Manager, Art Director, and Trainer.
Design Creation	Your Art Director will collaborate with you to develop a design that best represents your community while taking advantage of the CivicEngage functionality to meet your needs.
Content Development	Our Content Development team will migrate content (including their text, documents, and images) from your current website to your new, CivicEngage website. Content will be enhanced for usability and accessibility, and we will organize your website pages to make them easy to navigate.
Search Engine Optimization (SEO)	To make your site easier to find, we will provide SEO services during content migration, such as creating searchable keywords and descriptive content, and will submit this information on your behalf. During training, we will also train your staff on best practices for SEO including searchable terms and descriptors to do the same for future pages.
CivicTraining® Plan	During your training engagement, a CivicPlus Trainer will conduct customized sessions to ensure your staff can confidently keep your website updated long after launch.

Guaranteed Redesign	To keep your website looking fresh, you will be eligible to receive a new website design with no further out-of-pocket expense after four years of continuous service with CivicPlus.

Hosting, Support, & Security Solution

Secure Hosting, Cloud-Based Access	Our solution is supported by an enterprise-level hosting environment with vigilant 24/7/365 monitoring and continual system updating. We guarantee a 99.9% website uptime, excluding maintenance periods. With our cloud-based solution, you can access your website from anywhere on nearly any device – no need to log into a network.
Technical Support	Our helpful in-house support team is available to ensure your complete and ongoing satisfaction with our products and services. You can contact live support via chat, phone, and email or utilize our self-service CivicPlus Help Center for tutorials and user guides. You will also receive 24/7/365 emergency support assistance.
DNS & SSL Certificate	We will aid in the setup of your current domain for your new website. Also included is one SSL Certificate to protect your new website and information through encryption of sensitive data and identity verification.
System Updates	We set high standards for government websites with our services. With CivicPlus, your content management system will be upgraded to keep pace with industry improvements and your visitors' changing needs.
Continuing Partnership	Your Client Success Manager will help find solutions for your changing needs by creating an ongoing strategy to better engage your citizens using the tools and products CivicPlus offers.

Before & After – Portland, Michigan

With CivicPlus

Before CivicPlus

After partnering with CivicPlus, Portland, Michigan was able to connect and engage their community better through their innovative, mobile, secure and interactive site.

CivicPlus Company Overview

20+
years of experience with a focus to help local governments

350+
employees, many with experience in local government

4,000+
local government clients across the United States and Canada

8-time Inc. 5000 Honoree

www.govtech.com/100

At CivicPlus, we have one goal: to empower the public sector to accomplish impactful initiatives using innovative solutions that save them time while connecting them to the citizens they serve. We began in 1998 when our founder, Ward Morgan, decided to focus on helping local governments work better and engage their citizens through their web environment. CivicPlus continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our clients, including solutions for citizen engagement, administrative services, constituent services, and recreation management.

As we have grown, the pathway to achieving this goal became clear. We need to build groundbreaking software and host them on a single, robust platform that enables convenient collaboration and streamlined operations. This led to the development of the CivicPlus Platform which enables single sign-on capabilities, strengthened identity management, and API access for our clients across our solutions.

Our commitment to deliver the right solutions in design and development, end-user satisfaction, and secure hosting has been instrumental in making us a world leader in government web technology. We consider it a privilege to partner with our clients and provide them with solutions that will serve their needs today and well into the future.

Company & Contact Information

| Point of Contact	Primary Office	Legal Information
Becky White	302 S. 4th Street, Suite 500	CivicPlus, LLC
CivicEngage Account Executive	Manhattan, KS 66502	Converted in State of Kansas,
bwhite@civicplus.com	Toll Free: 888-228-2233	January 2019
Direct Line 785-370-2504	Fax: 785-587-8951	f/k/a CivicPlus, Inc. Incorporated
	www.CivicPlus.com	State of Kansas, June 1998

Project Team

From project management to design and development to training and support, a dedicated project team will assist you throughout the development process to ensure your project's success and your complete satisfaction. Your individual, dedicated team members will be determined just prior to kickoff so we can be sure they will be available to begin your project immediately and work directly with you throughout the entire process. This ensures we deliver the attention and effort you need and deserve to create a website that achieves your vision of success.

- **Project Manager** – Provides communication, establishes project plan, schedules project resources, facilitates project tasks, ensures requirements are met according to scope
- **Art Director** – Establishes vision for website design, collaborates with graphic design team to create website design to meet your needs, coordinates design application to functioning website
- **Web Content Specialist** – Guides content development process, ensuring application of best practices for usability and accessibility
- **Trainer** – Educates your team to use the CivicEngage content management system, demonstrates effective use of tools and functionality
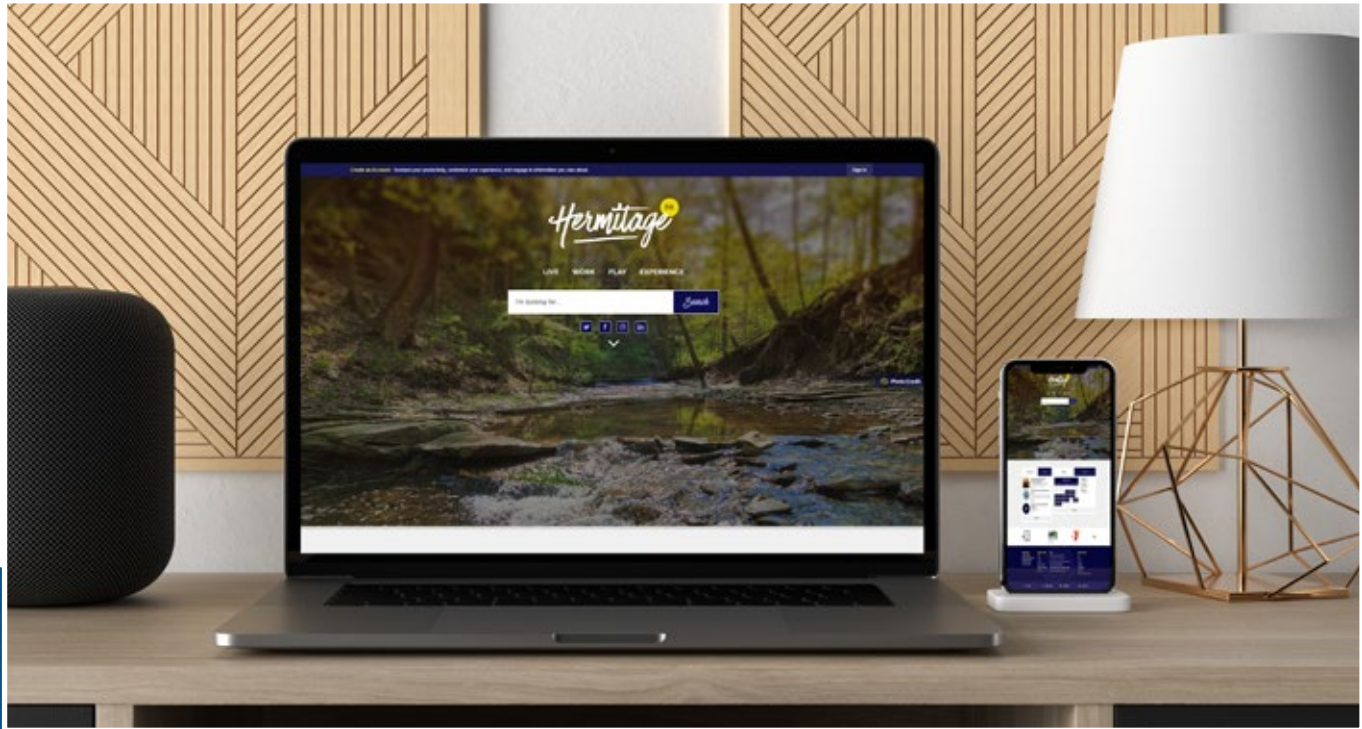
Communication Venues

Communication between you and your CivicEngage team will be continuous throughout your project. Sharing input and feedback through email, virtual meetings, phone calls, and our project management software, Mavenlink, will keep all stakeholders involved and informed. Mavenlink offers task management transparency with a multi-level work breakdown structure, Gantt Chart-based project plan, and a focused communication channel.

- Centralized project communication and task management tools are located in a cloud-based project workspace
- Conversations are linked to files and tasks for easy reference
- Tasks, deliverables, and milestones are aligned to your specific scope of work
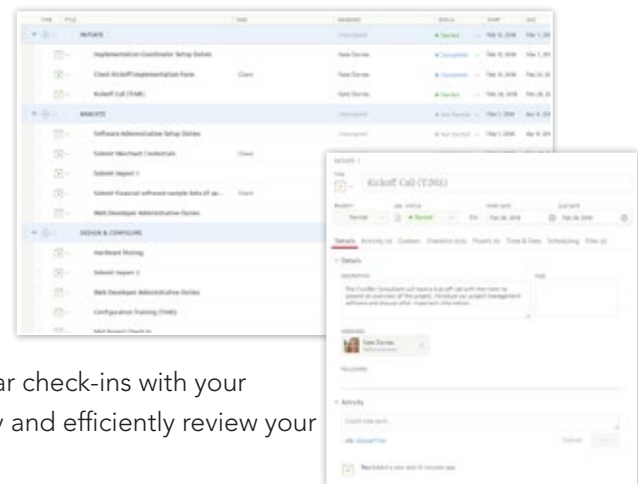
The tools available through Mavenlink combined with regular check-ins with your Project Manager provide you ample opportunities to quickly and efficiently review your project, check deliverables, and communicate feedback.

Experience & References

Hermitage, Pennsylvania
www.hermitage.net

Rachael Manuel, Finance & Technical Administration
724-981-0800 x1350 | rmanuel@hermitage.net

Lower Paxton Township, Pennsylvania
www.lowerpaxton-pa.gov
Leigh Ann Urban, Communication Manager
717-934-8727 | lurban@lowerpaxton-pa.gov

Phoenixville Borough, Pennsylvania
www.phoenixville.org
Kelly Getzfread, Assistant Borough Manager
610-933-8801 x116 | manager@phoenixville.org

CivicEngage CMS

The CivicEngage CMS is robust and flexible with all the features and functionality you need today and in the future. Developed for organizations that need to update their site frequently, CivicPlus provides a powerful government content management structure and website menu management system. The easy-to-use system allows non-technical employees to efficiently update any portion of your website.

Each website begins with a unique design developed to meet your specific communication and marketing goals, while showcasing the individuality of your community. Features and capabilities are added and customized as necessary, and all content is organized in accordance with web usability standards.

Modules

Citizen Engagement

CivicEngage offers several effective and easy-to-use citizen engagement features. These tools easily integrate with the other key CivicEngage features.

- **Alert Center** – Post emergency or important information on your website to notify citizens via email and SMS.

- **Blog** – Post opinions/information about various community topics and allow citizen comments and subscriptions.

- **Calendar** – Create multiple calendars and events to inform citizens of upcoming activities that are viewable by list, week, or month.

- **Citizen Request Tracker™ (CRT)** – Allow users to report a problem and provide follow-up communication with the point of contact. (Includes 3 User Licenses)

- **Community Voice™** – Interact with citizens about projects in your community.

- **ePayment Center** – Create a secure, PCI-compliant payment gateway for your online services with our opt-in service, CP Pay®. Additional fees apply.

- **My Dashboard** – Allow users to personalize their dashboard to stay updated on news, events, and information they care about.

- **News Flash** – Post organizational news items that are important to your citizens.

- **Notify Me®** – Send out SMS messages and mass emails to list subscribers. (Includes up to 500 SMS users)

Document Management

CivicEngage comes fully-equipped with a robust set of document management tools that work with other key features of our CMS and making it easy to build dynamic content that is easy for citizens to navigate and access.

- **Agenda Center** – Create and display agendas and minutes for various civic organizations.
- **Archive Center** – Store agendas, minutes, newsletters, and other data-driven documents.
- **Document Center** – Organize and house documents in one central location.
- **Form Center** – Create custom, online forms via simple drag-and-drop functionality. Receive notifications via email and track within the CMS.
- **Photo Gallery** – Store and display photos.

- **Staff Directory** – Share detailed contact information for your staff and offices.

Information & Navigation

Organize your content and pages to make it easy to locate the information you and your citizens need most with modules that help you update information quickly.

- **Frequently Asked Questions (FAQs)** – Answer the most frequently asked questions to reduce phone and foot traffic for staff.
- **Graphic Links** – Place graphics on your site as links to other pages.

- **Info Advanced** – Display important information on pages in a compact and easy-to-update module that provides detailed formatting.
- **Quick Links** – Place links to often-requested information directly on the page of your choice.

Department-Specific

There are several function-specific features and modules for government departments. These tools are integrated into the CivicEngage CMS and offer the ability to complete multiple steps in one action.

- **Activities** – Create, organize, and track activities.
- **Facilities & Reservations** – Showcase community facilities and allow reservations online.

- **Job Postings** – Post available jobs online and accept online applications.
- **Bids** – Post sortable and subscribable bids.

Widgets

Module Widgets

Some modules within CivicEngage have a specialized widget. These widgets allow you to choose the exact information from the module to display and tailor the look to meet the page's needs. In addition, the content will dynamically renew as it is updated in the module. Widget modules include:

- Alert Center
- Calendar
- Community Voice
- FAQs
- Graphic Links
- Info Advanced
- News Flash
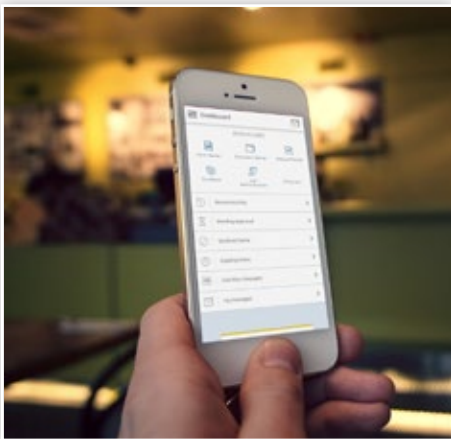- Quick Links
- RSS
- Staff Directory

Content Widgets

Edit your content directly on page in Live Edit mode with these widgets.

- **Carousel Widget** – Group and display widgets in one location with arrow navigation functionality.
- **Custom HTML Widget** – Embed videos or other HTML features in your page.
- **Editor Widget** – Edit text with word processing tools, plus web tools like code view and the Accessibility Checker.
- **Image Widget** – Add images to a page.
- **List Widget** – Create lists on a page.
- **Pages Widget** – List all related subpages.
- **Related Documents Widget** – Create a dynamic list of documents referenced in the Document Center.

- **Search Widget** – Add a search bar to a page.
- **Share Widget** –Add a share button to your page so citizens can share content to their social media.
- **Site Tools Widget** – Add a site navigation button.
- **Slideshow Widget** – Add a slideshow of images.
- **Spacer Widget** – Add a space to the page.
- **Tabbed Widget** –Add tabs to separate content in one central location.
- **Table Widget** – Add a table to your page.
- **Text Widget** – Add text to a page.

Administrative Features

The administration of your CivicEngage site is browser based, with no installation of software needed. You'll be able to update the site from an internet connection on any platform (Mac or PC). Administrators can control the access to pages and manipulation of content as well as use automated features to streamline processes.

- **Admin Dashboard** – A home base for messages and quick access to your recent activities and time-sensitive action items such as pending approvals and expiring items.

- **Content Scheduling & Versioning** – Set your content to auto-publish and auto-expire, with an archive of all published content and previous versions.

- **Dynamic Breadcrumbs & Site Map** – Breadcrumbs (used to show a visitor's location within the site) and the site map are dynamically generated and automatically update reflecting any changes made.
- **Dynamic Page Components** – Modules such as Calendar, FAQs, and News Flash, may be included as dynamic page components on any page.
- **History Log** – Track changes made to your website.
- **Intranet** – Use permissions to set a secure location on your website that allows employees to login and access non-public resources and information.
- **Levels of Permissions** – Assign staff members to groups with different levels of permissions of access and authority throughout the CMS.
- **Pending Approval Items** – Admins have access to a queue of pending items to be published or reviewed.
- **Website Statistics** – Piwik or Google Analytics provides web statistics for analysis.

User-Friendly Features

Not only is the CivicEngage CMS easy for your staff to use, various administrative features help your staff make a more attractive, engaging, and intuitive for your citizens.

- **Automatic Alt Tags** – Built-in features allow ongoing ADA compliance of your site.

- **Design Essentials** – Tools that allow your staff to build, modify, and manage your website's look within the design and structure parameters of your website.

- **Link Redirects** – Instead of sending your users to http://civicplus.com/248/Awards-and-Recognition, you can send them to http://civicplus.com/awards.

- **Maps** – Easily embed maps from Google, ESRI, and more using the HTML widget.

- **Mega Menu** – A main navigation menu makes it easy to get to any page on your site quickly.

- **Predictive Site Search & Log** – A powerful site search automatically indexes all content making it easy for visitors to find information across pages, documents, and images. All search words are kept in a log.

- **Printer Friendly** – Separates critical content from the site template to provide a clean print without menu structure and banner information included.

- **Real Simple Syndication (RSS) Feeds** – Allow patrons to sign up to receive email notifications.

- **Social Media** – Set various modules to automatically post to your Facebook and/or Twitter feeds and incorporate compatible social media feeds and widgets into your site.

- **Supported Browsers** – View your website in the two most recent versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome.

- **Third-Party Access** – Utilize iframes, embeds, and/ or links to most of your third-party services. Or use our growing list of APIs as well as options from Zapier to build applications right from your website.

- **Translation** – Integration with Google Translate translates web pages into over 100 languages.

Functionality Disclosure

As CivicPlus continues to evolve and improve our solution to support our clients' needs and goals, we reserve the right to upgrade, replace, modify, or terminate any of the features and functionality elements listed, at our sole discretion, and when feasible, providing reasonable notice to our clients of any changes. These features and functionality are offered on a gratuitous basis to our clients, with no monetary value per feature, and should any changes be enacted, will not affect any terms in a signed agreement with CivicPlus.

ADA Section 508 Compliance

We provide highly compliant sites based on WCAG 2.0 A and AA guidelines, which encompass and surpass ADA accessibility requirements. Our focus is to provide a high degree of compliance with WCAG 2.0 A and AA, which maximizes accessibility for all users while providing freedom to create a visually rich and appealing site. Our approach for each website includes the following steps to provide you a compliant and accessible website:

- We will deliver you a site that meet ADA (Section 508) and WCAG 2.0 A and AA levels.

- Your staff can use the Accessibility Checker within the CMS to scan content in the editor widget, News Flash, and FAQs for any accessibility issues so you can correct them before publishing.

- Our trainers will use CivicPlus to teach your staff best practices to keep your content and design elements accessible and up-to-date with the latest ADA/WCAG standards.

- Any new regulations that require code changes are done automatically, at least quarterly, with no additional effort required from you.

- In addition to updating the code, our product team also updates our best practices and provides regular updates to clients via our CivicPlus website, blog articles, webinars, and other publications.

AudioEye Partnership

CivicPlus also partners with AudioEye to provide a suite of accessibility tools and services at a discounted rate to our clients. Additional details and a quote can be provided upon request.

Credit Card Processing with CP Pay®

Opt-in to use CP Pay, our secure, PCI-compliant, standalone payment gateway that is integrated within the CivicPlus Platform. Local governments can use CP Pay to collect payments online or in your office from any CivicPlus solution or third-party product.

CP Pay Merchant

Our recommended payment gateway, CP Pay Merchant is available through a partnership with OpenEdge. With CP Pay Merchant you'll enjoy next-day funding, EMV support, smart (chip card) payment transactions, and consolidated, real-time reporting. The OpenEdge Hardware Program for CivicPlus provides access to purchase or rent hardware to use specifically with CP Pay. An application and separate agreement will need to be completed directly with OpenEdge, who will assess separate merchant account and transaction fees.

Supported Gateway Providers

CP Pay can also provide access to the following supported gateways for a one-time set-up fee: Braintree, Authorize.net, Forte, PayPoint, Tempus, Converge, CyberSource, Heartland, JetPay, and OpenEdge (not CP Pay Merchant). While CP Pay will not be involved in your arrangement directly with any supported gateway, you will need to obtain the gateway credentials directly from such provider and your chosen supported gateway and present that information to CivicPlus during implementation.

Design

Flexible Layout Design

You will meet with your Art Director to discuss your website vision based on the goals and needs of your users. This process involves selecting the order, placement, and format of your homepage content from a library of over 1,200 vetted layout configurations aimed at achieving your usability goals. This layout wireframe will provide the structural blueprint for the visual design application.

We will then collaborate with you to customize your design to represent your community using your logo, chosen colors, and imagery. We will focus on including the functionality to meet your website needs, including an option for up to one advanced design component– a layout or design element that requires significant time to style and implement. Working with your Art Director, you'll identify the appropriate component to achieve or enhance the usability goals for your site.

One overall design concept will be created incorporating both a homepage layout and an interior page layout. Page layout options are available within the Online Page Editor content creation functionality. Unlimited pages can be created with the CivicEngage CMS following the finalized layout selection and reflecting font sizes and styles associated with the various heading levels and content types.

Home Page

Interior Page – Public Works

Dynamic Page components such as Quick Links, Events Calendar, FAQs, Info Advanced, News Flash, and others, may be placed on any page and will help dedicated areas of the site appear as its own website.

Responsive Design

As part of providing industry-leading technology, responsive design is included with your CivicPlus site. With responsive design, your site adjusts to the screen size regardless of what device is being used. CivicPlus websites are viewable in all common browsers. We optimize them for administrative use with Windows 2000+ and in the two most recent versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome. This flexibility provides a seamless user experience.

Design Portfolio

The included design portfolio will provide you with an idea of the different directions we can take your creative design. Please note that not all parties listed have agreed to be contacted for reference.
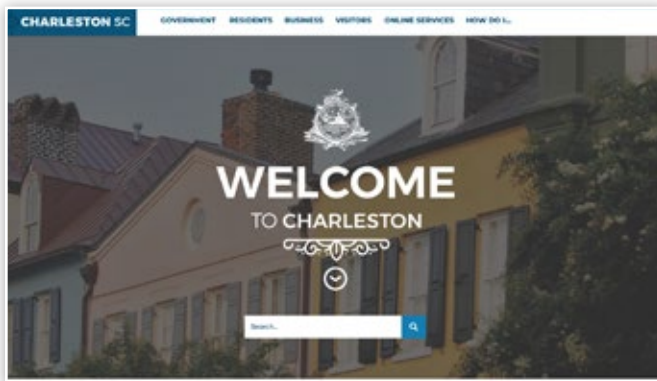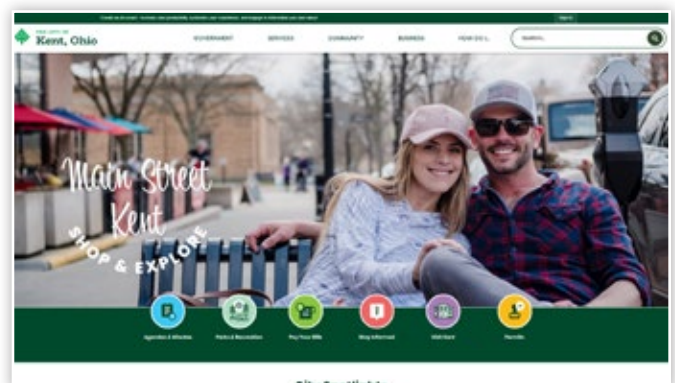

Charleston, South Carolina
www.charleston-sc.gov

Garland, Texas
www.garlandtx.gov

Peachtree City, Georgia
www.peachtree-city.org

Kent, Ohio
www.kentohio.org

Destin, Florida
www.cityofdestin.com

Santa Paula, California
www.spcity.org

Implementation

Project Timeline

Design creation, content development, configuration for usability and accessibility, dedicated training – CivicPlus delivers all of this and more during the development of your new website.

A typical project timeline ranges from 16 – 28 weeks. The Township's exact project timeline will be created based on detailed project scope, project enhancements purchased, availability for meeting coordination, action item return and completion, approval dates, and other factors.

Your project timeline, tasks, due dates, and communication will be managed and available in real-time via Mavenlink project management software.

1	Initiate ~2 – 4 Weeks
2	Analyze ~4 – 6 Weeks
3	Design & Configure ~6 – 10 Weeks
4	Optimize ~1 – 2 Weeks
5	Educate ~1 – 2 Weeks
6	Launch ~2 – 4 Weeks

Phase 1: Initiate

Project Kickoff

During this initial meeting, your Project Manager will perform introductions, detail deliverables needed, provide a high-level overview of the development process, and introduce tools and resources used to manage your project.

Planning & Scheduling

Your Project Manager will create a comprehensive project timeline based on the project scope and your specific needs.

Phase 2: Analyze

Client Deliverables

The Township will be responsible for submitting deliverables as outlined:

- Photos for Design
- Logo(s)/Branding Material(s)
- Design Discovery Form
- DNS Form

Design Discovery Meeting

Your Project Manager and Art Director will meet with you to discuss design preferences and establish design structure from flexible layout options.

Content Process Meeting

Meet with your Project Manager and Web Content Specialist to detail our content development process.

Phase 3: Design & Configure

Design Concept Development

You'll have the chance to review a responsive, functioning design concept prototype in an actual production environment. You will have the opportunity to evaluate the presented design concept and collaborate with your Project Team on any feedback and then final approval.

Content Development

Our Content Development team will migrate the agreed upon number of pages of content (including their text, documents, and images) from your current website to your new, CivicEngage website. Content will be enhanced for usability and accessibility, and we will organize your website pages to make them easy to navigate.

Agendas & Minutes Migration

The Content Development Team will download, upload, and organize an agreed upon number of meetings to the Agenda Center module.

Website Completion

The Township will receive a completed production website featuring your approved design combined with the finished content.

Phase 4: Optimize

Website Finalization

Both the CivicEngage project team and you will prepare your website for launch. During this time, you will be able to make final adjustments to the content on your production site, as well as ensure overall satisfaction with your website.

Phase 5: Educate

Training Engagement

Our goal with your training plan is to give your staff the skills and tools they need to quickly and easily keep your website current. Your Trainer will deliver virtual training sessions for both administrators and users. These sessions will be customized to equip your staff with the knowledge and comfort level needed to prepare your website for launch and maintain it in the future. The training session will utilize your production website, so users are familiar with your specific configuration and you get real, hands-on learning opportunities.

In addition, your trainer will go into a deep-dive of the department-specific software modules such as Facilities and Activities with Parks and Recreation, Jobs with HR, and Bids with Procurement in your Advanced User Training.

Phase 6: Launch

Website Launch

After final confirmation, your website will be made live and available to the public.

Your Role

We will need your help to create the strongest possible website for your community. We will need you to:

✔ Gather photos and logos that will be used in the overall branding and design of your new website

✔ Provide website statistics to be utilized in reorganizing your website content, navigation, and design

✔ Complete the Design Form to communicate design preferences

✔ Provide technical information in the DNS form for the set-up of your website domain name(s)

✔ Perform reviews and provide official approvals throughout the project

✔ Update the content on your current website and delete any pages you no longer need

✔ Track website updates to be completed during your training session

✔ Ensure you have the most up-to-date web browsers installed on your organization's computers

✔ Compile a list of your website users and desired permission levels

✔ Reserve training location and necessary resources (computers, conference phone, etc.)

Hosting & Security
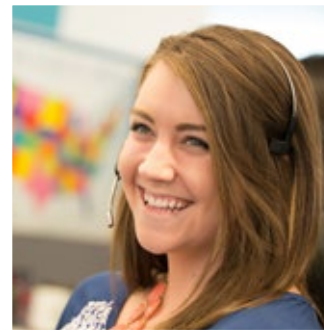
CivicPlus protects your investment and takes hosting and security of our client sites seriously. Redundant power sources and internet access ensure consistent and stable connections. We invest over $1.0M annually to enable us to adapt to the ever-changing security landscape while providing maximum availability.

You'll find that our extensive, industry-leading process and procedures for protecting and hosting your site is unparalleled. From our secure data center facilities to constant and vigilant monitoring and updating of your system, including 99.9% guaranteed up-time (excluding maintenance). If you experience a DDoS attack or threat, CivicPlus has mitigation and DDoS Advanced Security options available to you at the time of an event. Whatever your needs are we have an option that will be a fit for your community.

Hosting & Security Features

Data Center	Bandwidth
■ Highly reliable data center & secure facility ■ Managed network infrastructure ■ On-site power backup & generators ■ Multiple telecom/network providers ■ Fully redundant network ■ System monitoring – 24/7/365	■ Multiple network providers in place ■ Unlimited bandwidth usage for normal business operations (does not apply in the event of a cyber attack) ■ Burst bandwidth – 22 Gb/s

Hosting	
■ Automated CivicEngage software updates ■ Server management & monitoring ■ Multi-tiered software architecture ■ Server software updates & security patches ■ Database server updates & security patches	■ Antivirus management & updates ■ Server-class hardware from nationally recognized provider ■ Redundant firewall solutions ■ High performance SAN with N+2 reliability

Disaster Recovery	
■ Emergency after-hours support, live agent (24/7) ■ On-line status monitor by Data Center ■ Event notification emails ■ 8-hour guaranteed recovery TIME objective (RTO)	■ 24-hour guaranteed recovery POINT objective (RPO) ■ Pre-emptive monitoring for disaster situations ■ Multiple, geographically diverse data centers

DDoS Mitigation	DDoS Advanced Security Coverage
■ Defined DDoS Attack Process ■ Identify attack source and type ■ Monitor attack for threshold* engagement	Not Included. Additional coverage available at time of event. Additional fees will apply.

*THRESHOLDS: Traffic exceeds 25 Mb/s sustained for 2+ hours. Traffic over 1 Gb/s at any point during attack

Investment Proposal

All quotes are priced per project and presented in US dollars. Pricing is valid for 60 days from March 3, 2020.

Website Implementation	
Features & Functionality	▪ CivicEngage CMS tools, widgets, and features ▪ One SSL certificate ▪ 100 GB of storage
Design & Content	▪ One website layout built using available flexible layout options ▪ One custom website design built using approved layout and up to one advanced design component ▪ 150 pages Content Development (migration & enhancement) from URL www.wgoshen.org ▪ Up to 100 meetings worth of Agendas and Minutes PDF/DOC Migration ▪ Four-year premium website redesign
Training Services	▪ Three days virtual training (limit eight attendees/session)

Annual Services	
Hosting, Maintenance, & Support	▪ Hosting and security ▪ Software maintenance including service patches and system enhancements ▪ Technical support including 24/7 emergency services and the CivicPlus Help Center ▪ Dedicated Client Success Manager ▪ Annual Services are subject to a cumulative annual 5% technology fee increase beginning Year 3 and beyond

Total Investment – Year 1	$23,942
Annual Services (Beginning Year 2)	$4,754

CivicPlus Project Pricing & Invoicing

CivicPlus has endeavored to meet the Township's needs and expectations for your newly designed website based on the information provided. This investment proposal is subject to change should additional functionality, custom development, security, escrow requirements, or other design or project enhancements, outside of the included scope, are added prior to contract signing.

CivicPlus prices on a per-project, all-inclusive basis. This type of pricing structure eliminates surprise costs, the uncertainty of paying by the hour, and is overall more cost effective for our clients. It provides you with a price based on the products and features listed in this proposal that only varies if additional functionality of work, outside of the original project scope, is requested. We understand that local governments must look beyond just functionality and that multiple factors come into play when determining which vendor can meet not only your functional needs, but also your budgetary needs. CivicPlus offers:

- **Standard CivicEngage Invoicing** – 30% of your Total Investment – Year 1 fees (detailed on the previous page) will be due at contract signing and the remaining 70% will be due at completion of implementation or at the six-month mark in the implementation process – whichever date is earlier.

- **CPA Invoicing** – The CivicPlus Advantage (CPA) provides zero interest, level payments that divides the Year 1 expense of your project over the first three years of your contract. Each payment also includes your Annual Hosting/Maintenance Services and other fees if applicable. This option may not be available with all products offered by CivicPlus.

- **Customized Billing/Invoicing** – Although not available with all products offered by CivicPlus, we will be happy to discuss other billing options with you prior to contract signing and, if feasible, develop a plan that works for both of us. Please contact your sales representative for details.

- **Annual Services** – The annual fee for your first year is included with your Total Investment – Year 1 fees. Subsequent annual invoicing occurs on the anniversary of the contract signing date, subject to a 5% technology fee uplift each year starting in Year 3 of your contract.

- **CP Pay Merchant Account** – CP Pay Merchant will collect and disburse all credit card monies. CP Pay will assess a percentage + transaction fee (3% + $0.30 per transaction). In addition, merchant account fees apply and will be paid directly to OpenEdge. These are separate from your Annual Services.

CivicPlus wants our clients to succeed in delivering a viable, sustainable, and flexible web environment for their communities and we will work with you prior to contract signing to determine which of our billing processes will meet both your needs for budget planning and our accounting processes.

Right to Negotiate

A successful project begins with a contract that meets the needs of both parties. This proposal is intended as a non-binding document, and the contents hereof may be superseded by an agreement for services. Its purpose is to provide information on a proposed project we believe will meet your needs based on the information available. If awarded the project, CivicPlus reserves the right to negotiate the contractual terms, obligations, covenants, and insurance requirements before a final agreement is reached. We look forward to developing a mutually beneficial contract with West Goshen Township.

Optional Project Enhancements

The following items are not included in your project, but can be provided as a scope adjustment or following the completion of your project.

Optional Project Enhancements	One-Time	Annual
CivicSend – Includes implementation, four hours of training, and annual subscription	$1,500	$1,995
CP Media™ (25 GB of server storage included)	$1,050	$3,150
Premium Department Header Package – Separate site identifier and/or logo, banner and background images, graphic links, widget content and placement, and color palette for a set of interior pages. Structural layout, widgets, and design styles are inherited from the main site	$4,515	$788
Three Days Virtual Content Consulting	$4,500	N/A

Optional Project Enhancements

CivicSend

CivicSend is a visually rich communication module for government, used to efficiently distribute general (non-emergency) communication to citizens. CivicSend is more than a simple email newsletter tool – it provides CivicPlus clients with a single point of access, via integration with CivicEngage, to multiple communication channels, including email, SMS/text, Facebook, and Twitter. CivicSend centralizes communication, saves administrative users time, and improves overall productivity.

Additional benefits of the CivicSend module include:

- Content auto-posts to your website
- Unlimited communication – there is no limit to the number of emails you can send (text messaging rates do apply)
- Template options to make customizing your message quick and easy
- Access to all subscriber lists in your CivicEngage website, including the ability to select multiple lists

Optional Project Enhancements

CP Media™

CivicPlus offers a robust mobile video experience as part of our media solution. Consumption of video is continuing to grow, and providing this option as part of your overall experience is a must-have to drive engagement for anything from board meetings to community events.

Management of your videos is easy with dedicated storage space (separate from your website) and the ability to embed your videos within any page with the easy-to-use drag and drop tool. In addition, your citizens can:

- Access videos anywhere and anytime
- Watch high definition playback on most mobile devices
- Engage with real-time videos
- Live stream video with clear and crisp high definition viewing quality

Optional Project Enhancements

Sometimes, a department or a division within your organization has a need to distinguish information from the parent site. A Department Header Package is a cost-effective way for these groups to informatively and graphically differentiate themselves from the look of the main (parent) site while leveraging consistent Content Management System administration.

Premium Department Header Package Includes:

- Site URL (if applicable)
- Site Identifier / Logo
- Global Navigation and Menus
- Banner Image(s) and/or Slideshow Image(s) (if applicable)
- Graphic Links
- Widget Content and Placement

- Custom Color Palette for the Department Header homepage and interior pages
- Matching Design Styles and Layout to the parent site
- Shared login and modules with the parent site (design of module pages will match parent site design)

Examples of a Premium Department Header Package

The examples provided below are representative of attributes found in a Premium Department Header Package, but may not expressly reflect the design package of your main website.

Phoenixville Borough, PA - Parent Site

Recreation Department Header

Palm Beach Gardens, FL - Parent Site

Fire Department Header

Optional Project Enhancements

Content Consulting

Without usable and accessible information, you will simply have a pretty website that doesn't help you serve your constituents. Great content transforms your website into a useful tool you can utilize to effectively communicate with your community and do business with your constituents. During a Content Consulting engagement, one of our expert web consultants will help you perfect your website content to meet current usability and accessibility standards. We can do the heavy lifting – protecting your valuable time and reducing the effort needed from your team to prepare your website for launch.

With Content Consulting, we will work collaboratively with you to:

- Establish and confirm goals for your new website

- Map the approval process to be used during your website project

- Explain the content migration process

- Outline website architecture, global navigation, graphic buttons, and other navigational elements

- Assess current content and create an action plan to address value-added content, content to remove, content gaps, best practices, and usability and accessibility

CivicPlus

302 South 4th St. Suite 500
Manhattan, KS 66502
US

Quote #:	Q-07667-1
Date:	3/2/2020 10:38 AM
Expires On:	7/31/2020
Product:	CivicEngage

Ship To
Derek Davis
West Goshen Township PA - CivicEngage

Bill To
West Goshen Township PA - CivicEngage

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Becky White	x785-370-2504	bwhite@civicplus.com		Net 30

Exhibit A.1 - Statement of Work

QTY	PRODUCT NAME	DESCRIPTION	PRODUCT TYPE
1.00	Main Site GCMS	GCMS Annual Fee	Renewable
1.00	Hosting & Security Annual Fee	Hosting & Security Annual Fee	Renewable
6.00	CivicEngage System Training (4h, virtual)	System Training - Virtual, Half Day Block	One-time
1.00	4yr Redesign Premium Annual	4yr Redesign Premium Annual	Renewable
1.00	SSL Management – CP Provided Only	SSL Management – CP Provided Only 1 per domain (Annually Renews)	Renewable
1.00	Premium Implementation	Premium Implementation	One-time
1.00	Agendas & Minutes Migration - PDF - 100 Meetings	Content Migration : Agendas & Minutes - Per 100 Meetings (Approx. 1 year)	One-time
150.00	Content Development - 1 Page	Content Development - 1 Page	One-time

Chart of Payments

	Annual Subscription Charges	CPA Yearly Charge	Proration	Total Annual Billing
Year One	USD 4,754.10	USD 6,396.00	USD 1,993.90	USD 13,144.00
Year Two	USD 4,754.10	USD 6,396.00	USD 0.00	USD 11,150.10
Year Three	USD 4,754.10	USD 6,396.00	USD 0.00	USD 11,150.10
Year Four	USD 4,991.81	USD 0.00	USD 0.00	USD 4,991.81
Annual Subscription	4,754.10			

Civic Payment Agreement Terms & Conditions

Client Agreement

1. Performance and payment under this SOW shall be subject to the terms & conditions of the Agreement by and between Client and CivicPlus, to which this SOW is hereby attached.
2. This SOW shall remain in effect for an initial term ("the Initial Term") from signing until December 31, 2023. In the event that neither party gives 60 days' notice to terminate prior to the end of the initial or any subsequent renewal term, this Agreement will automatically renew for an additional 1-year Renewal Term.
3. Invoicing shall begin upon the date of signing of this SOW as detailed in CivicPlus Advantage Annual Investment Payments, with a total payment of $13,144 (sum of Year 1 costs plus proration) due on January 1, 2021. Subsequent Annual Investment Payments shall be invoiced on January 1 of their respective calendar years.
4. Renewal Term Annual Services shall be invoiced on January 1 of relevant calendar years. Annual services, including but not limited to hosting, support and maintenance services, shall be subject to a 5% annual increase beginning in Year 4 of service.
5. Client allows CivicPlus to display a "Government Websites by CivicPlus" insignia, and web link at the bottom of their web pages. Client understands that the pricing and any related discount structure provided under this SOW assumes such perpetual permission.
6. The Client will be invoiced electronically through email. Upon request CivicPlus will mail invoices and the Client will be charged a $5.00 convenience fee.
7. If a Recurring Redesign line item is included with Client's quote in this SOW, so long as there is continuous service under this SOW for the period of time described in such Recurring Redesign line item ("Redesign Period"), as measured from the date of signing of this SOW, Client shall be entitled to receive a redesign at no additional cost. Client may initiate such redesign any time, so long as Client has fulfilled continuous service under this SOW at the pricing described herein for the full duration of the Redesign Period. Upon the initiation of an eligible redesign project, Client may begin accumulating eligibility towards a subsequent redesign after another Redesign Period of continuous service as measured from the prior redesign. Redesigns that include additional features not available on the original website may be subject to additional charges. Additional features include, but are not limited to, additional modules and integration of third-party software.

Acceptance

We, the undersigned, agreeing to the conditions specified in this document, understand and authorize the provision of services outlined in this Agreement.

Client	CivicPlus
By:	By:
Name:	Name:
Title:	Title:
Date:	Date:

Contact Information

*all documents must be returned: Master Service Agreement, Statement of Work, and Contact Information Sheet.

Organization	URL

Street Address

Address 2

City	State	Postal Code

CivicPlus provides telephone support for all trained clients from 7am –7pm Central Time, Monday-Friday (excluding holidays).
Emergency Support is provided on a 24/7/365 basis for representatives named by the Client. Client is responsible for
ensuring CivicPlus has current updates.

Emergency Contact & Mobile Phone

Emergency Contact & Mobile Phone

Emergency Contact & Mobile Phone

Billing Contact	E-Mail

Phone	Ext.	Fax

Billing Address

Address 2

City	State	Postal Code

Tax ID #	Sales Tax Exempt #

Billing Terms	Account Rep

Info Required on Invoice (PO or Job #)

Contract Contact	Email

Phone	Ext.	Fax

Project Contact	Email

Phone	Ext.	Fax