

Contract No. CM1369
Bid/RFP No. NC08-030

**AGREEMENT FOR WEBSITE DEVELOPMENT SERVICES
FOR NASSAU COUNTY, FLORIDA**

THIS AGREEMENT made and entered into this 19th day of November 2008 , by and between the Board of County Commissioners of Nassau County, a political subdivision of the State of Florida, hereinafter referred to as "County", and Icon Enterprises, Inc., dba Civic Plus, a Kansas Corporation, whose principle office address is located at 317 Houston Street, Suite E, Manhattan, KS 66502, hereinafter referred to as "Consultant":

WHEREAS, the County intends to upgrade the website for Nassau County to provide advanced communication tools and enhanced; and

WHEREAS, the County requires certain professional services in connection with the development of solutions necessary to create a valuable communication resource for its visitors; and

WHEREAS, the Consultant desires to render certain website development services as described in the Scope of Services, and has the qualifications, experience, staff and resources to perform those services; and

WHEREAS, the County, through a competitive selection process conducted in accordance with the requirements of law and County policy has determined that it would be in the best interest of the County to award a contract to Consultant for the rendering of those services described in the Scope of Services.

NOW THEREFORE, in consideration of the mutual covenants and agreements hereinafter contained, the parties hereto agree as follows:

ARTICLE 1 - EMPLOYMENT OF CONSULTANT

The County hereby agrees to engage Consultant, and Consultant hereby agrees to perform the services set forth in the Scope of Services.

ARTICLE 2 - SCOPE OF SERVICES

Consultant shall provide website development services, as described below, in accordance with the Scope of Services set forth in Attachment "A", attached hereto and incorporated by reference.

2.1 Objective 1: Understanding the County's Audience: Establishing the County's Site's Focus.

- Phase 1 – Analysis and Timeline Development
- Phase 2 – Website Design
- Phase 3 - Navigation Architecture
- Phase 4 – Modules and Site Set-Up

2.2 Objective 2: Content Development and Page Layout

- Phase 5 – Content Development
- Phase 6 – Review and Testing

2.3 Objective 3: Equipping County Staff for Successful Website Maintenance

- Phase 7 – Training

2.4 Objective 4: Website Deployment

- Phase 8 – Go-Live and Project Review

- Phase 9 – Marketing
- Phase 10 – On-Going Consultation

ARTICLE 3 - THE COUNTY'S RESPONSIBILITY

Except as provided in the Scope of Service, the County's responsibilities are to furnish required information, services, render approvals and decisions as necessary for the orderly progress of Consultant's services. The County hereby designates the Technical Services to act on the County's behalf with respect to the Scope of Services. The Director of Technical Services, under the supervision of the County Coordinator shall have complete authority to transmit instructions, receive information, interpret and define County's policies and decisions with respect to materials, elements and systems pertinent to Consultant's services.

ARTICLE 4 - TERM OF AGREEMENT

The term of this Agreement shall be for a three (3) year period beginning on the date of its complete execution. The performance period of this Agreement may be extended upon mutual agreement between both parties. Any extension of performance period under this provision shall be in one (1) year increments. Total contract length and individual one (1) year extensions shall be in the County's best interest and sole discretion. Any Agreement or amendment to the Agreement shall be subject to fund availability and mutual written agreement between the County and Consultant.

ARTICLE 5 - COMPENSATION

5.1 The County shall pay Consultant in accordance with the provisions contained in the Cost Proposal submitted by the Consultant in response to the

Request for Proposals dated September 9, 2008, which is attached hereto as Attachment "B", and incorporated herein as if set forth in full. The County shall pay a Total On-time Cost in the amount of \$39,500.00 for the following services provided:

5.1.1 Objective 1: Understanding the County's Audience:

Establishing the County's Site's Focus.

- Phase 1 – Analysis and Timeline Development: \$2,700.00
- Phase 2 – Website Design: \$3,500.00
- Phase 3 - Navigation Architecture: \$2,100
- Phase 4 – Modules and Site Set-Up: \$15,000.00

5.1.2 Objective 2: Content Development and Page Layout

- Phase 5 – Content Development: \$8,800.00
- Phase 6 – Review and Testing: \$1,500.00

5.1.3 Objective 3: Equipping County Staff for Successful Website Maintenance

- Phase 7 – Training: \$3,500.00

5.1.4 Objective 4: Website Deployment

- Phase 8 – Go-Live and Project Review: \$1,500.00
- Phase 9 – Marketing: \$200.00
- Phase 10 – On-Going Consultation: \$700.00

5.2 Recurring Annual Hosting Fee:

5.2.1 The County shall pay to the Consultant a Recurring Annual Hosting Fee in the amount of \$3,000.00.

5.2.2 Annual invoicing for the Recurring Annual Hosting Fee will begin on original go-live date jointly established by the client and CivicPlus. 5.2.3 Annual invoicing may be prorated in order to correlate with the client's budget year.

5.2.4 Annual fees for Consultant services are invoiced prior to the year of service.

5.2.5 Increase in annual rates will be considered prior to each renewal period. Request for increase in annual rates must be in writing and submitted by the Consultant (60) days in advance of the renewal period.

5.2 Consultant shall prepare and submit to the Technical Services Department, for approval, a monthly invoices for the services rendered under this Agreement. Invoices for services shall be paid in accordance with the Florida Prompt Payment Act. All invoices shall be accompanied by a report identifying the nature and progress of the work performed. The statement shall show a summary of fees with an accrual of the total fees billed and credits for portions paid previously. The County reserves the right to withhold payment to Consultant for failure to perform the work in accordance with the provisions of

this Agreement, and the County shall promptly notify Consultant if any invoice or report is found to be unacceptable and will specify the reasons therefor.

5.3 All representation, indemnifications, warranties and guaranties made in, required by or given in accordance with this Agreement, as well as all continuing obligations indicated in this Agreement, will survive final payment and termination or completion of this Agreement.

ARTICLE 6 - STANDARD OF CARE

Consultant shall exercise the same degree of care, skill, and diligence in the performance of the Services as is ordinarily provided by a professional under similar circumstances and Consultant shall, at no additional cost to the County, re-perform services which fail to satisfy the foregoing standard of care.

ARTICLE 7 - DOCUMENTS

The documents which comprise this Agreement between the County and the Consultant are attached hereto and made a part hereof and consist of the following:

- 7.1** This Agreement;
- 7.2** The Scope of Services attached hereto as Attachment "A"
- 7.3** Fee Schedule attached hereto as Attachment "B"
- 7.4** Request for Proposal for Website Development, Bid No. NC08-030
- 7.5** Any written amendments, modifications or Addenda to this Agreement.

ARTICLE 8 - EQUAL OPPORTUNITY EMPLOYMENT

In connection with the work to be performed under this Agreement, Consultant agrees to comply with the applicable provisions of State and Federal Equal Employment Opportunity statutes and regulations.

ARTICLE 9 - TRUTH-IN-NEGOTIATION/PUBLIC ENTITY CRIMES AFFIDAVIT

Consultant certifies that wage rates and other factual unit costs supporting the compensation are accurate, complete, and current at the time of contracting. The original contract price and any additions thereto shall be adjusted to exclude any significant sums by which the county determines the contract price was increased due to inaccurate, incomplete, or non-current wage rates and other factual unit costs. Consultant represents that it has furnished a Public Entity Crimes Affidavit pursuant to Section 287.133, Florida Statutes.

ARTICLE 10 - INDEMNIFICATION

10.1 Consultant shall indemnify and hold harmless the County and its officers and employees from liabilities, damages, losses, and costs, including but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of the Consultant and other persons employed or utilized by the consultant, in the performance of the contract. The Consultant shall not indemnify or hold harmless the County for any negligence of the County, its employees, officers, directors, or agents.

ARTICLE 11 - INDEPENDENT CONTRACTOR

Consultant undertakes performance of the services as an independent contractor under this Agreement, and shall be wholly responsible for the methods

of performance. The County shall have no right to supervise the methods used, but the County shall have the right to observe such performance. Consultant shall work closely with the County in performing services under this Agreement.

ARTICLE 12 – EXTENT OF AGREEMENT

12.1 This Agreement represents the entire and integrated agreement between the County and Consultant and supersedes all prior negotiations, representations, or agreement, either written or oral.

12.2 This Agreement may only be amended, supplemented, modified, changed or canceled by a duly executed written instrument.

ARTICLE 13 - COMPLIANCE WITH LAWS

In performance of the services, Consultant will comply with applicable regulatory requirements including federal, state, and local laws, rules regulations, orders, codes, criteria and standards.

ARTICLE 14 - INSURANCE

14.1 The Consultant shall purchase and maintain such commercial (occurrence form) or comprehensive general liability, workers compensation, professional liability, and other insurance as is appropriate for the services being performed hereunder by Consultant, its employees or agents. The amounts and types of insurance shall conform to the following minimum requirements.

14.1.1 Worker's Compensation: Coverage must apply for all employees and statutory limits in compliance with the applicable state and federal laws. In addition, the policy must include the following:

- a. Employer's Liability with a minimum limit per accident in accordance with statutory requirements.
- b. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide County with ten (10) days' written notice of cancellation and/or restriction.

14.1.2 Comprehensive General Liability: Coverage must include:

- a. \$1,000,000.00 combined limit per occurrence for bodily injury, personal injury and property damage; \$2,000,000 general aggregate.
- b. Contractual coverage applicable to this specific contract, including any hold harmless and/or indemnification agreement.
- c. Additional Insured. County is to be specifically included as an additional insured.
- d. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide County with ten (10) days' written notice of cancellation and/or restriction.

14.1.3 Comprehensive Automobile Liability: Coverage must be afforded on a form no more restricted than the latest edition of the Comprehensive Automobile Liability Policy filed by the Insurance Services Office and must include:

- a. \$1,000,000 combined single limit per accident for bodily injury and property damage.

- b. Owned Vehicles
- c. Hired and Non-Owned Vehicles
- d. Employee Non-Ownership
- e. Additional Insured. County is to be specifically included as an additional insured.
- f. Notice of Cancellation and/or Restriction. The policy must be endorsed to provide County with ten (10) days' written notice of cancellation and/or restriction.

14.1.4 Umbrella policy: Coverage must be afforded on a form no more restricted than the latest Umbrella Policy filed by Insurance Services Offices and must include:

- a. \$5,000,000 per occurrence
- b. General Liability underlying coverage: \$1,000,000 for bodily injury, personal injury and property damage. General Aggregate of \$2,000,000.
- c. Auto liability: Underlying Combined single limit of \$1,000,000.
- d. Employers' Liability: Underlying limit \$500,000/\$500,000/\$500,000.

14.1.5 Additional Insured. County is to be specifically included as an additional insured.

14.1.6 Notice of Cancellation and/or Restriction. The policy must be endorsed to provide County with ten (10) day's written notice of cancellation and/or restriction.

14.2 Certificates of Insurance evidencing the insurance coverage specified in this Section shall be filed with the County. The Certificates of Insurance shall be filed with County before this Agreement is deemed approved by the County. The required Certificates of Insurance not only shall name types of policies provided, but also shall refer specifically to this Agreement. All the policies of insurance so required of Consultant except workers compensation and professional liability insurance shall be endorsed to include as additional insured the County, its officers, employees, and agents to the extent of the County's interest arising from any contract agreement between County and Consultant. If the initial insurance expires prior to completion of the work, renewal Certificates of Insurance shall be furnished thirty (30) days prior to the date of their expiration.

14.3 Insurance coverage shall be placed with insurers or self-insurance funds, satisfactory to the County, licensed to do business in the State of Florida and with a resident agent designated for the service of process. All insurers shall have an "A" policyholder's rating and a financial rating of at least Class IX in accordance with the most current Best's rating. Consultant shall provide the County with financial information concerning any self insurance fund insuring Consultant. At the County's option, a Best's rating or Self-Insurance Fund financial information may be waived.

ARTICLE 15 – ACCESS TO PREMISES

The County shall be responsible for providing access to all project sites, and for providing project-specific information.

ARTICLE 16 - TERMINATION OF AGREEMENT

16.1 Termination for Convenience: This Agreement may be terminated by the County for convenience, upon thirty (30) days of written notice to Consultant. In such event, the Consultant shall be paid its compensation for services performed prior to the termination date. In the event that the Consultant abandons this Agreement or causes it to be terminated, Consultant is liable to the County for any and all loss pertaining to this termination.

16.2 Default by Consultant: In addition to all other remedies available to the County, the County may terminate this Agreement for cause should the Consultant neglect, fail to perform, or observe any of the terms, provisions, conditions, or requirements herein contained. Prior to termination the County shall provide written notice of the specific conditions warranting default, and the County shall allow thirty (30) days for Consultant to cure.

ARTICLE 17 - NONDISCLOSURE OF PROPRIETARY INFORMATION

Consultant shall consider all information provided by County and all reports, studies, calculations, and other documentation resulting from the Consultant's performance of the Services to be proprietary unless such information is available from public sources. Consultant shall not publish or disclose proprietary information for any purpose other than the performance of

the services without the prior written authorization of County or in response to legal process.

ARTICLE 18 - UNCONTROLLABLE FORCES

18.1 Neither the County nor Consultant shall be considered to be in default of this Agreement if delays in or failure of performance shall be due to Uncontrollable Forces, the effect of which, by the exercise of reasonable diligence, the non-performing party could not avoid. The term "Uncontrollable Forces" shall mean any event which results in the prevention or delay of performance by a party of its obligations under this Agreement and which is beyond the reasonable control of the nonperforming party. It includes, but is not limited to fire, flood, earthquakes, storms, lightning, epidemic, war, riot, civil disturbance, sabotage, and governmental actions.

18.2 Neither party shall, however, be excused from performance if nonperformance is due to forces, which are preventable, removable, or remediable, and which the nonperforming party could have, with the exercise of reasonable diligence, prevented, removed, or remedied with reasonable dispatch. The nonperforming party shall, within a reasonable time of being prevented or delayed from performance by an uncontrollable force, give written notice to the other party describing the circumstances and uncontrollable forces preventing continued performance of the obligations of this Agreement.

ARTICLE 19 - GOVERNING LAW AND VENUE

This Agreement shall be governed by the laws of the State of Florida. Any and all legal action necessary to enforce the Agreement will be held in Nassau County.

ARTICLE 20 - MISCELLANEOUS

20.1 Non-waiver: A waiver by either County or Consultant of any breach of this Agreement shall not be binding upon the waiving party unless such waiver is in writing. In the event of a written waiver, such a waiver shall not affect the waiving party's rights with respect to any other or further breach. The making or acceptance of a payment by either party with knowledge of the existence of a default or breach shall not operate or be construed to operate as a waiver of any subsequent default or breach.

20.2 Severability: Any provision in this Agreement that is prohibited or unenforceable in any jurisdiction shall, as to such jurisdiction, be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof or affecting the validity or enforceability of such provisions in any other jurisdiction. The non-enforcement of any provision by either party shall not constitute a waiver of that provision nor shall it affect the enforceability of that provision or of the remainder of this Agreement.

20.3 The provisions of this section shall not prevent the entire Agreement from being void should a provision, which is of the essence of the Agreement, be determined to be void.

ARTICLE 21 - SUCCESSORS AND ASSIGNS

The County and Consultant each binds itself and its director, officers, partners, successors, executors, administrators, assigns and legal representatives to the other party to this Agreement and to the partners, successors, executors, administrators, assigns, and legal representatives.

ARTICLE 22 - CONTINGENT FEES

The Consultant warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the Consultant to solicit or secure this Agreement and that it has not paid or agreed to pay any person, company, corporation, individual or firm, other than a bona fide employee working solely for the Consultant, any fee, commission, percentage, gift or any other consideration contingent upon or resulting from the award or making of this Agreement.

ARTICLE 23 - OWNERSHIP OF DOCUMENTS

Consultant shall be required to work in harmony with other consultants relative to providing information requested in a timely manner and in the specified form. Any and all documents, records, disks, original drawings, or other information shall become the property of the County upon completion for its use and distribution as may be deemed appropriate by the County.

ARTICLE 24 - FUNDING

This agreement shall remain in full force and effect only as long as the expenditures provided for in the Agreement have been appropriated by the

County Commission of the County of Nassau in the annual budget for each fiscal year of this Agreement, and is subject to termination based on lack of funding.

ARTICLE 25 - NOTICE

25.1 Whenever either party desires or is required under this Agreement to give notice to any other party, it must be given by written notice either delivered in person, sent by U.S. Certified Mail, U.S. Express Mail, air or ground courier services, or by messenger service, as follows:

COUNTY

Nassau County Contract Management
96135 Nassau Place, Suite 6
Yulee, Florida 32097

With a copy to the County Attorney at the same address.

CONSULTANT:

Icon Enterprises, Inc. d/b/a/ Civic Plus
317 Houston Street, Suite E
Manhattan, KS 66502

25.2 Notices shall be effective when received at the address specified above. Changes in the respective addresses to which such notice may be directed may be made from time to time by any party by written notice to the other party. Facsimile is acceptable notice effective when received, however, facsimiles received (i.e.; printed) after 5:00 p.m. or on weekends or holidays, will be deemed received on the next business day. The original of the notice must additionally be mailed as required herein.

25.3 Nothing contained in this Article shall be construed to restrict the transmission of routine communications between representatives of Consultant and County.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first written above.

**Nassau County,
Board of County Commissioners**



BARRY HOLLOWAY
Its: Chairman

Date: 11-19-08

ATTEST TO CHAIRMAN'S
SIGNATURE



JOHN A. CRAWFORD
Its: Ex-Officio Clerk

Approved as to form and legal
sufficiency:



DAVID A. HALLMAN

[Consultant signature next page]

Attachment A
Consultant Scope of Services for
Website Development Services
Board of County Commissioners, Nassau County, Florida

1. GENERAL SPECIFICATIONS

A. Branding

The site should have a look and feel that professionally and uniformly represents the Nassau County Board of County Commissioners. The design should give the user a positive experience of the site as well as positive feelings about the Board of County Commissioners and its Departments.

As the site will be promoted as the centralized location for Nassau County services and information, the design should be consistent and distinctive throughout all pages for all departments.

The branding on the site should match other Nassau County Board of County Commissioners marketing collateral (including business development) or, at the very least, be complementary. The site should be leveraged and promoted in line with its branding to increase site recognition and usage.

B. Navigation Design

The variety and volume of content on the site requires a clear, intuitive navigation. The navigation scheme must include a system that is intuitive and understandable to users on all levels. Easy-to-adapt templates and documentation should be developed for individuals who publish information to the site.

C. ADA Standards for Accessible Design

Individuals with disabilities must be offered equal electronic access to programs, services or activities. Nassau County Board of County Commissioners in delivering services via its website requires that the website include accessible features for individuals with disabilities. The vendor must be able to demonstrate a working knowledge and understanding of accessible web features built into web pages for assistance technologies used by individuals with disabilities (such as screen readers or voice technology recognition). Vendor must be able to demonstrate that accessibility features are incorporated into its website design standards.

Examples of accessible features required by Nassau County Board of County Commissioners include:

- All images and graphics need to have an alt tag or long description.
- When navigation links are used, people who use a screen reader must be able to listen to all the links before proceeding. A skip navigation link that provides a way to bypass the row of navigation links by jumping to the start of the web page content needs to be provided.
- A contact information link such as "contact us" needs to be provided as a way for users to request accessible services or to make suggestions.
- Alt tags for image maps and for graphics associated with the image map so that a person using a screen reader will have access to the links and information.
- Long description alt tags for information on photos and images that contain information too long for the limited text capabilities of simple alt tags. This provides a way to have as much text as necessary to explain the image so it is accessible to a person using a screen reader but not visible on the web page.
- Clearly defined text links that indicate what the link is supposed to do. Links such as "click here" may confuse a user.

- Tables with header and row identifiers used to display information or data should be associated with each data cell by using HTML so a person using a screen reader can understand the information.

D. Page Size

To fit comfortably within the viewing area of the user majority, the page should be no larger than a printable page. To reduce page loading time to accommodate a variety of modem speeds, each page (including all text and graphics) should be no larger than 90k. Access to larger graphics and multimedia files should be provided on user request only.

E. Color

Colors used in the site should adhere to the "web-safe" color palette to ensure best viewing on all monitor types.

F. Files

In order to reduce exclusivity due to platform or software, all files available for download from the site should be in PDF format. While Acrobat Reader is now part of most browsers and operating systems, a link to the free application can be included within the site.

PDF files do not comply with accessibility standards so transforming widely-used forms into HTML format will need to occur.

G. Image Format and Size

Images should be saved as either GIFs or JPGs. The vendor should have a plan for implementation of a control mechanism that will limit the size of graphics files as they are uploaded to the website. The file size limitation must be configurable by the system administrator.

H. Links Policy

The vendor should have experience in working with government entities and should assist the Nassau County Board of County Commissioners in drafting a links policy for the website. For example, linking to recognized government agencies, educational institutions are within the mission of the site. Examples of subject matter that would fall outside the mission of the site would be linking to personal sites, sites of organizations which advocate an opinion on government issues, and sites which promote political candidates.

I. Site Statistics

It is important that Nassau County Board of County Commissioners understand the technological needs of the users of the website so that the site may be adjusted accordingly. The CMS must include site statistics software that will deliver useful statistics about the site. The site statistics software must provide the following information:

- Page views
- Page hits
- Sessions
- Session length
- Referrers
- Search criteria
- Plug-in features
- Browser type & version

•Screen resolution

2. TECHNOLOGY

The system must meet the following technical requirements:

A. Constituent-Facing Requirements

Proposed solutions must have been developed to meet general government standards for web site access. The interface for the constituent must be capable of being accessed through an Internet Explorer 5.0 or Netscape 5.0 compliant browser or higher. To minimize "digital divide" concerns, Javascript, DHTML, or cookie-enabled browsers should be minimized and, when used, an alternative should be presented to non-compliant browsers.

B. Staff-Facing Requirements

Minimal requirements for government staff users of the system should be Internet access through Internet Explorer 5.5 SP2 or higher.

C. Hosting

Vendor-supplied hosting of the site is required.

D. Creation /Alteration and Publishing Processes

The nature of Nassau County Board of County Commissioners is that constant change is a reality and the website must provide a quick and easy methodology for adding and altering content at the point of content origination, e.g. at the departmental level. A global process, in the form of a template based content management solution must be implemented in order to maintain a consistent look and feel throughout the website. This system must be easy to use by the individual departments that are entering/editing content, and should include the ability to add/remove new pages and/or sections to the site as new initiatives and services are added and removed. For example, the addition of a Homeland Security section to the Police department area of the site. Additions should be easily built at the point of content origination to conform to the overall look and feel of the site.

The site should include a database-driven Content Management System (CMS) that allows data to be entered once and dynamically appear on multiple web pages. The system must not require manual editing of multiple pages to accomplish this task. In addition, content providers must have the ability to set their content to automatically expire (cease to be viewable by site visitors) on a predetermined future date when it is no longer valid.

The CMS must incorporate technology that permits the display of content of various types related to Departments, Divisions or Categories within these specific pages of the website. This technology should enable Nassau County Board of County Commissioners to create "windows" for displaying upcoming events, recent press releases, featured services or most recent meeting agendas and minutes. As content is created there must be a classification process that allows documents to be dynamically and simultaneously "pushed" out to multiple pages throughout the website.

E. Support

The successful vendor will provide the Nassau County Board of County Commissioners product support and maintenance on an annual basis. Support should be available during normal business hours (8X5) to authorized Nassau County Board of County Commissioners staff. Requests for service should be available telephonically, via e-mail or through a remote online session with a minimum response time target of two hours or less.

The successful vendor will provide the Nassau County Board of County Commissioners website content providers with training relevant to their individual responsibilities. Vendor should have the capability to provide training on site or remotely via online sessions.

3. Website Design

The successful vendor will be able to demonstrate an understanding of Governmental structure and operations. The entry point to the site should reflect the character and quality of the Nassau County Board of County Commissioners. There must be an area on the main page of the site where key, timely information can be easily published by departmental content providers. This would include current city news and urgent items such as Amber Alert messages, severe storm alerts, flooding information, etc. As an example, a water main break would be published by the Department of Public Works and could be included on the DPW page and tagged for automatic inclusion in a "breaking news" section on the main page as well.

Rather than attacking all of the Nassau County Board of County Commissioners needs in an extended, monolithic project, we propose beginning by addressing primary requirements in the critical areas of need (website design, distributed content management system, implementation plan and training) and then expanding site capabilities and functionality in an incremental basis.

This approach will:

- Create a robust, flexible, scalable, and simple to use platform for future growth.
- Employ industry best practices for security to protect data transacted through the web site.
- Establish a plan and standards for growth.
- Position Nassau County Board of County Commissioners to best address immediate needs in the current year.
- Provide website visitors and content providers with consistent and intuitive navigation tools throughout the website.
- Make the site accessible to people with disabilities as well as a range of web connection speeds.
- Actively promote the website and its services.
- Provide citizens, businesses, and government agencies with a single point of contact for Nassau County Board of County Commissioners information and services.
- Vendor must be able to provide a minimum of five government client references.
- Vendor must have graphic design resources on staff.

4. REQUIRED WEBSITE FUNCTIONALITY SPECIFICATIONS

The following specifications document content elements and functionality that are required for the site. It is important to note that the site needs to be dynamic in nature and allow addition and deletion of content elements from a distributed group of content providers.

The following elements are considered the core components of the Content Management System (CMS).

A. Document Management

In order for visitors to the site to easily find documents the Nassau County Board of County Commissioners requires a robust document management system that must include the following capabilities for visitors of the website:

The system must present documents to site visitors by document type or department.

1. Site visitors must be able to search the website for a document based on:

- A keyword search
- A search by department
- A search by document type (e.g. agendas/minutes, breaking news, press releases, etc.)

2. The administrative view of the CMS must include:

- A listing of all documents available to the user that includes the:
 - Document title
 - Status of the document (Active or Inactive)
 - "Featured Item" designation
 - Date the document is posted, modified and expires
 - Indication if document is active or inactive
- A search feature and the ability to filter documents by document types.
- From this listing a document may be selected to be modified, deleted, activated or made inactive.
- From the document management module the user may create a new document, create a link to an existing document or upload a document to be published.
- From the document management module the user may create, modify or delete document type classifications such as meetings, maps, job postings, related pages, breaking news, etc.
- Associate document types with viewers appropriate to the document type. For example, the user could associate PDF files to the Adobe Acrobat Reader.
- System must allow uploaded documents to be converted to PDF over the internet without requiring the purchase of an Adobe Acrobat license. Content providers must be able to elect to have their documents automatically converted to PDF format as the document is being created and not require a separate conversion process.

3. When creating new documents the CMS must provide for entry of:

- Document title.
- Date.
- Expiration date that automatically removes document from public view when the date is reached.
- The ability to tag the document as a "featured" document.
- Description of the document.
- Entry of key words that may be used to search for the document.
- A classification system that permits the document to be "assigned" to a specific department, division, category, subcategory and document type.

4. A text editor must be available for entry of the body of the new document, the text editor must:

- Provide the capability to use predefined templates that, for example, could be built for each department.
- Automatically create the HTML code for the user.
- Provide standardized text formatting capabilities.
- Have the ability to include graphics.
- Have the ability to past text from other word processing programs.
- Contain a spell checking facility.

B. Location & Facilities

System must contain a location and facility database so that website entries requiring or providing for the inclusion of information about locations and/or facilities may be maintained and presented in a uniform fashion.

1. The locations database must provide site visitors with:
 - A searchable database of Nassau County Board of County Commissioners locations
 - The ability to search for facilities within the locations database that meet site visitors search criteria. For example, a site visitor would be able to search all Nassau County Board of County Commissioners locations for facilities that have softball diamonds.
 - The ability to search locations for facilities that have certain amenities. For example, a visitor would be able to search for softball diamonds with bleachers, restrooms and a food concession.
 - The locations database must indicate if the location or facility may be reserved and, if so, if it may be reserved online.
 - Locations and facilities must be linked to an interactive mapping system to aide site visitors in finding the location/facility and obtaining directions to the location.
 - Site visitors must have the ability to reserve facilities online and pay registration fees online if applicable.
2. The administrative view of the Locations and Facilities database must:
 - Allow authorized users to add, modify or delete location types, facility types and amenities within a given location or facility.
 - Locations must be available to other elements of the CMS so that location-oriented events can use the common database, reducing data entry and enhancing the accuracy of the information presented.
3. When creating a location the system must accommodate:
 - Entry of the location name.
 - Active or inactive status.
 - Location type from a configurable drop-down menu.
 - Flag a location as a "featured" location that would allow it to dynamically appear in a featured location list on the locations and facilities presentation layer.
 - Provide for presentation of a location URL if a location is apart from the Nassau County Board of County Commissioners website, IE a Community theatre.
 - Provide for display of address, phone and person to contact information hours of operation.

- Designate location as viewable to public, intranet or both.
 - Classification by category of location and departmental association.
 - Provide a selectable list of amenities available for the location.
 - Provide an area for a textual description of the location.
4. When creating facilities that are associated with a particular location the system must:
- Entry of the facility name.
 - Active or inactive status.
 - Facility type from a configurable drop-down menu.
 - Flag a facility as a "featured" facility that would allow it to dynamically appear in a featured facility list on the facilities presentation layer.
 - Provide for presentation of a facility URL if a facility is apart from the Board of County Commissioners website, i.e. a non-affiliated Community Theatre.
5. Provide for display of address, phone, person to contact information, hours of operation and, if appropriate, the calendar date when the facility's season opens and closes.
6. Flags indicating that a facility is reservable and reservable online. If reservable, staff must have the ability to:
- Designate minimum and maximum lead times for reservation dates
 - Maximum time allowed to occupy facility
 - Permit separate reservation fees for residents and non-residents
 - Designate facility as viewable to public, intranet or both.
 - Classification by category of facility and departmental association.
 - Provide a selectable list of amenities available for the facility.
 - Provide an area for a textual description of the facility.
 - Must allow staff to insert custom fields into the reservation database form to facilitate capture of information that might be unique to a particular facility or reservation.

C. Featured Items

Documents, events and services must be capable of being "tagged" as being featured. In doing so, the Nassau County Board of County Commissioners home page and departmental pages would then have the ability to dynamically pull items from the database and present them in a featured items window.

D. Breaking News

The Nassau County Board of County Commissioners home page must provide an area beneath the page header that allows for "breaking news" to be displayed when documents are added to the system that is designated as breaking news.

E. Events Calendar

Much of the key content on the site is information pertaining to events that are occurring throughout the Nassau County Board of County Commissioners, e.g. scheduled meetings, special events or road construction projects. Each event has a specific date or date range in which it occurs. In order for visitors

to the site to easily find events that are occurring in the Nassau County Board of County Commissioners a robust calendar system must include the following capabilities for visitors of the website:

1. Present a visual calendar layout that allows intuitive browsing through months and years
Calendar must be searchable by a minimum of:

- Date
- Category.
- Department
- Time period, i.e. 30 days, 6 months, year, etc.

2. Calendar must have the ability to filter events by:

- Category
- Department
- Present all events by month
- Present all events in a list that may be sorted by Date, Time, event or location.

3. The administrative view of the events calendar must:

Present a consolidated listing of all events that is:

- Searchable by keyword or date.
- Displays the active and inactive status of all events.
- Event date, start and stop times.
- Event title.
- Date last modified and indicates the user that made the modification.
- Allow the user to add, modify or delete an event depending on the user permissions.
- Allows the user to add, modify or delete events as their administrative privileges permit.

4. Allow for entry of recurring events. Recurrence patterns must be defined by the content manager and include the following:

- Once
- Daily
- Weekly
- Monthly
- Yearly

4a. When creating new events the CMS must provide for entry of:

- Event title.
- Status (Active or inactive).
- URL to site for more information.
- Contact person.
- Event location information.

5. Scheduled event date to include:

- All day event.
- Event with no specified time.
- Beginning and ending date and time

- Event recurrence of daily, weekly, monthly or yearly.
 - A classification system that permits the document to be "assigned" to a specific department, division, category, subcategory and document type.
6. A text editor must be available for entry of additional information regarding the event.
- 6a. The text editor must:
- Provide the capability to use predefined templates that, for example, could be built for each department.
 - Automatically create the HTML code for the user.
 - Provide standardized text formatting capabilities.
 - Have the ability to include graphics.
 - Have the ability to past text from other word processing programs.
 - Contain a spell checking facility.
 - A ticket information section.

F. Government Services

The CMS must have the facility to present a consolidated listing of services offered by the Nassau County Board of County Commissioners to its constituents. The visitor facing listings should be easily sorted by department, name of the service or category using the existing category structure of the CMS. Visitors to the website must be able to click on the service listing in the index and be taken to the appropriate page for more information regarding the service.

1. The administrative view of the government services index must:
 - Allows the user to configure service listings and associate them to:
 - A Department
 - A Category
2. Present a consolidated listing of all services to users that is:
 - Searchable by keyword.
 - Displays the active and inactive status of all services.
 - Service title.
 - Date the service was created.
 - Date the service was last modified and indicates the user that made the modification.
 - Allows the user to add, modify or delete events as their administrative privileges permit.
3. When creating new services the CMS must provide for entry of:
 - Service name.
 - Status (Active or inactive).
 - URL to site for more information.
 - Contact person and relevant contact information.
 - Tag to indicate if the service is featured.

- Tag to indicate if the service is interactive.
- A text section with editing functionality as previously specified that facilitates entry of information about the service.
- A classification system that permits the document to be "assigned" to a specific department, division, category, and subcategory.

G. Frequently Asked Questions

The CMS must have a Frequently Asked Questions (FAQ's) module that provides a listing of commonly asked questions and provides online answers to those questions. The system will allow site visitors to submit new FAQ's to the system administrator for response and, ultimately, posting to the FAQ section of the website if deemed appropriate.

1. The administrative view of the Frequently Asked Questions (FAQ) module must:
 - Allow authorized users to add, modify or delete FAQ's.
 - Provide an approval process for submissions.
2. Provide a consolidated listing of FAQ's that indicates:
 - Status (active or inactive).
 - The FAQ question.
 - The FAQ source.
 - Date the FAQ is created and modified with an indication of who the creator or modifier is.
 - Easily permit the reordering of FAQ's as needed.

H. Image Management

In the administrative view, the CMS must provide a facility to add, modify and delete images that would be available to content providers as they add documents, build departmental directories, etc.

1. Authorized users of the system will have the ability to:
 - View a listing of all existing directories
 - Create a new directory or subdirectory for images or save the image to an existing directory.
 - Create an image name.
 - Provide a description of the image
 - Designate a directory as available for view as a slide show from the public view.
2. Within a directory or slideshow gallery authorized users must have the ability to perform the following tasks on individual pictures:
 - Select a size for the picture that is in concordance with predefined file size requirements as set forth by the system administrator.
 - Scale the size of the graphic without altering the file.
 - Add text to a graphic and place it within the graphic frame and provide for a selectable font, font size and font color.
 - Cropping the graphic.
 - Place simple borders around a graphic if desired.

I. Department and Staff Directory

The CMS should be capable of creating a complete list of Nassau County Board of County Commissioners government departments, telephone numbers and addresses.

1. The directory configuration must allow the administrator the ability to:
 - Optionally display individual department member information to site visitors if it is deemed appropriate to the website including the ability to:
 - Show links to department and division detail pages.
 - Link staff member names to detail pages.
 - Force the department head to the top of the staff listing.
2. Departmental information format must be configurable by the system administrator to prompt for:
 - Building, address and room information.
 - Main departmental phone and fax numbers.
 - Primary departmental email address.
 - Department and/or division home page description.
 - Designate the official order of both departments and divisions (subsections of departments) so that when a list of departments or divisions appears on the website, it can be ordered both alphabetically and by true order of the Nassau County Board of County Commissioners - e.g. elected officials appear before other departments.
3. Staff personnel information that will be entered by departmental staff members must have a configurable format by the system administrator to prompt staff members for:
 - Preferred name.
 - Title.
 - Department, building, address and room.
 - Telephone, fax, mobile and pager numbers.
 - Email address.
 - Allow one or more addresses / contact numbers for a single individual.
 - Allow individual to be listed in one or more departments
 - Allow user to provide a message to viewers similar to a voice mail message).
 - Allow user to attach a photograph
 - Allow user to attach an uploaded biography sketch
 - Allow user to enter a professional profile in a WYSIWYG editor.

J. Online Surveys

The CMS must have the ability to create simple online surveys that may be utilized to voluntarily gather information from site visitors.

1. The administrative view of the online survey module must:
 - Provide simple and intuitive tools for creating and publishing online surveys.
 - Provide a consolidated listing of all available surveys showing:

- Title of the survey.
- Status of the survey (active or inactive).
- Beginning and expiration date of the survey.
- Number of responses
- There must be a simple reporting tool available to authorized users for tabulation of survey data.

K. User Administration

1. The CMS should provide an administration capability that permits:

- Organization Setup
 - Name of Nassau County Board of County Commissioners.
 - Address.
 - Primary phone number.
 - Primary fax number.
 - Primary email.
- Have the ability to create multiple department types (e.g. Elected Officials, Departments) and multiple division types (Division, Topic, Board/Commission). This will enable departments and divisions to be selectively grouped and will enable pages for different types of departments or divisions to be selectively presented on the website.
- Have four levels of login-authority so that access to managing content can be controlled at various levels, at least including the following:
 - Restricted based on department or division.
 - Restricted based on content type (e.g. Documents, Events, etc.)
 - Set maximum session length for users. Users who do not log off of a session will have their session automatically terminated at the expiration of the preset time.

L. Agenda Creation

The ability to create, edit and distribute electronic agendas is an essential technical requirement of the (Government's) new website capabilities.

1. The agenda tool must have the following capabilities:

- Prior to a Council, Board or Commission meetings, planned attendees and, if appropriate, site visitors, will have the ability preview agenda items online.
- Supporting documentation for an agenda item, if necessary, may be associated to individual agenda items for easy access by attendees. Functionality should include the ability to associate supporting text documentation, drawings / plans or digital images
- During meetings, Council, Board or Commission members would have the ability, if desired, to follow agendas on their computers as opposed to using "hard copies", however, the system must not prevent members from printing the agenda and associated documentation.

2. The administrative view of the agenda creation tool must:

- Provide a view of all agendas appropriate to the access rights and privileges of the agenda content provider.

3. Manage agenda templates to include:

- Template title
- Template status
- Meeting title
- Meeting start and end date and time.
- Meeting location selectable from a pre -populated list of possible locations as described in 4.1.2
- The ability to combine the agenda and all associated documentation into a single compressed file to facilitate downloading and saving the file to an individual computer.
- The ability to determine if an agenda will be available for public viewing, internal use only or both. May also include the ability to determine if an individual is required to be logged in to the website or Nassau County Board of County Commissioner’s intranet to permit viewing.
- Entry of key words that may be used to search for the agenda.
- A classification system that permits the agenda to be "assigned" to a specific department, division, category, subcategory and document type.
- The ability to construct pre formatted agenda items that will be included in standard meeting formats i.e. Call To Order, Roll Call, Adopt Agenda, etc., to speed agenda creation.
- The ability to edit components of the template provided the user has appropriate access rights and skill set.
- The ability to "drag and drop" an agenda item to its desired location within the agenda to easily change the agenda order.
- The ability to add non-standard items to an agenda.

4. The ability to use a user or group based workflow approval process integrated with Microsoft Active Directory to add, delete, edit and approve or deny agenda content.

M. Customizable Forms/Workflow Management

The CMS will permit Nassau County Board of County Commissioners to receive online requests for government service and enable constituents to complete interactive forms. The CMS will manage, track, and report responses online. The system must have the capability to create, update and delete interactive form types such as abandoned vehicle report, road service request, feedback to elected officials, etc. Integration with Microsoft Active Directory for user and group based permissions is desired.

1. The system will provide functionality to site visitors that include the following capabilities:

- List available services in a concise manner that may be viewed by type, category, department or all services.
- The site visitor will be presented with easy-to-follow instructions for completing the form and will be provided with information pertaining to expected service standards at the time of submittal.

- Visitor's contact information may be required or optional depending on the nature of the service request.

- Individuals that have submitted online forms must have the ability to come back to the Nassau County Board of County Commissioners website and track the status of their submitted service request.

2. The administrative view of the online forms/workflow management module must:

A. Allow authorized users to add, modify, delete and configure categories of online forms such as government services, non-emergency reports, feedback, etc.

B. User must be able to view online forms in a consolidated list that displays:

- Form title.
- Form type (category).
- Status of the form (active or inactive).
- Primary contact for the service
- Date last modified and indicates who modified the form.

C. Must be able to review a consolidated summary of action item status', by type, that indicate:

- If tracking is activated for an individual form.
- Number of open, closed and archived submissions.
- An indication of the number of new, updated and resolved items since last login.

D. Users must be able to complete a form for a constituent if the information is being received via phone.

E. Authorized users must be able to review and respond to a submission

F. Authorized users must have the ability to track and update status of requests and view detailed reporting with regard to each type of request including:

- Submit date and time.
- Time opened.
- Last update.
- Details of the request.
- History of the request and responses.
- Review a history of submissions for individuals who are completing online forms.

G. Authorized users must have the ability to create, modify and delete new online forms as needed.

H. The form creation process must provide a series of steps that leads the user through the process of form creation and publishing.

I. New forms must be assigned to an action category and assignable to a specific department and category.

J. Must allow for email notification of multiple individuals within the Board's Departments, depending on the nature of the request.

K. User must be able to add form headers and fields as necessary.

L. Fields may be designated as required or optional as necessary.

M. Permit review of entire form prior to publishing.

N. Online Newsletter

This should include the following:

- Ability to create templates for e-newsletters either on-the-fly or by importing from HTML code.
- Ability to create articles for e-newsletters that can be pulled into multiple e-newsletters for distribution.
- Ability to create email lists and have users sign up to receive e-newsletters. Must be able to upload a CSV file of new email subscribers.
- Ability for users to unsubscribe from e-newsletters. The system will retire and automatically purge bad email accounts from e-newsletter lists if they fail multiple times.
- Experience and guidance in navigating federal anti-spam legislation. The Nassau County Board of County Commissioners would prefer working with a vendor who is "white-listed" with national Internet Service Providers ("white-listing" means that emails from this vendor will not be blocked by the ISP's antispam filter).

O. intranet

System must have the ability to create a private area designed for internal communications by employees and staff. Nassau County Board of County Commissioners' intranet site would potentially contain internal news, forms, and personnel information such as employee handbooks, applications and benefit forms improve the efficiency of communication among staff members.

P. Blog

The system should have the capability to provide Blog (also known as web log) functionality. The systems' Blog capabilities should provide for a broad range of input that allows Nassau County Board of County Commissioners' website to have a personality. From individual diaries, i.e. a Mayor's Blog, to media/program promotions for special community projects like a new Rec Center. The blog area should give site visitors the ability to leave public comments, which can lead to a community of readers centered on a blog subject or, alternatively, provide for simple non-interactive diarylike functionality as the situation dictates.

Q. Video & Audio Streaming

The system should have the ability to facilitate video streaming of council meetings or other video as may be prepared by the city. The system should have the ability to stream all Windows-based media. Nassau County Board of County Commissioners should have the ability to manage these programs and store up to one (1) year history for public access. The format for video streaming will be MPEG2 or MPEG4 Transport Stream.

R. Programs and Events

1. The Programs functionality should include the following:
 - The system must contain functionality that allows The Board of County Commissioners to promote programs/events, training, seminars, etc. that are offered by the Parks Department or any other department within the community.

- This application must allow site visitors to register for specific programs/events and, if requested by Nassau County Board of County Commissioners, permit Nassau County Board of County Commissioners to accept online payment of registration fees without requiring Nassau County Board of County Commissioners to reenter any data whatsoever.

2. Nassau County Board of County Commissioners must have the ability to create a program/Event with the following criteria:

- Must be able to designate a program as either featured or not featured so that a program may dynamically be presented in a "featured program" area of an individual web page or on a departmental web page.

- Must integrate fully with the Content Management System using the same GUI as used by other modules within the system.

- Must allow programs to be designated as a member of a group of Programs/Events, i.e. fitness, educational, etc.

- Must provide the ability to select the location of the Program/Event from a list of locations that already exist in the CMS program. If a location does not already exist in the system, users must have the ability to add new locations on-the-fly. Such locations would then be part of the locations database.

- Must have the ability to select the program/event leader from a list of users or add a new program leader on-the-fly if they do not already exist in the system. New users who are added from the programs area would not have access to any administrative functions unless a system administrator updated their access rights.

- Ability to set up registration options, if applicable. Registrations options must include the ability to accept registration for an entire program or, optionally, to register for activities that are a subset of the overall registration process.

- If there are individual activities that are associated with the program, the user must have the capability of creating as many sub-activities as a required.

- Programs must be searchable by key word or by a site-wide search from anywhere within the public side of the website.

- Users must have the ability to associate a program with departments and have those programs dynamically (automatically) appear on departmental home page as soon as they are saved as an active program.

- Give the user a configurable and flexible means by which to appropriately classify a program by its intended audience. Such classifications might be: gender (Female, Male, Coed), age (Preschool, youth, teen, adult, senior, etc.)

- A text editor must be available for entry of additional information regarding a program.

2a. The text editor must:

- Provide the capability to use predefined templates that, for example, could be built for each department.

- Automatically create the HTML code for the user.

- Provide standardized text formatting capabilities.

- Have the ability to include graphics.

- Have the ability to paste text from other word processing programs.
 - Contain a spell checking facility.
3. The system must include a reporting system that allows authorized users to view a list of individuals that have registered for each Program/Event.
 4. The Program/Event module must give authorized users that ability to receive telephone and walk-up registrations so that individuals without access to the online registration system can be registered in a single system.
 5. This system should also provide kiosk capabilities, including payment of registration fees; even in the absence of the functionality described in section 4.1.13, Electronic Payments, below.

S. Electronic Payments

1. The Electronic Payment functionality should include the following:
 - The system must have the ability to accept electronic payments for any items for which the Nassau County Board of County Commissioners deems necessary.
 - The payment system must use an interface that is consistent with rest of the system as describe previously in this RFP.
 - The Electronic Payment system must be able to account for payments in a manner that would allow distribution to sub-accounts as determined by the Nassau County Board of County Commissioners.
 - The vendor should have the ability to integrate payments with the Board's accounting systems if requested by the Nassau County Board of County Commissioners.
2. Nassau County Board of County Commissioners must have the ability to:
 - Create individual payments for the entire scope of items for which the Board's departments receive payments.
 - Must be able to designate a payment as either featured or not featured so that a program may dynamically be presented in a "featured payment" area of an individual web page or on a departmental web page.
 - Must integrate fully with the Content Management System using the same GUI as used by other modules within the system.
 - Allow the payment to be tracked by the Payee online
 - Have the ability to designate a payment as available continuously or available for a designated period of time.
 - Identify a contact person for each payment offered.
 - Provide an area to offer instructions to payees for each payment offered.
 - Have the ability to identify a deposit account, separate merchant account and budget item for each payment.
 - Allow flexible pricing to include:
 - Fixed payment
 - Variable payment or
 - Selectable payment from a customizable list.
 - Allow the application of handling and convenience fees, if appropriate.
 - Ability to integrate with one or more merchant accounts.

- Ability to integrate with payment hardware, such as a card-swipe terminal.
- Provide for the application of shipping charges.
- Integrate with the United States Postal Service and United Parcel Service rate calculators.
- Allow for creation of single or multi-page forms for constituents to enter payment information.
- Provide for on-screen, printable, and CSV downloadable reports.
- Provide the ability to update a transaction status and notify the constituent.
- Ability to assign custom date validation and individual form fields.
- Capability to issue refunds through the system.
- Role based access to individual functions at a payment item level.
- Utilize 128-bit encryption over a Secure Socket Layer to protect any transmissions of payment information.
- Accept credit cards and electronic checks.
- Allows payments to be associated to a Department, Category and payment type such as "utility payment".
- Permit the assignment of administrative access to appropriate users of the system.
- Include a forms building tool that allows Nassau County Board of County Commissioners to independently build its own payment forms.
- Provide the capability to generate an automatic email confirmation of payments.
- Allows authorized users to take telephone and walk-in payments in the system for payees that do not have internet access. This system should also provide kiosk capabilities.

T. GIS Integration

The system must have the ability to integrate with GIS mapping services so as to permit the display of such information as geographic crime statistics or city facility locations. The basic system should have the ability to interface to a readily available internet mapping solution such as Google, Yahoo! maps or MapQuest.

U. Commercial Properties Database

The system must allow Nassau County Board of County Commissioners to promote its economic development efforts by publish available commercial properties in a searchable database.

1. Site visitors should be able to search for properties based on the following criteria:

- For sale or lease
- Minimum/Maximum square feet
- Orientation to the community (North, South, East West or Central)
- Occupancy classification
- Zoning classification
- Type of property

- Available utilities
2. Individuals with appropriate administrative access must be able to:
 - Add new, modify or delete commercial property classifications, property types, available utility types and zoning classifications.
 - Preview a consolidated listing of properties and determine if an individual listing is active or featured.
 3. Permits the user to enter:
 - A listing name for the property
 - The listing status as active or inactive
 - The date the property was first published
 - Contact information
 - A short listing description
 - A full description including a URL if available and a "thumbnail" picture of the property
 - The property's complete address
 - Property details including fields for GIS ID, Parcel Number, MLS Number, Min/Max space available, year constructed, acreage, for sale or lease and asking price.
 - Must have the ability to upload a "gallery" of pictures of the property
 - Available utilities from a selectable drop down menu.
 - Zoning from a selectable drop down menu.

V. Business Directory

The system must allow Nassau County Board of County Commissioners to promote local businesses by publishing a listing of local businesses in a searchable database.

1. Site visitors should be able to search for local businesses based on the following criteria:
 - Search by Key Word.
 - Filter listings by one or more business categories.
 - Jump to an alphabetical listing.
2. When selecting a business from the listing the site visitor should be presented with:
 - Business Name, address, phone number and website if available
 - Description of the purpose of the business
 - A presentation of any other appropriate details about the business.
3. Authorized users of the system must have the capability to:
 - Preview a consolidated listing of businesses and determine if an individual listing is active or featured.
 - Configure Business Directory classifications such as business type, Chamber member, etc.
4. Provide database entry for:
 - Business name, address, phone
 - Business purpose
 - Business description

- Business Contact information
- Business classification

WARRANTY AND MAINTENANCE

The vendor's obligation for maintenance and support of the Licensed Software shall be to:

- Correct any error, malfunction or defect in the Licensed Software.
- Make available to the Nassau County Board of County Commissioners all standard updates, enhancements, and/or improvements in the Licensed Software.
- Provide user support for the Licensed Software during regular business hours.
- Provide for a 1 year (8x5) same business day warranty on provided software on initial signed agreement.

OTHER

1. The vendor must provide in the agreement or contract a "non appropriations of funds" clause. The terminology will state that the Nassau County Board of County Commissioners may exercise a right to cancel the agreement or contract with 30 days of written notice to the vendor without any cost to the County.
2. Provide a brief overview of the company, and personnel who will be working on the County project, including corporate info, tax id number etc.
3. Provide any and all previous experience with projects of similar scope.
4. Provide Florida references as well as out of state references, 5 total.
5. Provide a time line for implementing the project if awarded.
6. Provide the total cost of the project including all software, licensing, installation, and maintenance for the first year.
7. Provide the cost for annual maintenance yearly for the next three years.



Cost Proposal for the Nassau County Board of County Commissioners

Project Estimate

Project Estimate

Provided below is a project estimate based upon items in your website design. Additional options may be added in phases or as desired.

Consulting, Design, Setup, Programming and Training Options	
One-time Cost (See Project Details)	\$39,500
<input checked="" type="checkbox"/> Agenda Builder	<input checked="" type="checkbox"/> Opinion Poll for simple surveys
<input type="checkbox"/> Banner Development – Additional banners	<input checked="" type="checkbox"/> Quicklinks
<input type="checkbox"/> Blog	<input checked="" type="checkbox"/> RSS
<input checked="" type="checkbox"/> Document Center	<input checked="" type="checkbox"/> Slideshow
<input checked="" type="checkbox"/> Dynamic Sitemap	Admin. Modules & Services
<input checked="" type="checkbox"/> Events Calendar	<input type="checkbox"/> Automated pdf converter
<input checked="" type="checkbox"/> FAQ	<input checked="" type="checkbox"/> Online Web Statistics (Available only with CivicPlus hosting)
<input checked="" type="checkbox"/> Intranet	<input checked="" type="checkbox"/> Rotating Content
<input checked="" type="checkbox"/> Job Posting	<input checked="" type="checkbox"/> Site Search & Entry Log
<input checked="" type="checkbox"/> Notify Me Email Subscription	
Real Estate Locator	
Emergency News Flash that preempts all content on website.	
<ul style="list-style-type: none"> • Mouse-over menu structure, author and publisher rights, options for site layout, rotating content, dynamic page components... • Online Editor – allows for online editing and page creation • Web Page Wizard – create web pages easily with prefomatted options • Web Page Upload Utility – allows for the upload of web pages • Site Search log – allows you to research site search entries on your site • Action Items – items that need attention are automatically in a queue • Menu Management – add new menu items easily. 	

Project Details	Optional Add-on Cost	Cost
<ul style="list-style-type: none"> • Project Kick-off meeting with departments to provide overview of website project, capabilities and introduction of effective website communication. • Meeting with website committee to discuss design goals and review audience goals. 	<ul style="list-style-type: none"> • Discuss design and layout standards with website committee. • Assign information gathering tasks. • Deliverable: A document summarizing the meetings, along with analysis, and recommendations. Design information gathered. 	<p style="text-align: center;">Add \$4,900</p> <p style="text-align: center;">Optional</p>
<ul style="list-style-type: none"> • Interpretation of current processes and services resulting in recommendations for website solutions. • Four days of on-site meetings with departments to brainstorm content and services. 	<ul style="list-style-type: none"> • Deliverable: A document summarizing the meetings, along with analysis, and recommendations. Design information gathered. 	<p style="text-align: center;">Add \$11,500</p> <p style="text-align: center;">Optional</p>
<ul style="list-style-type: none"> • Identify custom modules and integration projects. • Phone interviews with departments and gather information. 	<ul style="list-style-type: none"> • Review current site statistics, if they are available. • Establish project timeline. • Coordinate the DNS transfer. • Deliverable: Project Timeline and worksheets. 	<p style="text-align: center;">\$2,700</p>
<ul style="list-style-type: none"> • Creating a professional and attractive "look and feel" for the entire website. • Creating the layout for each page which will incorporate photographs, graphic illustrations, topic headings and dynamic components. 	<ul style="list-style-type: none"> • Modify design with input from client. • Determine customization of modules or custom development projects and provide estimates for project changes. • Deliverable: Website Design Composition. 	<p style="text-align: center;">\$3,500</p>
<p>Optional: Additional Layouts for departments. Recommended for Clerk, Health, Tax Collector, and Public Library. Layouts include banner and graphic elements.</p>	<p style="text-align: center;">Add \$2,700/layout</p>	<p style="text-align: center;">Optional</p>
<ul style="list-style-type: none"> • Develop the global navigation and sub-navigation, persistent navigation, and resource links for the client's website. 	<ul style="list-style-type: none"> • Deliverable: Navigation structure optimized for your website. 	<p style="text-align: center;">\$2,100</p>

Project Details (continued)	Optional Add-on Cost	Cost
<ul style="list-style-type: none"> Setup dynamic elements on pages. Additional modules may be established based upon recommendations in Phase 1. 	<ul style="list-style-type: none"> Deliverable: Setup a fully functional site, the software that runs the site, and statistical analysis for the site. 	\$15,000
<ul style="list-style-type: none"> Develop sitemap as pages are being developed. Gather content worksheets from your departments and contact departments as needed for additional content. Develop new web pages as needed with assistance from client. Migrate existing content. 	<ul style="list-style-type: none"> Approximately 300 standard pages will be developed. On-going review with your staff as major areas are developed. Deliverable: Content development and module content. 	Add \$2,900 for 100 additional pages \$8,800
<ul style="list-style-type: none"> Make final revisions to website. Quality Assurance review of new website. Review on-going responsibilities of department heads and administrative staff. 	<ul style="list-style-type: none"> Deliverable: List of items that need to be addressed. 	\$1,500
<p>Basic Page Administration Session</p> <ul style="list-style-type: none"> Basic page development using Page Wizards. Pictures, Document Center, News Flash, Staff Directory, Resource Directory, Calendar, FAQs, and QuickLinks Applied use and usability consulting Effective communication through your website <p>Basic System Administration Training</p> <ul style="list-style-type: none"> Set up groups and users Establish permissions 	<p>Notify Me</p> <ul style="list-style-type: none"> HTML newsletter and subscription Services <p>Job Posting</p> <ul style="list-style-type: none"> Analyze your job categories and use of module <p>Forms Development Tool</p> <ul style="list-style-type: none"> Develop your own forms and surveys 	
<p>Online phone training for 35 hours to "train the trainer"</p>		\$3,500
<p>Optional: On-site Training and Usability Consulting for Content Administrators (up to 8 employees per session) Laptop training lab is available for additional fee. Includes up to 7 hours of followup phone consulting and training.</p>	<p>Add \$10,800 for 4 days</p>	Optional
<p>Optional: On-site consulting with department administrators to review the RequestTracker, procedures, and to implement RequestTracker. Review Agenda Creator, procedures and to implement Agenda Creator; review and implement Real Estate Locator.</p>	<p>Add \$12,300 for 5 days</p>	Optional

Project Details (continued)	Optional Add-on Cost	Cost
<ul style="list-style-type: none"> • Launch site. • Gather feedback from staff involved in project. • Deliverable: Final project review report. 		\$1,500
Optional: One day of on-site meetings to present website to stakeholders.	Add \$3,700	Optional
<ul style="list-style-type: none"> • Registration of site with all major search engines. 		\$200
<ul style="list-style-type: none"> • Site review and Consulting. • Layout, design and content recommendations. 	<ul style="list-style-type: none"> • Recommend site enhancements for improved visitor interaction. 	\$700
Total One-time Cost	Varies	\$39,500

After working with approximately 400 clients, we are familiar with the unique challenges municipalities face as they establish and maintain a web presence. We want to help you select or create a custom package to enhance your community's site. The most commonly requested add-on features appear below.

<p>Graphics and Creative Page Design Training</p> <ul style="list-style-type: none"> • Using Adobe Photoshop Elements (Client is responsible for software.) • Intermediate online editor training • Effective online slideshows • Create pages using Word • 2 days on-site hands-on training 	<p>\$5,000 if scheduled with original on-site visit OR \$8,200 if scheduled separately</p>	<p>N/A</p>
<p>Additional Consulting/Training 2 days of Additional Consultation/Training 3 months after go-live (includes travel expense)</p>	<p>\$8,200</p>	<p>N/A</p>
<p>Annual Conference Registration Conference location varies from year to year with a variety of relevant website communication topics for e-government.</p>	<p>\$780 per attendee (annual registration fee)</p>	<p>N/A</p>
Additional Available Add-Ons		
<p>Blog Module</p>	<p>\$2,500</p>	<p>\$100</p>
<p>E-commerce</p>	<p>Specialist will help you find the best third party solution to meet your needs – prices vary.</p>	
<p>Where do I... (allows site visitor to enter address and find services, such as voting info, schools, libraries, etc.)</p>	<p>\$2,500</p>	<p>\$100</p>
<p>RequestTracker Upgrade for additional Users</p>	<p>\$1,500</p>	<p>Add 10 users add \$100 Add 50 users add \$200 Unlimited Users add \$400</p>
<p>Spanish Translation</p>	<p>\$125/page or \$1,000 for 10 pages</p>	<p>N/A</p>

Our most popular pricing plan is provided below in Recommended Options for Ongoing Services.

Recommended Options for Ongoing Services

Service	Option 1	Option 2
Hosting Services		
Shared Web Server	✓	✓
Shared SQL Server	✓	✓
DNS Consulting and Maintenance	✓	✓
Monitor bandwidth and router traffic	✓	✓
Redundant Internet Service Providers	✓	✓
Redundant Cooling	✓	✓
Natural Gas Powered Generator	✓	✓
Daily Tape Backup	✓	✓
Intrusion Detection and Prevention	✓	✓
Anti-virus Protection	✓	✓
Upgrade Hardware	✓	✓
Maintenance and Updates		
Install Service Patches for OS		✓
Ensure software is compliant with latest browser		✓
Apply software fixes		✓
Support and Upgrades		
Upgrades (SEE APPENDIX for list of Upgrades)		✓
Improvements to usability		✓
Integration of new and upgraded services		✓
Replica of site for testing purposes		Upon Request
24/7 Support		Unlimited
Dedicated support personnel		✓
3-hour response		✓
Online training manuals		✓
Monthly newsletters		✓
Phone Consulting		✓
Lifetime Warranty	✓	✓
Discount for Annual Website Management Conference		✓

Note that while other vendors' pricing models may differ, often providing a "pay as you need it" or a block of service hours for upgrades, support and maintenance; our best option offers free upgrades and support.

However, if you prefer to purchase a BLOCK of service hours, we are happy to accommodate that request.

Upgrades

CivicPlus continually seeks to enhance and improve its system based on feedback from clients. In order to provide the highest level of service and value, these applications become modules and are available to all clients for a fraction of the cost of development. Keeping up with the latest trends, ADA issues, and technology can be a full time job – a full time job CivicPlus clients simply do not have to worry about.

- Administrative Log and Report
 - Agenda Wizard ◀
 - Auto pdf Conversion ◀
 - Auto Archiving ◀
 - Bad Links Identification
 - Bid Posting
 - Automatic Notification
 - Calendar
 - Feature Events
 - Recurring Events
 - Multiple Calendars
 - Multiple Views ◀
 - Submit to the Calendar
 - Map links
 - Custom Design Layouts for Dynamic Elements ◀
 - Document Center
 - Centralized storage of files in folder structure
 - Upload multiple files or a folder ◀
 - Dynamic Breadcrumbs
 - Dynamic Sitemap
 - E-mail this Page
 - Emergency Notification System ◀
 - Facilities and Locations ◀
 - FAQs
 - Forms
 - Forms Development Tool
 - Create your own online forms and surveys
 - Collect information online (database) or email
 - Spam Protection on online forms ◀
 - Front-end Edit ◀
 - Graphic Links Administration ◀
 - Healthy City ◀
 - Info/Trivia ◀
 - Intranet
 - Job Posting
 - Automatic Notification
 - LDAP Connectivity
 - Metadata ◀
 - News Flash
 - Multiple instances per page ◀
 - Pictures ◀
 - Notification of Expired Items ◀
 - Notify Me E-mail Subscription Service
 - Import and export subscribers
 - HTML or text messages ◀
 - Online Job Application System
 - Opinion Poll
 - Page Content Queuing
 - Page Redirects
 - Page Versioning
 - Page Wizards
 - Password Recovery
 - Permitting ◀
 - Photo Gallery ◀
 - Photo Slideshow ◀
 - Print this Page
 - Property Locator Enhancements
 - Publish Items in Multiple Places
 - Quicklinks
 - RequestTracker
 - Track visitor's request
 - Generate reports and statistics
 - Workflow established per request item ◀
 - RequestTracker Enhancements ◀
 - Reset Passwords Automatically ◀
 - Resource/Business Directory
 - Rotating Banners
 - Rotating Content
 - RSS ◀
 - Service Directory ◀
 - Sub-Site ◀
 - Site Search
 - Site Search Log
 - Spellcheck
 - SSL
 - Staff Directory
 - Includes biography page ◀
 - Tourism Module
 - Unlimited Depth of Site
 - Website Administrative Log
 - Website Statistics
 - Where Do I? Resource Center ◀
 - Workflow for Content Review
 - WYSIWYG Editor
- ◀Features that have been added in the past 12 months

December 12, 2008

Connie Arthur, Clerk Services/BOCC
Nassau County Clerk of Courts
76347 Veterans Way
Suite 456
Yulee, FL 32097

Ms. Arthur,

Enclosed please find a copy of the signed contract with CivicPlus. We look forward to working with Nassau County.

Sincerely,



Martha Kuhlman
Contract Manager
kuhlman@CivicPlus.com
888-228-2233, Ext. 282