GFORGOV™
by Cave Consulting

PROPOSAL
Website Development
City of Glen Rose
SUBMITTED: July 25, 2022

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Google Cloud
Partner

GFORGOV™
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GforGov™ websites are designed to help government entities such as cities and counties be more transparent to the public, make it easier for their constituents to conduct business, save employees time and reduce unnecessary operational costs.

➢ **PROFESSIONAL DESIGN -** GforGov™ websites are built on the Wordpress platform, integrated with Google Workspace and are easy to use and optimized to work on any device.

➢ **EASY TO MANAGE -** GforGov™ websites allow employees to get more done in less time by modernizing and streamlining processes triggered from the website.

➢ **SAVES TIME -** GforGov™ websites are designed to allow staff make more information available to the public with less effort and make it easier for the public to conduct business with the city or county.

➢ **UNIFIED COMMUNICATION PLATFORM -** GforGov™ websites are integrated with Google Workspace, providing the foundation for a unified communication platform which not only makes it easier to manage website content, but also allows the city or county to leverage services they are already paying for.

➢ **SPECIALIZED SITES -** GforGov™ websites can be built for virtually any city or county sub-website including libraries, tourism or EDC's, saving money and simplifying management.

➢ **TURN-KEY HOSTING AND DNS MANAGEMENT -** GforGov™ websites are securely hosted and come with comprehensive domain and DNS management.

PORTFOLIO

See more at: https://gforgov.com/portfolio/

FEATURES

ACQUIRE A UNIQUE DESIGN

- **Custom Look (no templates)**
- **Intuitive Navigation**
- **Mobile-Friendly/ADA Compliant**

ELIMINATE DOWNLOADABLE FORMS

- **Custom Fields**
- **Notification Triggers**
- **Feed Data to Spreadsheet**
- **Merge into Template**
- **Create PDF or Google Doc**
- **Included Forms (Notification/Sheet):**
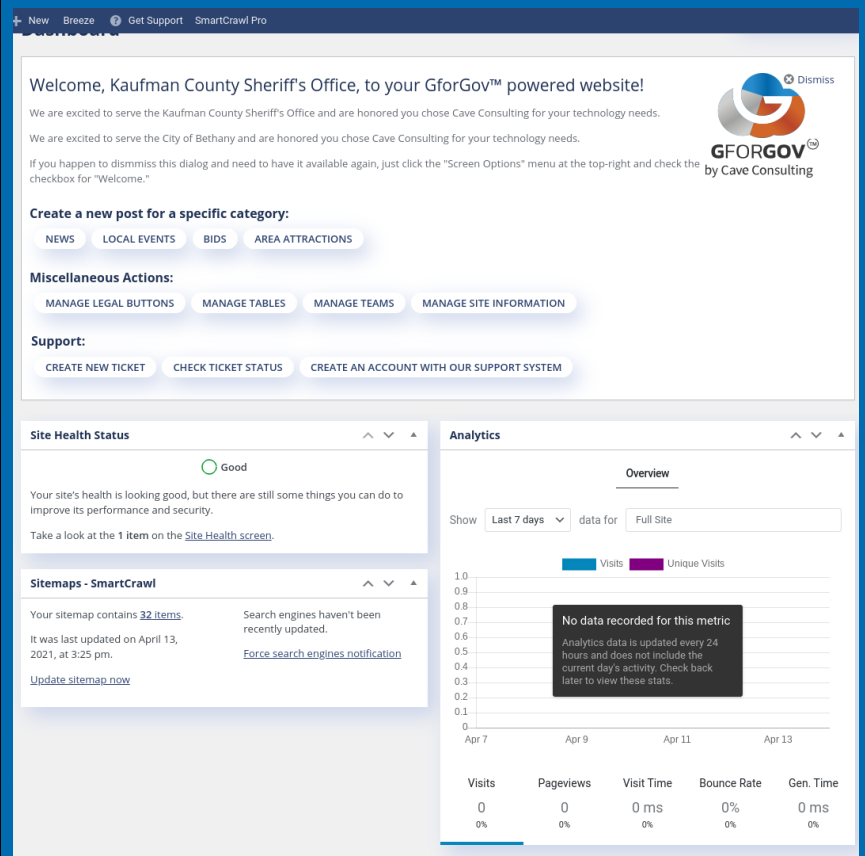 - **Report a Concern**
  - **Public Information Request**

REPORT A CONCERN

Name *

Email Address *

Street Address

Apartment, suite, etc

City

State/Province

ZIP / Postal Code

Country

Select country

EASILY MANAGE PAGE CONTENT

- **Centralized Dashboard**
- **Easy Block Editor**
- **News Posts with Categories**
- **Website Documents**
  - Mange From
    - PC/Mac
    - Browser
    - Mobile App
- **Auto Styled Member Manager**
  - Pic, Title, Bio, etc...
- **Event Calendars**
  - Collaborate
  - Repeating Events

+ New   Breeze   ⑦ Get Support   SmartCrawl Pro

Dashboard

Welcome, Kaufman County Sheriff's Office, to your GforGov™ powered website!   ⊗ Dismiss

We are excited to serve the Kaufman County Sheriff's Office and are honored you chose Cave Consulting for your technology needs.

We are excited to serve the City of Bethany and are honored you chose Cave Consulting for your technology needs.

If you happen to dismmiss this dialog and need to have it available again, just click the "Screen Options" menu at the top-right and check the checkbox for "Welcome."

Create a new post for a specific category:

NEWS   LOCAL EVENTS   BIDS   AREA ATTRACTIONS

Miscellaneous Actions:

MANAGE LEGAL BUTTONS   MANAGE TABLES   MANAGE TEAMS   MANAGE SITE INFORMATION

Support:

CREATE NEW TICKET   CHECK TICKET STATUS   CREATE AN ACCOUNT WITH OUR SUPPORT SYSTEM

Site Health Status   ⌃ ⌄ ▲

◯ Good

Your site's health is looking good, but there are still some things you can do to improve its performance and security.

Take a look at the **1 item** on the Site Health screen.

Sitemaps - SmartCrawl   ⌃ ⌄ ▲

Your sitemap contains 32 items.

It was last updated on April 13, 2021, at 3:25 pm.

Update sitemap now

Search engines haven't been recently notified.

Force search engines notification

Analytics   ⌃ ⌄ ▲

Overview

Show [Last 7 days ▾] data for [Full Site]

■ Visits   ■ Unique Visits

```
1.0
0.9
0.8
0.7              No data recorded for this metric
0.6
0.5              Analytics data is updated every 24
0.4              hours and does not include the
0.3              current day's activity. Check back
0.2              later to view these stats.
0.1
  0
   Apr 7      Apr 9      Apr 11      Apr 13
```

Visits	Pageviews	Visit Time	Bounce Rate	Gen. Time
0	0	0 ms	0%	0 ms
0%	0%	0%	0%	0%

SIMPLIFY WATER REPORT TRANSMISSION

- **No Mailing Reports via Snail Mail**
  - **Single Click from every web page**
  - **Permanent QR Code for Water Bills**

SEE WHO IS VISITING YOUR SITE

- **Analytics**
  - **Who is visiting**
  - **What are they doing**
  - **How did they get there**
  - **How Long are they staying**
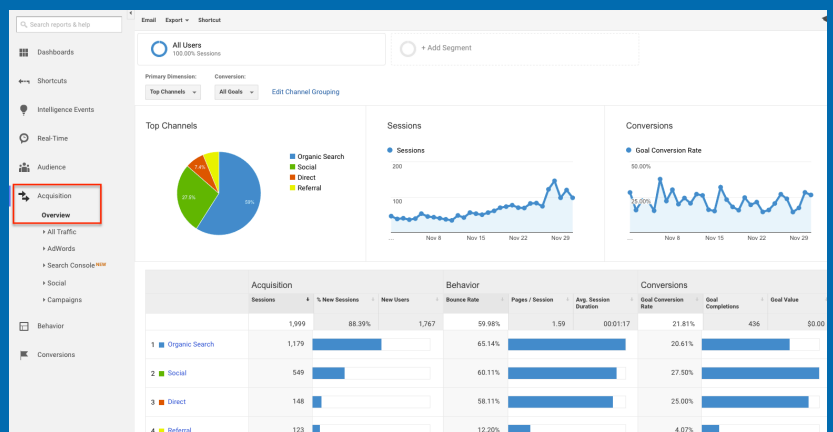
GET BETTER GOOGLE RESULTS

- **Better Results - Google Search and Google Maps**
- **Schema Compliant Index Structure**
- **Fast Load Times**
- **Mobile-Friendly**
- **Meta Tag Optimization**
- **Meta Description Optimization**
- **Image & Hyperlink Optimization**

STREAMLINE THE AGENDA AND MINUTES PROCESSES

- **Collaborative Creation and Workflow Approval**
- **Controlled Action Item Submittal**
- **Drag and Drop Posting**
- **Auto Add to Calendar**
- **Auto Distribution**
- **Digital Signature Option**
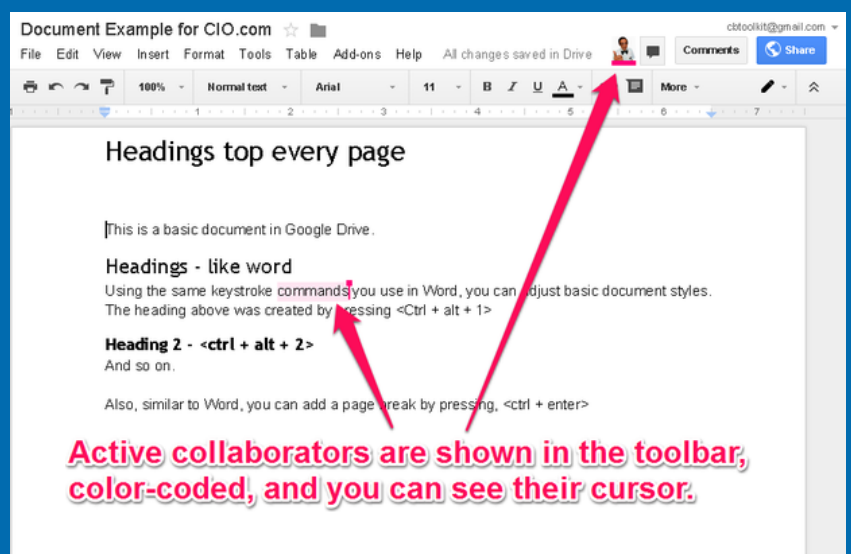
List and Organize Your Council or Board Meetings

- **Easily post meeting agendas, minutes and videos to your website**
- **Allow the public to search and scroll to the information they are looking for**
- **Example:**
https://mygov.report/agenda-program

Details	Agenda	Minutes	Video
City Council Meeting 4-15-21	Agenda - Apr 15, 2021	No Minutes	No Video
Planning and Zoning Meeting 4-5-21	Agenda - Apr 05, 2021	No Minutes	Video - Apr 05, 2021
City Council Meeting 3-18-21	Agenda - Mar 18, 2021	No Minutes	Video - Mar 18, 2021
Planning and Zoning Meeting 3-9-2021	Agenda - Mar 09, 2021	Minutes - Mar 09, 2021	Video - Mar 09, 2021
Type A EDC Meeting 3-8-2021	Agenda - Mar 08, 2021	No Minutes	Video - Mar 08, 2021
City Council Meeting 2-23-21	Agenda - Feb 23, 2021	Minutes - Feb 23, 2021	Video - Feb 23, 2021
Canceled- City Council 2-18-21	Agenda - Feb 18, 2021	No Minutes	No Video
City Council Emergency Meeting 2-18-21	Agenda - Feb 18, 2021	Minutes - Feb 18, 2021	Video - Feb 18, 2021
Type B EDC Meeting 2-08-21	Agenda - Feb 08, 2021	No Minutes	No Video
Zoning Board of Adjustment 1-25-21	Agenda - Jan 25, 2021	No Minutes	Video - Jan 25, 2021
City Council 1-21-21	Agenda - Jan 21, 2021	Minutes - Jan 21, 2021	Video - Jan 21, 2021
Type A EDC 1-11-21	Agenda - Jan 11, 2021	Minutes - Jan 11, 2021	Video - Jan 11, 2021
Type B EDC 1-11-21	Agenda - Jan 11, 2021	No Minutes	No Video
Planning and Zoning Meeting 01-04-21	Agenda - Jan 04, 2021	Minutes - Jan 04, 2021	Video - Jan 04, 2021
City Council 12-29-20	Agenda - Dec 29, 2020	Minutes - Dec 29, 2020	Video - Dec 29, 2020

ONLINE BILL PAY · REPORT A CONCERN · AGENDAS/MINUTES/RECORDINGS · ORDINANCES · MISSED COLLECTION · EMPLOYMENT

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SECURE HOSTING

- **Automatic Updates**
- **DDoS Attack Protection**
- **Secure Login with Google**
- **SSL/TLS Certificate**
- **Daily Backups**
- **Proprietary Firewall Rules**
- **Bot Protection**
- **A+ Rated Security Headers**
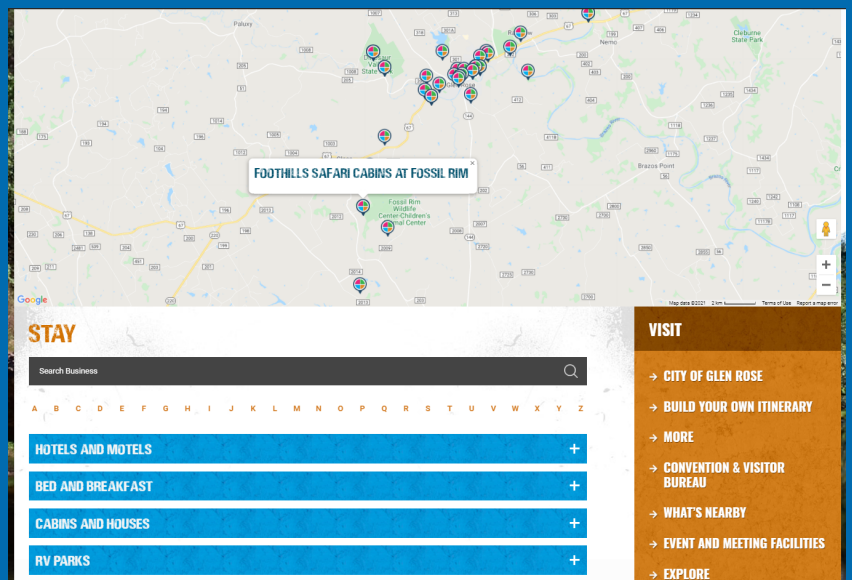
OPTIONAL FEATURES

IMPROVE THE TOURISM EXPERIENCE

- **Things to Do**
  - Provide an interactive way for visitors to learn about your City with integrated Google Maps, Location Pin Points and Vendor Information Pages.
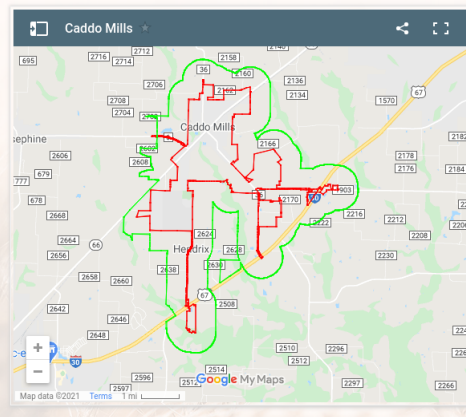 - Example: https://mygov.report/tourism

ADD TOGGLE ON / TOGGLE OFF LAYERS TO YOUR MAPS

- **Interactive Maps**
  - **Embed a Google Map with custom layers such as city limits, zoning, voting districts, etc…**
  - **Example:**
  https://mygov.report/city-mapping

Live Stream and Archive Your Meetings

- **Make your Council Meeting Videos available from your website and provide a link back to Meeting Minutes. (Platform can be expanded to stream live meetings)**
- **Example:**
https://mygov.report/meeting-videos

MEETING VIDEOS

Watch Live Stream

Archived Videos

Official City of Lakeside City, TX

🎥 28
👁 1.1K

● Videos ● Playlists

SEWER PROJECT

CITY COUNCIL

CITY COUNCIL

CITY COUNCIL

Sewer Task Force April 5, 2021
1 week ago

April 1, 2021 Special City Council Meeting
2 weeks ago

March 28, 2021 SPECIAL City Council Meeting
2 weeks ago

March 23, 2021 Regular Council Meeting
3 weeks ago

PROJECT OVERVIEW

FEATURES AND FUNCTIONALITY

- Upgrade to GforGov Platform

GRAPHIC DESIGN

- Develop and Implement new website theme
  - Custom Home Page Design
  - Matching color scheme for back pages

*Project does not include any changes to back content or functionality.

PRICING

SERVICE	No.	Price	Fee	Annual
GforGov Platform Upgrade	1	$1,250	$1,250	-0-
Theme Development	1	$1,750	$1,750	-0-
Hosting and Support*	1	$1,000	-0-	$1,000
Editor	1	-0-	-0-	-0-
TOTAL			$3,000	$1,000

*New fee takes effect next billing period

(Optional)

SERVICE	No.	Price	One-Time	Annual
Additional Editors*	1	$72	$72	$72
Secondary File Backup**	1	$48	$48	-0-
Attractions, Restaurants and Lodging	1	$1,250	$1,250	-0-
Google Map with Layers	1	$300	$300	-0-
YouTube Video Integration	1	$500	$500	-0-

*Google Workpace users have unlimited users

**Google Workspace uses with secondary backup have this feature included

TERMS

PAYMENTS

- Startup - 50%
- Graphic Approval - 35%
- Finalize - 15%

DISCLAIMER

- Once the proposal is received, Cave Consulting will provide you with a formal agreement.
- This proposal is good for 60 days.
- Access to the completed website is contingent upon an annual paid subscription to Cave Consulting as described in this proposal.
- Client shall retain ownership of any domains and website files associated with this project.
- Additional work or support not included in this proposal will be billed at the current prescribed hourly rate plus travel (if applicable).
- Terms and conditions set forth by any 3rd applications included in this agreement apply.
- Client responsible for content management after the site goes live.
- Onsite visits subject to $150 / hour + travel.
- Subject to a minimum number of graphic revisions.
- Proposal assumes content from existing websites will be brought over and reformatted to the new site. Client responsible for all other content and desired rewording.
- Secure storage of all website documents on Google Cloud included.
- Secondary backup of all Google Workspace accounts is recommended but not required.

COMPANY OVERVIEW

Founded in 1992, Cave Consulting helps businesses, cities and other organizations leverage Google Workspace (formally G Suite), Chrome Devices, the browser and the mobile device to unify their communications, secure their data, streamline workflows and work anytime, anywhere and on any device. Based in Dallas, we are a national company with clients across the United States. However, the majority of our Municipal Government clients are based in Texas, the average size being 10,000 population or less.

As Google Cloud Partners, we are experts in helping organizations, public or private, take advantage of the Google Ecosystem. One of the ways we do this is with our GforGov™ service which provides cost-effective technologies that help optimize the way cities and counties operate and communicate with the public. Whether it be public facing websites, communications or process automation, our solutions focus on providing a unified communication platform that allows data to be freely shared, collaboration to thrive and work from anywhere on any device.

LEADERSHIP

COO

CTO

CIO

TODD is one of the original founders of Cave Consulting and at the company's creative heart. He is an expert at analyzing and streamlining processes with non-traditional, cost-effective solutions and has been consistently anticipating technological trends for over 25 years.

SKIP is a co-founder of Cave Consulting and the technology visionary who always seems to know what is coming next before anyone else does. Skip has multiple US patents in the world of telecom and voice recognition and uses his expertise to spark new, innovative ideas on the next great solutions.

DILLYN is a cybersecurity whiz that has an unquenchable desire to understand how things work. He also has significant experience with various web platforms, APIs and custom integrations. Whether he is looking for security vulnerabilities or exploring better operational tools and platforms, Dillyn helps keep Cave Consulting on the cutting edge of technology.

Developers

Experience	Combined 42 years
Backend Developers	PHP, WordPress, CodeIgniter, Laravel, MYSQL/MariaDB/NoSQL databases, JavaScript, React, Angular, Firebase, NodeJS
Frontend Developers	HTML5, CSS3, jQuery, JavaScript, Bootstrap, Photoshop
Graphic Designers	Graphics Design, Logo Design, Web Design, Mobile Design, UI/UX

PLATFORM EXPLANATION

GforGov websites run on Wordpress CMS as the core then we extend the functionality with our custom code and solutions of the platform and are tightly integrated with Google Workspace and we host our websites in modern data centers across the globe. GforGov websites are built for performance and reliability while having one of the best security postures for municipal websites.

DESIGN & DEVELOPMENT STRATEGY

KICK OFF AND DISCOVERY

The website design process is typically kicked off with a comprehensive online website survey that can be taken by one or more people within your organization. We also request information for us to use to develop the site architecture. Additional online meetings may be required before we are able to begin the graphic concept design process, but we will leverage collaborative tools as much as possible to maximize productivity and minimize meeting time.

SITE ARCHITECTURE

GforGov websites follow a general navigation structure, but no two (2) sites are the same. Moreover, because GforGov websites are fluid and designed to be modified on the fly to improve performance, many of the elements of the navigation system can be changed after the site is live at no additional cost.

VISUAL DESIGN

While the site architecture design is underway, the graphic concept design process will also be initiated. The first design concept for the home page is typically delivered for comment and consideration within 2-7 days after the discovery phase has concluded. All contributors will be able to view and comment on each concept in real time in a collaborative manner which will considerably speed up the design process. In most cases, 3-4 modifications are required, but oftentimes several more may be required. The turnaround time for each revised graphic concept is typically 24 to 48 hours and the total number of included revisions is typically 10.

After the Home Page graphic concept has been approved, we will provide concepts for the back page template pages which will be used on the site. Back pages are typically completed within

24-48 hours as well.

DEVELOPMENT
Once the graphic concepts have been approved, the interaction design, frontend and backend are developed on the Wordpress CMS. A temporary URL is provided so you will be able to watch and comment on the development in real time.

During this phase, the pages and navigation will be constructed and custom features setup. At this time, we will also build in all of the integrations including Google Workspace authentication, Google Drive file management and Google Calendar event management. Content for all of the pages will also be taken from existing websites and/or data provided by you then added/formatted into each page. In addition, mobile-friendliness, ADA and SEO elements will also be added.

Content management will be accomplished through the Wordpress Dashboard and an authorized Google Workspace account, so there is only minimal setup required before it is ready for use.

TESTING AND QUALITY ASSURANCE
Once all elements of the site have been completed, the site is reviewed by the development team to ensure all features are functioning and all content is formatted correctly. The review will include:

- Content (grammar, readability, etc.)
- Links (review for broken links)
- Functionality (do all features function as intended without errors?)
- Code validity (HTML/CSS/JavaScript)
- Accessibility (Section 508 testing)
- Browser/iOS/Resolution compatibility
- Connection/download speeds (analyze pages to identify speed bottlenecks)
- SEO (optimize meta-data for SERP)
- Useability (test with non-involved audience)

Although you are encouraged to review various elements of the website during the development process, upon completion of the internal review, you will be asked to make a final review of the site so that any overlooked items can be addressed prior to launching.

LAUNCH

Once the fully developed site has been reviewed by all parties and approved, a formal launch date will be set. As part of the launch process, all GforGov websites are eligible for complimentary DNS hosting/management via the Cave Consulting Cloudflare DNS portal. If this option is not chosen, at a minimum, we recommend you set up your own Cloudflare account to run their DNS as it not only greatly improves security, but can greatly improve performance and allow for higher traffic volumes at a lower cost to the client.

Once the site is formally launched, the development team will review the site to look for any technical issues which may have occurred when moved to a live environment.

TRAINING

A one (1) hour online training session which covers the basics of the Wordpress Dashboard/Editor as well as the Google Workspace applications is included in the package. We can also provide specific training on how to automate the agenda and meeting minute process, including digital signatures, using tools already included with this proposal or inexpensive third party apps such as Docusign if desired.

Staff will have access to the recorded training sessions as well as a portal which will contain links to videos and other helpful information that will help them get the hang of managing various aspects of the website sooner rather than later. Once staff has begun managing their content, new questions may be sent to our support team for further guidance at no additional charge.

POST LAUNCH

Once the site is live, the GforGov team will ensure the CMS and all related plugins or custom tools are up to date and will provide unlimited support via email throughout the duration of contract. Our team will also add additional pages (content not included) along with any navigational

modifications which may be required at no charge for the duration of the agreement. Finally, our team will be available for consultation on other features which may be desired.

HOSTING

GforGov websites are hosted in a state of the art data centers in Dallas, Texas on modern high performance hardware designed to yields the best performance possible. In addition, GforGov websites are protected behind Cloudflare with custom security rules which further enhance the GforGov website security posture. Finally, GforGov websites exceed all security standards standards and as confirmed by 3rd parties such as securityheaders.com and ssllabs.com/ssltest/.

SUPPORT

Cave Consulting is known for its outstanding customer service which focuses on prompt, friendly responses from knowledgeable team members who have in-depth knowledge of the GforGov platform. You will never get a phone tree or talk to someone who is not familiar with your specific GforGov website and all of our support is done in-house. We offer a service level agreement (SLA) for response time of 1-hour, but in the majority of cases, we have solved the support case within minutes of receiving the request.

All GforGov Clients have access to a Help Desk which contains videos and tutorials 24 hours a day. Support is also available through a Ticket System and/or email address between the hours of 8:00 a.m. and 6:00 p.m. (Central time zone), during any week day, other than a Saturday, Sunday, statutory or civic holiday in the United States or the State of Texas. Should Client require after hours support or sooner than prescribed in this agreement, additional charges may be applied.

TIMELINE

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Stage	Week*
Website Graphic Survey	1
Graphic Design Concept Delivery	2
Graphic Concept Approval	4
Site Development Start	4
Site Development Completion	8
Site Review and Testing	10
Training	11
Launch	12

*Times listed are an estimate and do not account for any delays caused by the Client.