



**CIVICENGAGE** CENTRAL

WEBSITE DESIGN & HOSTING SOLUTION

# Highland Beach, Florida

AUGUST 5, 2022

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**CP CIVICPLUS**

# Company Overview

At CivicPlus, we have one goal: to empower the public sector to accomplish impactful initiatives using innovative solutions that save them time while connecting them to the residents they serve. We began in 1998 when our founder, Ward Morgan, decided to focus on helping local governments work better and engage their residents through their web environment. CivicPlus continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our clients, including solutions for website design and hosting, parks and recreation management, emergency and mass communications, agenda and meeting management, talent management, 311 and citizen relationship management, codification, and licensing and permits.

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

## Primary Office

302 S. 4th Street, Suite 500  
Manhattan, KS 66502  
Toll Free: 888.228.2233 | Fax: 785.587.8951  
[civicplus.com](http://civicplus.com)

## Experience

**20+ Years**  
**12,000+ Customers**  
**900+ Employees**

## Recognition



11-time Inc.  
5000 Honoree



[govtech.com/100](http://govtech.com/100)

## Technical Support



Recognized with  
multiple, global  
Stevie® Awards  
for sales and  
customer service  
excellence



# CivicEngage CMS



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



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

## Bring Your Services Online

Our web technology is dedicated to finding the right solutions for government websites. With the CivicEngage CMS, you can bring daily services that your offices provide online.

- Create online forms with our Forms Center module. These completely customizable forms can be used as a means for residents to contact you with questions, requests, feedback, or to sign up for various events and activities.
- Provide sign-up opportunities for your residents to receive SMS and email communications on topics that are important to them with the Notify Me® module.
- Share the most critical and up-to-date information prominently on your website with the Alert Center, keeping your residents informed on those important events and issues.
- Showcase the most important information your residents need prominently on your website using modules such as Frequently Asked Questions, Quick Links, Calendar, and Staff Directory to provide much needed answers and stopping numerous phone calls or walk-ins.
- Smart design and layout choices as well as the use of our predictable site search will make locating key information quick and easy.

"I'm confident that any service our residents need can now be found in one to two clicks."

— Lana Beck, Government Relations and Communications Administrator for Pinellas Park, Florida

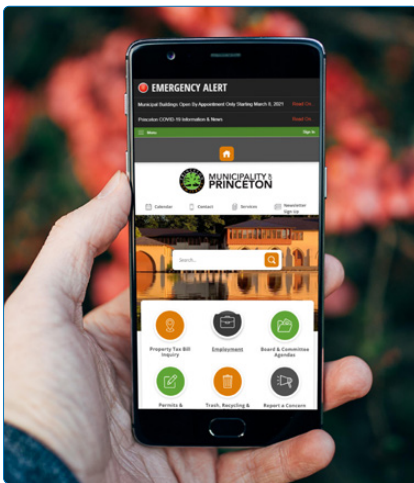
Features like these will make your jobs easier while also giving quick access to information for everyone in your community.

# Modules & Widgets

## Resident Engagement

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

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



- **Blog** – Post opinions/information about various community topics and allow resident comments and subscriptions
- **Calendar** – Create multiple calendars and events to inform residents of upcoming activities that are viewable by list, week, or month
- **Citizen Request Tracker (CRT)** – Allow users to report a problem and provide follow-up communication with the point of contact (includes five user licenses & 10 request types)
- **Community Voice** – Interact with residents about projects in your community
- **My Dashboard** – Allow users to personalize their dashboard to stay updated on news, events, and information they care about
- **News Flash** – Post organizational news items that are important to your residents

- **Notify Me®** – Send out SMS messages and mass emails to list subscribers (includes up to 500 SMS users)
- **Splash Screen** – A pop-up window that easily communicates critical local news, information, and alerts to your residents the moment they arrive on specified pages of your website

## Document Management

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

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



- **Photo Gallery** – Store and display photos
- **Staff Directory** – Share detailed contact information for your staff and offices

## Information & Navigation

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

- **Frequently Asked Questions (FAQs)** – Answer the most frequently asked questions to reduce phone and foot traffic for staff
- **Graphic Links** – Place graphics on your website as links to other pages
- **Info Advanced** – Display important information on pages in a compact and easy-to-update module that provides detailed formatting
- **Quick Links** – Place links to often-requested information directly on the page of your choice

## Department-Specific

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

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

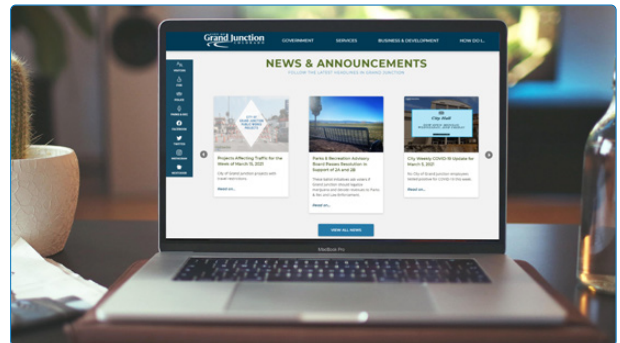


- **Job Postings** – Post available jobs online and accept online applications
- **Bids** – Post sortable and subscribable bids

## Helpful Widgets

Widgets help your staff visually organize content on your website and tailor the look to meet the page's needs. A few of the most helpful widgets are:

- **Carousel Widget** – Group and display widgets in one location with arrow navigation functionality

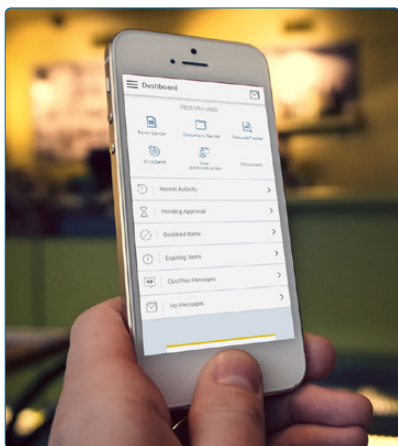


- **Custom HTML Widget** – Embed videos or other HTML features in your page
- **Editor Widget** – Edit text with word processing tools, plus web tools like code view and the Accessibility Checker
- **Form Center Widget** – Embed simple forms on a page
- **Image Widget** – Add images to a page
- **Related Documents Widget** – Create a dynamic list of documents referenced in the Document Center
- **Share Widget** – Add a share button to your page so residents can share content to their social media
- **Slideshow Widget** – Add a slideshow of images

# Administrative Features

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

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



- **Content Scheduling & Versioning** – Set your content to auto-publish and auto-expire, with an archive of all published content and previous versions
- **Dynamic Breadcrumbs & Site Map** – Breadcrumbs (used to show a visitor's location within the website) and the site map are dynamically generated and automatically update reflecting any changes made
- **Dynamic Page Components** – Modules such as Calendar, FAQs, and News Flash, may be included as dynamic page components on any page
- **History Log** – Track changes made to your website
- **Intranet** – Use permissions to set a secure location on your website that allows employees to login and access non-public resources and information

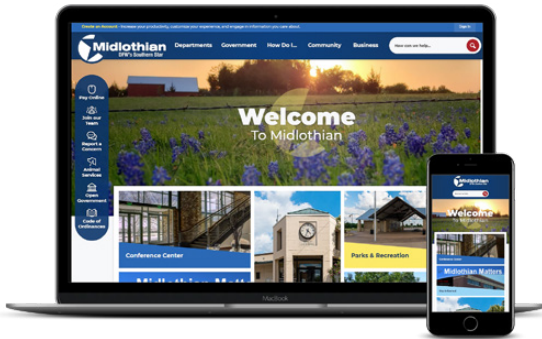
- **Levels of Permissions** – Assign staff members to groups with different levels of permissions of access and authority throughout the CMS
- **Pending Approval Items** – Administrators have access to a queue of pending items to be published or reviewed
- **Website Statistics** – Provided website analytics for analysis

## User-Friendly Features

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

- **Automatic Alt Tags** – Built-in features allow ongoing ADA compliance of your website
- **Design Essentials®** – Tools that allow your staff to build, modify, and manage your website's look within the design and structure parameters of your website
- **Link Redirects** – Instead of sending your users to <http://civicplus.com/248/Awards-and-Rognition>, you can send them to <http://civicplus.com/awards>
- **Live Edit** – See where your information will be posted on a page before you make any changes with our WYSIWYG editor and drag-and-drop tools
- **Maps** – Easily embed maps from Google, ESRI, and more using the HTML widget
- **Mega Menu** – A main navigation menu makes it easy to get to any page on your website quickly
- **Predictive Site Search** – Our powerful site search functionality automatically indexes all content making it easy for visitors to find information across pages, documents, and images
- **Site Search Log** – All search words are kept in a log
- **Printer Friendly** – Separates critical content from the website template to provide a clean print without menu structure and banner information included

- **Real Simple Syndication (RSS) Feeds** – Allow patrons to sign up to receive email notifications
- **Responsive Design** – With responsive design, your website adjusts to the screen size regardless of what device is being used, providing a seamless user experience



- **Social Media** – Set various modules to automatically post to your Facebook and/or Twitter feeds and incorporate compatible social media feeds and widgets into your website
- **Supported Browsers** – View your website in the two most recent versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome
- **Third-Party Access** – Utilize iframes, embeds, and/or links to most of your third-party services. Or use our growing list of APIs as well as options from Zapier to build applications right from your website
- **Translation** – Integration with Google Translate translates web pages into over 100 languages

## Accessibility Compliance

With having over 20% of adults in the United States having a disability, you need a website that conforms to all residents. We provide highly compliant sites based on WCAG 2.0 A and AA guidelines, which encompass and surpass ADA accessibility requirements. This maximizes accessibility for all users while providing freedom to create a visually rich and appealing website. Our approach for each website includes the following steps to provide you a compliant and accessible website:

- We will deliver you a website that meet ADA (Section 508) and WCAG 2.0 A and AA levels.
- Your staff can use the Accessibility Checker within the CMS to scan content in the editor widget, News Flash, and FAQs for any accessibility issues so you can correct them before publishing.
- Our trainers will teach your staff best practices to keep your content and design elements accessible and up-to-date with the latest ADA/WCAG standards.
- Any new regulations that require code changes are done automatically, at least quarterly, with no additional effort required from you.
- In addition to updating the code, our product team also updates our best practices and provides regular updates to customers via our CivicPlus website, blog articles, webinars, and other publications.

## AudioEye Partnership

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

## Credit Card Processing

CivicPlus Pay (Pay) is our integrated, secure, PCI-compliant, utility application. Local governments can use Pay within many of our solutions to enable seamless payment capabilities.

Pay acts as the connector to facilitate a transaction between the CivicPlus solution and the selected payment gateway. Pay offers integrations with several common payment gateways to provide flexible payment solutions. CivicPlus has partnered with several integrated gateways to enhance the customer experience through a streamlined relationship between the CivicPlus solution and the gateway that processes the payments.

If a partner payment gateway is utilized by Highland Beach, CivicPlus can assist with the facilitation, set-up, support, and troubleshooting services. Pay can also integrate with many other supported gateway providers in addition to our partner network, on a more limited fashion, to assist you in developing a successful system. Additional details on our approved partner network and other supported gateway providers is available upon request.



To utilize any of the approved gateways, an agreement will need to be executed directly between Highland Beach and the vendor, that will assess separate merchant account and transaction fees. Additional information can be provided upon request.

Because EMV and Card-Swipe devices are encrypted specifically for individual payment gateways, you'll need to procure any required devices directly from your selected gateway provider for either purchase or rent. We are happy to assist in your procurement of such devices.

# The Civic Experience Platform

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Developed specifically to enable municipalities to deliver consistently positive interactions across every department and every service, the Civic Experience Platform includes technology innovations that deliver frictionless, one-stop, and personalized resident interactions. Local governments that leverage our Civic Experience Platform also benefit from:

- Single Sign-On (SSO) to all of your CivicPlus products supporting two-factor authentication and PCI Level password compatibility
- A single dashboard and toolbar for administrative access to your CivicPlus software stack
- Access to a continually growing and fully documented set of APIs to better connect your administration's processes and applications
- A centralized data store with robust data automation and integration capabilities

## CivicPlus Portal

The CivicPlus Portal is the ideal addition to your website to create personalized, one-stop access for your residents to obtain information, resources, and interact with your municipality.

By allowing residents to build a customizable dashboard with quick links to the pages and services on your website that they use most frequently, they'll be more likely to conduct regular revenue-generating business with your municipality, and your staff will benefit from reduced phone calls, walk-ins, and emails.

### Resident Benefits

- Anytime, anywhere access to digital resident services
- One username and password or convenient social sign-on to access and interact with all your CivicPlus solutions
- A personalized dashboard that provides link cards to the services they use most frequently

### Administrator Benefits

- A low-maintenance tool that increases accessibility, access, transparency, and trust with residents
- Reduced phone calls, walk-ins, and emails from residents searching for information
- Opportunities to increase revenue and foster civic participation

## Integration Hub

Integration Hub is a tool that can help you unify your disparate cloud-based solutions and your CivicPlus solutions, assemble powerful workflows, and setup complex automations—without the need for a developer.

With Integration Hub's easy-to-use drag-and-drop interface, non-technical users can build integrations for syncing content and data between CivicPlus solutions or with third parties (for an additional fee) without the need for a developer.

The possibilities are endless with Integration Hub, but here are a few examples of integrations you can create with CivicEngage today:

- An integration that will take a News Flash update in a specific category and immediately post it to the Alert Center
- An integration that will push a new Calendar Event to post directly in the News Flash module

The Integration Hub will reduce the amount of manual work your staff needs to do in the course of their daily work. It saves valuable time by automating your most time-consuming manual workflows.

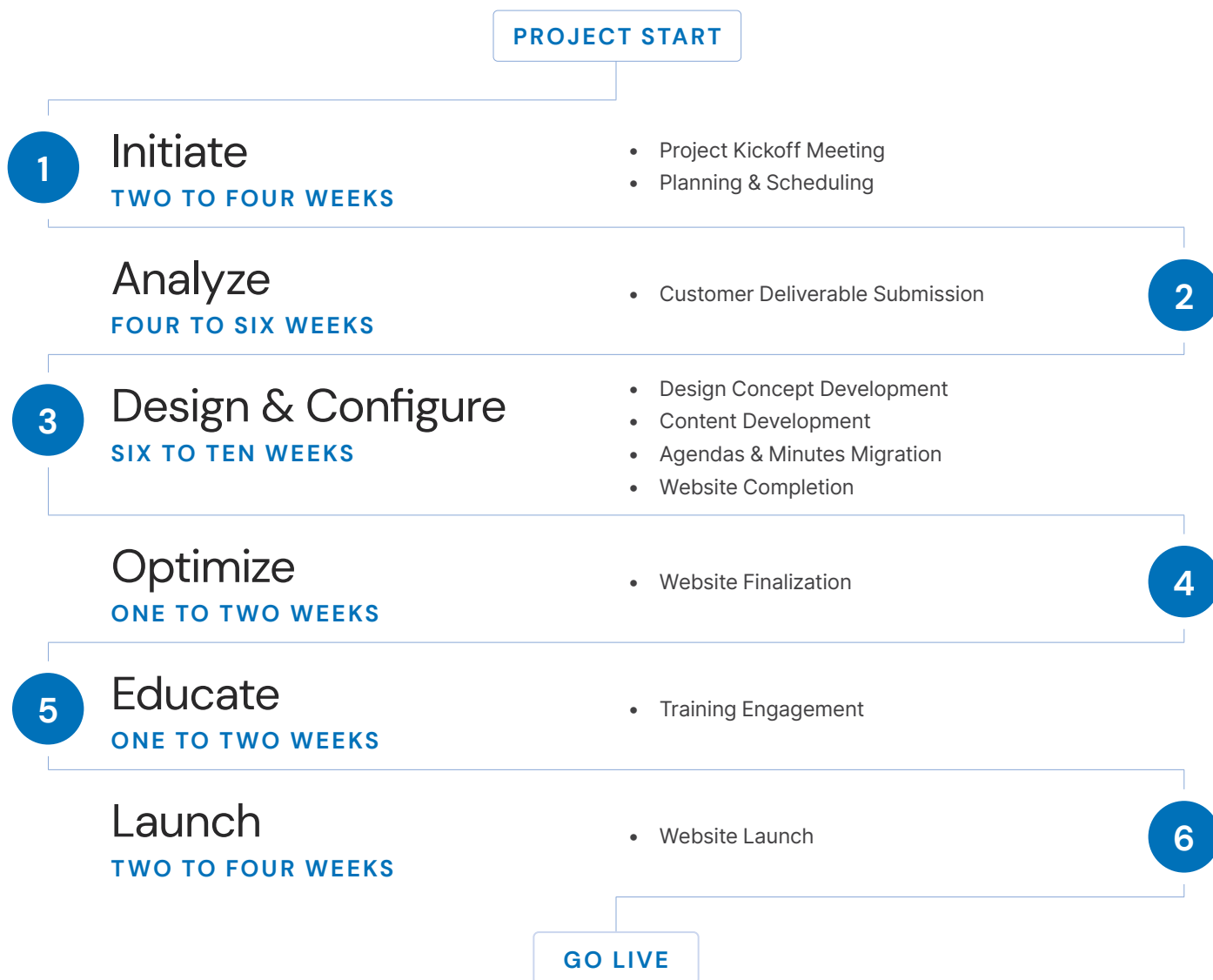


# Implementation



## Standard Project Timeline

A typical standard project ranges from 16 – 28 weeks. Highland Beach's exact project timeline will be created based on detailed project scope, project enhancements purchased, availability for meeting coordination, action item return and completion, approval dates, and other factors. Your project timeline, tasks, due dates, and communication will be managed and available in real-time via our project management software, Cloud Coach.

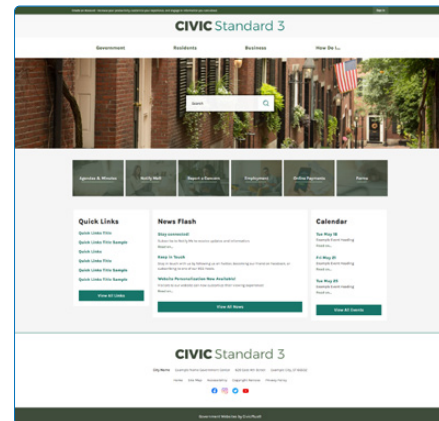


# Standard Implementation

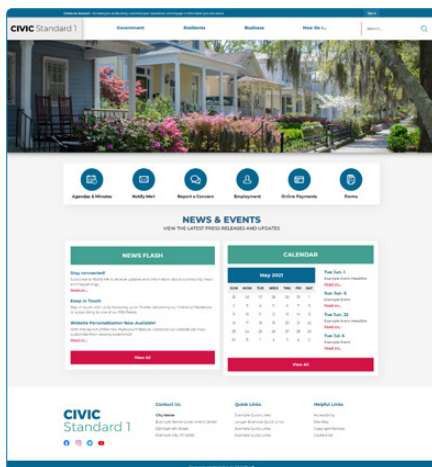
Design creation, content development, configuration for usability and accessibility, dedicated training – CivicPlus delivers all of this and more during the development of your new website.

## Fixed Template Design

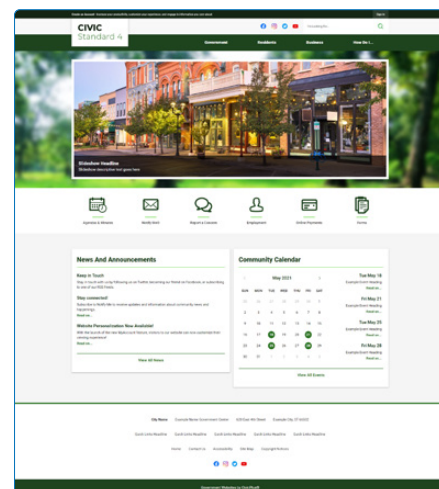
You will choose one of our fixed layout options as the base of your website. You will then be given the opportunity to submit personalized information, like imagery, branding, graphic button preferences, and more to be taken into design consideration. This finalized design will not only represent your unique community, but—combined with the functionality of the CivicEngage CMS—will help you provide an attractive and convenient online resource for your community.



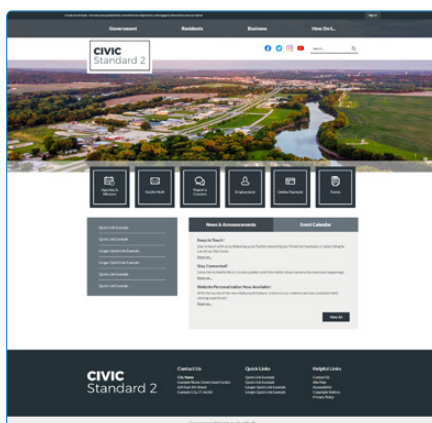
Option 3



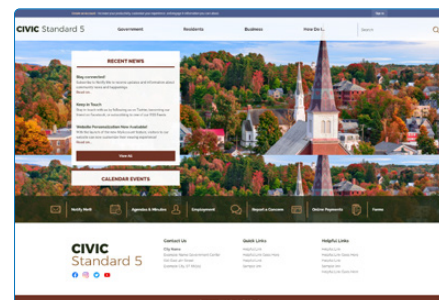
Option 1



Option 4



Option 2



Option 5

## Content Migration

### Content Development

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

### Agendas & Minutes Migration

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

## Training

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

## Your Role

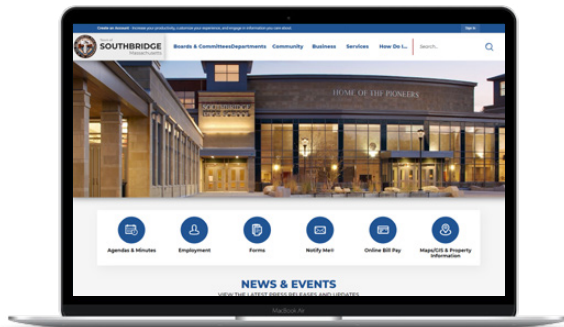
To help create the strongest possible website, we will need you to:

- Gather photos and logos that will be used in the overall branding and design of your new website
- Provide website statistics to be utilized in reorganizing your website content, navigation, and design (if available)
- Complete the Design Form to communicate design preferences
- Choose your desired layout
- Complete the Content Form
- Provide technical information in the DNS form for the set-up of your website domain name(s)
- Perform reviews and provide official approvals throughout the project
- Update the content on your current website and delete any pages you no longer need
- Track website updates to be completed during your training session
- Ensure you have the most up-to-date web browsers installed on your organization's computers
- Compile a list of your website users and desired permission levels
- Reserve training location and necessary resources (computers, conference phone, etc.)

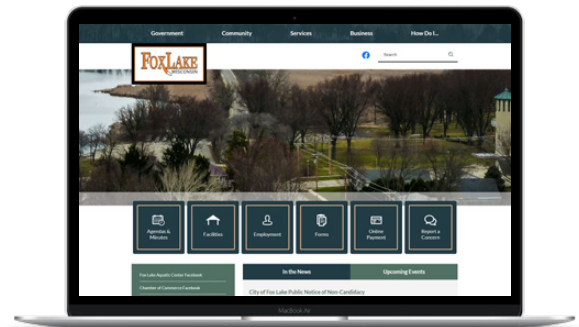
# Standard Package Design Portfolio



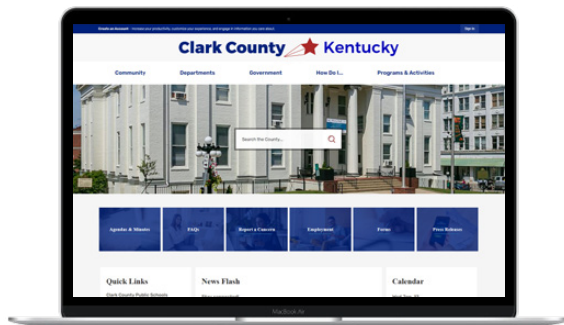
The included design portfolio will provide you with an idea of the different directions we can take your creative design with the standard implementation package. Please note that not all parties listed have agreed to be contacted for reference.



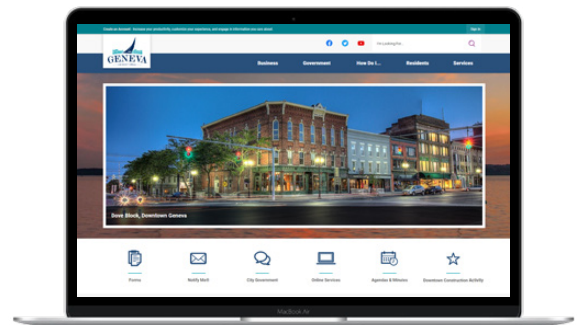
Southbridge, Massachusetts  
[ci.southbridge.ma.us](http://ci.southbridge.ma.us)



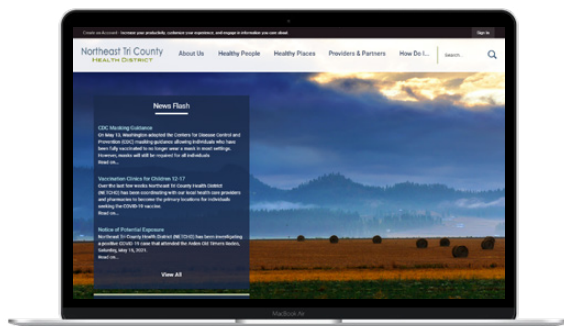
Fox Lake, Wisconsin  
[cityoffoxlake.org](http://cityoffoxlake.org)



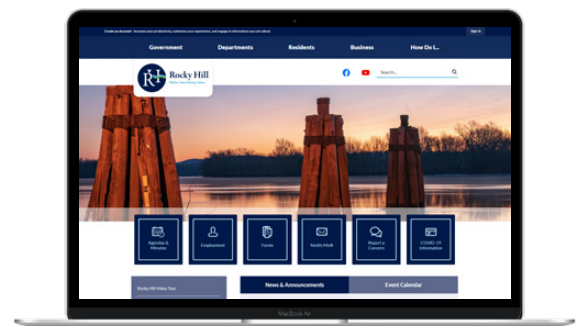
Clark County, Kentucky  
[clarkcoky.com](http://clarkcoky.com)



Geneva, New York  
[cityofgenevany.com](http://cityofgenevany.com)



Northeast Tri County Health District, Washington  
[netchd.org](http://netchd.org)



Rocky Hill, Connecticut  
[rockyhillct.gov](http://rockyhillct.gov)



# Ongoing Services



## Technical & Ongoing Support

- Live technical support engineers based in the U.S.
- Weekday business hours: 7 a.m. – 7 p.m. (CST)
- Contact via phone, email, and live chat
- 4-hour response during business hours
- 24/7 emergency technical support for named points of contact
- Self-Service Help Center for tutorials and user guides and ENGAGEXCHANGE for customer connection
- Assigned customer success manager to ensure your complete and ongoing satisfaction

## Maintenance

- Regular review of site logs, error messages, servers, router activity, and the internet in general
- Full backups performed daily
- Regularly scheduled upgrades, fixes, enhancements, and operating system patches

“It’s your people that make you good at what you do... I’ve always had very responsive experiences when I’ve reached out to CivicPlus. I’ve worked with some great customer service reps at CivicPlus, and it’s that relationship that matters.”

— **Jean Carder, Communications Coordinator for Louisburg, Kansas**

## Award-Winning



CivicPlus’ Technical Support Team has been honored with one Gold Stevie® Award, three Silver Stevie® Awards, and five Bronze Stevie® Awards, which are the world’s top honors for customer service, sales professionals, and more.

## 2021 Support Metrics



- **Total Tickets** – 103,759
- **Average Chat Response** – 3:48 Minutes
- **Average Phone Response** – 7:57 Minutes
- **Customer Satisfaction Score** – 95.7%
- **Solved in One Touch** – 71.2%

## Hosting & Security

- 24/7/365 system monitoring
- Guaranteed 99.9% uptime (excluding maintenance)
- Highly reliable data center with a fully redundant network
- Software updates and security patches
- Multiple, geographically diverse data centers
- Disaster recovery with emergency, after-hours, live-agent support
- Guaranteed Recovery Time Objective of 8 hours
- Guaranteed Recovery Point Objective of 24 hours
- DDoS Mitigation
- DDoS Advanced Security Coverage at time of attack (additional fees)



# Project Cost



CivicPlus can appreciate the monetary constraints facing our governments each day. To help ease these concerns and assist with budgeting and planning, our proposed project and pricing is valid for 60 days from August 5, 2022.

## Features & Functionality

- CivicEngage Central CMS tools, widgets, & features
- One SSL certificate
- DNS setup & hosting for URL highlandbeach.us
- 100 GB of storage

## Standard Implementation

- One website design from choice of five fixed layout options
- 75 pages Content Development from URL highlandbeach.us
- Up to 100 meetings worth of Agendas & Minutes PDF/DOC Migration

## Professional Services

- Up to two days virtual training (limit eight attendees/session)

## Annual Recurring Services

- Hosting & security
- Software maintenance including service patches & system enhancements
- 24/7 Technical support & access to the CivicPlus Help Center
- Dedicated customer success manager

Year 1 Standard List Price	\$18,281
Year 1 Total Discount	(\$2,517)
<hr/>	
Total Year 1 Investment	\$15,764
<small>Includes development fees and Year 1 annual services</small>	
Year 2 Annual Recurring Services	\$4,253
<small>Includes 5% technology uplift</small>	

# CivicPlus Project Pricing & Invoicing

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CivicPlus prices on a per-project, all-inclusive basis (stated in U.S. dollars). This type of pricing structure eliminates surprise costs, the uncertainty of paying by the hour, and is overall more cost effective for our customers. It provides you with a price based on the products and features listed in this proposal that only varies if additional functionality, custom development, security, escrow requirements, or other design or project enhancements, outside of the included scope, are added prior to contract signing.

## CivicPlus Offers:

### Standard CivicEngage Central Invoicing

- The Total Investment - Year 1 will be invoiced upon signing
- First-year Annual Services fee is included with your Year 1 cost
- Subsequent annual invoicing occurs on the anniversary of the contract signing date, and is subject to a five percent technology fee uplift each year starting Year 2 of your contract

### Customized Billing/Invoicing

- Other billing options can be discussed before contract signing and, if feasible, a plan developed that works for all parties

- Not available with all CivicPlus products—please contact your customer success manager for more details

### Payment Gateway Account

- Your chosen payment gateway will collect and disburse all credit card monies
- If selected, any of our partner payment gateway Vendors will conduct a rate analysis upon discovery to provide the most competitive percentage + fee per transaction rate
- CivicPlus Pay integrates with several payment gateways to provide maximum flexibility to our customers' needs

We will work with you before contract signing to determine which of our billing processes will meet both your needs for budget planning and our accounting processes.

## Proposal as Non-Binding Document

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



# Optional Enhancement



We are confident in the ability of our proposed project to meet Highland Beach's main needs. However, we recommend the following additional enhancement that could positively impact your experience and goals.

OPTION	ONE-TIME	ANNUAL
CivicSend	\$750	\$1,995

## CivicSend

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

Additional benefits of the CivicSend module include:

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

