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CIVICPLUS™
HELPING COMMUNITIES ENGAGE & INTERACT

City of Saratoga Springs

START **Website and Social Media Design and Upgrade: 2014-22**

December 4, 2014

Developed By Jenny Martin
Regional Sales Manager

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Manhattan, KS 66502

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Direct Line 785-323-7160

Serving more than **1,700 clients** in the United States, Canada and Australia, we partner with governments to create **a website people will use**.

December 4, 2014

City of Saratoga Springs
Department of Accounts
474 Broadway
Saratoga Springs, NY 12866

Dear Selection Committee,

CivicPlus is pleased to submit its proposal response for the "*City of Saratoga Springs, NY - Website and Social Media Design and Upgrade*" RFP. We appreciate your consideration as a partner for your website redevelopment and are excited to present you with a solution that will be navigationally intuitive, informative, visually appealing and support the social media initiatives for your staff and community.

After thorough review of your RFP and your current website, CivicPlus feels that the following proposal will provide the best full service solution and the latest innovations in integrated website and social media communication for your staff, citizens and representatives. The City of Saratoga will be provided with:

- Two hours of remote professional consulting services to kick-start the project.

- Three days of on-site professional consulting services to help optimize content, and departmental performance and efficiencies.

- Three days of on-site professional training, customized to meet the specific needs of your staff.

- A website that will project the highest level of professional image and user experience, through a new look and feel that will be visually appealing to your citizens, businesses and visitors.

- Fourth year website re-design included, at no additional charge.

- A trademarked (GCMS®) Government Content Management System designed exclusively for government to improve overall timeliness of information updates and distribution. Our GCMS is proven to optimize internal performance and efficiencies.

- A fully responsive mobile friendly website to support viewing and interaction from any device.

- A customized mobile application designed specifically for Saratoga Springs at no additional charge.

- In addition to a solution-centric website we will provide our new CivicSend, electronic communication platform which is integrated with our GCMS. CivicSend provides distribution of general (non-emergency) visually rich communication simultaneously to multiple communication channels (website, e-mail, SMS/Text, Facebook, Twitter) and more to come. CivicSend empowers Saratoga to maximize its social media initiatives for today and the future.

- We will provide Saratoga Springs with unrivaled service, support and system enhancements at no additional charge. Our relentless pursuit of the latest government innovations ensures that our clients' websites continue to move upward today and tomorrow.

CivicPlus is dedicated solely to helping local governments work better. I sincerely welcome the opportunity to partner with Saratoga Springs and help achieve your website and social media goals. I will be happy to elaborate further on our proposal and discuss our full suite of government centered solutions including CivicHR and CivicReady. Please do not hesitate to contact me with any questions you may have regarding our proposal, our solutions or partnering with CivicPlus.

Respectfully,

Jenny Martin

Jenny Martin • Regional Sales Manager • Direct Line 785-370-5899 • JMartin@CivicPlus.com

A. Respondent Background & Qualifications

Executive Summary

The City of Saratoga Springs, NY, located between New York and Montreal and home to more than 26,500 residents, is seeking proposals to redesign its website into an easily navigated and updatable format with an innovative design that enables its residents and visitors to find the services and information they need. While Saratoga Springs currently has a capable web presence that delivers general information and online documentation to website users, the city is looking to upgrade its website beyond just the layout that will improve the usability, accessibility and quality of its website for the delivery and exchange of information for its diverse audience. Additionally, Saratoga Springs expects its new website to incorporate all existing content and primary web services with the portability to handle increased content and future features through the utilization of a content management system (CMS) and add-on components and plug-ins. The city's new website should be modern, visually appealing and will utilize the latest technology to provide a convenient source of information to better communicate with its visitors.

Put more simply, the goal of this project is to redesign Saratoga Springs' current website and existing content into the following:

- A unique and customized website design reflecting the city's diverse make-up and vision

- Intuitive navigation and page layout with unlimited submenus and subpages

- Interactive functionality through our Government Content Management System (GCMS®)

- Continuously updated, cutting-edge solutions designed by eGovernment experts for governments

With 16 years of history, expertise and proven results from serving government, CivicPlus is uniquely suited to provide Saratoga Springs with a solution to achieve these goals and objectives. Our dedication to government clients, custom development, website strategy and implementation process ensures that we will provide Saratoga Springs with a technically sound website that attracts and "wows" its visitors. Our solutions are based on the latest in web coding technologies, which functions across all major browsers, platforms (including mobile), and incorporate engaging features such as social media integration. As a result, users of sites created by CivicPlus are likely to view more content and engage with sites in ways that our clients hadn't experienced before. Finally, our experience providing websites to more than 50 million citizens in 1,700 municipalities of every size means that we have invested thousands of hours developing capabilities to integrate websites, content management, third party software, numerous modules and social media to provide great satisfaction and a more fluid user experience.

We believe effective websites start with a solid project implementation approach. Through an iterative proven process that combines a series of interviews with you, a detailed review of your current website and structured brainstorming, we will help you develop unique insights that will help you reach your target audience and entice them to engage with your new planned website. Taking the time to delve into your city's personality and target audience will ensure that the story we tell with your new website will be significantly more compelling and attractive.

We're excited by the opportunity to present our well suited capabilities for your project and hope to welcome you to our growing family of satisfied municipality websites benefiting from greater engagement, easier website administration and overall exceptional user experience. These recommendations for you were developed to address your defined needs. All estimates are negotiable based on your requests. We encourage you to schedule a 45-minute demonstration of the latest site developments and the administrative interface that allows non-technical users the ability to update the website as needed.

CivicPlus Company Overview and Experience

CivicPlus is the unique provider of the Government Content Management System (GCMS®) – and one of the most innovative, knowledgeable leaders for engaging eGovernment websites. CivicPlus' expertise lies in our ability to deliver a comprehensive solution that considers administrative ease and collaboration as well as end-user empowerment… all housed within a sophisticated design that resonates with your community and keeps citizen engagement in mind.

Since our inception, CivicPlus has been capturing the passion our customers have for their communities and their residents with high-quality, next-generation websites. We consider it a privilege to partner with municipalities to provide the individuals, families and organizations in your community a website that serves as a primary, interactive communication tool. In turn, more communities are using CivicPlus technology to connect in more engaging ways with their residents, visitors and businesses.

Today, under the leadership of founder Ward Morgan, CivicPlus has more than 165 staff members and continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our more than 1,700 clients. Our commitment to setting the standard in website design, management and government communication has been instrumental in making CivicPlus a leader in web design, communication programming and hosting.

Why Saratoga Springs should choose CivicPlus to redesign its municipal website.

- We are a performance based culture oriented towards our clients' goals, not billings.

- We set the industry standard for helping local, county and state governments – large and small – better connect with citizens and constituents across the US, Canada and Australia.

- We will create a design specific to how your citizens use websites by collecting data that reveals what kind of page design will work best for them and what content they prize the most. We then align those findings with the information you most want them to know including organization, page titles and home page features making a site your citizens will understand and want to use.

Form 1

FORM I

GENERAL INFORMATION: Website and Social Media Developer

1. Name of firm: Icon Enterprises, Inc., d/b/a CivicPlus

2. Address: 302 S. 4th Street
   Manhattan, KS 66502

3. Name and title of contact person for this project: Jenniefer Martin, Regional Sales Manager

   E-mail address of contact person for this project: Jmartin@civicplus.com

4. Telephone number of contact person: 785-370-5899

5. Fax number of contact person: 785-587-8951

6. Lead personnel for this project (persons who will have supervisory or other responsibility for the work to be performed):

Name	Title
Jenniefer Martin	Regional Sales Manager
Katrina Lewison	Manager of Project Administration
Jessica Jones	Manager of Content Development
Tony Ridder	Manager of Creative Services
Quinton Randel	Manager of Training and Consulting
Amy Vikander	Director of Account Management
Robin Genschorck	Manager of Support

7. Number of years the firm has been in business: 16
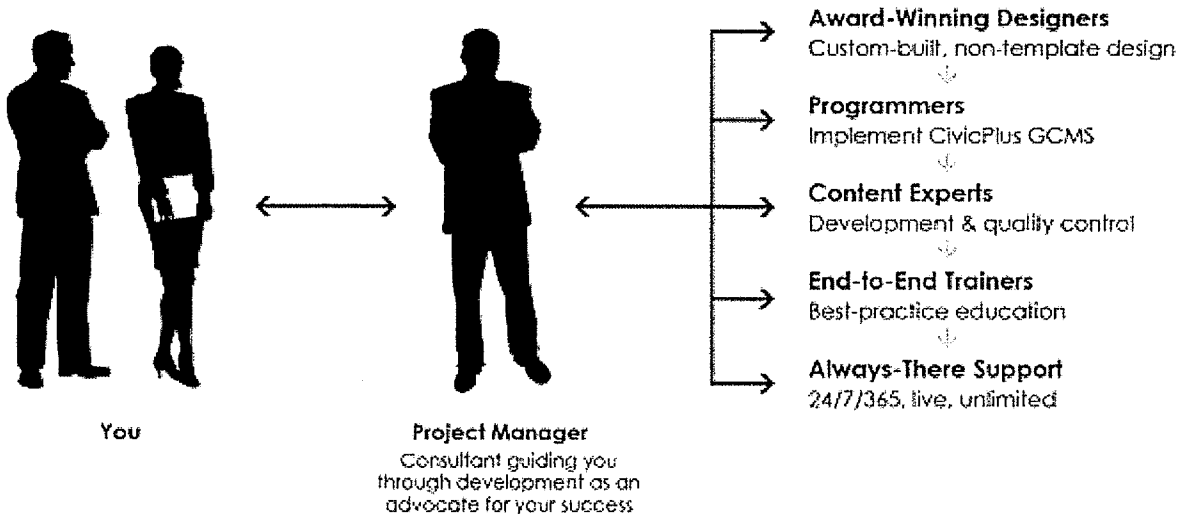
Dedicated Project Team

CivicPlus maintains a staff of dozens of personnel who excel in the development and support of government websites. From project management, design and development to training and support, our highly qualified staff ensures the success of your website throughout all phases of construction and beyond. Our expert project leaders (listed below) will match you and your needs to a team of highly qualified specialists who will work directly with you throughout your entire project. *If selected, your project team, including project manager, will be assigned upon contract signing.*

Jenny Martin – Regional Sales Manager

As your regional sales manager, I will initially work with you to determine the best solutions for your administrative users and website audience. My experience includes over 16 years of helping government organizations maximize technology investments to achieve efficiency and effectiveness goals. Additionally, my extensive knowledge of our GCMS®, website usability and client-driven philosophy will ensure that we exceed your expectations in providing the best return on investment for your budget. My professional background includes business management, website planning and development and superior client relationship management with a strong commitment to satisfaction.

Katrina Lewison – Manager of Project Administration

Katrina will assign a member of our seasoned project management team who will oversee the inter-departmental and client interactions, assuring that your project will be developed in a timely manner by professional website experts. Using their knowledge of effective online citizen engagement techniques – with specific case studies and examples – they will ensure the process transitions smoothly from phase to phase. Katrina has over 9 years of experience in client needs analysis and account management, personal coaching and goal setting, policy implementation and leadership training.

Award-Winning Designers
Custom-built, non-template design

Programmers
Implement CivicPlus GCMS

Content Experts
Development & quality control

End-to-End Trainers
Best-practice education

Always-There Support
24/7/365, live, unlimited

You

Project Manager
Consultant guiding you through development as an advocate for your success

Jessica Jones – Manager of Content Development

Jessica will assign a team of content developers to Saratoga Springs' project. She oversees the content quality management of the project and will ensure that projects remain on schedule and are completed in an excellent manner. Jessica has over 4 years of experience in customer service, customer support, content migrations and editing with a Bachelor of Arts degree in English Arts.

Tony Ridder – Manager of Creative Services

Tony will assign a senior designer to your project. The senior designer will assist the project manager in the direction of your project and will attend several meetings with you. Tony is the head of creative development and graphic representations and is responsible for each website overview and uniqueness. With a BA in Fine Art, Tony has over 20 years of graphic design, web design, computer and traditional illustration, photography and interactive media experience. In addition to design experience, he also has teaching, branding, logo, and media campaign expertise.

Quinton Randel – Manager of Training and Consulting

Quinton Randel will assign a trainer and/or consultant to the project. With over 5 years at CivicPlus, Quinton's experience in account management and customer service, technology sales, operation management and consulting has resulted in a team of trainers and consultants that will enhance your satisfaction with the project. Whether on-site or over the phone or webinar, your trainer will help teach you the skills necessary to effectively manage your website after go live. Adding consulting to your project will add dimension and insight on creating the best website for your community.

Amy Vikander – Director of Account Management

Upon launch of your website to the public, Amy will assign an account manager to Saratoga Springs. Your dedicated account manager will keep up on new CivicPlus products and optimize your site. This specialized team member can provide you with further information on how to engage your citizens, utilizing the tools that CivicPlus has put into place on your new website. Amy has over ten years of experience in customer service, team management, training, project management and managing customer relationships.

Robin Genschorck – Manager of Support

Our support team is available to assist your staff with technical questions. Robin's team is also proactive in identifying any potential issues before they occur. With Robin's experience in product engineering, her team is always current on the latest trends.

References

CivicPlus provided the clients listed below with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide each of them with maintenance, hosting, and support.
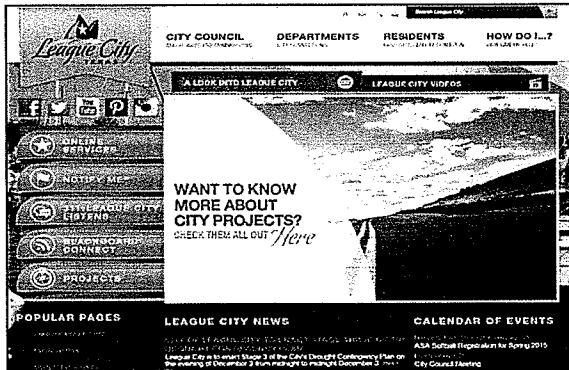

Chautauqua County, NY

www.co.chautauqua.ny.us

Population: 133,000

Client since September 2013

Jon DeAngelo, Chief Information Officer

716-753-4899, deangeloj@co.chautauqua.ny.us
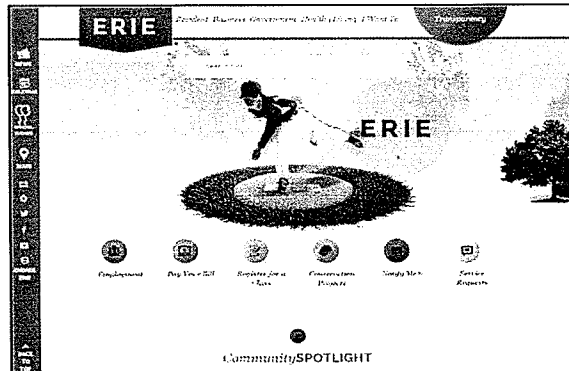

League City, TX

www.leaguecity.com

Population: 90,900

Client since May 2003

Ryan Smith, IT Director

281-338-8200, ryan.smith@leaguecity.com
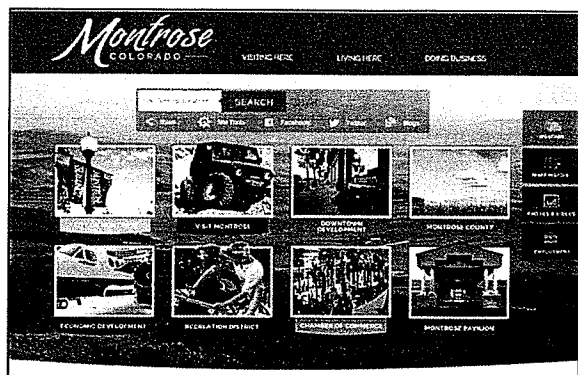

Erie, CO
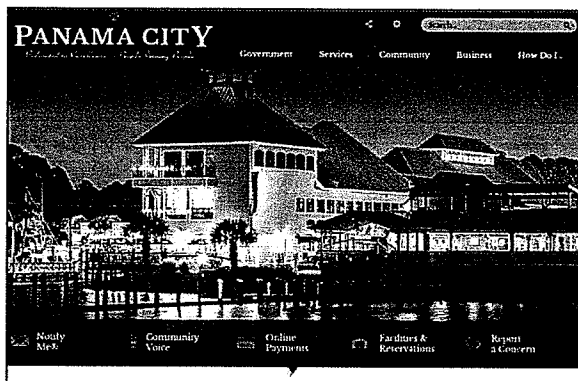
www.erieco.gov

Population: 81,100

Client since December 2009

Denise Jakan, IT Manager

303-926-2761, djakan@erieco.gov

Montrose, CO

www.montrose.org

Population: 81,400

Client since December 2007

Jeff Scheetz, IS Director

970-240-1421, jscheetz@ci.montrose.co.us

Panama City, FL

www.pcgov.org

Population: 36,100

Client since March 2014

Richard Ferrick, IT Manager

850-872-3049, rferrick@pcgov.org

Irving, TX

http://cityofirving.org

Population: 75,000

Client since December 2013

Robert Tracy, Web Content Specialist

972-721-8038, rtracy@cityofirving.org
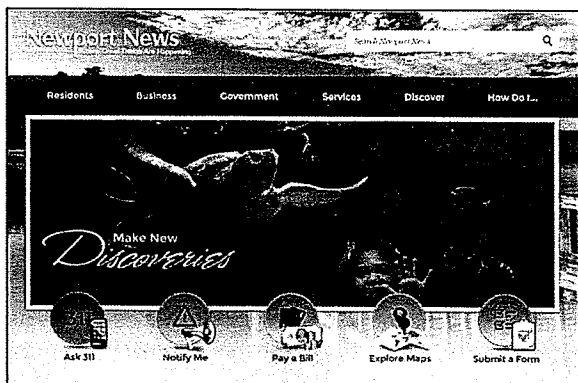
Newport News, VA

www.nngov.com

Population: 182,000

Client since March 2014

Jaime Mountjoy, Web Developer II

757-926-3824, jmountjoy@nnva.gov

B. Technical Aspects of the Proposal

Our Project Development Approach

Consulting, design, usability guidance, programming, secure hosting and dedicated training -- CivicPlus delivers all of this and more during the development of your new website.

Typical Project Timeline	Timeline
Phase 1 – Website Optimization Includes: Needs assessment, best practices, and takeaways assigned.	4-6 weeks
Phase 2 - Website Layout Includes: Layout presentation, mood board and main navigation review, design feedback meeting and approval and takeaways assigned.	3-5 weeks
Phase 3 – Website Reveal Includes: Presentation of a functional website based on goals, recommendations and combined vision; final approval and takeaways assigned.	3-5 weeks
Phase 4 – Customized Training Includes: Customized to give your staff the skills they need to maintain your website.	3-4 week
Phase 5 – Go Live	3-5 weeks
Website Launch	16 - 24 Weeks (On Average)

The timeline above is representative of a typical project; upon contract signing your project manager will work with you to create an ideal timeline for your project. Working together, we want to ensure a realistic timeline is available to meet your specific goals. Through the outline of our proven development model provided in this proposal, development timelines can be estimated based on the date of the project's initiation.

Kick-Off Meeting

During the initial kick-off meeting, you will meet your project manager to establish your project timeline, review the startup kit and discuss the takeaway items that need to be completed. Your project manager will discuss the implications of deadlines and the expectations required to keep the project on track.

Phase 1: Website Optimization

Review needs

We will review where you are now and discuss where you want to go.

Functionality, Design & Content

We will review how you want your website to look, feel and function.

Best Practices

We will discuss our CivicPlus content best practices and standards

Phase 2: Website Layout

Based on your results and goals outlined during the website optimization phase, your project team will collaborate to present the most effective user interface for your website, ensuring a flexible design optimized to display in any format now and in the future. Deliverables include:

Layout

You will be presented with a custom layout that showcases the placement of your navigation and key functionality. Very similar to the floor plan of a house, the layout will allow you to focus on where things are and if the function and proportion of the space is adequate.

Global Navigation

Simple navigation and consistent page layouts ensure that your visitors can easily find the information they seek. We'll provide you with a complete recommended navigation for your new website based on your community engagement goals and our prior experience in working with government entities.

Mood Board

Your Project Team will also present a custom mood board reflecting the color and imagery that will set the tone for your design. A mood board is a collection of colors, textures, images, graphics, text and descriptive words. These items will be applied to the floor plan you choose. Think of this as the paint that will be used on the canvas that you have chosen.

Phase 3: Website Reveal

Your Project Team will present a fully functional website based on your goals, our recommendations and our combined vision. The team will explain how its expertise has shaped your design and transformed your navigational structure. Your website is now 85 percent complete and is getting closer to launch!

Content Development

During the Kick-Off Meeting and Phase 1 your staff had the role of updating the content on your current primary site. While you are making design decisions, our content development team will optimize and reorganize your content based on CivicPlus best practices. Content from sites other than the primary site can be migrated to the new primary site for an additional fee.

The CivicPlus content usability experts research and establish their standards from the following resources: Jakob Nielsen, www.Usability.gov and www.HowTo.gov. We will format and reorganize your content so it is easy for visitors to quickly scan and retrieve desired information. There is no limit to the pages you can create after you have gone through training.

Design Review

You will have the opportunity to evaluate and collaborate with the Project Team on proposed changes. You can revise your design composition as many times as you deem necessary, up to the deadline that you and your project manager agree upon during the timeline meeting (the average client requests a total of three). After that deadline, your project's Go Live date will be adjusted.

Following design approval and functionality development, we conduct a review to ensure your expectations are met and website best practices are upheld. Custom designs are rarely produced in anticipation of a project. Copyright authorization and/or photography production are required unless you already have quality, usable photographs.

Accessibility Compliance

Our designers and programmers automatically implement all the accessibility features necessary to ensure your site is compliant with accessibility standards outlined within Section 508. We will make recommendations on best practices for keeping your content accessible and available for all users by ensuring that, among other things:

- All menu items are clickable
- Submenus display throughout the site
- Alt tags are used for images

- Site maps are dynamically generated
- Documents and links can be set to open in the same window

CivicPlus recognizes accessibility standards recommendations made by a variety of groups, including the World Wide Web Consortium (W3C) and the Web Accessibility Initiative (WAI) as written in the Web Content Accessibility Guidelines (WCAG). Through adherence to Section 508, CivicPlus is able to meet almost all Priority One, Two and Three guidelines set forth in the WCAG. Those left unmet do not need to be addressed in order to allow basic access to content; some of the more stringent requirements of the WCAG may limit design and content development options.

Phase 4: Customized Training

Our goal for training is to give your staff the skills and tools they need to quickly and easily keep your website current. Trainers will work with you to ensure your staff is correctly trained. Before your site is launched, CivicPlus provides in-person or online webinar training to equip your staff with the knowledge, tools and comfort level needed to maintain the site's integrity upon Go Live.

Regardless of technical ability, we will help your staff gain the confidence to effectively maintain your website.

Website Best-Practice & Usability Consultation

Based on your internal daily tasks and workflow, CivicPlus consultants share best practices with your staff for delivering automated services to your site's visitors. One-on-one or department-specific task analysis is included. Each hands-on session is designed to enhance your team's communication skills and highlight their individual specialties that emphasize your public value.

Features, Module & Page Creation Training for Administrators & Content Contributors

To better understand your site's navigation and page layout and how these affect target audiences, we will instruct your staff on creating area-rights and back-end features for site administration as well as review all the modules included with your site. Your staff will learn how to create links, format text and lay out pages for usability and scannability.

Training manuals are available online and can be downloaded at no cost.

Phase 5: Go Live

Your Project Team will provide you the information you need to prepare your site for Go Live. This is an exciting time; it is the last step before your new site launches!

Testing and Review

You typically have three weeks after training to become familiar with your site. This will allow you to add, create and make adjustments to content on your production site, as well as ensure overall satisfaction with your website. Content changes will display and function the same way before and after your Go Live date.

Upon completion of a collaborative final review of the website and a final spelling and links checkup by our Quality Control Team, your domain name is directed to the newly developed website.

We will confirm that your initial communication goals developed in Phase 1 have been met, and then your new website is launched to the public. You will continue to receive both technical and consultative support.

Your Role

The city will have homework to complete to help the CivicPlus project team create the strongest possible website for your community.

- **Assess Your Current Website**

  For the best consulting experience possible the following takeaways need to be completed prior to your consulting:

  Functionality and Design Form - Prior to starting this form, research other websites that you like based on functionality and design elements. Provide URLs and specifics about what you like. This form also asks for details on your community's tagline, logo and branding.

  Web Team Form - Prior to starting this form, please have an understanding of your project goals, focus and expectations. This allows your CivicPlus Project Team to develop a site specific to your needs and lays the foundation for developing a highly functional information architecture.

  Content Form – The information that you provide on this form will also help the content development to assess your wants and needs.

- **Clean House**

  Update the content on your current primary live website. This step is critical to guaranteeing the information available is relevant, fresh and on-point. Your staff should delete any pages from your current website that you no longer want or need and ensure the remaining information is applicable and up-to-date.

- **Gather Photos and Logos**

  Collect pictures that will be used in the overall design and logos or branding that should remain consistent.

- **Department List**

  Provide a list of all departments in your city.

- **Website Statistics**

  Provide statistics from you current site for the last 12 months along with a list of all pages and downloaded documents.

- **Site Map**

  Provide the outline of your current site's navigational structure.

- **External Application List**

  Supply a list of all third-party or in-house applications being utilized.

- **Template for PDF's**

  Create a MS Word document template that features your branding and logo.

- **Verbatim Content**

  Compile a list of any content on your current website that must remain as-is.

- **Update Content**

  This step is critical to guaranteeing the information available is relevant, fresh and on-point. Delete any pages from your current website that you no longer want or need. Ensure the remaining information is applicable and up-to-date.

- **Update Internet Browsers**

  Supported browsers include the latest versions of Mozilla Firefox, Google Chrome, and Internet Explorer 10.
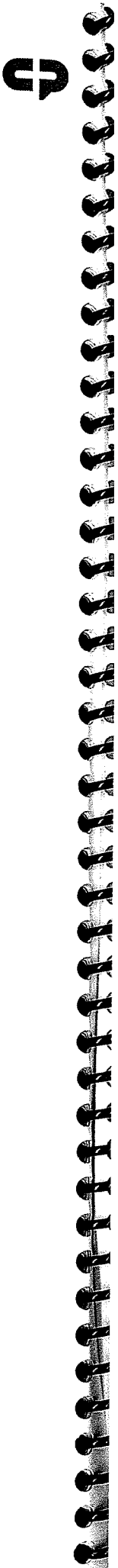
Hosting & Security Features

CivicPlus' Network Operations Center – based in Kansas City, MO – is set up specifically for website hosting and administration. Redundant power sources and internet access ensure consistent and stable connections, and regular hardware upgrades make certain that CivicPlus-hosted sites are maintained on up-to-date, reliable equipment.

Hosting With CivicPlus Includes:	
• Shared Web/SQL Server	• Diesel Powered Generator
• DNS Consulting and Maintenance	• Nightly Tape Backup
• Monitor Bandwidth-Router Traffic	• Intrusion Detection and Prevention
• Redundant ISP	• Antivirus Protection
• Redundant Cooling	• Hardware Upgrades

Physical Security	• Biometric access • Proximity card key system prevents unauthorized access to servers • High-resolution, closed-circuit video with time lapse recording covering secured areas • All visitors require a full-time escort within hosting area • Redundant cooling systems
Power	• All systems fed by uninterruptible power supplies (UPSs) with diesel-powered generator backup
Bandwidth	• 1GB burstable internet capability with option to expand • Multiple carriers to provide redundancy for continuous connectivity – including MCI/Verizon, Hurricane Electric and Cogent • AT&T: 45Mbps fiber optic network • Cox: 100Mbps fiber optic network • BGP internet routing; continuously monitor and manually balance internet load between carriers for optimal speed
Monitoring	• Round-the-clock (24/7/365) monitoring of all critical components, including: internet connectivity, servers, routers, switches and power systems
Backup	• Tape backup performed daily • Off-site tape archive
Antivirus	• Continuously scan system • Signature files auto-updated every 4 hours from national registry
Data Security	• Server operating systems applied as necessary • Router level port blocking and reporting • Router level packet filtering and reporting • Server level port blocking and logging • Ongoing security analysis by Cisco security specialist
Data Redundancy	• RAID Level 5 data storage array • RAID 1 + 0
Intrusion Detection	• Redundant Palo Alto Advanced Services Firewalls
Staff Certifications	• Full-time electrical engineers (EE) • Full-time Microsoft-certified systems engineers (MCSE) • Full-time Cisco-certified network associates (CCNA) • Full-time Cisco-certified network professionals (CCNP)

Resource Center

With CivicPlus, you will discover a team of people ready to help you at any time. We are not just with you for the development, design and launch – we will be here year after year to respond to new needs and new opportunities for you to build you site into the best site it can be.

Dedicated Account Management

CivicPlus has a team of dedicated account managers to help you implement the tools needed to successfully meet the level of Community Engagement that you desire. Upon website Go Live, you will have a dedicated member of this team to help you keep up on new CivicPlus products and optimize your site. This specialized team member can provide you with further information on how to engage your citizens, utilizing the tools that CivicPlus has put into place on your new website.

Around-the-Clock Technical Support

Our support personnel are ready to answer your staff members' questions and ensure their confidence in using our site. When you choose CivicPlus, our knowledgeable staff is available from 7 a.m. to 7 p.m. (CST) to field your calls and emails, and emergency services are available after regular hours with our on-call staff 24-hours a day.

In addition to fielding support requests, CivicPlus is proactive in identifying any potential system issues. Through regularly scheduled reviews of site logs, error messages, servers, router activity and the internet in general, our personnel often identify and correct issues before they even affect our clients' websites. Our expertise in website management provides assurance to our clients that their site is in good hands.

Maintenance & Support Includes:	
Support	**Maintenance of CivicPlus Application & Modules**
7 a.m. – 7 p.m. (CST) Mon. – Fri. (excluding holidays)	Install Service Patches for OS
24/7 Emergency Support	System Enhancements
Dedicated Support Personnel	Fixes
2-hour Response During Normal Hours	Improvements
Usability Improvements	Integration
Integration of System Enhancements	Testing
Proactive Support for Updates and Fixes	Development
Online Training Manuals	Usage License
Monthly Newsletters	
Phone Consulting	
CivicPlus Connection	

CivicPlus Project Development Estimate

All Quotes are in US Dollars and Valid for 60 Days from December 4, 2014.
Prices per project - fixed

Project Development and Deployment *Initial GCMS® upgrades, maintenance, support and hosting – no additional cost* *Server Storage not to exceed 20 GB*	**$50,720**
Project Enhancements • CivicMobile • CivicSend	**Included**
Professional Services • On-Site Consulting • Website Design Consulting	**Included**
Discount	**-$21,220**
Total Fees Year 1	**$29,500**

With CivicPlus' Annual Services, you'll enjoy redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, system enhancements, recurring training, and access to the CivicPlus community. Protecting your investment is important, and our Annual Services allow you to receive maximum benefit at minimal cost. Over the course of a year, you'll receive system enhancements, maintenance and optimization. Additionally, your staff will have full access to our support staff, ensuring that they're always up to date on our latest features and functionality.

The CivicPlus Built-In Redesign

At CivicPlus, we realize that over time, you might decide that you want to change your design by giving it a visual refresh, so to speak. On average, we have noticed that clients tend to request a redesign about every four or five years in the life of a typical government website.

But instead of starting completely over from scratch with a new website rebuild, CivicPlus has an option that can not only help save you time and effort, but *lots* of money too!

At the end of your fourth year of continuous service with us, you are eligible to receive a website redesign with no further out-of-pocket expense. The cost of the redesign is included in your annual fees each year, giving you the knowledge that your website design will never become stale and that you'll never have to build your site from the ground up again!

Annual Services (Continuing GCMS® Enhancements, Maintenance, Support and Hosting) *Billed 12 months from contract signing; subject to annual 5% increase year 3 and beyond*	**$6,115**

Optional Multi-Year Payment Plan – CivicPlus Advantage

CivicPlus Advantage offers local governments an alternative payment plan that eases the impact of a new website on your budget and **spreads the one-time project development costs over a longer period of time**.

Through a minimum three-year contract, CivicPlus Advantage dramatically lowers the one-time project development and start-up costs of launching a new website, **combining one-time and recurring fees and spreading them over the life of the contract**.

CivicPlus Advantage	1st Year	2nd Year	3rd Year	4th Year
Annual Recurring Fees	$13,910	$13,910	$13,910	$6,726

Project Development Scope of Work

Kick-Off Meeting
<u>Deliverable</u>: Project Timeline, training jump start and worksheets

CivicPlus will:	Saratoga Springs will:
- assign a project manager to this project - conduct a Project kickoff to review awarded contract - establish communication plan for the duration of the project effort - work with city to identify all key internal and external project stakeholders - develop project plan and timeline - provide Project Management and Support	- review and approve of project plan within 5 business days - if modifications are required after the review of the initial project plan, the city has 10 business days to address the modifications and come to a consensus. - approve the project plan (limited to two reviews) prior to proceeding with the project. - complete the following prior to Phase 1: Functionality and Design Form, Web Team Form and Content Form - update the current primary live website content and delete any pages from the website that are no longer wanted or needed.

Phase 1: Website Optimization
<u>Deliverable</u>: Needs assessment, best practices and worksheets

CivicPlus will:	Saratoga Springs will:
- provide communication support to the city, key stakeholders and personnel via weekly status reports and via phone when required - review the goals and expectations submitted on the forms the city completed to ensure all needs are clearly understood - conduct a presentation of findings and recommendations to key project stakeholders	- gather statistics from the current website from the past 12 months and provide to CivicPlus - collect pictures to be used in the overall design of the new website and provide to CivicPlus - provide a MS Word document template that features your branding/logo and provide to CivicPlus. - compile a list of all divisions and/or departments within the organization and provide to CivicPlus - submit a list of third-party and in-house developed applications presently being utilized on the current website and provide to CivicPlus - pull a site map or outline of the current website's navigational structure and provide to CivicPlus - a list of any content on the current primary website that must remain as is (verbatim) because of legal requirements

Phase 2: Website Layout
<u>Deliverable</u>: Website layout and mood board will be presented for your approval

CivicPlus will:	Saratoga Springs will:
- present one custom layout and one mood board based on the goals determined in the previous phase. The presented layout will show the placement of the navigation and functionality. The mood board will reflect the color and imagery that will represent the tone of the design - begin development of the website design upon layout and mood board approval	- approve one layout and the mood board - review marketing packet material and guidelines - will provide CivicPlus will all the necessary DNS items identified for the website 1st billing milestone approved

Phase 3: Website Reveal	
Deliverable: Completed website design and navigation structure will be presented. You will be able to propose changes at this time.	
CivicPlus will: • present a fully functional website • present the up to fifty pages of website content the city contracted for • migrate all content pages from http://www.saratoga-springs.org/ to the new website. • After the city approves the design, content and functionality CivicPlus will conduct a review of the website to ensure the statement of work is met • work with the city to prepare for training • migrate current plus the past three years Agendas & Minutes in Microsoft Word.DOC or Adobe PDF format	Saratoga Springs will: • evaluate the website design and content and provide CivicPlus with feedback • collaborate with CivicPlus on proposed changes • revise the design as many times as deemed necessary, up to the deadline set by the city and CivicPlus during the Kick-off meeting • If design changes are requested after the set date, the project's go live will be adjusted
Phase 4: 3 Days of Customized On-Site Implementation Training for up to 12 employees	
Deliverable: Train System Administrator(s) on GCMS® Administration, permissions, setting up groups and users, module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.	
CivicPlus will: • provided training to city before the website goes live • train up to 12 city staff members based on internal daily task and workflow • train staff members on how to use the GCMS®, update content pages and modules • provide access to training online training manuals and videos for the city staff	Saratoga Springs will: • provide a location for training in the city with internet access • provide computers for staff to be trained on • 2nd billing milestone approved
Phase 5: Go Live	
Deliverable: Custom website launched to the public.	
CivicPlus will: • fix system issues and bugs that the city finds • CivicPlus' Quality Control team will complete a final spelling and links check • redirect the domain name to the newly developed website when the city signs off on the project	Saratoga Springs will: • have about three weeks to test and update the final site • notify CivicPlus on any system issues or bugs that CivicPlus needs to fix

Project Enhancements

Enhancements	One-Time Fee
Professional Services Consulting Three days on-site. *Quote includes travel expenses.* Three days of on-site professional services consulting designed specifically to maximize the City of Saratoga Spring's website and social media development and implementation goals.	Included
Phase 1: Website Design Consultation Two hours off-site – conducted remotely. A consultation package concentrating on evaluating the form and function of the current website design and potential problems therein. Deliverable: A comprehensive report on all findings regarding the current site design, recommendations and roadmap for implementing the design to meet your overall goals, a follow-up report reviewing the results of implemented suggestions.	Included

Functionality Options

Options	One-Time Fee
CivicMobile App (iOS & Android)	Included
CivicSend Key features include: unlimited subscribers, unlimited email messages, unlimited lists; visually rich, mobile responsive templates; centralized, single point-of-access via GCMS integration; access to multiple communication channels, including: email, SMS/text, Facebook and Twitter; robust tracking analytics; multiple list selection; content auto-posts to your website.	Included

Project Development and Deployment Includes the Following:

Modules	Functionality
- Agenda Center - Alerts Center & Emergency Alert Notification - Archive Center - Bid Postings - Blog - Business/Resource Directory - Calendar - Carbon Calculator - Citizen Request Tracker™ (5 users) - Community Connection - Community Voice™ - Document Center - ePayment Center - Facilities & Reservations - Frequently Asked Questions - Forms Center - Healthy City - Intranet - Job Postings - My Dashboard - News Flash - Notify Me® email and 500 SMS subscribers - Online Job Application with 1 Generic Application - Opinion Poll - Photo Gallery - Quick Links - Real Estate Locator - Spotlight - Staff Directory	- Action Items Queue - Audit Trail / History Log - Automated PDF Converter - Automatic Content Archiving - Dynamic Breadcrumbs - Dynamic Sitemap - Expiring Items Library - Graphic Link Administration - Links Redirect and Broken Links Finder - Menu Management - Mouse-over Menu Structure - MuniMobile™ (Mobile Website Browsing) - Online Editor for Editing and Page Creation (WYSIWYG) - Online Web Statistics - Printer Friendly/Email Page - Rotating Content - RSS - Site Layout Options - Site Search & Entry Log - Slideshow - Social Media Integration (Facebook, Share and Twitter) - User & Group Administration Rights - Web Page Upload Utility - Website Administrative Log

Support	Maintenance of CivicPlus Application & Modules	Hosting
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays) 24/7 Emergency Support Dedicated Support Personnel 2-hour Response During Normal Hours Usability Improvements Integration of System Enhancements Proactive Support for Updates & Fixes Online Training Manuals Monthly Newsletters Phone Consulting CivicPlus Connection	Install Service Patches for OS System Enhancements Fixes Improvements Integration Testing Development Usage License	Shared Web/SQL Server DNS Consulting & Maintenance Monitor Bandwidth-Router Traffic Redundant ISP Redundant Cooling Diesel Powered Generator Daily Tape Backup Intrusion Detection & Prevention Antivirus Protection Upgrade Hardware

## Optional Project Enhancements

Subsite Package

Our staff can create a completely unique website that allows sections of your website to stand out and reflect a distinct focus -- at a drastically reduced cost. Subsites still utilize our Government Content Management System, but offer more freedom and separation from the main – or parent – site for a unique visitor experience.

Subsites are a great way to allow your departments and divisions to get their own look and feel while still allowing them to harness the power of the CivicPlus GCMS® in a cost-effective way. And with upgrade options like recommended navigation creation, additional content development, and phone or on-site training, you are able to take the experience to another level.

A Subsite Package includes:

- Administrative access separate from the parent site administration as its own distinct website
- A completely custom design
- A unique and permanent URL
- Shared site search with the parent site (if desired)
- 20 pages of content development to be performed by CivicPlus' content experts

Parent Website
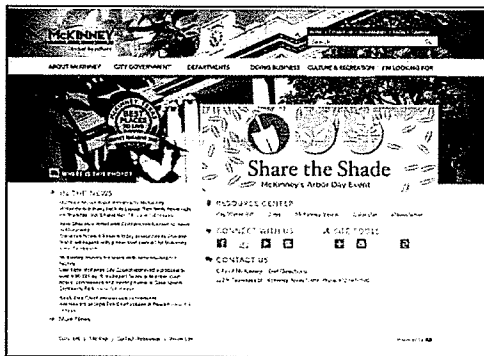
www.mckinneytexas.org
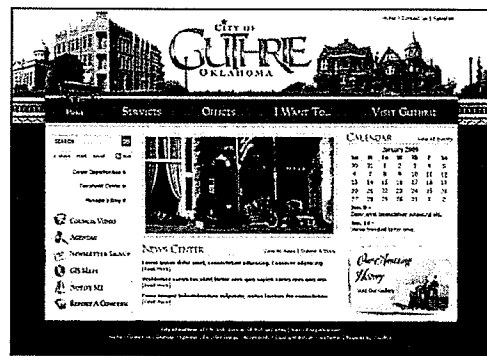
Subsite
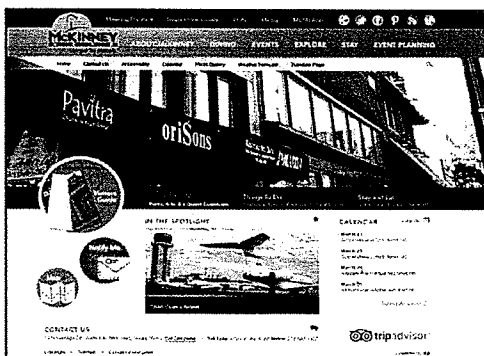
www.visitmckinney.com

$8,000

Project Development Fee

Parent Website

www.cityofguthrie.com

Subsite

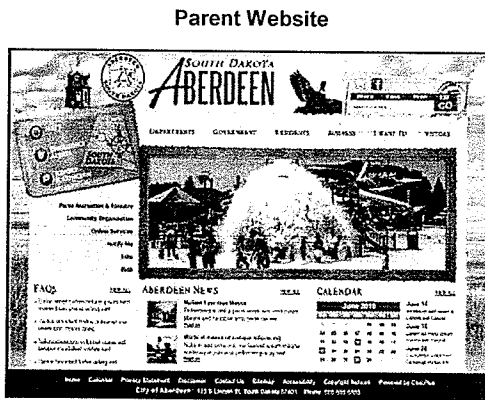www.guthrieedmondregionalairport.com

$1,575

Annual Fee
(Beginning in Year 2)
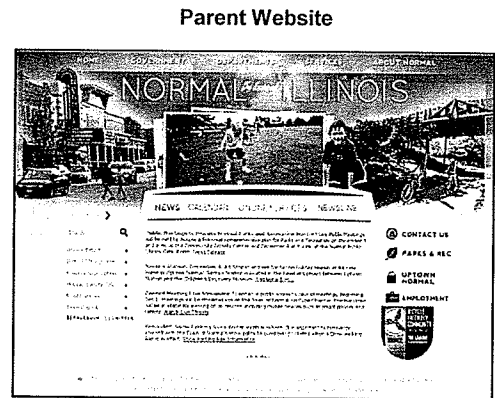
Department Header Package

Department Header Packages are a great way to allow departments and divisions to achieve its own identity while maintaining continuity throughout your website.

A Department Header Package includes:

- Administrative access is controlled through the parent site administration
- A new, customized banner that reflects your department or section identity
- Unique global navigation headers
- A unique URL (if desired)
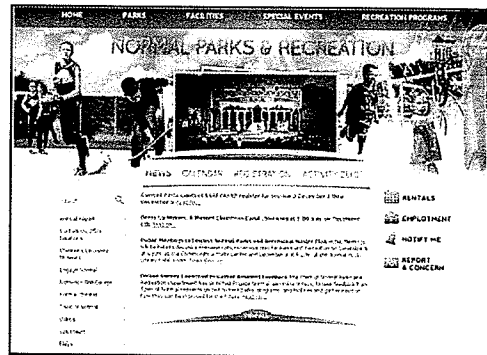- Shared modules with the parent site

Parent Website

www.aberdeen.sd.us

Department Header Package

www.huntfishsd.com

$3,500

Project Development Fee

Parent Website

www.normal.org

Department Header Package


www.normal.org/index.aspx?nid=550

$650

Annual Fee
(Beginning in Year 2)

C. Financial Capabilities

We will be more than happy to provide additional financial documents, including internal financial statements, at the appropriate time. As a private company, such information, if released to our competitors, would be detrimental to our firm and will therefore only be provided on the understanding that it would be treated as confidential and not disclosed beyond Saratoga Springs. Thank you for your understanding.
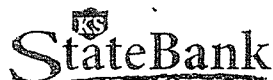
StateBank
1010 WESTLOOP PLACE | 785-587-4000
MANHATTAN, KS 66502

May 6, 2013

Icon Enterprises, Inc.
D/B/A CivicPlus
317 Houston Street, Suite E
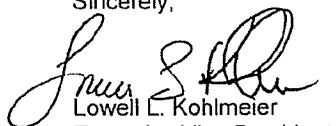Manhattan, KS 66502

Re: ***CivicPlus***

To Whom It May Concern:

Kansas State Bank of Manhattan is pleased to provide a Bank letter of Recommendation for our valued customers, Icon Enterprises, Inc, d/b/a CivicPlus. In addition to deposit accounts, we currently extend credit facilities to Icon Enterprises, Inc, d/b/a CivicPlus, aggregating in the mid-six figure proportions. All deposit and credit facilities have been handled in a very satisfactory manner.

The company's reported financial position is sound and supportive of current and "future" credit extensions. We enjoy a strong working relationship with Icon Enterprises, Inc. and are pleased to call them a valued customer.

If you have any questions or require additional information, (with Icon Enterprises, Inc. approval), please do not hesitate to contact us.

Sincerely,

Lowell L. Kohlmeier
Executive Vice President

LLK/aej

MEMBER FDIC | EQUAL HOUSING LENDER   MANHATTAN | JUNCTION CITY | WICHITA | PHOENIX | ksstatebank.com

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D. Additional Information

CivicPlus Features & Functionality

Developed for organizations that have a need to update their site frequently, CivicPlus provides a powerful government content management structure and website menu management system. The system allows non-technical employees the ability to easily update any portion of your website instantaneously. The CivicPlus Government Content Management System (GCMS®) utilizes Microsoft SQL Server, ASP, JavaScript and HTML for web development.

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.

Core GCMS® Modules

- **Agenda Center** – Create and display agendas and minutes for various civic organizations
- **Business / Resource Directory** – The "Yellow Pages" of your website, including location descriptions, contact information, and locations
- **Calendar** – Create multiple calendars for various divisions and departments with the ability to feature them on various pages, including the homepage
- **Document Center** – Organize and house documents in department or division folders and sub-folders
- **Frequently Asked Questions (FAQs)** – Answer the most frequently asked questions and reduce phone and foot traffic for staff
- **News Flash** - Post organizational news items that are important to your citizens right on your home page
- **Opinion Poll** – Interact with your site visitors by posting various questions and polls
- **Photo Gallery** - Store and display photos to the best that your community has to offer
- **Quick Links** - Place links to related and often-requested information directly on the page of your choice
- **Spotlight** – Additional space on a webpage that allows you to highlight important text or widgets in a compact, easy-to-update module
- **Staff Directory** - Detailed contact information for your staff and various offices all in one place, decreasing the number of calls requesting contact information

Transaction Modules

- **Bid Postings** - Simple and easy to use method of posting your bids to the public
- **Citizen Request Tracker™** - Allow users to report a problem while providing follow-up communication with the point of contact
- **ePayment Center** - Integrate eCommerce on your website with no third-party store to setup, and save your citizen's time and effort
- **Facilities & Reservations** - Post all of your municipality's facilities / meeting places in one convenient place, as well as take reservations for those facilities online
- **Form Center** - Create custom online forms, where users can fill-out the form and submit it via the website
- **Job Postings** - Post available jobs and their details in a very easy to access manner
- **Online Job Application** - Allow applicants to apply completely online by filling in the application and attaching supplemental paperwork

Interactions & Communications Modules

- **Alert Center** - Graphically show when there is an emergency / important notification in the area

- **Blog** - Post your thoughts and opinions about various topics and allow site visitors to comment and subscribe

- **Community Voice** – Open forum in which citizens can interact while allowing you to showcase projects you are implementing in your community

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

- **Notify Me®** - Send out mass emails to subscribers of specific lists and modules, includes 500 SMS subscribers

Social Networking & Gov 2.0

CivicPlus understands the importance of Gov 2.0 and how social networking sites like Facebook and Twitter help governments connect with their residents in unique and innovative ways. From community-centric pages on Facebook to real-time Twitter feeds that can deliver emergency alerts, we are dedicated to helping our clients integrate their web content into the most dynamic social media sites and make their marks in the world of Gov 2.0. Other social networking sites (such as LinkedIn, YouTube, Pinterest, etc.) can be featured on your website as links to your organization's profile on those particular websites.

Facebook & Twitter

Many governments are finding Facebook to be an essential part of their online presence, as it provides another avenue to share news, announcements, events, pictures and videos with a wide range of regular site visitors. CivicPlus can sync your website to your Facebook and Twitter profiles to automatically publish news, notices, and calendar events on Facebook with a link to your website for more information. Twitter's short, 140-character "tweets" offer a way to distribute information quickly and effectively.

Administrative Features

- **Instantaneous Updates** – Updates are posted to the live site in real time, once the administrator publishes the page. This helps to ensure your site is communication the most up-to-date information.

- **Browser Based** – No installation of programs or software needed, meaning you and your staff can update the site from an Internet connection or platform (Mac or PC) at any time. Save money and time, update from anywhere.

- **Mobile Updates** – Immediately upgrade your site from any location with urgent announcements using your tablet. For example you can warn audiences of crisis situations from anywhere, at any time.

- **Action Items** – Direct access to a queue of items waiting to be published or reviewed by the administrator provided immediately upon login. Stay organized and update your site in a timely manner.

- **Site Search and Search Log** – Powerful site search automatically indexes all content making it easy for visitors to find information. A log of all words that have been searched by visitors is kept for your use, allowing you to update highly searched information and feature key items on the homepage.

- **Automatic Alt Tags** – Built-in features ensure your site is Section 508 compliant. This allows editors to create content without having to know Section 508 requirements.

Application Programming Interfaces (APIs)

We have nearly a dozen application programming interfaces (APIs) scattered throughout the system and continue to build more to make integrations with the GCMS® and disparate applications as straightforward as possible. It's this "open architecture" approach that allows your IT staff and programmers to spend time creating applications and systems that are specific to your community's needs and tie them into the site, using the site itself as a sturdy platform on which to build.

- **Bad Links Identifier** - You may not be aware of any broken links on your website, but your guests are. This module creates a list of the broken links on your site when they are accessed.

- **Content Creation** - Recognizing that not all site administrators possess high levels of technical expertise, the CivicPlus GCMS® makes it easy to add new content, edit old content, and keep page layout consistent through use of our WYSIWYG editor. The page content creation functionality is separate from the overall design of the site; the content will reflect font sizes and styles associated with the various heading levels and content types. Content changes will not affect the design, though the site breadcrumbs, page structure and sitemap will dynamically update upon publish of any content changes. Unlimited pages can be created with the CivicPlus GCMS® and there is no limit to the depth of pages that can be created. You are responsible for the depth of navigation. With mega menus and dropdown and pop-out menu functionality, you can essentially get to any page on your website within a single click if you desire.

- **Content Scheduling** - When creating an entry, simply select the date and time desired for the material to publish and/or unpublish. Material throughout the entire system can be set to auto-unpublish (expire) or it can be manually retired.

- **Content Versioning** - The GCMS® includes version control, a history log for reviewing changes made within the system, file locking through our permission system and an archive of all published content so that previous versions can be accessed or used, if necessary.

- **Dynamic Layout** - The layout for your website is determined by you and the designer. The placement of navigation and dynamic areas are important in guiding site visitors to key information quickly and easily. Our consultants make recommendations based upon website-user studies and research on best practices.

- **Dynamic Page Components** - Events Calendar, FAQs, Opinion Poll, News Flash and other new features may be included as dynamic page components. Dynamic Page Components may be placed on any page and will help dedicated areas of the site appear as its own website. For example, the entry page for your Parks and Recreation Department can be customized with specific lists of events, FAQs and news announcements pertaining to that department.

- **Dynamic Breadcrumbs and Site Map** - Dynamic Breadcrumbs are used to show a visitor's location within the site. Breadcrumbs are automatically generated by our system. This feature assists a site visitor in understanding the site structure and navigation. A dynamically generated site map automatically updates to reflect your new navigation if changes are made.

- **eCommerce Integration** - While CivicPlus does offer our ePayment Center, we also work with numerous trusted third-party payment processors to handle payment and account information, allowing your citizens to easily log on and pay bills ranging from property taxes to utilities. The payment processor used for transactions is dependent upon the municipality's wants and needs, with every effort made to ensure a clean, seamless on-site presentation of the payment portal.

- **History Log** - Easily track changes made to your website with the History Log. Track changes made to items in your Page Menu, Archive Center, Document Center and more. History Log information is searchable, sortable and exportable.

- **Integration/Interfacing** - CivicPlus has performed a variety of integration services for our clients, all of which work cohesively with most third-party software applications. The CivicPlus GCMS® is different from other standard design programs, in that we have the ability to link with most software or databases you are currently utilizing. Systems such as purchasing, taxes, assessment and utilities have been developed for many of our clients.

- **Intranet** - We can set up an Intranet for your site to be used by employees or other groups that need to share non-public resources. An intranet is a secure location on your website that allows employees to login and access information specific to them, and you have the ability to set up multiple Intranet groups with varying view rights.

- **Levels of Rights** - Each department is capable of updating their own content. Even though each department can update their own information and web pages, the menu structure, top of page, banner and navigation throughout the site remains the consistent. A central administrator is given the ability to establish groups with specific rights and capabilities to update the website. Users are then assigned to those groups based upon the role they will have in updating the website. Users of the may be defined as publishers (create or publish) or authors (create but not publish) of the content, or as administrators of modules.

- **LDAP Authentication** - LDAP authentication provides a powerful and simple way to manage users and permissions within our system by syncing your website up with your existing active directory database, negating the need for multiple user upload and sign-on. Features of this functionality include: log on with network account credentials, automatic user creation, automatic permissions setup, integrate with other non-LDAP authentication systems, easy-to-use "remember me" sign-in, security features like "next required login." Because LDAP authentication requires custom programming time, *additional fees apply.*

- **Link Redirects** - This is helpful in marketing an area of your website by creating a web address that is easy to remember. Instead of sending your users to http://civicplus.com/248/Awards-and-Recognition, you can send them to http://civicplus.com/awards. A more obvious link is great for print materials and much easier to tell people how to find a particular page on the website.

- **Maps** – Clickable, JavaScript or Flash - Help website users find commonly requested information such as bus schedules, parks walking tours bike paths, trash pick-up schedules, location of highways, tourist attractions, education information, major employers, demographics. Maps can be customized as simple, clickable maps through the use of our Image Map Editor, or more sophisticated JavaScript or Flash (additional fees required for Javascript or Flash development). Either one provides a great way to present your community to web visitors.

- **Printer Friendly** - Our printer friendly functionality does more than simply call the browser's print command – it separates the critical content from the template so as to give a clean presentation without the menu structure and banner information.

- **RSS Feeds** - RSS stands for Real Simple Syndication, and in short, it's a way of bringing your site to the people. After signing up, they receive email notifications of the latest news updates without having to visit your website.

- **Supported Browsers** - Websites built by CivicPlus are viewable in all common browsers; however, they are optimized for administrative use with Windows 2000+ and supported in the two most recent versions of any major browser including: *Internet Explorer, Firefox, Safari and Chrome.*

- **Website Statistics** - In order to review how your site visitors are using the site, administrators will be trained on the use and analysis of the web statistics, which are provided through Piwik Analytics. Important information can be pulled from this data in order to make decisions about the use of the website.

CivicSend

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

**The City of Saratoga Springs will benefit from the following three key solutions:**
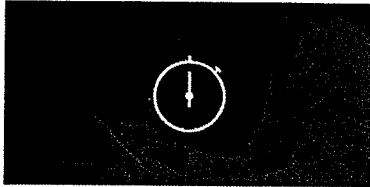
Save Time

- Send messages from one interface to multiple communication channels
- Content autoposts to website
- Intuitive, easy-to-use
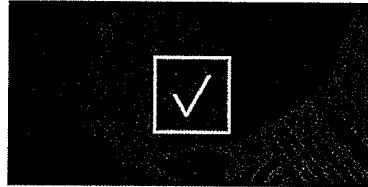
Improve Efficiency

- Accesses all lists from your GCMS* (select multiple lists)
- A versatile, visually rich communication tool – not just for newsletters
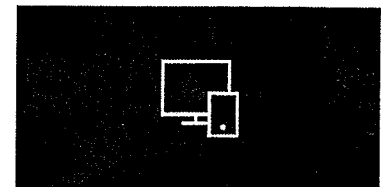
Increase Engagement

- Template-based – create attractive messages
- Mobile-responsive
- Robust analytics to track engagement

As a robust, versatile communication tool, CivicSend was built specifically to meet your communication needs. With the ability to create, send and post content for email, text messages, Facebook and Twitter, CivicSend makes your job easier. There is no longer a need for an external communication tool, CivicSend can do it all!

When making the decision regarding the product, keep in mind that only CivicSend can offer you the following key benefits:

- Single point-of-access for all communication via integration with your GCMS website
- Easily communicate to multiple channels (email, SMS, Facebook, Twitter) from one interface
- Content auto-posts to your website
- Unlimited communication – there isn't a limit to the number of emails you can send (text messaging rates do apply)
- Unlimited subscribers—you're price doesn't change as your subscriber count increases
- Access to all subscriber lists in your GCMS, including the ability to select multiple lists

Waiver of Immunity Clause and Non-Collusive Bidding Certification

City of Saratoga Springs, NY
Website and Social Media Design and Upgrade: 2014-25

RFP Opening: Thursday December 4, 2014 2:00 p.m.

Waiver of Immunity Clause

Upon refusal of a representative of our firm, when called before a grand jury to testify concerning any transaction or contract with the City of Saratoga Springs, New York, or to sign a waiver of immunity against subsequent criminal prosecution or to answer any relevant question concerning such transactions or contracts:

(a) Such person, and any firm, partnership or corporation of which he is a member, partner, director or officer shall be disqualified from thereafter selling to or submitting bids to or receiving awards from or entering into any contracts with any municipal corporation or fire district, or any public department, agency or official thereof, for goods, work or services, for a period of five years after such refusal, and to provide also that

(b) Any and all contracts made with any municipal corporation or any public department, agency or official thereof, with any fire district or any agency or official thereof, by such person, and by any firm, partnership or corporation of which he is a member, partner, director or officer may be cancelled or terminated by the City without incurring any penalty or damages on account of such cancellation or termination, but any monies owing by the City for goods delivered or work done prior to the cancellation or termination shall be paid.

Non-Collusive Bidding Certification
Required by Section 103(e) of State Finance Law

"By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and, in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of his/her knowledge and belief:

(1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;

(2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and

(3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition."
A bid shall not be considered for award nor shall any award be made where (1), (2), (3) above have not been complied with; provided however, that if in any case the bidder(s) cannot make the foregoing certification, the bidder shall so state and shall furnish below a signed statement which sets forth in detail the reasons therefore:

Signature: _Debora McNew_ Print Name: Debora McNew

Title: VP of Professional Services Date: December 2, 2014

Company: Icon Enterprises, Inc. Address: 302 S. 4th Street, Suite 500, Manhattan, KS

Subscribed to under penalty of perjury under the laws of the State of New York, this __2__ day of
__December__ 2013 as the act and deed of said corporation of partnership.
      2014

Page 19 of 21

Vendor/Supplier Code of Conduct

City of Saratoga Springs, NY
Website and Social Media Design and Upgrade: 2014-25

RFP Opening: Thursday December 4, 2014 2:00 p.m.

Vendor/Supplier Code of Conduct

The City of Saratoga Springs is committed to conduct business in a lawful, ethical and moral manner and expects the same standards from vendors/suppliers that the City conducts business with. The City requires that all vendors/suppliers abide by this Code of Conduct. Failure to comply with this Code may be sufficient cause for the City to exercise its' rights to terminate its' business relationship with vendors/suppliers. Vendors/suppliers agree to provide all information requested which is necessary to demonstrate compliance with this Code.

At a minimum, the City requires that all vendors/suppliers meet the following standards:

* Legal: Vendors/suppliers and their subcontractors agree to comply with all applicable local, state and federal laws, regulations and statutes.
* The City expects vendors/suppliers to respect the City's rules and procedures.
* Conflict of Interest: The vendor/supplier represents and warrants that it has no conflict, actual or perceived, that would prevent it from doing business with the City of Saratoga Springs.
* Wages & Benefits: Vendors/suppliers will set working hours, wages, and NYS statutory benefits and overtime pay in compliance with all applicable laws and regulations. Where applicable, as defined by NYS Labor Law, the vendor/supplier must comply with prevailing wage rates.
* Health & Safety: Vendors/suppliers and their subcontractors shall provide workers with a safe and healthy work environment that complies with local, state and federal health and safety laws.
* Discrimination: No person shall be subject to any discrimination in employment, including hiring, salary, benefits, advancement, discipline, termination or retirement on the basis of gender, race, religion, age, disability, sexual orientation, nationality, political opinion, party affiliation or social ethnic origin.
* Working conditions: Vendors/suppliers must treat all workers with respect and dignity and provide them with a safe and healthy environment.
* Right to organize: Employees of the vendor/supplier should have the right to decide whether they want collective bargaining.
* Subcontractors: Vendors/suppliers shall ensure that subcontractors shall operate in a manner consistent with this Code.
* Protection of the Environment: Vendors/suppliers shall comply with all applicable environmental laws and regulations. Vendors/suppliers shall ensure that the resources and material they use are sustainable, are capable of being recycled and are used effectively and a minimum of waste. Where practicable, vendors/suppliers are to utilize technologies that do not adversely affect the environment and when such impact is unavoidable, to ensure that it is minimized.

Vendor Acknowledgement

The undersigned vendor/supplier hereby acknowledges that it has received the City of Saratoga Springs Vendor/Supplier Code of Conduct and agrees that any and all of its facilities and subcontractors doing business with the City will receive the Code and will abide by each and every term therein.

Vendor/supplier acknowledges that its failure to comply with any condition, requirement, policy or procedure may result in the termination of the business relationship. Vendor/supplier reserves the right to terminate its agreement to abide by the Code of Conduct at any time for any reason upon ninety (90) days prior written notice to the City.

Signature: _Debora McNew_   Printed name: _Debora McNew_

Title: _VP of Professional Services_   Date: _December 2, 2014_

Company Name: _Icon Enterprises, Inc., d/b/a CivicPlus_

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Risk and Safety Agreement for Professional Services

City of Saratoga Springs, NY   RFP Opening: Thursday December 4, 2014 2:00 p.m.
Website and Social Media Design and Upgrade: 2014-25

City of Saratoga Springs, NY: *Risk and Safety Agreement for Professional Services*

City Project Number: **RFP 2014-25**   City Project Name: **Website and Social Media Design and Upgrade**
City Department: **Finance Dept**   Department Contact Person: _____ City Ext. _____
Company Name: **Icon Enterprises, Inc., d/b/a CivicPlus**
Company Address: **302 S. 4th Street, Suite 500, Manhattan, KS 66502**
Company Telephone No.: **888-228-2233**   Company Fax No.: **785-587-8951**
Consultant Primary Contact for This Project: **Jenny Martin**   Title: **Regional Sales Manager**

The City of Saratoga Springs herein requires the following terms and conditions regarding the agreement for the provision of professional services as outlined above:

The Consultant shall procure and maintain during the term of this contract, at the Consultant's expense, the insurance policies listed with limits equal to or greater than the enumerated limits. The Consultant shall be solely responsible for any self-insured retention or deductible losses under each of the required policies. Every required policy, including any required endorsements and any umbrella or excess policy, shall be primary insurance. Insurance carried by the City of Saratoga Springs, its officers, or its employees, if any, shall be excess and not contributory insurance to that provided by the Consultant. Every required coverage type shall be "occurrence basis" with the exception of Professional Errors and Omissions Coverage which may be "claims made" coverage. The Consultant may utilize umbrella/excess liability coverage to achieve the limits required hereunder; such coverage must be at least as broad as the primary coverage (follow form). The Office of Risk & Safety Management must approve all Insurance certificates. The City of Saratoga Springs reserves its right to request certified copies of any policy or endorsement therein. All insurance shall be provided by insurance carriers licensed & admitted to do business in the State of New York and must be rated "A– VII" or better by A.M. Best (Current Rate Guide). If the Consultant fails to procure and maintain the required coverage(s) and minimum limits such failure shall constitute a material breach of contract, whereupon the City of Saratoga Springs may exercise any rights it has at law or equity, including but not limited to the following: (1) immediate termination of the contract; (2) withholding any/all payment(s) due under this contract or any other contract it has with the vendor (common law set-off); OR (3) procuring or renewing any required coverage(s) or any extended reporting period thereto and paying any premiums in connection therewith. All monies so paid by the City of Saratoga Springs shall be repaid upon demand, or at the City's option, may be offset against any monies due to the Consultant.

The City of Saratoga Springs requires the Consultant name the City as a Certificate Holder for the following coverage for the work covered by this Agreement:

- Commercial General Liability Including Completed Products and Operations and Personal Liability Insurance: One Million Dollars per Occurrence with Two Million Dollars Aggregate *(City is also an Additional Insured on a Primary and Non-contributory Basis for this coverage);*
- Excess Liability Insurance: Three Million Dollars per Occurrence Aggregate
- Professional Liability Insurance: One Million per Claims with Two Million Aggregate
- NYS Statutory Workers Compensation, Employer's Liability and Disability Insurance

It shall be an affirmative obligation of the Consultant to advise City's Office of Risk and Safety via mail to Office of Risk and Safety, City of Saratoga Springs, 474 Broadway, Saratoga Springs, NY 12866, within two days of the cancellation or substantive change of any insurance policy set out herein, and failure to do so shall be construed to be a breach of this Agreement. The Consultant acknowledges that failure to obtain such insurance on behalf of the municipality constitutes a material breach of contract and subjects it to liability for damages, indemnification and all other legal remedies available to the City. The Consultant is to provide the City with a Certificate of Insurance naming the City as *Additional Insured on a primary and non-contributory basis* prior to the commencement of any work or use of City facilities. The failure to object to the contents of the Certificate of Insurance or the absence of same shall not be deemed a waiver of any and all rights held by the municipality. In the event the Consultant utilizes a Subcontractor for any portion of the services outlined within the scope of its activities, the Subcontractor shall provide insurance of the same type or types and to the same extent of coverage as that provided by the Consultant. All insurance required of the Subcontractor shall name the City of Saratoga Springs as an *Additional Insured on a primary and non-contributory* basis for all those activities performed within its contracted activities for the contract as executed.

The Consultant, to the fullest extent provided by law, shall indemnify and save harmless the City of Saratoga Springs, its Agents and Employees (hereinafter referred to as "City"), from and against all claims, damages, losses and expense (including, but not limited to, attorneys' fees), arising out of or resulting from the performance of the work or purchase of the services, sustained by any person or persons, provided that any such claim, damage, loss or expense is attributable to bodily injury, sickness, disease, or death, or to injury to or destruction of property caused by the tortious act or negligent act or omission of Consultant or its employees or anyone for whom the Consultant is legally liable or Subcontractors. Without limiting the generality of the preceding paragraphs, the following shall be included in the indemnity hereunder: any and all such claims, etc., relating to personal injury, death, damage to property, or any actual or alleged violation of any applicable statute, ordinance, administrative order, executive order, rule or regulation, or decree of any court of competent jurisdiction in connection with, or arising directly or indirectly from, errors and/or negligent acts by the Consultant, as aforesaid.

The City of Saratoga Springs specifically reserves the right to suspend or terminate all work under this contract whenever Consultant and/or Consultant's employees or subcontractors are proceeding in a manner that threatens the life, health or safety of any of Consultant's employees, subcontractor's employees, City employees or member(s) of the general public on City property. This reservation of rights by the City of Saratoga Springs in no way obligates the City of Saratoga Springs to inspect the safety practices of the Consultant. If the City of Saratoga Springs exercises its rights pursuant to this part, the Consultant shall be given three days to cure the defect, unless the City of Saratoga Springs, in its sole and absolute discretion, determines that the service cannot be suspended for three days due to the City of Saratoga Springs' legal obligation to continuously provide Consultant's service to the public or the City of Saratoga Springs' immediate need for completion of the Consultant's work. In such case, Consultant shall immediately cure the defect. If the Consultant fails to cure the identified defect(s), the City of Saratoga Springs shall have the right to immediately terminate this contract. In the event that the City of Saratoga Springs terminates this contract, any payment for work completed by the Consultant shall be reduced by the costs incurred by the City of Saratoga Springs in re-bidding the work and/or by the increase in cost that results from using a different vendor.

Consultant, having agreed to the terms and the recitals set forth herein, and in relying thereon, herein signs this Agreement.

Consultant Signature: *Debora McNew*   Date: **December 2, 2014**

Insurance Certificate

ACORD

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
10/30/2014

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: Brooke Steiner		
Charlson-Wilson Insurance	PHONE (A/C, No, Ext): (785)537-1600	FAX (A/C, No): (785)537-1657	
555 Poyntz Avenue, Suite 205	E-MAIL ADDRESS: bsteiner@charlsonwilson.com		
P.O. Box 1989	INSURER(S) AFFORDING COVERAGE		NAIC #
Manhattan KS 66505-1989	INSURER A: Sentinel Insurance Company, LTD		11000
INSURED	INSURER B: Twin City Fire Insurance Co.		29459
ICON ENTERPRISES INC D/B/A NETWORK PLUS AND	INSURER C: Hartford Fire Insurance Co.		19682
CIVICPLUS	INSURER D:		
317 HOUSTON STREET	INSURER E:		
MANHATTAN KS 66502	INSURER F:		

COVERAGES   CERTIFICATE NUMBER:2014-15 Master Cert   REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY [X] COMMERCIAL GENERAL LIABILITY CLAIMS-MADE [X] OCCUR			37SBAAM8566	5/17/2014	5/17/2015	EACH OCCURRENCE	$ 2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 1,000,000
							MED EXP (Any one person)	$ 10,000
							PERSONAL & ADV INJURY	$ 2,000,000
							GENERAL AGGREGATE	$ 4,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: [X] POLICY [ ] PROJECT [ ] LOC						PRODUCTS - COMP/OP AGG	$ 4,000,000
								$
A	AUTOMOBILE LIABILITY [X] ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS HIRED AUTOS NON-OWNED AUTOS			37UECT27974	5/17/2014	5/17/2015	COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
							BODILY INJURY (Per person)	$
							BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
							PIP-Basic	$
	UMBRELLA LIAB OCCUR EXCESS LIAB CLAIMS-MADE DED [ ] RETENTION $						EACH OCCURRENCE	$
							AGGREGATE	$
								$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y/N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A		37WECPA9652	5/17/2014	5/17/2015	[X] WC STATU-TORY LIMITS [ ] OTHER	
							E.L. EACH ACCIDENT	$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000
C	Technology E&O Claims Made			00 EE 0277079-14 RetroActiveDate:7/31/2006	1/1/2014	1/1/2015	Each Glitch Limit	$3,000,000
							Aggregate Limit	$3,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
City of Saratoga Springs is listed as additional insured with respects to the general liability as required by written contract.

CERTIFICATE HOLDER	CANCELLATION
City of Saratoga Springs Attention: Purchasing Agent 474 Broadway Saratoga Springs, NY 12866	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE Brooke Steiner/TAL *Brooke Steiner*

ACORD 25 (2010/05)

INS025 (201005).01

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Supplementary Insurance Information

We do not currently have $3 million in excess liability as required by the Risk and Safety Agreement for Professional Services, however, below you will find an email from our Insurance Agent as proof that we are able to add the coverage if needed.

From:	Brooke Steiner <bsteiner@charlsonwilson.com>	Sent: Mon 11/24/2014 3:57 PM
To:	Liz Crawforth	
Cc:		
Subject:	Icon Enterprises	

Message | Quote.pdf (6 KB)

Good Afternoon Liz,

Attached is a quote for the $3 million excess liability policy per your request. If you would like us to add this coverage to your Commercial Package, please let me know. I appreciate your time and hope that you have a nice Thanksgiving!

Thank you,

Brooke Steiner
Charlson Wilson Insurance Agency
Phone: (785) 537-1600
Fax: (785) 537-1657
NOTICE: The information contained in this transmission is confidential and/or legally privileged. It is intended only for the use of the individual or entity named above. If you are not the intended recipient, be aware that any disclosure, copying, distribution, or use of this information is strictly prohibited. If you have received this electronic mail transmission in error, please delete it from your system without copying or forwarding it and notify us by phone or return e-mail immediately. Also, please note that receipt of an e-mail to our agency does not confirm that coverage has been added, changed, or deleted from a policy.

Conclusion

As your website committee narrows the search for a vendor to create the website for Saratoga Springs, CivicPlus would like to be your partner of choice.

- When deciding on your redevelopment partner, please remember that our diverse teams of industry professionals are committed to creating the communication infrastructure that your city desires.

- We will create a custom site that is unique and engaging that reflects your community.

- We will remain a trusted advisor and support resource after the site launches.

- We will ensure that your website continues to be adaptable to industry trends and changes in technology.

We have the expertise to help your city work better, help citizens help themselves and build a website both you and your citizens will use.