



# CITY of NOVI CITY COUNCIL

Agenda Item C  
August 26, 2013

**SUBJECT:** Approval of a contract with Municipal Web Services to host and maintain the City of Novi's two public websites (cityofnovi.org and InvestNovi.org) and intranet for three years for the period of December 12, 2013 through December 11, 2016, with two renewal options in one-year increments, in the approximate amount of \$63,000 and development of a Responsive Web Design solution for mobile devices and tablets in the amount of \$25,000.

**SUBMITTING DEPARTMENT:** Neighborhood & Business Relations

**CITY MANAGER APPROVAL:** 

<b>EXPENDITURE REQUIRED</b>	<b>\$ 88,000 (approximate)</b>
<b>AMOUNT BUDGETED</b>	<b>\$ 88,000 (approved in FY 2013-2014 Budget)</b>
<b>APPROPRIATION REQUIRED</b>	<b>N/A</b>
<b>LINE ITEM NUMBER</b>	<b>101-295.00-880.800</b>

### BACKGROUND INFORMATION:

For the past 14 years, the City of Novi has maintained an online presence. During that time, cityofnovi.org has developed into a premier municipal website and more than six years ago an employee intranet (eWeb) and InvestNovi.org were launched. The approved FY 13-14 Budget includes \$88,000 for maintenance of all three sites and the development of a Responsive Web Design solution for mobile devices and tablets.

The City received five proposals through the posting on MITN-Bidnet. The firms were rated by a team of staff from IT, the Police Department, the Novi Public Library, and Neighborhood & Business Relations.

Firms were rated on the following criteria:

- Ability to performed required services and after hours emergency response.
- Evaluation of approach; description of work plan; reporting
- Evaluation of assigned personnel/staffing level; Firm background
- Evaluation of prior experience & comparable projects
- Evaluation of security protocol & procedures

After weighing the results of the Qualifications Based Selection process (chart below) and reviewing all firm proposals, and experience, staff is recommending award of the contract to Municipal Web Services, the incumbent firm. Of the other four firms, two did not support website updating and received extremely low ratings from several evaluators. Another firm did not include the cost of converting the current html sites into a content management system necessary for the Responsive Web Design solution.

Municipal Web Services has delivered outstanding, quality service and maintenance of all three sites with no complaints. The first year of the contract includes hosting, maintaining, and updating all three sites and the development of the Responsive Web Design for \$88,000. Years

two and three of the contract will only include hosting, maintenance, and updating of the three sites for an approximate amount of \$63,000.

**CITY OF NOVI**  
**Evaluation Total**  
**RFP Website Hosting & Maintenance Services**  
**August 14, 2013**

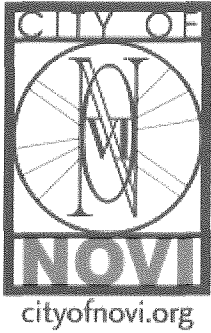
	<b>Civica Software</b>	<b>CivicPlus</b>	<b>Datamatics</b>	<b>Municipal Web Services</b>	<b>Revize</b>
Evaluator # 1	420	185	170	525	200
Evaluator # 2	155	100	215	875	155
Evaluator # 3	100	120	70	1050	160
Evaluator # 4	280	190	275	455	300
Evaluator # 5	125	145	165	845	220
Evaluator # 6	245	205	245	505	300
<b>TOTAL</b>	<b>1325</b>	<b>945</b>	<b>1140</b>	<b>4255</b>	<b>1335</b>

The City's three sites are updated several times daily, including the calendar module and video uploads. In addition to the routine updates, regular maintenance in checking for broken links and managing the three site interface, it is more economical to outsource this service rather than hiring a City employee for the sole purpose of maintaining the sites. Additionally, outsourcing this service ensures 24-hour a day, 365-days a year coverage.

**RECOMMENDED ACTION:** Approval of a contract with Municipal Web Services to host and maintain the City of Novi's two public websites (cityofnovi.org and InvestNovi.org) and intranet for three years for the period of December 12, 2013 through December 11, 2016, with two renewal options in one-year increments, in the approximate amount of \$63,000 and development of a Responsive Web Design solution for mobile devices and tablets in the amount of \$25,000.

	<b>1</b>	<b>2</b>	<b>Y</b>	<b>N</b>
<b>Mayor Gatt</b>				
<b>Mayor Pro Tem Staudt</b>				
<b>Council Member Casey</b>				
<b>Council Member Fischer</b>				

	<b>1</b>	<b>2</b>	<b>Y</b>	<b>N</b>
<b>Council Member Margolis</b>				
<b>Council Member Mutch</b>				
<b>Council Member Wrobel</b>				



# MEMORANDUM

**TO:** CLAY J. PEARSON, CITY MANAGER  
**FROM:** SHERYL WALSH, DIRECTOR OF COMMUNICATIONS  
**SUBJECT:** 2012 YEAR END ELECTRONIC COMMUNICATIONS UPDATE  
**DATE:** JANUARY 17, 2013

*1/17/13  
 To: Mayor & City  
 Council Members*

*Data on our  
 Social Media for  
 2012. [Signature]*

The City of Novi prides itself on communicating with citizens and businesses through a variety of methods to deliver quality, consistent information. The following provides an overview of several communication methods.

## Websites

The City hosts and maintains three websites (cityofnovi.org, InvestNovi.org, and an internal eWeb). The table below highlights web statistics.

	City 2011	City 2012	Invest 2011	Invest 2012	eWeb 2011	eWeb 2012
Approx # of (html) pages in website Does not include Minutes/Agenda archive, PDFs, images	400	400	40	40	75	75
Visits The number of times your visitors have been to your site (unique sessions initiated by all your visitors)	342,921	373,545	7,094	7,050	103,062	93,518
Unique Visitors Visitors that have not been to your site before	189,361	208,698*	5,649	5,826*	5,274	6,762
Page Views Total number of pages viewed on your site	873,022	945,382*	15,347	14,157	177,467	188,391
Highest Traffic Day	Tuesday, November 8, 2011 (1,998 Visitors) (Election Day)	Tuesday, November 6, 2012 (2,245 Visitors) (Election Day)*	Wednesday, July 20, 2011 (150 Visitors) (MORE Program Content posted)	Tuesday, March 27, 2012 (94 Visitors) (Temporary Sign Permit App approved by Council on 3/26)	Wednesday, April 27, 2011 (534 Page Views) (Nothing in particular)	Monday, November 26, 2012 (446 Visitors) (Nothing in particular)

	City of Novi.org		InvestNovi.org		Employee e-nov	
	2011	2012	2011	2012	2011	2012
1 <sup>st</sup> Highest Hit Page	Property & Tax Lookup (36,318)	Property & Tax Lookup ✓ (53,559)	Small Business (741)	Community Profile (1972)	Admin E-Packets (4,584)	Forms (5,252)
2 <sup>nd</sup> Highest Hit Page	Available Job Postings (29,467)	Available Job Postings ✓ (34,541)	Available Properties (559)	Available Properties (540)	Forms (4,293)	Admin e-Packets (4,665)
3 <sup>rd</sup> Highest Hit Page	Directory (22,552)	Directory (23,061) ✓	Business Sectors (552)	Now Playing (482)	Employee Directory (4,584)	Directory (3,021)
Most popular search queries (in last 100,000 queries)	1391 novi civic center 1299 police 1200 novi police department 1116 parks	2045 novi civic center 2042 novi police department 1505 police department 1448 water	86 bids (or bid) 34 business license 31 rfp 26 jobs	87 bids (or bid) 34 business license 34 rfp 26 jobs	31 email 26 job postings 18 fmla 18 icma	34 email 33 job postings 19 fmla 19 icma

## > Facebook

The City of Novi maintains five Facebook pages. This valuable communication tool provides interactive exchange with more than 3,600 "friends." Currently statistics show the:

- City of Novi Government and Community Service page with 1,912 likes
- Novi Economic Development with 458 likes
- Novi Boomers and Beyond with 90 likes
- Novi Parks with 1,096 likes
- Novi Public Library with 659 likes

Pages are updated daily and highlight events, media releases, fiscal fitness items, development updates and new businesses, and more.

## > E News

Monthly e-newsletters (E-Engage!, Beyond Books, e-Biz, and Keeping you Posted) are sent to nearly 9,000 contacts (many are registered to receive multiple mailings) directly to their email inbox.

Monthly e-newsletters are mailed to:

- Keeping you Posted – 6,500 \*
- Beyond Books – 1,600 \*
- E-Engage! – 5,300 \*
- e-Biz – 2,400 \*



These e-newsletters link directly back to items on City websites. Reports on each mailing provide the opportunity for our Communications team to analyze "click throughs" to see which items garner the most interest, manage undeliverable addresses, and target specific audiences per message.

Our Novi Communications team is continually seeking fresh, innovative methods to engage and communicate with the community. Feedback on all three communication venues is positive and assists with strategically planning and distributing our efforts. If you have any questions or suggestions for enhancement, please let me know.

**CITY OF NOVI**  
**Website Hosting Maintenance Services Bid Tabulation**

August 14, 2013

		Revize LLC			Civica Software		
		Initial Contract (3 years)	Year 4 (1st renewal option)	Year 5 (2nd renewal option)	Initial Contract (3 years)	Year 4 (1st renewal option)	Year 5 (2nd renewal option)
Hosting – Base Charge	per month	\$ 25	\$ 25	\$ 25	\$ 350	\$ 425.00	\$ 450.00
Hosting – Additional Storage Charge (per 1.5 Gig)	per month	\$ 10	\$ 10	\$ 10	N/C	N/C	N/C
Advanced Search Service (per index, 2,500-3,500 pgs)	per month	\$ 25	\$ 25	\$ 25	N/C	N/C	N/C
Calendar Module	per month	\$ 220	\$ 220	\$ 220	N/C Included	N/C	N/C
Slideshow	per month	\$ -	\$ -	\$ -	N/C Included	N/C	N/C
ListServes (per list, up to 750 members)	per month	\$ 25	\$ 25	\$ 25	N/C Included	N/C	N/C
Streaming Video Services – Base Charge	per month	\$ 150	\$ 150	\$ 150	N/C Third Party	N/C	N/C
Streaming Video Services-Add'l Bandwidth Charge (per Gig)	per month	\$ 10	\$ 10	\$ 10	N/C Third Party	N/C	N/C
Streaming Video Services- Additional Storage Charge (per Meg)	per month	\$ 0.04	\$ 0.04	\$ 0.04	N/C Third Party	N/C	N/C
Available Buildings & Sites System	per month	\$ 50	\$ 50	\$ 50	N/C Included	N/C	N/C
Website Development & Design	per hour	\$ 45	\$ 45	\$ 45	N/A Fixed Price	N/A	N/A
Website Updating	per hour	\$ 40	\$ 40	\$ 40	Various, see proposal	Various, see proposal	Various, see proposal
Programming	per hour	\$ 75	\$ 75	\$ 75	Various, see proposal	Various, see proposal	Various, see proposal
Mobile Solutions		\$ 75	\$ 75	\$ 75	N/A Included	N/A	N/A
Other Costs						none	
Able to assume day-to-day hosting operations on 12/12/13?			Yes			Yes	
Comments							
Exceptions							
Addendums Acknowledged?			#1			#1	

Website Hosting Maintenance Services Bid Tabulation

		Datamatics			CivicPlus		
		Initial Contract (3 years)	Year 4 (1st renewal option)	Year 5 (2nd renewal option)	Initial Contract (3 years)	Year 4 (1st renewal option)	Year 5 (2nd renewal option)
Hosting – Base Charge	per month	900	990	1089	First year included. \$19,262 for year 2 & 3	\$ 10,359.00	\$ 10,877.00
Hosting – Additional Storage Charge (per 1.5 Gig)	per month	*	*	*	\$600 for 5GB	\$600 for 5GB	\$600 for 5GB
Advanced Search Service (per index, 2,500-3,500 pgs)	per month	1000	1100	1210	CivicPlus site search included	CivicPlus site search included	CivicPlus site search included
Calendar Module	per month	500	550	605	Included	Included	Included
Slideshow	per month	1000	1100	1210	Included	Included	Included
ListServes (per list, up to 750 members)	per month	1000	1100	1210	Unlimited email members included; 500 SMS members included	Unlimited email members included; 500 SMS members included	Unlimited email members included; 500 SMS members included
Streaming Video Services – Base Charge	per month	900	990	1089	CivicPlus Media Center 10 GB of storage included	CivicPlus Media Center 10 GB of storage included	CivicPlus Media Center 10 GB of storage included
Streaming Video Services-Add'l Bandwidth Charge (per Gig)	per month	*	*	*	\$600 for 5 GB	\$600 for 5 GB	\$600 for 5 GB
Streaming Video Services- Additional Storage Charge (per Meg)	per month	*	*	*	\$600 for 5 GB	\$600 for 5 GB	\$600 for 5 GB
Available Buildings & Sites System	per month	1000	1100	1210	Included	Included	Included
Website Development & Design	per hour	40	44	49	\$59,343	N/A	N/A
Website Updating	per hour	30	33	37	N/A	N/A	N/A
Programming	per hour	50	55	61	Custom programming costs vary	Custom programming costs vary	Custom programming costs vary
Mobile Solutions		50	55	61	CivicPlus Muni Mobile Included	CivicPlus Muni Mobile Included	CivicPlus Muni Mobile Included
Other Costs		N/A	N/A	N/A			
Able to assume day-to-day hosting operations on 12/12/13?		Yes			Yes		
Comments		* Based on the site usage for first 3 months, additional data charges will be provided			For more detailed pricing information, please see pages 22-26 for our complete Project Development Estimate		
Exceptions		Since we will be using Amazon hosting services, the cost provided for hosting are from Amazon and are subject to change			See exceptions listed in proposal		
Addendums Acknowledged?		No			#1		

**CITY OF NOVI**  
**Website Hosting Maintenance Services Bid Tabulation**

August 14, 2013

		<b>Municipal Web Services</b>		
		Initial Contract (3 years)	Year 4 (1st renewal option)	Year 5 (2nd renewal option)
Hosting – Base Charge	per month	\$ 250.00	\$ 270.00	\$ 290.00
Hosting – Additional Storage Charge (per 1.5 Gig)	per month	\$ 30.00	\$ 30.00	\$ 30.00
Advanced Search Service (per index, 2,500-3,500 pgs)	per month	\$ 40.00	\$ 40.00	\$ 40.00
Calendar Module	per month	\$ 220.00	\$ 220.00	\$ 220.00
Slideshow	per month	\$ -	\$ -	\$ -
ListServes (per list, up to 750 members)	per month	\$ -	\$ -	\$ -
Streaming Video Services – Base Charge	per month	\$ 150.00	\$ 150.00	\$ 150.00
Streaming Video Services-Add'l Bandwidth Charge (per Gig)	per month	\$ 10.00	\$ 10.00	\$ 10.00
Streaming Video Services- Additional Storage Charge (per Meg)	per month	\$ 0.04	\$ 0.04	\$ 0.04
Available Buildings & Sites System	per month	\$ 75.00	\$ 75.00	\$ 75.00
Website Development & Design	per hour	\$ 65.00	\$ 70.00	\$ 70.00
Website Updating	per hour	\$ 50.00	\$ 55.00	\$ 55.00
Programming	per hour	\$ 90.00	\$ 95.00	\$ 95.00
Mobile Solutions		\$ 50.00	\$ 55.00	\$ 55.00
Other Costs		Authentix Directory Protection is provided at a cost of \$15/mon. This cost will remain constant over the 5 year contract period. One time content migration cost of approximately \$25,000 (500 hours) to be billed on resource utilization basis. This is to support the RWD and migration to CMS.		
Able to assume day-to-day hosting operations on 12/12/13?		Yes		
Comments		None		
Exceptions		None		
Addendums Acknowledged?		#1		



# City of Novi, Michigan



custom solutions since 1997



## Proposal for Website Maintenance, Hosting and Responsive Web Design August 14, 2013

Jay Sheth  
jay@muniweb.com  
Direct: 248.931.5556  
888-MUNI-WEB

55 E. Long Lake Rd, #230  
Troy, Michigan 48085  
www.muniweb.com

**ORIGINAL**

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Dear Ms. Morianti:

Thank you for considering muniweb™ as a continued partner for the City of Novi Website Maintenance, Hosting and Responsive Web Design Solution. We have studied your RFP and look forward to presenting our solutions.

Your community's website is your Global Bill Board that is the information and transaction portal but, more importantly, the **first look** that you provide to the prospective businesses and new residents. People still judge a book by its cover and your website is the presentation cover of your community. We would be delighted to remain a part of your web presence that showcases your community's strength and richness to the world.

muniweb™ has been providing custom solutions for municipalities since 1997. Our experience with municipal websites has shown that the organization of the website is very important. Because our team members know the difference between a CAFR and a TIF or a DDA and a DPW, you won't need to spend time educating us on your community. muniweb™ is uniquely qualified to partner with the City of Novi in maintaining its professional web presence.

muniweb™ is proud to be a part of the City of Novi's website evolution since 2000. The City's web presence has evolved into multi-site, mobile, internet / intranet with several unique technologies. muniweb™ has also worked with several progressive communities like Novi to enhance their web presence. Please feel free to contact any of our municipal clients; we have listed a few in the References section of this proposal.

Thank you for your time and consideration of our proposal. We hope to continue our long partnership with the City of Novi as they continue to deliver best-in-class web content to their constituents.

Best Regards,



Jay Sheth  
President, Municipal Web Services  
jay@muniweb.com  
Direct: 248.931.5556



The City of Novi wishes to contract for a three year period with a **professional hosting and website development company with municipal website experience**. The City's three websites are constantly updated and accessed by thousands of visitors each month. Quick updates, professional presentation of information and reliable up-time are critical to the success of the City site, the economic development site and the intranet site.

The cornerstone of our partnership has been the **content updates service** that we have provided since 2000. Billing in 15 minute increments allows our clients to do smaller updates without being charged for a full hour. Updates are typically performed within a four hour response time with emergency updates happening faster. We train multiple web stewards in the maintenance procedures of our websites so there is no break in service during vacations or on sick days. Our web stewards are available during non-business hours to handle emergency updates. For example, we have performed election night coverage, warned residents about boil-water advisories and posted important press releases quickly and accurately.

The City of Novi wishes to incorporate **Responsive Web Design** to develop a leading edge website for mobile devices which is in-line with Novi's best practices and commensurate with Novi's image of a contemporary progressive community. The information will be presented in appropriate format on PCs, mobile phones and tablets.

As the incumbent firm, Municipal Web Services has a deep and wide knowledge of the City, its employees and its month to month operation. Over the past 13 years, we have kept the websites up-to-date and professional for the many visitors that browse them. We have redesigned the main City website several times to freshen it's look and have provided counseling to the City on cutting edge technologies to use on the website. We hope to continue our long partnership with the City of Novi as they continue to deliver best-in-class web content to their constituents.

Municipal Web Services has developed websites for over 100 municipalities and has been a Michigan business since 1997.

Our philosophy is a collaborative process that ensures that you'll be excited about the results of your project. We use exacting standards that yield a consistent and comprehensive website that:

- engages the community
- is simple to use
- showcases functionality
- conveys your message
- is enhanced by a professional look and feel
- implements branding
- is accessible







muniweb™ started developing comprehensive city websites in 1997. Our clients range from small townships to mid-sized cities, municipal libraries and organizations. Our mission is to keep our clients aware of the leading edge technologies and partner with them on making their website as effective as possible given the constraints of existing information systems infrastructure and budget.

We view our clients as partners in creating a successful web presence. From our design philosophy to our development approach, our processes are oriented towards teaming with our clients for a holistic web development experience. Having a successful web presence requires a committed municipal staff and a knowledgeable, responsive website expert behind them.

A look at several of our municipal websites shows the four characteristics that we build into each one. We call these characteristics **The Four Easy's**: easy to use, easy to find, easy to maintain, and easy to expand.

**Easy to Use:** Websites should be easy to use. Our design of municipal websites effectively balances the features of both broad and deep navigation schemes. Doing so makes information easy to locate with the least mouse clicks while avoiding the clutter that comes with excessive menu items. We also optimize all graphics making the visitor's experience more enjoyable.

**Easy to Find:** Your website is your community's "Bill Board". It is extremely important that it becomes visible to the people looking for the services you offer. We take steps during the creation of your website to ensure that it will place well with major search engines.

**Easy to Maintain and Update:** Today's mass media is aggressively competing for attention. A fresh, updated website gets continuous attention – consequently the weekly update and maintenance of your website is crucial. Whether you are going to manage your website in-house or outsource the maintenance to us, the ease of maintenance will have a big impact on operating costs. At the end of the design process, we examine the time required to add a page to your site, working to minimize this time and simplify the process.

**Easy to Expand:** Finally, the expandability of your municipal website is critical. A flawed design can make future expansion of the site difficult and expensive. Your website will grow as your commitment to provide information and services grows. We make sure that the site is able to expand gracefully without a need for redesign each time a new section or service is added.





Title and Description from RFP	muniweb™ Response
<b>Website Content Updates</b>	
1. Selected vendor must be able to perform all web content updates for the three City of Novi's websites	muniweb™ web stewards will perform website content updates as requested by the City for all three websites
2. Service level: emergency updates (24x7x365) completed immediately, nonemergency updates completed within four business hours (8 am to 6 pm, Eastern Standard Time), weekend updates within twelve clock hours	8a-6p ET, M-F, 4 business hour response time for routine updates, 1 hour high priority response time, immediate emergency response time (24/7/365) and 12 hour response time on weekends for routine updates
3. Information placed on websites should also flow to RSS feeds (five different feeds)	RSS feeds distribution included as part of content updates
4. All updates must comply with Section 508 of the Workforce Rehab Act relating to accessibility of website content	ADA compliance included in all content updates
5. Put keywords into PDF documents to allow fine granularity of search indexing and search results	Searchable PDF documents included as part of content updates. Our advanced Search solution allows for keywords to allow fine granularity of search results.
6. Ability to create PDF forms with keywords, fillable fields, annotations	Interactive PDF forms included as part of content updates
7. Company must demonstrate the ability to have multiple employees trained in the specifics of our websites to ensure proper backup during vacations, etc.	muniweb™ assigns a primary web steward to complete majority of content updates with secondary and tertiary stewards trained for website content update backup
8. Updates will be needed on a daily basis	muniweb™ web stewards are available on a daily basis according to the hours stated above
<b>Hosting</b>	
1. Three websites (two public, one private)	All websites hosted on muniweb™ servers
2. Redundant data centers with 24/7 battery backup, power and temperature control assurance	Comply
3. Automatic back-ups	Automatic back-ups included in hosting
4. Software licensing and maintenance updates	CMS software licensing and maintenance updates included with hosting
<b>Required Features</b>	
1. Dynamic, mobile compliant CMS system	Easy-to-use web based CMS software for frequent updates through workflow process with mobile technology
2. Provide Responsive Web Design (RWD) solution aimed at constructing our sites to deliver an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones)	muniweb™ uses CSS and other tools to comply with the principles of RWD
3. Live-Streaming Video (one bit rate)	Allow for video streaming at one bit rate with custom viewing window
4. Archived Video on Demand	Feature archived video on demand with custom viewing window



<p>5. Capability of Advanced Search Service</p> <ul style="list-style-type: none"> <li>• Results with search terms or phrases in context</li> <li>• Indexes .htm, pdf, .txt, .rtf, .doc</li> <li>• Five indexes (minutes and non-minutes, Eco Devo content, EWeb content, Admin EPacket)</li> <li>• Spell check with suggestions</li> <li>• Search keyword or phrases with suggested alternatives</li> <li>• Most popular searches</li> <li>• Allow for manipulation of index to allow sorting by category, relevance or date</li> <li>• Search results must show in design of the website</li> </ul>	<p>muniweb™ offers premium search service that provides contextual results, PDF indexing, spell check, and synonym definitions, multiple indexes</p>
<p>6. Calendar</p> <ul style="list-style-type: none"> <li>• Strong recursion patterns for repeating events</li> <li>• Display calendar in month, week or day view</li> <li>• Ability to display some events on all pages of website</li> <li>• Calendar content must show in the design of the websites</li> <li>• Locations with mapping</li> <li>• Search for events</li> <li>• iCallink for adding events to Outlook calendars</li> </ul>	<p>muniweb™ offers premium calendar service that includes all items noted in the requirements.</p>
<p>7. Slideshow tool with administration to add, edit, delete large volumes of images and display in website using website brand (presentation of slideshow must appear in same design as other pages)</p>	<p>As the incumbent firm we have programmed and host a custom database slideshow tool that meets all noted requirements.</p>
<p>8. Interactive Charting</p>	<p>Comply; Use of javascript technology</p>
<p>9. Google Analytics with reporting</p>	<p>Comply; Custom reports provided each month</p>
<p>10. Online submittable forms with Captcha technology</p>	<p>Comply; All online forms use Captcha technology</p>
<p>11. Authentication system to password protect employee intranet</p>	<p>Comply; Employee intranet is password protected</p>
<p>12. Employee Directory</p> <ul style="list-style-type: none"> <li>• Ability to add/edit/delete employees</li> <li>• Ability to upload images of employees</li> <li>• Print full directory sorted by department or name</li> <li>• Internal Communications quick links including sending an email or custom eCard</li> </ul>	<p>As the incumbent firm we have programmed and host a custom database employee directory that meets all noted requirements.</p>
<p>13. Poll feature for eWeb</p>	<p>Comply</p>
<p>14. Blog feature for eWeb</p>	<p>Comply</p>
<p>15. Third Party Integration – Tax lookup, Parks and Recreation Registration, ticket purchase, inspections, citizen request module, available buildings and sites, code of ordinances, GIS mapping portal</p>	<p>Links to third party vendors and services included with content updates</p>
<p>16. The sites must be secured from email harvesters</p>	<p>Email encryption currently in place and included in future content updates</p>



17. The sites should withstand security attacks	Comply; muniweb™ has the latest secured suite of Microsoft and other products
18. Required storage space for all three websites: approximately 30 GB	Comply
19. Agendas and minutes archive <ul style="list-style-type: none"> <li>• City Council - 18 years</li> <li>• Planning Commission - 18 years</li> <li>• Parks, Recreation and Cultural Services Commission -10 years</li> <li>• Library Board - 3 years</li> </ul>	Comply; Agendas and minutes pre-2011 to be available in HTML
20. Press Release archive - 10 years	Comply; Press Releases pre-2011 to be available in HTML
<b>Mobile Solution</b>	
1. Must adapt the layout to the viewing environment by using fluid, proportion-based grids and flexible images.	Present information automatically on the website in a way that is friendly on selected mobile devices.



**Phase 1: Content Migration to mobile compliant Content Management System**

**Duration:** Approximately 4 months

- Replicate the current design of the City of Novi and Invest Novi websites in the CMS
- Reconfigure the current design and content of the City of Novi and Invest Novi websites to comply with the RWD principles and mobile design
- Test
- Deploy

**Phase 2: Continued content updates and other support for City websites**

**Duration:** 36 months





The following personnel will be involved in the development of the City of Novi website. Other employees may be brought into the project depending on skill sets and schedule.

Employee	Educational Background	Background Experience
Tracie Hawkinson Project Manager  Employee since 1998	BS, Central Michigan University	Developed and maintained over 25 municipal websites including Novi, Northville, Brighton and Farmington Hills.
Laura Hoffman Web Steward  Employee since 1999	BS, CIS, Madonna University	Developed and maintained over 30 municipal websites including Adrian, Chesterfield Twp, Darien, Farmington and Northwest Municipal Conference of Illinois.
Jennifer Doroslovac Sales/Web Steward  Employee since 2001	Developed and maintained over 30 municipal websites including Carpentersville, Wyandotte, Franklin, Cascade Township and Douglas.	
Cindy Conn Social Media Coordinator Graphic Designer Web Steward  Employee since 2009	Designed, developed and maintained over 10 websites including Hanover Park, Ecorse and Oakland County Clerk's Association.	
Dimos Zarkadas Senior UX/Graphic Designer  Employee since 1998	MPI, Queen's University, Kingston, Ontario  BS, GIS, University of Alberta, Edmonton	Has designed over 50 municipal websites for muniweb™ including Streamwood, Darien, Adrian Library, Elkhorn, Plymouth Township, Waterford and Independence Township.
Timothy Xie Programmer  Employee since 2000	Bachelor of Mathematics, Nanjing University	Developed custom programs including Employment Application, Tax and Assessing System, Transparency Solution, Permits and Payments, Vendor Management, Text Notification, Business Directory and Available Buildings and Sites.



Pricing is valid for 90 days from the date of this proposal

Pricing	
Content Migration to mobile compliant Content Management System and RWD Solution for the City of Novi and Invest Novi websites	\$25,000
Hosting, additional storage, search, calendar, slideshow, list serv, streaming video, video on demand, ABS system, password protection and content/programming/design updates for the City of Novi, Invest Novi and eWeb websites	See pricing matrix included in City's proposal questionnaire page 1





General references are provided on our reference page. However, we've prepared this page to link directly to web pages that demonstrate various capabilities and our experience with similar projects.

**CMS Websites** – muniweb™ provides a variety of CMS systems to address our client's needs. The CMS offer easy to use administrative front end and have features similar to those offered by Microsoft Visual Studio Web Development. CMS allows for multiple users with various permissions and approval workflow process.



- Hanover Park, IL - [www.hpil.org](http://www.hpil.org)
- Waterford Township, MI - [twp.waterford.mi.us](http://twp.waterford.mi.us)
- Northwest Municipal Conference - [www.nwmc-coq.org](http://www.nwmc-coq.org)

**ASP-based System Development / Administrative Systems** –

muniweb™ has developed several web-based database systems to automate processes, reduce incoming phone calls and provide better services to constituents. Example:

- Plymouth Township Assessor Data Lookup - [www.plymouthtwp.org](http://www.plymouthtwp.org) (services/assessor)

**Employee Intranets** – To improve employee communication and centralize information, the cities of Northville and Novi, Michigan had muniweb™ develop intranets for their employees.

- City of Farmington Hills – [www.fhgov.com/intranet](http://www.fhgov.com/intranet) (password required)
- City of Novi – [www.cityofnovi.org/eweb](http://www.cityofnovi.org/eweb) (password required)

**Accessible Websites** - muniweb™ ensures full Section 508 compliance. Here are two examples of accessible websites:

- City of Elkhorn - [www.cityofelkhorn.org](http://www.cityofelkhorn.org)
- City of Novi – [www.cityofnovi.org](http://www.cityofnovi.org)

**Enhanced Communication Tools** – We've worked with several of our clients to assist them in managing their communications. Here are a few examples of advanced technology that we have implemented.

- ListServ – City of Northville - [www.cityofnorthville.org/ReferenceDesk/MailingList.asp](http://www.cityofnorthville.org/ReferenceDesk/MailingList.asp)
- RSS – City of Novi - [www.cityofnovi.org/Resources/RSS.asp](http://www.cityofnovi.org/Resources/RSS.asp)
- Text Messaging – City of Farmington Hills – [www.fhgov.com/SMS/AvailableLists.asp](http://www.fhgov.com/SMS/AvailableLists.asp)

**Payment System** – muniweb™ worked with Rizzo Services to development an online payment system. Each payment page has the look and feel of their client's websites.

- Rizzo Payment Pages - [www.rizzoservices.com/Payments](http://www.rizzoservices.com/Payments)

**Password Protected Site** - Intergovernmental Risk Management Agency (IRMA) required a password protected area of their website for members only with unique navigation for both the public and member sides. muniweb™ provided a solution that not only protected the member area but also allowed for member specific access to various internal documents.

- IRMA Website - [www.irmarisk.org/Public/default.asp](http://www.irmarisk.org/Public/default.asp)





**Bloomfield Township, MI**  
[www.bloomfieldtwp.org](http://www.bloomfieldtwp.org)

Jo Marengere  
Cable/Community Relations  
JMarengere@bloomfieldtwp.org  
248-433-7790  
Client since 2002

**Village of Carpentersville, IL**  
[www.vil.carpentersville.il.us](http://www.vil.carpentersville.il.us)

Kevin Goethals  
IT Director  
KGoethals@vil.carpentersville.il.us  
224-293-1601  
Client since 2012

**City of Wyandotte, MI**  
[www.wyandotte.net](http://www.wyandotte.net)

Natalie Rankine  
DDA Director  
nrankine@wyan.org  
734-223-3759  
Client since 2008

muniweb™ has developed websites for over 100 municipal organizations. The websites below demonstrate some of our more recent and/or innovative websites.



**Cascade Township, MI**  
[www.cascadetwp.org](http://www.cascadetwp.org)  
Client since 2003  
Pop. 15,100



**City of Elkhorn, WI**  
[www.cityofelkhorn.org](http://www.cityofelkhorn.org)  
Client since 2005  
Pop. 10,118



**Village of Hanover Park, IL**  
[www.hpil.org](http://www.hpil.org)  
Client since 2000  
Pop. 37,973



**City of Farmington, MI**  
[www.ci.farmington.mi.us](http://www.ci.farmington.mi.us)  
Client since 2010  
Pop. 10,438



**City of Northville, MI**  
[www.cityofnorthville.org](http://www.cityofnorthville.org)  
Client since 2001  
Pop. 5,970



**Chesterfield Township, MI**  
[www.chesterfieldtwp.org](http://www.chesterfieldtwp.org)  
Client since 2009  
Pop. 43,381



**Village of Streamwood, IL**  
[www.streamwood.org](http://www.streamwood.org)  
Client since 2000  
Pop. 39,858



**Bloomfield Township, MI**  
[www.bloomfieldtwp.org](http://www.bloomfieldtwp.org)  
Client since 2003  
Pop. 41,070



**Village of Franklin, MI**  
[www.franklin.mi.us](http://www.franklin.mi.us)  
Client since 2012  
Pop. 3,171



**Adrian Library, MI**  
[www.adrian.lib.mi.us](http://www.adrian.lib.mi.us)  
Client since 2011





**CITY OF NOVI  
WEBSITE HOSTING AND MAINTENANCE SERVICES  
PROPOSAL FORM**

We, the undersigned, propose to furnish to the City of Novi, according to the conditions and instructions attached hereto and made a part thereof:

Description	Initial Contract (3 years)	Year 4 (first renewal option)	Year 5 (second renewal option)
Hosting – Base Charge (includes 2 Gig of storage)	\$250 Per month	\$270 Per month	\$290 Per month
Hosting – Additional Storage Charge (per 1.5 Gig)	\$30 Per month	\$30 Per month	\$30 Per month
Advanced Search Service (per index, 2,500-3,500 pages)	\$40 Per month	\$40 Per month	\$40 Per month
Calendar Module	\$220 Per month	\$220 Per month	\$220 Per month
Slideshow	\$0 Per month	\$0 Per month	\$0 Per month
ListServes (per list, up to 750 members)	\$0 Per month	\$0 Per month	\$0 Per month
Streaming Video Services – Base Charge	\$150 Per month	\$150 Per month	\$150 Per month
Streaming Video Services-Additional Bandwidth Charge (per Gig)	\$10 Per month	\$10 Per month	\$10 Per month
Streaming Video Services- Additional Storage Charge (per Meg)	\$.04 Per month	\$.04 Per month	\$.04 Per month
Available Buildings and Sites System	\$75 Per month	\$75 Per month	\$75 Per month
Website Development & Design	\$65 Per hour	\$70 Per hour	\$70 Per hour
Website Updating	\$50 Per hour	\$55 Per hour	\$55 Per hour
Programming	\$90 Per hour	\$95 Per hour	\$95 Per hour
Mobile Solutions	\$50 Per hour	\$55 Per hour	\$55 Per hour

**Other Costs:**

Authentix Directory Protection is provided at a cost of \$25/mo. This cost will remain constant over the 5 year contract period.  
One time content migration cost of approximately \$25,000 (500 hours) to be billed on resource utilization basis. This is to support the RWD and migration to CMS.

**Municipal Web Services is able to assume day-to-day hosting operations & management of all 3 websites on December 12, 2013**

**We acknowledge receipt of the following Addenda:** Addendum #1  
(please indicate numbers)

**EXCEPTIONS TO SPECIFICATIONS (all exceptions must be noted here):**

None

**COMMENTS:** None

**THIS PROPOSAL SUBMITTED BY:**

Company (Legal Registration: Municipal Web Services

Address: 55 E. Long Lake Rd #230 City: Troy State: Michigan Zip: 48085 Telephone: 248-594-1879

Fax: 775-249-1281

Agent's Name: Jay Sheth

Agent's Title: President

Signature: \_\_\_\_\_



E-mail: [jay@muniweb.com](mailto:jay@muniweb.com)

Date: August 14, 2013





**CITY OF NOVI  
CONTRACTOR QUALIFICATIONS QUESTIONNAIRE**

**Failure to answer all questions could result in rejection of your proposal.**

Name of Firm: Municipal Web Services  
Address: 55 E. Long Lake Rd #230  
City: Troy State: Michigan Zip: 48085  
Telephone: 248-594-1879 Fax: 775-249-1281  
Mobile: 248-931-5556  
Agent's Name (please print): Jay Sheth  
Agent's Title: President  
Email Address: jay@muniweb.com  
Website: www.muniweb.com

**1. Organizational structure: Corporation, Partnership, etc.** Corporation

**2. Firm established:** 1997      **Years in business:** 16

**3. Has your firm filed for Chapter 7 or Chapter 11 within the last ten (10) years?**

No

**4. Under what other or former names has your organization operated?**

Greychelle Web Services and Corporate Web Services

**5. How many full time employees? 3 Part time? 6**

**6. Are you able to provide insurance coverage as required by this RFP? Yes**

**7. How many years has your company been providing consultant services for website design, hosting, and management? Provide historical narrative.**

Municipal Web Services has been providing these services for 16 years. Our first client, Niles, Michigan hired us in 1997 to develop their first generation website. Since then, we have developed or redesigned over 100 municipal websites. We currently host over sixty websites at our data center in Southfield Michigan. We have trained several dozen other municipalities in the principles of website content updates.

**8. How many public sector (governmental) clients has your company served? Please provide a list including the dates served.**

We have developed or redesigned over 100 municipal websites. Some of the clients we have served are listed below. A complete, confidential list is provided separately.

**9. How many clients does your company currently service with the type of services described? \_\_\_\_\_ Explain the capacity of the services being provided.**

We currently serve approximately 60 clients. These services include all aspect of website development and hosting. In addition, we perform content updates for many of these websites and provide value added services such as automated mailing lists, custom application development, modular content management systems and consulting services.

**10. Provide a list of clients served within the last three (3) years. Include name address, phone number, contact person, and briefly describe scope of services performed.**

Some of the clients we have served are listed below. A complete, confidential list is provided separately.

**Bloomfield Township, MI**

[www.bloomfieldtwp.org](http://www.bloomfieldtwp.org)

Jo Marengere

248-433-7790

2<sup>nd</sup> and 3<sup>rd</sup> generation website redesign

Outsource of content updates to muniweb™

eNewsletter services

Mobile solution

**Village of Carpentersville, IL**

[www.vil.carpentersville.il.us](http://www.vil.carpentersville.il.us)

Kevin Goethals

224-293-1601

Redesign of existing website

eNewsletter services

**City of Farmington Hills, MI**

[www.fhgov.com](http://www.fhgov.com)

Mike Lasley

248-871-2430

2<sup>nd</sup> generation website redesign

Text Notification System

Outsource Content Updates to muniweb™

Intranet

Document Center

**11. Describe the resources you are capable of bringing to the City of Novi. Include specific information on specialized resources available.**

**Content Updates:**

8a-6p ET, M-F, 4 business hour response time for routine updates, 1 hour high priority response time, immediate emergency response time (24/7/365) and 12 hour response time on weekends for routine updates. muniweb™ assigns a primary web steward to complete majority of content updates with secondary and tertiary stewards trained as backups.

**Incumbent Firm/Experience:**

Because muniweb™ has been working with the City of Novi for the past 13 years, there will be no need to educate us on your community or how the City operates on a daily basis. We work regularly with every department in the City and continuing with muniweb™ will ensure a seamless transition into the next five years. muniweb™ is located in Southeastern Michigan and brings local knowledge of the region.

**UX/Graphics Design:**

User experience and design focuses on the interaction between humans and machines. muniweb™ specializes in contextual environments and design systems that address the user's experience, ergonomics and ease of use.





Enterprise Level Custom Software Development;

Whether it is data base application or connection with a back-office CRM system, muniweb™ is capable of developing and supporting enterprise level IT infrastructure and software development.

Social Media Support:

Social media presence requires periodic updates to engage audience and followers. muniweb™ offers services to help you keep your social media dashboard fresh and current.

**12. Submit profiles of staff to be assigned to this project and examples of similar work performed by each staff member. Attach additional sheets, if necessary.**

Employee	Educational Background	Background Experience
Tracie Hawkinson Project Manager  Employee since 1998	BS, Central Michigan University	Developed and maintained over 25 municipal websites including Novi, Northville, Brighton and Farmington Hills.
Laura Hoffman Web Steward  Employee since 1999	BS, CIS, Madonna University	Developed and maintained over 30 municipal websites including Adrian, Chesterfield Twp, Darien, Farmington and Northwest Municipal Conference of Illinois.
Jennifer Doroslovac Sales/Web Steward  Employee since 2001	Developed and maintained over 30 municipal websites including Carpentersville, Wyandotte, Franklin, Cascade Township and Douglas.	
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Timothy Xie Programmer  Employee since 2000	Bachelor of Mathematics, Nanjing University	Developed custom programs including Employment Application, Tax and Assessing System, Transparency Solution, Permits and Payments, Vendor Management, Text Notification, Business Directory and Available Buildings and Sites.





### **13. Describe methods of communication with your clients.**

The primary means of communication for content updates is via email. These emails boxes are monitored by multiple web stewards. Telephone communication is used as necessary if clarification is needed or turnaround necessitates immediate communication.

### **14. Describe your procedure for handling afterhours update requests.**

Our clients contact web stewards via cell phone after normal business hours.

### **15. Describe in detail your work plan or methodology for this project.**

As the incumbent firm, we will maintain current business practices and processes unless a change is requested by the City of Novi.

### **16. Provide a description of the deliverables to be provided at the end of the engagement.**

- By the end of 2013, migration to CMS solution to facilitate Responsive Web Design
- Website content updates as requested and hosting services, ongoing and will be delivered on a month-to-month basis

muniweb™ will continue current business practices and processes throughout the contract.

### **17. What development platforms do you use?**

muniweb™ uses muniCMS and modules from third parties to satisfy the project requirements.

### **18. What security measures to you employ to prevent unauthorized access to and damage to hosted websites?**

muniweb™ uses various scanning and monitoring tools to assess the security threats and site penetration. The reports from these tools are used to update and modify the servers and websites protection and software.

muniweb™ employs latest technologies in VPN, user access, and encrypted communication. All access to muniweb™ assets requires at least two levels of security clearance and the passwords are modified on a regularly schedule interval.

Our disaster recovery plan for security breaches calls for backups to be accessed if necessary to restore a defaced website. We regularly monitor processes running on the server to determine if any viruses are running on the server.

### **19. How do you resolve security breaches when they occur?**

1. Our technical staff is called to immediate action to correct the security breach and repair any damage.
2. Our customers are informed of the breach and the timing of the corrective actions.
3. The reason and the source of the breach are documented in our knowledge database.
4. The type of breach is added to our monitoring service.



**20. Define the security platform you have in place for content management and site management. What are the levels of security and does it include change history?**

We use Website Defender, Qualys, Web Inspector and several other monitoring and management tools.

For our servers, we have the following security gates:

1. VPN to access the network
2. User ID / Password to access the server
3. Access control rules to control access to specific folders and files
4. User ID / Password to access the content management system

All of the changes to the access and security rules are date and time stamped and documented for security audit.

**21. What reports do you provide?**

We provide a monthly maintenance detail report that shows what content updates, design and programming tasks were provided during the previous month. This report includes the task summary, who performed the work and how long it took them. Customized monthly website statistics reports are also provided.

**22. What are your billing procedures? Please provide a sample invoice.**

We bill on a monthly basis for all ongoing services and bill one month in arrears. For instance, the invoice for January services will be submitted in February. Sample invoice and sample website update report are provided at the end of this proposal.

**23. How are consultants managed within your organization?**

We use guru.com to define projects, select consults, manage projects and process contracted payments. We have only used consultants on three projects over our 16 year history.

**24. Provide hourly rates for all consultants at all levels and clearly define all relative direct and indirect costs.**

Consultants are selected via guru.com and their billing rates vary based on experience. Again, muniweb™ rarely uses consultants.

**25. References: Provide at least three (3) references for projects that are comparable in scope to this bid. Several references from municipalities would be desirable.**

**Bloomfield Township, MI**

[www.bloomfieldtp.org](http://www.bloomfieldtp.org)

Jo Marengere

248-433-7790

2<sup>nd</sup> and 3<sup>rd</sup> generation website redesign

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Kevin Goethals



224-293-1601  
Redesign of existing website  
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**City of Farmington Hills, MI**

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Mike Lasley

248-871-2430

2<sup>nd</sup> generation website redesign

Text Notification System

Outsource Content Updates to muniweb™

Intranet

Document Center

**26. Claims & Suits: Does your firm have any litigation pending or outstanding against your organization or its officers? If yes, please provide details.**

No

**27. Provide any additional information you would like to include which may not be included within this Questionnaire. You may attach additional sheets.**

None

**THE FOREGOING QUESTIONNAIRE IS A TRUE STATEMENT OF FACTS:**

Signature of Authorized Company Representative: \_\_\_\_\_

Representative's Name (please print):



Jay Sheth

Date:

August 14, 2013





55 E. Long Lake Rd, #230  
Troy, Michigan 48065-4738

Ph: 248.594.1879

# Sample Invoice

Date	Invoice #
6/1/2013	50372

<b>Bill To</b>
Finance Department City of Novi 45175 W. 10 Mile Rd. Novi, MI 48375-3024

P.O. Number	Terms	Sales Rep ID	Due Date	Project
	Net 30		7/1/2013	
Quantity	Item Code	Description	Price Each	Amount
3	Host	Website Hosting X 3 (City, Invest. eWeb)	30.00	90.00
1	AdveWebSrch	eWeb Search Index	65.00	65.00
11	WebUpdate2	Website Update and Maintenance	50.00	550.00
0.5	WebGraphDes	Website Graphics and Design Updates	65.00	32.50
For June 2013			<b>Total</b>	\$737.50

# Website Updates Detailed Report

Date Range: 4/1/2013 to 4/30/2013

Person	Matter	Date	Task	Comment	Hours
Jane Doe	Customer				
		4/5/2013	Website - Updates and Maintenance	Posted DPS job posting and removed Finance clerk position; boards and commissions updates	0.25
		4/6/2013	Website - Updates and Maintenance	Posted 1 home page announcement	0.25
				<b>JaneDoe</b>	<b>Total: 0.50</b>
John Smith	Customer				
		4/10/2013	Website - Updates and Maintenance	Post revised Employment Application; prepare/post updated Organization Chart	0.50
		4/11/2013	Website - Updates and Maintenance	Home page updates (remove Proposed Budget, move up Yard Waste)	0.25
		4/12/2013	Website - Updates and Maintenance	Correct formatting on right-side home page	0.25
		4/15/2013	Website - Updates and Maintenance	Remove Imagination Station Volunteer blurb; post updated EVIP Employee Compensation document; post link to Proposed 13-14 budget on home page right side	0.25
		4/25/2013	Website - Updates and Maintenance	post Unwanted Prescription Drug Take Back blurb; prepare/send eBlast Prescription Drug eNewsletter	0.75
				<i>Brighton-GEN General Total:</i>	<i>2.00</i>
				<b>John Smith</b>	<b>Total: 2.00</b>
<b>Grand Total:</b>					<b>2.50</b>