

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, June 23, 2020

6:30 PM

McFarland Municipal Center
Conference Room A

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/89331454556>

Or by Telephone:

+1 (312) 6266799

Webinar ID: 893 3145 4556

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the Communications and Technology Committee meeting from November 26, 2019.
4. BUSINESS.
 - a. Discussion and possible action to make a recommendation to the Village Board to accept the change in the Village website design and hosting from GovOffice to CivicPlus.
 - b. Discussion and action to approve Chapter 7 of the Technology Plan.
5. STAFF REPORTS.
 - a. Update(s) from the Technical Specialist.
 - b. Update(s) from the Director.
6. SCHEDULE NEXT MEETING DATE.
 - a. Tuesday, July 28, 2020 at 6:00 p.m.
7. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any

governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

VILLAGE OF MCFARLAND

Communications & Technology Committee Minutes

Tuesday, November 26, 2019 - 6:30 PM

1. CALL TO ORDER, ROLL CALL.

Village Trustee Stephanie Brassington called the regular meeting of the Communications & Technology Committee to order at 6:30 PM in Conference Room A.

Members present: Ella Tschopik, Stephanie Brassington, Eric Kryzenske, Eric Kindschi, Blake Draper, Jason Jasinski

Members not present: CJ Behm, Cole Younger, Sean Braziel

Staff Present: Stephanie Miller, Matt Schuenke

2. PUBLIC APPEARANCES.

No public appearances.

3. APPROVAL OF MINUTES.

a. Discussion and action regarding minutes of the regular meeting held on October 22, 2019.

Motion by Village Trustee Eric Kryzenske, second by Blake Draper, to approve discussion and action regarding minutes of the regular meeting held on October 22, 2019. Motion carries 6 - 0 - 0 by acclamation.

4. BUSINESS.

a. Discussion and action to make a recommendation to the Village Board regarding a revision to the Organizational Chart for the Communications and Technology Department.

Village Administrator, Matt Schuenke, discusses the update and changes to the Communications and Technology organizational chart.

Motion by Village Trustee Stephanie Brassington, second by Eric Kindschi, to recommend to the Village Board regarding a revision to the Organizational Chart for the Communications and Technology Department. Motion carries 6 - 0 - 0 by acclamation.

- b. Discussion and action to make a recommendation to the Village Board regarding the position description and permission to fill the vacancy for the Production Assistant position within the Communications and Technology Department.

Communications and Technology Director, Stephanie Miller, offers insight and updates on the job description for the Production Assistant position. She also includes information on why the vacancy should be filled.

Motion by Village Trustee Stephanie Brassington, second by Jason Jasinski, to recommend to the Village Board regarding the position description and permission to fill the vacancy for the Production Assistant position within the Communications and Technology Department. Motion carries 6 - 0 - 0 by acclamation.

- c. Discussion and action to make a recommendation to the Village Board regarding the position description for the Camera Operator position within the Communications and Technology Department.

In similar fashion to agenda item 4b, Communications and Technology Director, Stephanie Miller, offers insight and information to the various changes of the Camera Operator job description.

Motion by Village Trustee Stephanie Brassington, second by Eric Kindschi, to recommend to the Village Board regarding the position description for the Camera Operator position within the Communications and Technology Department. Motion carries 6 - 0 - 0 by acclamation.

5. SCHEDULE NEXT MEETING DATE.

- a. Tuesday, December 24, 2019 at 6:00 pm

Due to the holiday, the December Communications and Technology Committee meeting will not take place.

- b. Tuesday, January 28, 2020 at 6:00 pm.

6. ADJOURNMENT.

Motion by Village Trustee Stephanie Brassington, second by Blake Draper, to adjourn at 7:05 P.M. Motion carries 6 - 0 - 0 by acclamation.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Stephanie R. Miller
Director



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, June 23, 2020

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible action to make a recommendation to the Village Board to accept the change in the Village website design and hosting from GovOffice to CivicPlus.

PREVIOUS ACTION:

ISSUE SUMMARY:

The Village website has been designed and hosted through the GovOffice platform since 2013. The original cost to do so was \$10,275.

In 2017, the Village website went through the starting process of upgrading the website and signed on to a three year contract for \$3,280/year plus a fee for 2GB additional storage (totaling to 4GB) for \$250.

The three year contract with GovOffice will be ending in October of 2020.

After the years and challenges of working with GovOffice, the Communications and Technology Department recommends that the Village does not resign a contract with GovOffice and instead, pursues moving to a better and more sophisticated website design and host, CivicPlus.

Attached are previous invoices from GovOffice, a list of concerns/complaints about the current website (both as a user and admin), and a proposal from CivicPlus.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:



BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. GovOffice Complaints
2. GovOffice_Annual Service Fee_2019-10-01
3. GovOffice_Annual Service Fee_2018-10-24
4. GovOffice Invoice_2018-07-11
5. GovOffice Invoice_Addtl Storage_2018-01-04
6. WI - McFarland - CivicEngage - Proposal - 06192020
7. McFarland WI - CivicRec Price Quote W CPPay
8. CP Pay Pricing Sheet Information - March 2020
9. CivicReady Quote McFarland, WI
10. SeeClickFix for McFarland WI - 06192020

GovOffice Complaints

Thursday, June 11, 2020

5:09 PM

Our GovOffice contract is up for renewal in October of 2020. After working within GovOffice for many years now, we know there is a better option out there to reduce the number of complaints we have had time and time again.

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Images

- Images must first be uploaded to a different page before they can be embedded into the body of the page you are working on.
- The website has CSS for max-width set to "Important" which overrides everything else on the website.

Storage

- We have a very limited storage for files
- We pay a significant price to expand that storage to 4GB
- Updating a file requires deleting the original, leaving a void for a time, and then uploading one with an identical title.
- Files are download using their original title, despite being renamed.

Navigation

- Navigation can only be to that page or to an external link. Creating multiple links to the same page is impossible.
- The only way to auto-generate a list of sub-pages is by turning off your "Section Introduction" section rendering the page worthless for any content.
- Long page names break without clear indication
- Names which are almost long enough to break may do so upon hovering over them

Directory

- While a directory of staff can be created; there is no way to embed selections of that information into another page.
- Changes to staff contact must be made across multiple pages individually.
- There is no way for information to be synchronized between directories

Records and retention

- Changes to pages are not tracked and past versions cannot be returned to.
- We have no records of past pages or any edits to pages beyond who and when.

Calendar

- The calendar module is very, very difficult for users to quickly find an event.
- The "See All" button shows every event from past and present, starting with oldest first.
- Repeating events, once created, and no longer linked together making it inconvenient or impractical to plan ahead in the case that a change must be made.
- Events that stretch across days appear as individual events on each day.

Viewing Pages

- "Hidden" pages don't show in the navigation but are still searchable.
- Hiding a page and turning it off are in two separate areas.

User Permissions

- User permissions are incredibly hard to assign
- Users are automatically granted access to newly created pages.

URLs

- URLs are nonsensical strings of characters which do nothing to describe the page users will be visiting.
- While a "friendly" URL may be set for individual pages, that URL may be ignored entirely depending on the page type.

GovOffice
2112 Broadway St
NE #250
Minneapolis MN 55413
United States

PO#
10/1/2019

Bill To

LMC WI McFarland
PO Box 110
McFarland WI 53558-0110
United States

TOTAL

\$3,280.00

Due Date: 10/31/2019

Terms

Net 30

Due Date

10/31/2019

Quantity	Item	Amount
1	GovOffice 3 yr website hosting Multi - Year 3 of 3	\$3,280.00

Please make checks payable to GovOffice & remit payment to:

Government Brands Shared Services
Attn: GovOffice Accounts Receivable
P.O. Box 25477
Tampa, FL 33622

Subtotal \$3,280.00

Total \$3,280.00



GOVOFFICE

2112 Broadway St. NE #250
Minneapolis, MN 55413
612-617-5706
scott@govoffice.com
www.govoffice.com

BILL TO
Village of McFarland
PO Box 110
McFarland, WI 53558-0110

INVOICE 43738

DATE 10/24/2018 TERMS Net 30

DATE	DESCRIPTION	QTY	RATE	AMOUNT
10/24/2018	Multi-Year Payment Plan Year 2 of 3 • License and upgrades of GovOffice Content Management System	1	3,280.00	3,280.00

Please make checks payable to GovOffice LLC. By paying for or utilizing our service, you agree to the Terms & Conditions at www.govoffice.com/terms. Thank you for choosing GovOffice.

TOTAL DUE

\$3,280.00

Have a billing question? Call 612-617-5706 or email billing@govoffice.com. Print GovOffice LLC's W-9 at www.govoffice.com/w9. Please contact Support at 888-353-3221 or support@govoffice.com with all other questions.

Bill To
Dane County Chiefs of Police Attn: Accounts Payable 5915 Milwaukee St. McFarland, WI 53558-0110

Invoice

Terms	Date	Invoice #
Due on receipt	7/11/2018	42905

Description	Qty/Hrs	Rate	Amount
<p>GovOffice Annual Service Package - Current Client (through 7-31-19) includes:</p> <ul style="list-style-type: none"> • Unlimited bandwidth & Website hosting up to 2 GB of uploads • Unlimited toll-free technical support for staff • Online training/ re-training of Content Management System (CMS) software for staff • Daily backups of stored Website content and design files • Maintenance of Web servers and their installed security systems • Unlimited Administrative users • Secure SSL (Secure Sockets Layer) Administrative Website • Upgrades of Content Management System • GovOffice Mobile for optimal Website display on Smartphones • DDoS Protection * 	1	550.00	550.00

Please make checks payable to AVENET, LLC 2112 Broadway St. NE #250 Minneapolis, MN 55413 To view and/or print Avenet LLC's W-9 tax form, please visit www.avenet.net/w9 Thank you for choosing us as your website solution. By paying for or utilizing our service, you agree to the terms and conditions that appear at www.govoffice.com/terms . For billing questions please call 612-617-5706. To update your contact information (website contacts, addresses, & phone numbers) please call 1-888-353-3221.	Total	\$550.00
	Payments/Credits	\$0.00
	Balance Due	\$550.00

Bill To
Village of McFarland Attn: Accounts Payable PO Box 110 McFarland, WI 53558-0110

Invoice

Terms	Date	Invoice #
Due on receipt	1/4/2018	41951

Description	Qty/Hrs	Rate	Amount
Extended Storage Plan - Additional 2 GB of storage	1	250.00	250.00

Please make checks payable to AVENET, LLC 2112 Broadway St. NE #250 Minneapolis, MN 55413 To view and/or print Avenet LLC's W-9 tax form, please visit www.avenet.net/w9 Thank you for choosing us as your website solution. By paying for or utilizing our service, you agree to the terms and conditions that appear at www.govoffice.com/terms . For billing questions please call 612-617-5706. To update your contact information (website contacts, addresses, & phone numbers) please call 1-888-353-3221.	Total	\$250.00
	Payments/Credits	\$0.00
	Balance Due	\$250.00

McFarland, Wisconsin



CIVICENGAGE[®]

Website Redesign Services

Presented by | John Pugh, CivicEngage Account Executive



June 19, 2020

302 South 4th Street, Suite 500
Manhattan, Kansas 66502
888-228-2233



Stephanie Miller
Communications & Technology Director
McFarland, WI

RE: Website Redesign Services

Dear Stephanie:

Today's society expects instant access to news, answers, and communication and making your government work better can be a challenge when you don't have the tools and resources to get the job done right. As your partner, that's where CivicPlus can help. We are passionate about our mission to help make local government better. You won't simply be getting a website, you'll also obtain the tools to build a trusted and long-term relationship between you and your citizens.

McFarland is unique, and your website should be too! We will help you implement a website that represents your values and meets your specific needs and goals. By partnering with CivicPlus, you'll receive:

- Responsive design that is available to your citizens from anywhere on any device
- Comprehensive suite of modules and tools tailored to the functionality you need most
- Guaranteed redesign after four years of service to keep your website fresh and innovative
- Hands-on migration of existing content by our team of experts
- 24/7/365 support with secure hosting and maintenance
- 100% satisfaction with your new website

Your new site will be developed on the most robust and flexible content management system (CMS) available. Our CivicEngage CMS is an easy-to-use suite of cloud-based tools built specifically for local government. You'll be able to inform and empower your citizens and staff in more efficient ways. Easier for you, easier for them.

A McFarland and CivicEngage partnership will save you time and money with a website for your community to find what they need, when they need it.

Sincerely,



John Pugh
CivicEngage Account Executive
pugh@civicplus.com
Direct Line 785-323-7160

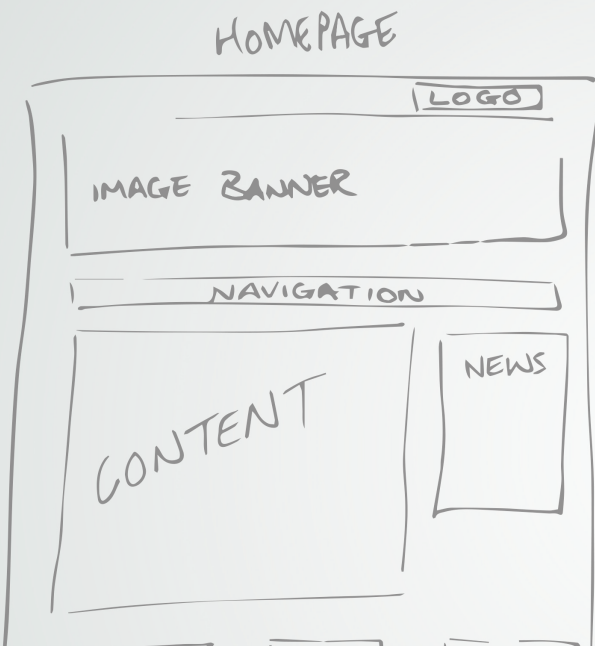


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Executive Summary



We propose the following approach to help you meet your goals:

Product Solution

Easy-to-Use CMS	Our CivicEngage Content Management System (CMS) is developed specifically for local government and includes modules and tools offering unique functionality to streamline your processes, self-service options to reduce call volume and walk-ins for common requests, and permission-based access for website management.
Responsive Website Display	We will use a mobile-first design approach to ensure your website is fully responsive, using design that is optimized for any device, screen size, and orientation. We also implement a mobile-friendly menu configuration for easy page navigation. A responsive design also provides centralized website maintenance, eliminating the need to update both a desktop and mobile version of your website.
Accessibility	During system development and website implementation process, our first focus is to ensure we provide you with a website compliant with accessibility standards outlined within Section 508 and WCAG Level A & AA.

Implementation Solution

Dedicated Project Team	A specialized team of experts will assist you throughout the implementation process to website launch, including a Project Manager, Art Director, and Trainer.
Design Creation	Your Art Director will collaborate with you to develop a design that best represents your community while taking advantage of the CivicEngage functionality to meet your needs.
Content Development	Our Content Development team will migrate content (including their text, documents, and images) from your current website to your new, CivicEngage website. Content will be enhanced for usability and accessibility, and we will organize your website pages to make them easy to navigate.
Search Engine Optimization (SEO)	To make your site easier to find, we will provide SEO services during content migration, such as creating searchable keywords and descriptive content, and will submit this information on your behalf. During training, we will also train your staff on best practices for SEO including searchable terms and descriptors to do the same for future pages.
CivicTraining® Plan	During your training engagement, a CivicPlus Trainer will conduct customized sessions to ensure your staff can confidently keep your website updated long after launch.

Guaranteed Redesign

To keep your website looking fresh, you will be eligible to receive a new website design with no further out-of-pocket expense after four years of continuous service with CivicPlus.

Hosting, Support, & Security Solution

Secure Hosting, Cloud-Based Access

Our solution is supported by an enterprise-level hosting environment with vigilant 24/7/365 monitoring and continual system updating. We guarantee a 99.9% website uptime, excluding maintenance periods. With our cloud-based solution, you can access your website from anywhere on nearly any device – no need to log into a network.

Technical Support

Our helpful in-house support team is available to ensure your complete and ongoing satisfaction with our products and services. You can contact live support via chat, phone, and email or utilize our self-service CivicPlus Help Center for tutorials and user guides. You will also receive 24/7/365 emergency support assistance.

DNS & SSL Certificate

We will aid in the setup of your current domain for your new website. Also included is one SSL Certificate to protect your new website and information through encryption of sensitive data and identity verification.

System Updates

We set high standards for government websites with our services. With CivicPlus, your content management system will be upgraded to keep pace with industry improvements and your visitors' changing needs.

Continuing Partnership

Your Client Success Manager will help find solutions for your changing needs by creating an ongoing strategy to better engage your citizens using the tools and products CivicPlus offers.

Before & After – Portland, Michigan

Before CivicPlus



With CivicPlus



After partnering with CivicPlus, Portland, Michigan was able to connect and engage their community better through their innovative, mobile, secure and interactive site.

CivicPlus Company Overview



20+

years of experience with a focus to help local governments

350+

employees, many with experience in local government

4,000+

local government clients across the United States and Canada



9-time Inc. 5000 Honoree



www.govtech.com/100

At CivicPlus, we have one goal: to empower the public sector to accomplish impactful initiatives using innovative solutions that save them time while connecting them to the citizens they serve. We began in 1998 when our founder, Ward Morgan, decided to focus on helping local governments work better and engage their citizens through their web environment. CivicPlus continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our clients, including solutions for citizen engagement, administrative services, constituent services, and recreation management.

As we have grown, the pathway to achieving this goal became clear. We need to build groundbreaking software and host them on a single, robust platform that enables convenient collaboration and streamlined operations. This led to the development of the CivicPlus Platform which enables single sign-on capabilities, strengthened identity management, and API access for our clients across our solutions.

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

Company & Contact Information

Point of Contact

John Pugh
CivicEngage Account Executive
pugh@civicplus.com
Direct Line 785-323-7160

Primary Office

302 S. 4th Street, Suite 500
Manhattan, KS 66502
Toll Free: 888-228-2233
Fax: 785-587-8951
www.CivicPlus.com

Legal Information

CivicPlus, LLC
Converted in State of Kansas,
January 2019
f/k/a CivicPlus, Inc. Incorporated
State of Kansas, June 1998

Project Team



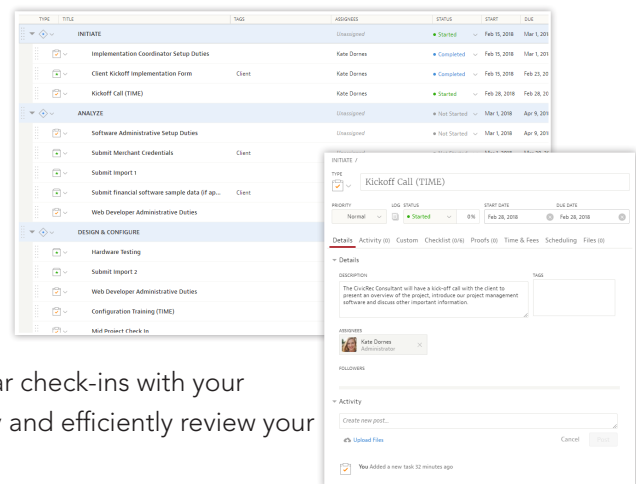
From project management to design and development to training and support, a dedicated project team will assist you throughout the development process to ensure your project's success and your complete satisfaction. Your individual, dedicated team members will be determined just prior to kickoff so we can be sure they will be available to begin your project immediately and work directly with you throughout the entire process. This ensures we deliver the attention and effort you need and deserve to create a website that achieves your vision of success.

- **Project Manager** – Provides communication, establishes project plan, schedules project resources, facilitates project tasks, ensures requirements are met according to scope
- **Art Director** – Establishes vision for website design, collaborates with graphic design team to create website design to meet your needs, coordinates design application to functioning website
- **Web Content Specialist** – Guides content development process, ensuring application of best practices for usability and accessibility
- **Trainer** – Educates your team to use the CivicEngage content management system, demonstrates effective use of tools and functionality

Communication Venues

Communication between you and your CivicEngage team will be continuous throughout your project. Sharing input and feedback through email, virtual meetings, phone calls, and our project management software, Mavenlink, will keep all stakeholders involved and informed. Mavenlink offers task management transparency with a multi-level work breakdown structure, Gantt Chart-based project plan, and a focused communication channel.

- Centralized project communication and task management tools are located in a cloud-based project workspace
- Conversations are linked to files and tasks for easy reference
- Tasks, deliverables, and milestones are aligned to your specific scope of work



The tools available through Mavenlink combined with regular check-ins with your Project Manager provide you ample opportunities to quickly and efficiently review your project, check deliverables, and communicate feedback.

CivicEngage CMS



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

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



Modules

Citizen Engagement

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

- **Alert Center** – Post emergency or important information on your website to notify citizens via email and SMS.
- **Blog** – Post opinions/information about various community topics and allow citizen comments and subscriptions.
- **Calendar** – Create multiple calendars and events to inform citizens of upcoming activities that are viewable by list, week, or month.
- **Citizen Request Tracker™ (CRT)** – Allow users to report a problem and provide follow-up communication with the point of contact. (Includes 3 User Licenses)
- **Community Voice™** – Interact with citizens about projects in your community.
- **ePayment Center** – Create a secure, PCI-compliant payment gateway for your online services with our opt-in service, CP Pay®. Additional fees apply.
- **My Dashboard** – Allow users to personalize their dashboard to stay updated on news, events, and information they care about.
- **News Flash** – Post organizational news items that are important to your citizens.
- **Notify Me®** – Send out SMS messages and mass emails to list subscribers. (Includes up to 500 SMS users)



Document Management

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

- **Agenda Center** – Create and display agendas and minutes for various civic organizations.
- **Archive Center** – Store agendas, minutes, newsletters, and other data-driven documents.
- **Document Center** – Organize and house documents in one central location.
- **Form Center** – Create custom, online forms via simple drag-and-drop functionality. Receive notifications via email and track within the CMS.
- **Photo Gallery** – Store and display photos.
- **Staff Directory** – Share detailed contact information for your staff and offices.



Information & Navigation

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

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

Department-Specific

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

- **Activities** – Create, organize, and track activities.
- **Facilities & Reservations** – Showcase community facilities and allow reservations online.
- **Job Postings** – Post available jobs online and accept online applications.
- **Bids** – Post sortable and subscribable bids.

Widgets

Module Widgets

Some modules within CivicEngage have a specialized widget. These widgets allow you to choose the exact information from the module to display and tailor the look to meet the page's needs. In addition, the content will dynamically renew as it is updated in the module. Widget modules include:

- Alert Center
- Community Voice
- Graphic Links
- News Flash
- RSS
- Calendar
- FAQs
- Info Advanced
- Quick Links
- Staff Directory

Content Widgets

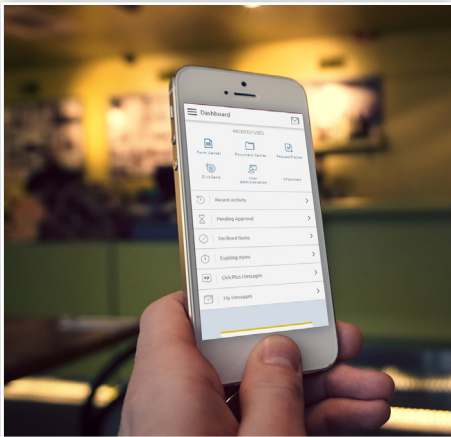
Edit your content directly on page in Live Edit mode with these widgets.

- **Carousel Widget** – Group and display widgets in one location with arrow navigation functionality.
- **Custom HTML Widget** – Embed videos or other HTML features in your page.
- **Editor Widget** – Edit text with word processing tools, plus web tools like code view and the Accessibility Checker.
- **Image Widget** – Add images to a page.
- **List Widget** – Create lists on a page.
- **Pages Widget** – List all related subpages.
- **Related Documents Widget** – Create a dynamic list of documents referenced in the Document Center.
- **Search Widget** – Add a search bar to a page.
- **Share Widget** – Add a share button to your page so citizens can share content to their social media.
- **Site Tools Widget** – Add a site navigation button.
- **Slideshow Widget** – Add a slideshow of images.
- **Spacer Widget** – Add a space to the page.
- **Tabbed Widget** – Add tabs to separate content in one central location.
- **Table Widget** – Add a table to your page.
- **Text Widget** – Add text to a page.

Administrative Features

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

- **Admin Dashboard** – A home base for messages and quick access to your recent activities and time-sensitive action items such as pending approvals and expiring items.
- **Dynamic Breadcrumbs & Site Map** – Breadcrumbs (used to show a visitor's location within the site) and the site map are dynamically generated and automatically update reflecting any changes made.
- **Dynamic Page Components** – Modules such as Calendar, FAQs, and News Flash, may be included as dynamic page components on any page.
- **History Log** – Track changes made to your website.
- **Intranet** – Use permissions to set a secure location on your website that allows employees to login and access non-public resources and information.
- **Levels of Permissions** – Assign staff members to groups with different levels of permissions of access and authority throughout the CMS.
- **Pending Approval Items** – Admins have access to a queue of pending items to be published or reviewed.
- **Website Statistics** – Piwik or Google Analytics provides web statistics for analysis.
- **Content Scheduling & Versioning** – Set your content to auto-publish and auto-expire, with an archive of all published content and previous versions.



User-Friendly Features

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

- **Automatic Alt Tags** – Built-in features allow ongoing ADA compliance of your site.
- **Design Essentials** – Tools that allow your staff to build, modify, and manage your website's look within the design and structure parameters of your website.
- **Link Redirects** – Instead of sending your users to <http://civicplus.com/248/Awards-and-Recognition>, you can send them to <http://civicplus.com/awards>.
- **Maps** – Easily embed maps from Google, ESRI, and more using the HTML widget.
- **Mega Menu** – A main navigation menu makes it easy to get to any page on your site quickly.
- **Predictive Site Search & Log** – A powerful site search automatically indexes all content making it easy for visitors to find information across pages, documents, and images. All search words are kept in a log.
- **Printer Friendly** – Separates critical content from the site template to provide a clean print without menu structure and banner information included.
- **Real Simple Syndication (RSS) Feeds** – Allow patrons to sign up to receive email notifications.
- **Social Media** – Set various modules to automatically post to your Facebook and/or Twitter feeds and incorporate compatible social media feeds and widgets into your site.
- **Supported Browsers** – View your website in the two most recent versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome.
- **Third-Party Access** – Utilize iframes, embeds, and/or links to most of your third-party services. Or use our growing list of APIs as well as options from Zapier to build applications right from your website.
- **Translation** – Integration with Google Translate translates web pages into over 100 languages.



Functionality Disclosure

As CivicPlus continues to evolve and improve our solution to support our clients' needs and goals, we reserve the right to upgrade, replace, modify, or terminate any of the features and functionality elements listed, at our sole discretion, and when feasible, providing reasonable notice to our clients of any changes. These features and functionality are offered on a gratuitous basis to our clients, with no monetary value per feature, and should any changes be enacted, will not affect any terms in a signed agreement with CivicPlus.

ADA Section 508 Compliance

We provide highly compliant sites based on WCAG 2.0 A and AA guidelines, which encompass and surpass ADA accessibility requirements. Our focus is to provide a high degree of compliance with WCAG 2.0 A and AA, which maximizes accessibility for all users while providing freedom to create a visually rich and appealing site. Our approach for each website includes the following steps to provide you a compliant and accessible website:

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

AudioEye Partnership

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

Credit Card Processing with CP Pay®

Opt-in to use CP Pay, our secure, PCI-compliant, standalone payment gateway that is integrated within the CivicPlus Platform. Local governments can use CP Pay to collect payments online or in your office from any CivicPlus solution or third-party product.

CP Pay Merchant

Our recommended payment gateway, CP Pay Merchant is available through a partnership with OpenEdge. With CP Pay Merchant you'll enjoy next-day funding, EMV support, smart (chip card) payment transactions, and consolidated, real-time reporting. The OpenEdge Hardware Program for CivicPlus provides access to purchase or rent hardware to use specifically with CP Pay. An application and separate agreement will need to be completed directly with OpenEdge, who will assess separate merchant account and transaction fees.

Supported Gateway Providers

CP Pay can also provide access to the following supported gateways for a one-time set-up fee: Braintree, Authorize.net, Forte, PayPoint, Tempus, Converge, CyberSource, Heartland, JetPay, and OpenEdge (not CP Pay Merchant). While CP Pay will not be involved in your arrangement directly with any supported gateway, you will need to obtain the gateway credentials directly from such provider and your chosen supported gateway and present that information to CivicPlus during implementation.

Design

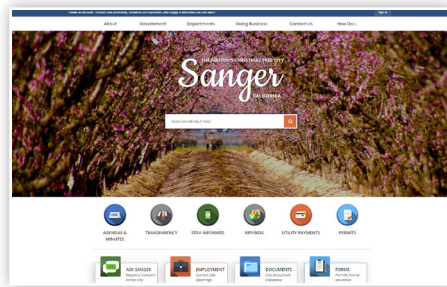


Flexible Layout Design

You will meet with your Art Director to discuss your website vision based on the goals and needs of your users. This process involves selecting the order, placement, and format of your homepage content from a library of over 1,200 vetted layout configurations aimed at achieving your usability goals. This layout wireframe will provide the structural blueprint for the visual design application.

We will then collaborate with you to customize your design to represent your community using your logo, chosen colors, and imagery. We will focus on including the functionality to meet your website needs, including an option for up to one advanced design component– a layout or design element that requires significant time to style and implement. Working with your Art Director, you'll identify the appropriate component to achieve or enhance the usability goals for your site.

One overall design concept will be created incorporating both a homepage layout and an interior page layout. Page layout options are available within the Online Page Editor content creation functionality. Unlimited pages can be created with the CivicEngage CMS following the finalized layout selection and reflecting font sizes and styles associated with the various heading levels and content types.



Home Page

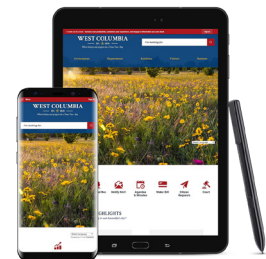


Interior Page – Public Works

Dynamic Page components such as Quick Links, Events Calendar, FAQs, Info Advanced, News Flash, and others, may be placed on any page and will help dedicated areas of the site appear as its own website.

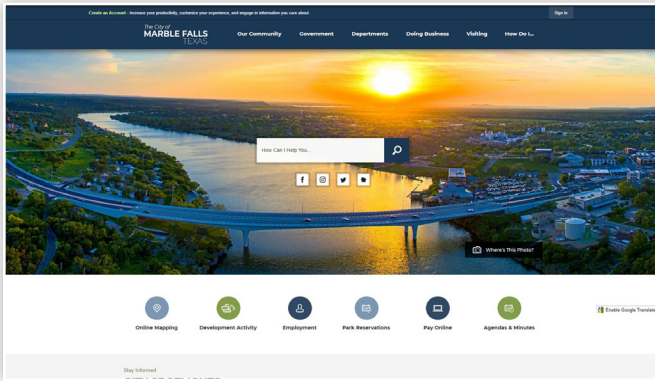
Responsive Design

As part of providing industry-leading technology, responsive design is included with your CivicPlus site. With responsive design, your site adjusts to the screen size regardless of what device is being used. CivicPlus websites are viewable in all common browsers. We optimize them for administrative use with Windows 2000+ and in the two most recent versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome. This flexibility provides a seamless user experience.

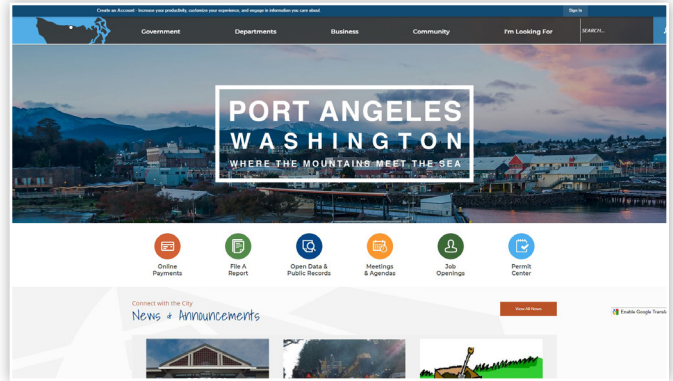


Design Portfolio

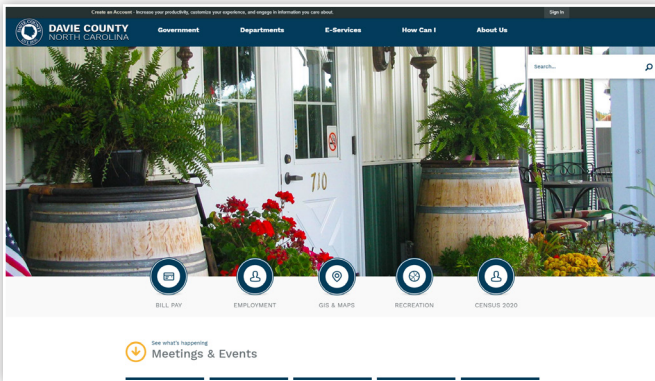
The included design portfolio will provide you with an idea of the different directions we can take your creative design. Please note that not all parties listed have agreed to be contacted for reference.



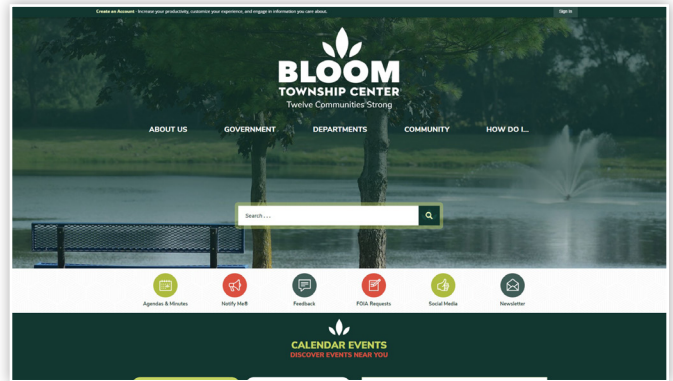
Marble Falls, Texas
www.marblefallstx.gov



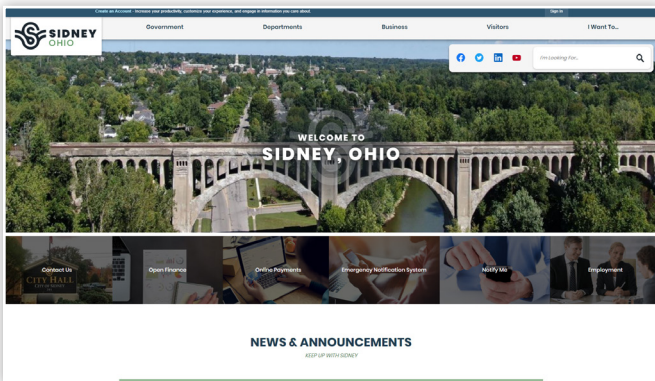
Port Angeles, Washington
www.cityofpa.us



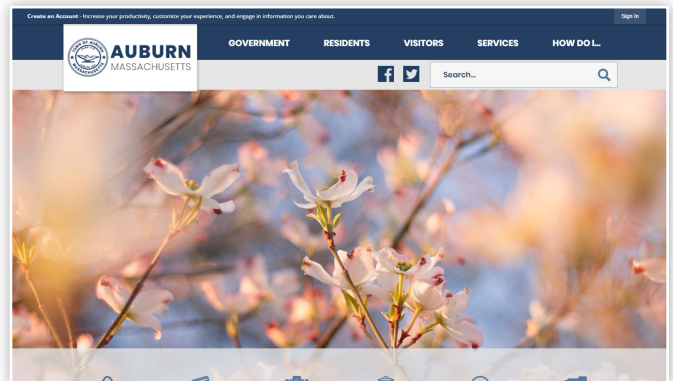
Davie County, North Carolina
www.daviecountync.gov



Bloom Township, Illinois
www.bloomtownship.org



Sidney, Ohio
www.sidneyoh.com



Auburn, Massachusetts
www.auburnguide.com

Implementation



Project Timeline

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

A typical project timeline ranges from 16 – 28 weeks. McFarland's exact project timeline will be created based on detailed project scope, project enhancements purchased, availability for meeting coordination, action item return and completion, approval dates, and other factors.

Your project timeline, tasks, due dates, and communication will be managed and available in real-time via Mavenlink project management software.



Phase 1: Initiate

Project Kickoff

During this initial meeting, your Project Manager will perform introductions, detail deliverables needed, provide a high-level overview of the development process, and introduce tools and resources used to manage your project.

Planning & Scheduling

Your Project Manager will create a comprehensive project timeline based on the project scope and your specific needs.

Phase 2: Analyze

Client Deliverables

McFarland will be responsible for submitting deliverables as outlined:

- Photos for Design
- Logo(s)/Branding Material(s)
- Design Discovery Form
- DNS Form



Design Discovery Meeting

Your Project Manager and Art Director will meet with you to discuss design preferences and establish design structure from flexible layout options.

Content Process Meeting

Meet with your Project Manager and Web Content Specialist to detail our content development process.

Phase 3: Design & Configure

Design Concept Development

You'll have the chance to review a responsive, functioning design concept prototype in an actual production environment. You will have the opportunity to evaluate the presented design concept and collaborate with your Project Team on any feedback and then final approval.

Content Development

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

Website Completion

McFarland will receive a completed production website featuring your approved design combined with the finished content.



Phase 4: Optimize

Website Finalization

Both the CivicEngage project team and you will prepare your website for launch. During this time, you will be able to make final adjustments to the content on your production site, as well as ensure overall satisfaction with your website.

Phase 5: Educate

Training Engagement

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

Phase 6: Launch

Website Launch

After final confirmation, your website will be made live and available to the public.

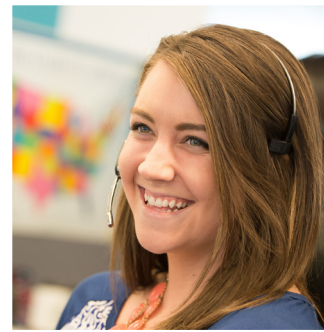


Your Role

We will need your help to create the strongest possible website for your community. We will need you to:

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

Continuing Services



Around-the-Clock Service & Support

With technology, unlimited support is crucial. Our live support personnel based in the United States are ready to answer your staff members' questions and ensure their confidence. When you choose CivicPlus, our knowledgeable staff is available from 7 a.m. to 7 p.m. (CST) to field your calls, emails, and live chat. Emergency services are available free of charge after regular hours with our on-call staff 24-hours a day.

CivicPlus is also 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 ever affect our clients' websites.

Technical Support

- Dedicated support personnel available 7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays)
- 4-hour response during normal hours
- 24/7 emergency support

Maintenance

- Full backups performed daily
- Regularly scheduled upgrades, including fixes and other enhancements, and OS system patches

For the last two years, CivicPlus Technical Support has won multiple Stevie® Awards, which are the world's top honors for customer service, contact center, business development, and sales professionals.

2020 – Silver for Front-Line Customer Service Team of the Year – Technology Industries & Bronze for Customer Service Training or Coaching Program of the Year – Technology Industries

2019 – Bronze award in the Front-Line Customer Service Team of the Year – Technology Industries

www.civicplus.help - The CivicPlus Help Center

CivicPlus clients have 24/7 access to our online Help Center where users can review articles, user guides, FAQs, and can get tips on best practices. The Help Center also provides our release notes to keep you in the loop on upcoming enhancements and maintenance. The Community Forum allows your staff to interact with each other, send CivicPlus feedback and suggestions for future system enhancements, and view trending topics.

Continuing Partnership

CivicPlus has a dedicated Client Success team to help you implement the tools needed to successfully meet the level of community engagement that you desire. Upon website launch, you will have a dedicated member of this team to provide you with further information on how to utilize the tools in your new website. Your Client Success Manager will keep you informed of new CivicPlus products and ways to optimize your site.

Hosting & Security

CivicPlus protects your investment and takes hosting and security of our client sites seriously. Redundant power sources and internet access ensure consistent and stable connections. We invest over \$1.0M annually to enable us to adapt to the ever-changing security landscape while providing maximum availability.

You'll find that our extensive, industry-leading process and procedures for protecting and hosting your site is unparalleled. From our secure data center facilities to constant and vigilant monitoring and updating of your system, including 99.9% guaranteed up-time (excluding maintenance). If you experience a DDoS attack or threat, CivicPlus has mitigation and DDoS Advanced Security options available to you at the time of an event. Whatever your needs are we have an option that will be a fit for your community.

Hosting & Security Features	
Data Center	Bandwidth
<ul style="list-style-type: none"> Highly reliable data center & secure facility Managed network infrastructure On-site power backup & generators Multiple telecom/network providers Fully redundant network System monitoring – 24/7/365 	<ul style="list-style-type: none"> Multiple network providers in place Unlimited bandwidth usage for normal business operations (does not apply in the event of a cyber attack) Burst bandwidth – 22 Gb/s
Hosting	
<ul style="list-style-type: none"> Automated CivicEngage software updates Server management & monitoring Multi-tiered software architecture Server software updates & security patches Database server updates & security patches 	<ul style="list-style-type: none"> Antivirus management & updates Server-class hardware from nationally recognized provider Redundant firewall solutions High performance SAN with N+2 reliability
Disaster Recovery	
<ul style="list-style-type: none"> Emergency after-hours support, live agent (24/7) On-line status monitor by Data Center Event notification emails 8-hour guaranteed recovery TIME objective (RTO) 	<ul style="list-style-type: none"> 24-hour guaranteed recovery POINT objective (RPO) Pre-emptive monitoring for disaster situations Multiple, geographically diverse data centers
DDoS Mitigation	DDoS Advanced Security Coverage
<ul style="list-style-type: none"> Defined DDoS Attack Process Identify attack source and type Monitor attack for threshold* engagement 	Not Included. Additional coverage available at time of event. Additional fees will apply.

*THRESHOLDS: Traffic exceeds 25 Mb/s sustained for 2+ hours. Traffic over 1 Gb/s at any point during attack

Investment Proposal



All quotes are priced per project and presented in US dollars. Pricing is valid for 60 days from June 19, 2020.

Website Implementation	
Features & Functionality	<ul style="list-style-type: none"> ▪ CivicEngage CMS tools, widgets, and features ▪ One SSL certificate ▪ 100 GB of storage
Design & Content	<ul style="list-style-type: none"> ▪ One website layout built using available flexible layout options ▪ One custom website design built using approved layout and up to one advanced design component ▪ 150 pages Content Development (migration & enhancement) from URL www.mcfarland.wi.us ▪ Four-year premium website redesign
Training Services	<ul style="list-style-type: none"> ▪ Two days virtual training (limit eight attendees/session)
Annual Services	
Hosting, Maintenance, & Support	<ul style="list-style-type: none"> ▪ Hosting and security ▪ Software maintenance including service patches and system enhancements ▪ Technical support including 24/7 emergency services and the CivicPlus Help Center ▪ Dedicated Client Success Manager ▪ Annual Services are subject to a cumulative annual 5% technology fee increase beginning Year 3 (for non-CPA payment projects) and beyond
<p>Total Investment – Year 1 \$24,912</p> <p>Annual Services (Beginning Year 2) \$6,522</p>	

CivicPlus Project Pricing & Invoicing

CivicPlus has endeavored to meet McFarland's needs and expectations for your newly designed website based on the information provided. This investment proposal is subject to change should additional functionality, custom development, security, escrow requirements, or other design or project enhancements, outside of the included scope, are added prior to contract signing.

CivicPlus prices on a per-project, all-inclusive basis. This type of pricing structure eliminates surprise costs, the uncertainty of paying by the hour, and is overall more cost effective for our clients. It provides you with a price based on the products and features listed in this proposal that only varies if additional functionality of work, outside of the original project scope, is requested. We understand that local governments must look beyond just functionality and that multiple factors come into play when determining which vendor can meet not only your functional needs, but also your budgetary needs. CivicPlus offers:

- **Standard CivicEngage Invoicing** – 30% of your Total Investment – Year 1 fees (detailed on the previous page) will be due at contract signing and the remaining 70% will be due at completion of implementation or at the six-month mark in the implementation process – whichever date is earlier.
- **CPA Invoicing** – The CivicPlus Advantage (CPA) provides zero interest, level payments that divides the Year 1 expense of your project over the first three years of your contract. Each payment also includes your Annual Hosting/Maintenance Services and other fees if applicable. This option may not be available with all products offered by CivicPlus.
- **Customized Billing/Invoicing** – Although not available with all products offered by CivicPlus, we will be happy to discuss other billing options with you prior to contract signing and, if feasible, develop a plan that works for both of us. Please contact your sales representative for details.
- **Annual Services** – The annual fee for your first year is included with your Total Investment – Year 1 fees. Subsequent annual invoicing occurs on the anniversary of the contract signing date, subject to a 5% technology fee uplift each year starting in Year 3 of your contract.
- **CP Pay Merchant Account** – CP Pay Merchant will collect and disburse all credit card monies. CP Pay will assess a percentage + transaction fee (3% + \$0.30 per transaction). In addition, merchant account fees apply and will be paid directly to OpenEdge. These are separate from your Annual Services.

CivicPlus wants our clients to succeed in delivering a viable, sustainable, and flexible web environment for their communities and we will work with you prior to contract signing to determine which of our billing processes will meet both your needs for budget planning and our accounting processes.

Right to Negotiate

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

**CivicPlus**

302 South 4th St. Suite 500
 Manhattan, KS 66502
 US

Quote #:

Q-09927-1

Date:

6/17/2020 4:29 PM

Expires On:

9/15/2020

Product:

CivicRec

Ship To

Stephanie Miller
 McFarland WI - CivicRec

Bill To

McFarland WI - CivicRec

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Nicholas Glasgow	x	nicholas.glasgow@civicplus.com		Net 30

Exhibit A.1 - Statement of Work

QTY	Product Name	DESCRIPTION	PRODUCT TYPE
1.00	CivicRec Annual Fee	CivicRec Annual Fee	Renewable
1.00	CivicRec Standard	Standard package -Project Coordination -Branded Public Portal -Help Center Access	One-time
2.00	CivicRec Virtual Training (Half Day Block)	Training (Virtual) - half day, up to 4 hours	One-time
1.00	CP Pay Annual Fee	CP Pay Annual Fee	Renewable
1.00	CP Pay Implementation	CP Pay Implementation Fee	One-time
1.00	CivicRec Virtual Training (Half Day Block)	Training (Virtual) - half day, up to 4 hours	One-time

Total Days of Quote:365

Total Investment – Year 1	USD 8,588.00
Annual Services – Year 2	USD 4,500.00

1. Performance and payment under this SOW shall be subject to the terms & conditions of the Agreement by and between Client and CivicPlus, to which this Statement of Work (SOW) is hereby attached.

2. This SOW shall remain in effect for an initial term equal to 365 days of quote above. In the event that neither party gives 60 days' notice to terminate prior to the end of the initial or any subsequent renewal term, this Agreement will automatically renew for an additional 1-year Renewal Term.

3. The Total Investment - Year 1 Fees shall be invoiced as follows:

a. Upon signing of this SOW – one half of the Total Investment - Year 1 Fees;

V. PD 06.01.2015-0048
 Page 1 of 5

b. The earlier of 6 months from signing or upon completed implementation of the CivicRec Recreation Management Software – the remaining half of the Total Investment - Year 1 Fees.

4. Annual Services shall be invoiced on the date of signature of relevant calendar years beginning with the second year of service. Annual services, including but not limited to hosting, support and maintenance services, shall be subject to a 5% annual increase beginning in Year 3 of service.

5. The Client's Annual Services Fees agreed upon herein are based on Client processing up to USD 150,000.00 of revenue per year ("Predicted Processing Volume"). Starting with the first renewal year of this SOW, CivicPlus reserves the right (but not the obligation) to audit Client once every 12 months to determine Client's actual processing volume ("Actual Processing Volume"). In the event Client's Actual Processing Volume exceeds the Predicted Processing Volume, CivicPlus will notify client within 30 days of the audit of the Actual Processing Volume and the applicable increase in the Annual Fees resulting from such Actual Processing Volume. The increase in the Annual Fees shall be implemented the first of the month following the notice.

6. All amounts owed to CivicPlus hereunder are fully-earned upon provision of the Services Provided, as described in Addendum 1, and are not subject to withholding or off-set in any manner whatsoever, such amounts are non-refundable upon payment subject only to a clear demonstration of an accounting error. Client expressly acknowledges and agrees that Client is familiar with the proposed Services Provided and CivicPlus' billing process.

7. For the purposes of obtaining merchant account services through CP Pay, Client may utilize the designated merchant account for CivicRec through an integrated partnership with OpenEdge ("CP Pay Merchant"). In the event Client chooses CP Pay Merchant, Client will enter into a merchant account agreement with OpenEdge. Such agreement's terms and conditions will solely enure to the benefit and obligation of Client; CivicPlus shall not be a party to such agreement. In the event Client chooses CP Pay Merchant, CivicPlus will facilitate Client and CP Pay Merchant communication for contracting purposes and shall integrate the CP Pay Merchant account processor at no charge to Client. Client agrees to comply with all terms and conditions of the resulting merchant account agreement and pay all fees required to maintain the services. If Client desires to use an integrated merchant account processor gateway besides the designated CP Pay Merchant, an integration fee will be included in Client's implementation fees. Client agrees to comply with all terms and conditions of the resulting merchant account agreement and pay all fees required to maintain the services. Client acknowledges that the fees set forth in this SOW do not include any transaction, processing or other fees imposed by Client's merchant account processor. Client is fully responsible for their relationship with their selected processor. In no event will CivicPlus: (i) take part in negotiations, (ii) pay any fees incumbent on the Client or merchant account, or (iii) acquire any liability for the performance of services of any chosen merchant account processor, including CP Pay Merchant.

8. When Client uses CP Pay, then Client may take online credit card payments for certain services or products they provide via the Client websites supported by CivicPlus. As such, through CP Pay, CivicPlus facilitates an automated process for redirecting credit card payments to Client's chosen payment gateways / merchant account processors. For card payments, CivicPlus will redirect any payments processing to the Client's merchant account processor gateway, and the merchant account processor gateway presents the payment form page and processes the card payment. CivicPlus does not transmit, process or store cardholder data and does not present the payment form. CivicPlus implements and maintains PCI compliant controls for the system components and applications that provide the redirection services only.

Addendum 1 to Exhibit A.1 – Services Provided

Services provided by CivicPlus to the Client under this agreement include the following:

Access: CivicPlus hereby grants a nonexclusive license during the term of the Agreement for the Client to access, use and display the CivicPlus item(s) listed in the SOW in accordance with the terms of the Agreement. Excluding occasional maintenance, the Software shall be available 24 hours per day, seven days per week with a guaranteed uptime of 99%. The Portal is accessible via the public Internet from any device with an Internet connection and browser. .

Documentation: All CivicPlus startup and user's guides are maintained electronically in the system and can be accessed through the "Help Center" from within CivicPlus. CivicPlus does not provide paper copies of its guides and help files.

Data Backups: CivicPlus currently performs backups daily of all of its data (6:00 AM). In case of emergency, CivicPlus may restore data to the point of the previous backup.

Enhancements: New features will be added throughout the term of this Agreement. Client will have full access to all of these new features without additional charge. Client is also encouraged to submit change requests as they see opportunities for improvement. CivicPlus will attempt to implement any and all changes that improve the value of CivicPlus to all of our Clients at no charge. Notwithstanding the foregoing, all custom work will be estimated and agreed upon in writing by the parties hereto prior to work start.

Client Support: CivicPlus shall provide an online utility for problem reports and change requests. Client may also reach CivicPlus by phone at 1-800-335-1863 between the hours of 7:00 AM and 7:00 PM Central Standard Time, Monday through Friday and excluding national holidays. E-mail support is also available at support@CivicPlus.com. Non-emergency after-hours support may be subject to additional fees. Emergencies will be handled as soon as possible. Enhancement requests will be queued based on priority and implemented on a schedule. CivicPlus shall have sole and absolute discretion as to whether support requests exceed reasonable use or exceed the scope of services outlined in this Agreement.

Data: In the event Client no longer wishes to use CivicPlus, CivicPlus will export Client data based on a requested format (in most cases). If the data exporting request is initiated by Client, additional fees may apply. All work will be estimated and agreed upon in writing by the parties hereto prior to work start.

Acceptance

We, the undersigned, agreeing to the conditions specified in this document, understand and authorize the provision of services outlined in this Agreement.

Client

CivicPlus

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:

Contact Information

*all documents must be returned: Master Service Agreement, Statement of Work, and Contact Information Sheet.

Organization			URL
Street Address			
Address 2			
City	State	Postal Code	
CivicPlus provides telephone support for all trained clients from 7am –7pm Central Time, Monday-Friday (excluding holidays). Emergency Support is provided on a 24/7/365 basis for representatives named by the Client. Client is responsible for ensuring CivicPlus has current updates.			
Emergency Contact & Mobile Phone			
Emergency Contact & Mobile Phone			
Emergency Contact & Mobile Phone			
Billing Contact		E-Mail	
Phone	Ext.	Fax	
Billing Address			
Address 2			
City	State	Postal Code	
Tax ID #		Sales Tax Exempt #	
Billing Terms		Account Rep	
Info Required on Invoice (PO or Job #)			
Contract Contact		Email	
Phone	Ext.	Fax	
Project Contact		Email	
Phone	Ext.	Fax	



Pricing Information Sheet

As with any payment processing services, there are possible annual fees. Credit card processing fees vary and are based on your business and how you accept payments. The following list of fees will show on your monthly statement when they've been collected.

CP Pay Merchant		
CP Pay Merchant Credit Card Processing		3% + \$.30
FEES	DETAILS OF THE FEE	COST OF THE FEE
Support Fee (monthly)	For any technical support needed	\$5
PCI Program Fee (Quarterly)	PCI Assure annual fee for enrollment in the program and assistance from ControlScan to complete the questionnaires.	\$14.75/month
Regulatory Compliance Fee (monthly)	For IRS reporting	\$1
POTENTIAL FEES	DETAILS OF THE FEE	COST OF THE FEE
Monthly Minimum Fee	A minimum of \$20 processed every month is necessary to avoid the fee.	\$20
PCI Non-compliance Fee	Until SAQs are complete and certificate of attestation is presented, this fee will occur each month.	\$39/month

Supported Gateway Options (If CP Pay Merchant not selected)		
<ul style="list-style-type: none"> ▪ Braintree ▪ Authorize.net ▪ Forte ▪ OpenEdge (Separate Gateway – Not CP Pay Merchant) 	<ul style="list-style-type: none"> ▪ Tempus ▪ Converge ▪ Cybersource ▪ Paypoint 	\$3,000 each + \$1500 Annual Maintenance Fee beginning year 1

**CivicPlus**

302 South 4th St. Suite 500
 Manhattan, KS 66502
 US

Quote #:

Q-09997-1

Date:

6/19/2020 2:22 PM

Expires On:

9/17/2020

Product:

CivicReady

Ship To

Stephanie Miller
 McFarland WI - CivicReady

Bill To

McFarland WI - CivicReady

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Mario Morales	x	morales@civicplus.com		Net 30

Exhibit A.1 - Statement of Work

QTY	PRODUCT NAME	DESCRIPTION	PRODUCT TYPE	TOTAL
1.00	CivicReady Mass Notification Annual Fee	CivicReady Mass Notification Annual Fee	Renewable	USD 3,412.88
1.00	CivicReady Standard Implementation	Standard Implementation including up to 3 Groups Configured, Initial Residential Database Upload, Recorded Group Admin Training	One-time	USD 0.00
1.00	CivicReady Automated Weather Alerts Annual Fee	CivicReady Automated Weather Alerts Annual Fee	Renewable	USD 2,441.25
1.00	CivicReady Geofencing Annual Fee	CivicReady Geofencing Annual Fee	Renewable	USD 976.50

Total Days of Quote:365

Total Investment – Year 1	USD 6,830.63
Annual Services – Year 2	USD 6,830.63

CivicPlus hereby provides unlimited license to Client to utilize CivicReady software (the "Service") for the term of this SOW In consideration of the payments described herein. Client shall be responsible for all activity occurring under Client's account(s) and shall abide by all applicable laws and regulations in connection with the use of any service or license provided under this SOW. Client shall: (i) notify CivicPlus immediately of any unauthorized use of any password or account or any other known or suspected breach of security; (ii) report to CivicPlus immediately and use reasonable efforts to stop immediately any copying or distribution of Content that is known or suspected by Client; and (iii) not impersonate another CivicPlus user or provide false identity information to gain access to or use the Service.

Term & Payment

1. Performance and payment under this SOW shall be subject to the terms & conditions of the Agreement by and between Client and CivicPlus, to which this SOW is hereby attached.

2. This SOW shall remain in effect for an initial term equal to 365 days of quote above. In the event that neither party gives 60 days' notice to terminate prior to the end of the initial or any subsequent renewal term, this Agreement will automatically renew for an additional 1-year Renewal Term.
3. The Total Investment - Year 1 shall be invoiced upon signing of this SOW.
4. Annual Services shall be invoiced on the date of signature of relevant calendar years. Annual services are subject to a 3% annual increase beginning in the third year of service.
5. The Client will be invoiced electronically through email. Upon request CivicPlus will mail invoices and the Client will be charged a \$5.00 convenience fee.

CivicReady Functionality

1. CivicReady provides the ability for Client to generate high-speed notifications to listed databases through an Internet- hosted software application. Client's database(s) shall be limited to containing contact data located within the geographic boundaries of McFarland WI - CivicReady. Licensee may only place calls via the system to telephone numbers assigned within the 48 contiguous United States of America.

CivicReady Appropriate Use of Service

1. Client agrees to use Service in ways that conform to all applicable laws and regulations. Client agrees not to make any attempt to gain unauthorized access to any of CivicPlus' systems or networks. Client agrees that CivicPlus shall not be responsible or liable for the content of messages created by Client, or by those who access Service, or otherwise delivered by Service on behalf of Client.
2. Client shall be responsible for compliance with all applicable laws regarding outbound telemarketing including State and Local telemarketing laws and requirements. Client will be solely responsible and liable for any such violations.

CivicReady Security and Confidentiality

1. CivicPlus will use commercially reasonable practices and standards to secure and encrypt data transmissions. Client understands that CivicPlus is providing Service on the World Wide Web through an upstream third party Internet Service Provider, using public utility services which may not be secure. Client agrees that CivicPlus shall not be liable to Client in the event of any interruption of service or lack of presence on the Internet as a result of disruption by the third party Internet Service Provider or public utility. Client agrees that CivicPlus cannot guarantee the integrity of Client supplied or user supplied data. Any errors, duplications, or inaccuracies related to the Client or user supplied data will be the responsibility of the Client.
2. CivicPlus acknowledges the confidential nature of Client and user supplied data and agrees to prevent the disclosure to the public or to anyone not employed by CivicPlus, any confidential data. Data collected by CivicPlus will remain secured and will only be released upon mutual agreement by both parties or a court order. Client agrees that private citizens may voluntarily contribute their contact information to be used in Service, and CivicPlus shall maintain a database of such information.

Account Information and Privacy

1. CivicPlus does not own any data, information or material that Client submit to the Service in the course of using the Service ("Client Data"). Client, not CivicPlus, shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all Client Data, and CivicPlus shall not be responsible or liable for the deletion, correction, destruction, damage, loss or failure to store any Client Data. CivicPlus reserves the right to withhold, remove and/or discard Client Data without notice for any breach, including, without limitation, Client's non-payment. Upon termination for cause, Client's right to access or use Client Data immediately ceases, and CivicPlus shall have no obligation to maintain or forward any Client Data.

Intellectual Property Ownership

1. CivicPlus alone shall own all right, title and interest, including all related Intellectual Property Rights, in and to the CivicPlus Technology, the Content and the Service and any suggestions, ideas, enhancement requests,

feedback, recommendations or other information provided by Client relating to the Service. This Agreement is not a sale and does not convey to Client any rights of ownership in or related to the Service, the CivicPlus Technology or the Intellectual Property Rights owned by CivicPlus. The CivicPlus name, the CivicPlus logo, and the product names associated with the Service are trademarks of CivicPlus, and no right or license is granted to use them. Client may use CivicPlus' name or trademarks (CivicPlus) for promotion, publicity or other commercial purposes with our prior written consent. All other trademarks not owned by CivicPlus that appear on this site are the property of their respective owners, who may or may not be affiliated with, connected to, or sponsored by CivicPlus.

Representations & Warranties

1. Each party represents and warrants that it has the legal power and authority to enter into this Agreement. This service is provided on an "AS-IS" basis without warranty (express or implied, including merchantability, fitness for a particular purpose and non-infringement of third party rights). We will use commercially reasonable efforts to maintain continuous access but will not be responsible for events beyond our control.
2. Client represent and warrant that Client has not provided any false information to gain access to the Service and that Client's billing information is correct.

Disclaimer of Warranties

1. CIVICPLUS MAKES NO REPRESENTATION, WARRANTY, OR GUARANTY AS TO THE RELIABILITY, TIMELINESS, QUALITY, SUITABILITY, TRUTH, AVAILABILITY, ACCURACY OR COMPLETENESS OF THE SERVICE OR ANY CONTENT. CIVICPLUS DOES NOT REPRESENT OR WARRANT THAT (A) THE USE OF THE SERVICE WILL BE SECURE, TIMELY, UNINTERRUPTED OR ERROR-FREE OR OPERATE IN COMBINATION WITH ANY OTHER HARDWARE, SOFTWARE, SYSTEM OR DATA, (B) THE SERVICE WILL MEET CLIENT'S REQUIREMENTS OR EXPECTATIONS, (C) ANY STORED DATA WILL BE ACCURATE OR RELIABLE, (D) THE QUALITY OF ANY PRODUCTS, SERVICES, INFORMATION, OR OTHER MATERIAL PURCHASED OR OBTAINED BY CLIENT THROUGH THE SERVICE WILL MEET CLIENT'S REQUIREMENTS OR EXPECTATIONS, (E) ERRORS OR DEFECTS WILL BE CORRECTED, OR (F) THE SERVICE OR THE SERVER(S) THAT MAKE THE SERVICE AVAILABLE ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS. THE SERVICE AND ALL CONTENT IS PROVIDED TO CLIENT STRICTLY ON AN "AS IS" BASIS. ALL CONDITIONS, REPRESENTATIONS AND WARRANTIES, WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT OF THIRD PARTY RIGHTS, ARE HEREBY DISCLAIMED TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW BY CIVICPLUS.

Internet Delays

1. CIVICPLUS' SERVICES MAY BE SUBJECT TO LIMITATIONS, DELAYS, AND OTHER PROBLEMS INHERENT IN THE USE OF THE INTERNET AND ELECTRONIC COMMUNICATIONS. CIVICPLUS IS NOT RESPONSIBLE FOR ANY DELAYS, DELIVERY FAILURES, OR OTHER DAMAGE RESULTING FROM SUCH PROBLEMS.

Addendum 1 to Exhibit A.1 – Services Provided

Services provided by CivicPlus to the Client under this agreement include the following:

Access: CivicPlus hereby grants a nonexclusive license during the term of the Agreement for the Client to access, use and display the CivicPlus item(s) listed in the SOW in accordance with the terms of the Agreement. Excluding occasional maintenance, the Software shall be available 24 hours per day, seven days per week with a guaranteed uptime of 99%. The Portal is accessible via the public Internet from any device with an Internet connection and browser. .

Documentation: All CivicPlus startup and user's guides are maintained electronically in the system and can be accessed through the "Help Center" from within CivicPlus. CivicPlus does not provide paper copies of its guides and help files.

Data Backups: CivicPlus currently performs backups daily of all of its data (6:00 AM). In case of emergency, CivicPlus may restore data to the point of the previous backup.

Enhancements: New features will be added throughout the term of this Agreement. Client will have full access to all of these new features without additional charge. Client is also encouraged to submit change requests as they see opportunities for improvement. CivicPlus will attempt to implement any and all changes that improve the value of CivicPlus to all of our Clients at no charge. Notwithstanding the foregoing, all custom work will be estimated and agreed upon in writing by the parties hereto prior to work start.

Client Support: CivicPlus shall provide an online utility for problem reports and change requests. Client may also reach CivicPlus by phone at 1-800-335-1863 between the hours of 7:00 AM and 7:00 PM Central Standard Time, Monday through Friday and excluding national holidays. E-mail support is also available at support@CivicPlus.com. Non-emergency after-hours support may be subject to additional fees. Emergencies will be handled as soon as possible. Enhancement requests will be queued based on priority and implemented on a schedule. CivicPlus shall have sole and absolute discretion as to whether support requests exceed reasonable use or exceed the scope of services outlined in this Agreement.

Data: In the event Client no longer wishes to use CivicPlus, CivicPlus will export Client data based on a requested format (in most cases). If the data exporting request is initiated by Client, additional fees may apply. All work will be estimated and agreed upon in writing by the parties hereto prior to work start.

Acceptance

We, the undersigned, agreeing to the conditions specified in this document, understand and authorize the provision of services outlined in this Agreement.

Client

CivicPlus

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:

Contact Information

*all documents must be returned: Master Service Agreement, Statement of Work, and Contact Information Sheet.

Organization			URL
Street Address			
Address 2			
City	State	Postal Code	
CivicPlus provides telephone support for all trained clients from 7am –7pm Central Time, Monday-Friday (excluding holidays). Emergency Support is provided on a 24/7/365 basis for representatives named by the Client. Client is responsible for ensuring CivicPlus has current updates.			
Emergency Contact & Mobile Phone			
Emergency Contact & Mobile Phone			
Emergency Contact & Mobile Phone			
Billing Contact		E-Mail	
Phone	Ext.	Fax	
Billing Address			
Address 2			
City	State	Postal Code	
Tax ID #	Sales Tax Exempt #		
Billing Terms	Account Rep		
Info Required on Invoice (PO or Job #)			
Contract Contact		Email	
Phone	Ext.	Fax	
Project Contact		Email	
Phone	Ext.	Fax	



Prepared for:

Prepared by:

Issue Date:

Amanda Parr
Account Executive
amanda.parr@civicplus.com
2038507228

6/19/2020

Pricing Expires:

7/31/2020

Product Name	DESCRIPTION	QTY	TOTAL
SeeClickFix Annual	SeeClickFix Annual Licenses	10.00	USD 6,700.00
SeeClickFix Account Configuration	SeeClickFix Account Configuration	1.00	USD 0.00
SeeClickFix Training	SeeClickFix Training	1.00	USD 0.00
TOTAL:			USD 6,700.00

One Time Costs	USD 0.00
Recurring Costs	USD 6,700.00

*Annual Fee is subject to 5% annual technology uplift in subsequent renewal years, starting with the second renewal year.

The undersigned has read and agrees to the following Terms and Conditions, which are incorporated into this SOW, and have caused this SOW to be executed as of the date signed by the Customer which will be the Effective Date: <https://legal.seeclickfix.com/terms-and-conditions-cp/>

Acceptance

We, the undersigned, agreeing to the conditions specified in this document, understand and authorize the provision of services outlined in this Agreement.

Client

CivicPlus

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, June 23, 2020

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and action to approve Chapter 7 of the Technology Plan.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Draft Plan 2020-05-20 - Chapter 7

Village of McFarland

Technology Plan

Revised June 18, 2020

Chapter 7 – Audio/Video Systems

There are numerous systems which involved both audible and visual aspects. This section is broken in individual system which may span multiple rooms, areas, or buildings.

Paging System

Item	Quantity
Bogen PCM2000 Paging Controller	1
Bogen Paging Amplifiers	2
Bogen Surface-mount speakers	22?

Original to the building, this paging system was utilized by the Police, Fire & Rescue, and other departments to provide overhead paging for radios and telephones.

With the change from an analog phone system to a VOIP system, this system is only utilized by the Police and Fire & Rescue department for their radio paging. The rest of the system is vestigial and has not been removed.

Digital Signage

Item	Municipal Center	Library
Digital Signage Servers	1	0
Mounted Displays	1	6
Mobile Displays	1	0
AppleTV Players	0	6
Carousel 270 Players	2	0
Carousel 330 Players	1	0

The digital signage system was originally only to operate the rotating bulletin board for the Village's cable channels; however, it was expanded to provided two displays at the Municipal Center and 6 at the Library.

The digital signage software is hosted on a local server which connects to the individual players, located at each display, over the internet. The software the Village currently uses is Carousel from Tightrope Media Systems due to its existing integrations with the Cablecast software also from Tightrope Media Systems. The server that hosts the software is currently a Cablecast Pro-VOD which also operates much of the Village's cable channel equipment.

Municipal Center Community Room

Item	Quantity
Sony VPL-PHZ10 Projector	1
Audio Amplifiers	3
Ceiling Mounted Speakers	9
Audio Mixer	1
Shure MX418 Microphones	13
DVD/VHS Player	1
Kramer WP-20 HDBaseT Wall Plate	2
Kramer TP789R HDBaseT Receiver	1
Kramer VS-611DT HDMI Auto Switcher	1
Datavideo DAC-70 Up/Down/Cross Converter	1

The Community Room at the Municipal Center is equipped with a projector and sound system that is utilized by staff, by the public, and during meetings.

The projector, formerly an Epson 995WH, was replaced with a Sony VPL-PHZ10 in 2020 to improve image quality and compatibility with HDMI devices. The new projector supports HD resolutions, which leads to a clearer image; has a brightness of 5000 lumens, which allows the surrounding room to be brighter and the image to still be visible; and uses lasers as the light source, which improves the time it takes power on or off and reduces noise relating to heat dissipation.

The room had historically only been configured to allow for RCA video devices and later for VGA devices, but in 2020 the video system was upgraded to allow for HDMI or VGA devices as well as multiple connection points near the projector screen, in the board table, and near the kitchen area. The system is also able to dynamically route video signals to the projector based on a priority order without needing user intervention.

The system was also improved to have a direct feed from the video system to allow it to be captured without pointing a camera at the projector screen.

The audio system consists of 3 audio amplifiers which power 9 ceiling-mounted speakers within the room which are all original to this space. These speakers can play audio from any device connected into the video system, a DVD/VHS player, two wireless microphones, or any device connected into the Communications & Technology Department's control room.

During meetings up to eight microphones may be connected to permanent mounting points located in the top of the Community Room’s board table to pick up members of the governing body. An additional 5 microphones, which are not permanently mounted, are available to pick up staff, presenters, and the public. These microphones are connected into the Comm. & Tech Department’s control room before being sent back into the Community Room for everyone to hear.

Conference Room A

Item	Quantity
Sony VPL-PHZ10 Projector	1
Kramer WP-20 HDBaseT Wall Plate	1
Kramer TP789R HDBaseT Receiver	1
Kramer VM-2H2 HDMI Distribution Amplifier	1
Datavideo DAC-70 Up/Down/Cross Converter	1

Despite being one of the more heavily used meeting rooms, this room did not receive audio or video compatibility until 2014 when a projector and VGA wall plate were installed. This was adequate for most users whose devices had VGA connections; however, VGA has largely been depreciated in favor of HDMI connections.

In 2020, the room was again upgraded to allow for both HDMI and VGA connections as well as a direct feed to the Comm. & Tech. Department’s control room for meeting recordings. At the same time, the Epson 915W project was replaced with a Sony VPL-PHZ10 projector.

Training Room

Item	Quantity
Epson 99W Projectors	2
Hitachi CP-X260 Projector	1
Televisions	2
Audio Amplifiers	1
Ceiling Mounted Speakers	6
Lenovo M720S Computers	1
Kramer DIP-31 Auto Switcher	1
Blackmagic Design SDI to HDMI converter	2
Datavideo DAC-70 up/down/cross converter	1
Audio Mixer	1

The Training Room of the Municipal Center is frequently used by large groups, presentations, and staff trainings; because of this, the room is equipped with two Epson 99W projectors which allow everyone to easily see the projector screens. A third projector, a Hitachi CP-X260 that was originally paired with a SMART Board touch interface, is still in the space, but is largely unused.

Due to the Emergency Operations Center being located in the same space, the video system had once was based around a Blackmagic Design Videohub router. While this provided greater flexibility, allowing for screens and projectors to have multiple, independent inputs or identical displays, this was deemed to unfriendly for normal users. The functionality was also deemed unnecessary for EOC operations.

To simply the system and increase usability; the system was change in late 2018 to be based around a Kramer DIP-31 auto switcher. This unit was chosen for its two HDMI inputs, 1 VGA input and the ability to automatically switch between them depending on which was most recently connected. This removed the need for user intervention and created a “plug and play” system. The ease of use, longevity, and reliability of Kramer equipment has caused this to be the basis for subsequent AV upgrades in other locations.

One of the DIP-31’s HDMI ports is used to connect to a Lenovo M720s computer which is used for presentations. The other HDMI and VGA port is available for any other device which may need to be displayed on the projector.

For audio a single audio amplifier was installed to drive the 6 ceiling-mounted speakers within the Training Room. This system can play audio provided by the HDMI inputs on the DIP-31 and a local audio mixer which handles the audio from the computer and DIP-31.

Library Community Room

Item	Quantity
Epson XXXX Projectors	1
Kramer WP-20 HDBaseT Wall Plates	1
Kramer TP789R HDBaseT Receivers	2
Kramer VS-611DT HDMI Auto Switchers	1
Kramer RC-306 Control Keypads	1
Blu-ray Players	1
Audio Mixers	1
Wireless Microphones	1
Wired Microphones	1
Audio Amplifiers	1
Speakers	4

The Library’s Community Room is equipped with audio and video capabilities and is frequently used by both staff and members of the public. Because of this, the system was designed with ease of use in mind.

The video system consists of a Kramer WP-20 wall plate which can accept both HDMI and VGA video signals as well as audio through a 3.5MM stereo audio port. This Kramer unit will automatically switch to the corresponding port with deference being given to the VGA port and 3.5mm audio port.

The output from this unit is then sent to a Kramer VS-611DT where it joins a Sony Blu-ray player where an automatic priority selection is again made: the WP-20 wall plate having priority over the Blu-ray player. The selected signal is then sent to the projector and audio mixer.

Audio within the space is controlled by a Shure audio mixer which combines the signals from the video system, a wireless microphone, and a wired microphone before an audio amplifier plays it through 4 wall-mounted speakers.

Cable Television

Department	Quantity
Communications & Technology	2
Fire & Rescue	8
Police	1
Public Works	1

The Village has a number of cable television boxes and matching televisions. These are used both for staff to utilize during breaks as well as to monitor news and inclement weather. All of these set-top boxes are currently through TDS’s television service.

The Communications & Technology department also monitors the status of the two cable channels it operates on Charter and TDS’s services. While there is a cost associated with the Charter cable service, the TDS cable service is provided as part of the channel operations.