

# City Website

## Proposal

v.20191125

The city's website should be a key focal point for marketing the city and happenings around town along with key information that is easy to navigate for our citizens and visitors alike. Currently, the city has one main website and four departmental website.

### - Current Website -

- There are five different city/department websites
- Not mobile responsive in design
- Not ADA compliant
- Most page content is outdated (2014)
- No website redesign since initial launch making the site have a look not putting the City's best foot forward
- Site consists of several duplicated pages
- The City website consists of:
  - 121 Individual pages
  - 93 Link out to external sites
  - 46 Dead links
  - 25 Drop Down lists
- Pictures are outdated in look

### - Proposal -

- Amend current fiscal year budget to use existing WFA funds to have Town Web redesign and host website
  - Total cost up to - \$10,000.00 for redesign, first year hosting, and webcam purchase
- Add webcam for Old Town that would be on the site
- Combine current City, Utilities, Parks and Recreation, Police and Fire websites into a singular site
- Ability to accept payments through the website using companies payment processing platform
- Digitize select forms for ease of use
- Develop web policy and department standards of use and updates
- Obtain license agreement with John Hodge Photography to have updated pictures and be able to change them out as needed

### - Benefits -

- Singular location for citizens and visitors to get information pertaining to the city
- Allows for the site to be mobile responsive no matter the size device being used
- ADA compliant
- Easy navigation to find key information with predictive text
- Centralized location for all agenda and meeting minutes; no matter the group
- One calendar that captures all events
- Cross posting functionality
- Updated and clean content to be leveraged for marketing the City
- Opportunities to have self service on some function

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A Request For Information was sent out to three companies to gain insight on the best option for the City of Helena to use in future development and hosting of the City website.

Question	CivicPlus	 Town Web	Ingenuity
Location of Company	Manhattan, KS	Madison, WI	Pelham, AL
Is website development the primary source of your business?	Yes	Yes	No
How many employees do you have that are website only?	300	12	2
Does your company have any municipal websites you have developed and are hosting?	Yes, we have 3500 total clients and 2500 within the US	Yes, we have 550 municipal customers	Yes, we have developed more than 40 municipal websites and more than 70 Alabama local government websites
Are your websites mobile responsive?	Yes	Yes	Yes, all of our most recently developed sites are
Does your websites offer search functionality with predictive text?	Yes	Yes	No
Are all of your sites ADA compliant?	Yes, we provide highly complaint sites based on WCAG 2.0A and AA guidelines	Yes, all the newer ones are	While not strictly enforced, our sites include features to help content editors keep their content compliant with Sec 508 and WCAG 2.1

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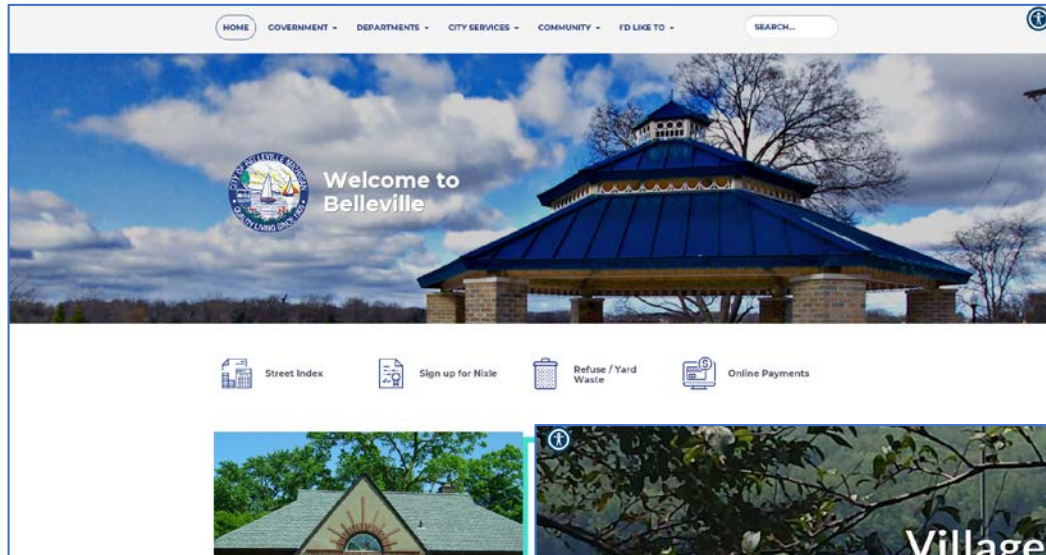
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Question	CivicPlus	 Town Web	Ingenuity
Can tags be placed on content and pictures?	Yes	Yes	Yes
Are your sites widget based?	Yes	Yes	No, we use WYSIWYG visual content editor
How can content be updated?	2 different ways. 1. Live edit that is drag and drop 2. Using HTML with CivicPlus	Via web or by asking our support team to do it for you	All website content can be easily edited from a web-based interface
Are there various levels of administrative access to the site?	Yes, there are 4 levels of permissions and you control	Yes	Yes
What is your standard site availability (up time)?	99.9% guaranteed up time (excluding maintenance)	99.9%	99.9%
Are there any routine maintenance functions that would bring down the site, and if so how long?	Yes, there is routine two week maintenance cycles where site can be down 7-15 minutes	Yes, there is routine maintenance, but it doesn't require any downtime to the site	No, our routine nightly backup and maintenance processes do not impact website availability
Do you offer regular refresh of sites, and if so what is the cost?	Offers a 4 year redesign at no additional cost	We will provide a website redesign every 3 year at no charge	Basic refresh can be included in support hours, but charge for significant refresh
What is the cost of design?	\$18,630	\$5,000	\$3,600
What is the annual cost?	\$5,250	\$3,588	\$2,400

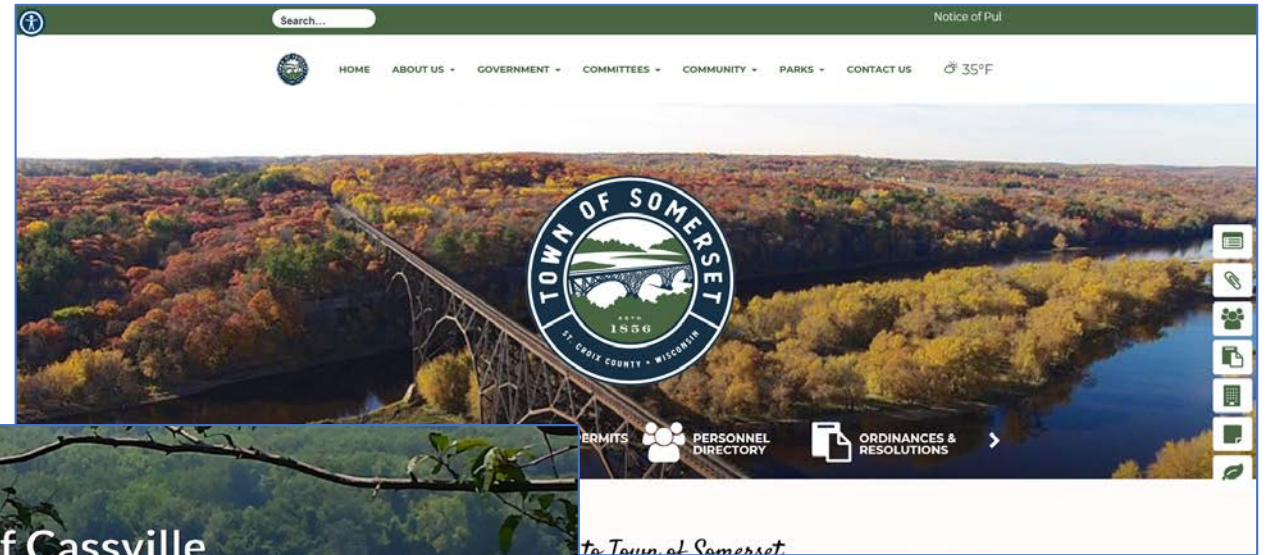
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Sample sites developed and hosted by [Town Web](#).



[Belleville, MI](#)



[Somerset, WI](#)



[Cassville, WI](#)