

CITY OF SEBASTOPOL  
CITY COUNCIL  
STAFF REPORT

**Meeting Date:** February 2, 2016  
**To:** Honorable Mayor and City Councilmembers  
**From:** City Manager Larry McLaughlin  
City Clerk Mary Gourley  
**Subject:** Award the service agreement for the design, implementation, maintenance and support of a new City website to Planeteria; and Authorize the City Manager to execute the contract and necessary documents associated with the service agreement.  
**Recommendation:** Award of Contract and Authorization for City Manager to Execute Agreement.  
**Funding:** Currently Budgeted:    XXX    Yes        No   XX   N/A  
Net General Fund Cost:  
Amount: \$40,000.00

**INTRODUCTION:** This item is to request that the City Council Approve and Award the service agreement for the design, implementation, maintenance and support of a new re-designed City website to Planeteria; and Authorize the City Manager to execute the contract and necessary documents associated with the service agreement.

**BACKGROUND:**  
In early 2009, the City of Sebastopol engaged in a lengthy process to develop and create a new design for the City of Sebastopol website. At that time, the City of Sebastopol did not have an official web portal that serviced the entire area of Sebastopol for members of the public who were seeking information about the City. A subcommittee was established and the current City of Sebastopol website was designed and created.

**DISCUSSION:**  
A typical website usually lasts for about five years before technology is required where the Website should either be updated or redesigned or where a new Website should be created. During the FY 2015-2016 Budget, the City Council adopted approved funding for redesign of the City of Sebastopol Website. Due to budgeting for a new website, City staff thought it would be in the best financial interest of the City to re-design the current City Website with a modern, more up to date look, as well as being more user and mobile friendly.

A successful website should be easy to navigate, not over burdened with too many links, and can be viewed easily on the first page for the most relevant and often requested information and contacts. Behind the main page of a website are additional pages that can direct visitors to specific items such as businesses, specific departmental contacts, non-profit entities, etc. The re-design is to help aid website visitors who generally know what information they need or service they want to secure, as well as equally facilitating those visitors who may not know or understand how to find that information or service within the City's website. A redesigned website will also help with the interaction between City government and the community. The existing City website is out of date and is need of modern technology, not just for a more user friendly website, but also for a more secure website. After being utilized for the past 7 years, it has recently grown apparent that the current content management system has not been keeping up with the changing standards in technology, and the current needs and expectations of both staff and residents.

The City's website now noticeably falls short is some of its basic functionality, and is not a viable tool

going forward as more sophisticated expectations for municipal websites become prevalent. It was recently determined a priority by the City Council to direct staff in finding a better online content management solution. To accomplish this objective, City staff began researching various companies and began the process of interviewing vendors for re-designing and maintaining the City's website.

City staff met with four potential vendors for re-design of the City website with the ability to enhance its e-government services to create an easier, more user-friendly City website. The re-design of the City website will allow the ability for on-line bill paying for customers, on-line fill in forms for permitting, business licenses, etc., event calendar for the community, community surveys, and mobile applications to name a few.

All four vendors were invited and participated in an onsite vendor presentation to demonstrate their product and services and discuss how they could best achieve the City's vision of a new website. After reviewing the presentations with the selection group, staff called on many existing client references for comment and critique on their level of satisfaction with their respective website vendor. In addition, several follow-up conference calls were placed between the vendors and staff to achieve better clarity on the services and opportunities offered by each.

The interviews conducted were to ascertain the vendor who responded to the City's needs and requirements for an updated website. Issues addressed in the interviews included, but were not limited to:

- Experience with design and redesign of a City Government Website Experience with collaboration with the community and staff for conducting of community meetings to solicit input
- Providing development and implementation of City Websites
- Ongoing maintenance of websites
- Hosting of websites
- The accessibility of the City website across all major browsers, operating systems, and devices
- An attractive, modern design with intuitive navigation and content organization
- Pervasive opportunities for residents to engage with the City through the website
- A content management system capable to meeting the City's needs
- An integration of the City website content with all major Social Media outlets
- The ability to integrate with other City systems, components, and databases
- Future online solutions for Business License processing; online bill pay, and other online permitting applications.

The applicants were asked to make a presentation to the City with the following criteria:

- Visually appealing website
- Easy access to public information and documents
- Ease of navigation
- Length to respond to staff
- Time required to update information
- Community collaboration and meetings
- ADA Compliant
- Ease of updating City Website

City staff believes that although all vendors were knowledgeable and provided informative presentations and complete interviews, but at the conclusion of the selection process, Planeteria was determined to be the preferred website vendor for the new re-designed City website project. Planeteria has created several municipal websites and has a proven track record that they can deliver a high-quality product, and provide a strong web presence desired in the City's new website.

Planeteria's high standards for creativity and design were apparent in their product demonstration in viewing their client website portfolio. City staff was drawn to Planeteria's reputation

for superior quality and pleasing design that uniquely reflects the communities they serve and enhances the online experience as well as being a local vendor.

The Content Management System (CMS) that Planeteria offers as part of their website product is developed specifically for government agencies. Staff can create or update pages, manage site navigation, add schedule content through simple, intuitive administrative screens. The system offers several time-saving features that allow for updating content across multiple places on the website, and across Social Media platforms, with minimal effort.

A critical aspect to the selection of a website vendor was to ensure that the chosen vendor could aid in the development of customized interfaces to the new website. Though simple to learn and use, the CMS offered by Planeteria is built upon advanced technology that will enable the level of sophistication envisioned for the City's new presence. The enhancements to the CMS that will be constructed after the base website tool is rolled out, will connect the website to other City systems and applications. Doing so will help reduce redundancy and error, and improve efficiency for both staff and residents. It was Planeteria's willingness to work with City staff and capacity to consult, build, and implement these crucial tasks made them stand out among the vendors considered.

The flexibility and extendibility of the CMS offered by Planeteria, coupled with a commitment and capacity to enhance the website, will be key components to a successful new City website. The result will be a new, strong web experience, and an investment in a tool that is able to adapt with new technologies emerging in the future.

**RECOMMENDATION:**

Staff recommends that the City Council the Award of Contract to Planeteria for City of Sebastopol Website Redesign and Authorize the City Manager to sign and execute all contract documents.

**Attachment:**

Resolution  
Proposal

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL AWARDING A SERVICE AGREEMENT TO PLANETERIA FOR THE DESIGN AND IMPLEMENTATION OF THE CITY WEBSITE.**

**WHEREAS**, the existing website content management system has not been updated since 2009; and,

**WHEREAS**, the existing content management system is not up to date with the current standards in technology and does not meet the needs and of staff and residents; and,

**WHEREAS**, it is time to create a more sophisticated website that provides staff and residents with an enhanced web experience that better facilitates the dissemination of information and provides another platform for interfacing with City Departments.

**NOW, THEREFORE**, the City Council of the City of Sebastopol resolves as follows:

SECTION 1. The City Manager is authorized to negotiate and execute a service agreement for the design, implementation, maintenance and support of a new City website content management system from Planeteria.

DULY ADOPTED by the City Council on this 2<sup>nd</sup> day of February, 2016.

VOTE:

Ayes:

Noes:

Abstain:

Absent:

Approved: \_\_\_\_\_  
SARAH GLADE GURNEY, MAYOR

Attest: \_\_\_\_\_  
MARY C. GOURLEY, CMC, CITY CLERK



# City of Sebastopol

## Website Design & Development

---

### Planeteria Proposal

---

December 30, 2015  
Sandeep Mehta  
smehta@planeteria.com



## ***Introduction & Executive Summary***

Planeteria, headquartered in Santa Rosa, California, has designed and developed hundreds of high quality and feature rich Web sites across the nation for clients in various industries.

Planeteria is an award winning web design company that was founded in Santa Rosa in 1999 by a Microsoft Design Program Manager. We offer creative design, web development, digital consulting, SEO, hosting, support, and digital marketing services. Over the last 16 years, we have designed and developed hundreds of high quality and feature rich websites for all types of clients across the nation.

Planeteria's specialty is building custom websites for content-heavy, public organizations with diverse stakeholder groups. Cities are our ideal clients. They benefit from our mastery of creating understandable content architectures that facilitate efficient communication.

We believe a city is healthy when its economic environment, infrastructure, leadership profile, business culture, services, and citizenry are continually evolving. Its communication tools ought to reflect that evolution. Change is a cornerstone to Planeteria's philosophy of building your website. Our sites aren't disposed of every few years in response to technological progress, design updates, or new content requirements. We build websites for life.

In this proposal you will gain an understanding of our website for life philosophy. Our tools, support, code, and warranty are all built around providing you with a long term communication tool that can be used for decades to come.

Our not-to-exceed fee for the project is \$30,000. As residents of Santa Rosa, your neighboring city, we have a deep love and understanding of the culture which we will bring to our design and overall communication approach. And from a project standpoint, we will work with you hands-on, hosting face-to-face meetings for all important presentations and decisions.

Thank you for the opportunity to participate in developing Sebastopol's digital future.

Warm Regards,  
Sandeep Mehta Director



## About Us

Planeteria has two offices – our Head Office based in Santa Rosa, as well as one in Portland, Oregon. We have designed and developed hundreds of high quality and feature rich Web sites across the nation for clients in various industries. Our local team, based in California is proud of our some of our recent achievements and client associations as listed below.

### Recent Awards



### National Projects



### West Coast Projects



### Sonoma County





Planeteria has demonstrated ability to perform the services described and a history of providing similar services by delivering expertise planning, developing, implementing, supporting and hosting websites for companies and municipal organizations across California.

One of the key advantages of being locally based in California is that it is easy to conduct face-to-face meetings with City of Sebastopol staff at various stages of the project and attend to any specific requirements that both the City may have in the shortest time possible.

Tools	Our Partners	Technologies
 Basecamp®	 Kentico	 Kentico
 join me	 POWERED BY rackspace HOSTING	 WORDPRESS
 balsamiq	 codero HOSTING	 Drupal
 freshdesk	 Windows Azure	 Joomla!
 surveygizmo	 Linkpay	 CSS HTML



## ***Our Philosophy***

Planeteria's philosophy is to keep process simple.  
We use the following approach when conducting our website projects:



### **Clear goals**

We take the time to understand our client's business practices, strategies and use that understanding to inform and evaluate decisions we make throughout the project.



### **Web based project hub**

We keep both our team and client organized using an online project management tool called Basecamp. Basecamp centralizes all project discussions, meeting notes, to-do lists, calendars and documents



### **In-person meetings**

We believe good work comes out of strong relationships. So we take time to make presentations in person. We enjoy the robust discussions that come from spending time with our clients



### **Dynamic Technology**

To streamline the avalanche of decision making that needs to happen early in the project, we use a suite of interactive tools to present wireframes and designs.



## Our Process

### Unique Solution based upon a strategic approach

Our approach is completely different than the template solutions offered by our competitors. They provide a cookie-cutter approach to city websites making your website resemble other city websites. These can never match the results of a website built for your own unique needs.

Planeteria is not simply a web design company; rather we take a strategic approach by understanding your needs first, then developing and implementing internet strategies which complement and extend your overall goals. While other firms are made up of technicians, our team members include designers who have extensive business and government work experience in addition to their technical expertise. We will implement a solution designed to solve your most pressing needs. Our tools and components give you the assurance of proven reliability and are designed to fulfill your most important goals. This translates into a website solution that will deliver on its full potential.

### Planeteria 8-Step Process

Over the years, Planeteria has developed and refined a 8-step process which defines our methodology - a **hybrid of strategic development and custom website architecture and GUI design**. Planeteria will foster the definition of clear site architecture, and technological solutions that feels seamless with your organizational processes and culture while at the same time delivering dynamic design.

Planeteria takes an integrative approach to every project. Starting with understanding the marketing initiative—needs and organizational goals; followed by creation of an architectural design that addresses the target users; development of Mood Boards that showcase the possible design options leading to the development of a custom design; and then recommending a complementary technology solution, which addresses the needs of the audience. This approach forms the basis of Planeteria's 8-step process.



**Discovery and Insights**  
Individuals with the ability and experience to understand your organization's needs.



**Define**  
Graphic documents to define your objectives and create design guidelines and layout.



**Design**  
Develop wireframes and user experience design to create a user-friendly design.



**Development**  
Program and create website code using a variety of tools and frameworks.



**Content**  
Develop and integrate content into your website.



**Review**  
Conduct quality assurance and user testing to ensure the website meets your needs.



**Training / Metrics**  
Develop and implement training and analytics to monitor website performance.

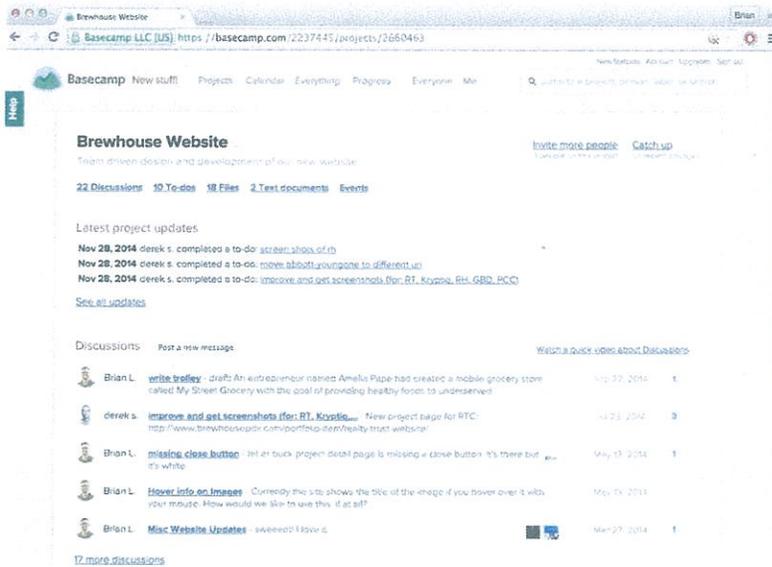


**Launch**  
Go live with your website.



## Project Management

Planeteria uses Basecamp as the Project Management tool. It helps organize all the project tasks, schedules and discussions in a organized manner and can also be used as repository of all the project documents.





## Our Team

Planeteria has an extensive team of project managers, information architects, designers, developers, technologists, and SEM/SEO experts. **We have a team of 15 full time staff and another 10 consultants.** Planeteria has a 4000 sqft well-equipped office in Santa Rosa, California. Profiles of key project managers/leaders that will be assigned to work on this project are given below.

### **Sandeep Mehta**

*Creative Technology Officer*

Sandeep has over 20 years international experience managing large technology projects and system implementations. Before joining Planeteria, he was based in Singapore and was the Director of Technology for Citibank Global Consumer Banking.

His recent projects include City of Sonoma, Santa Clara LAFCO, San Diego City Employees Retirement System and Boston Housing Authority.

### **Heidi Peyser**

*Project Manager*

Heidi has over 14 years of experience coordinating community-based, social service projects. She has a Bachelor's in Psychology and Business from Sonoma State and a Master's in Psychology from Goddard College.

Her recent projects include - San Diego City Employees Retirement System, Boston Housing Authority and City of Sonoma.

### **Brian Lee**

*Sales Director/ Account Manager*

Brian co-founded Brewhouse and serves as its Sales Director and Photographer. With a master's degree in photo-journalism, he ran an award-winning photography business for six years and uses his visual fluency to help organize the creative work.

He has worked with leading organizations such as Vestas, Nike, Mercy Corps, and GBD Architects.

### **Derek Shirk**

*Creative Director*

Derek's creative work has won awards. He is creative as well and technology savvy. He worships intelligent content organization and prides himself in simple intuitive user interfaces. His work has consistently helped clients increase their website presence and traffic.

His recent projects include [mti-interactive.com](http://mti-interactive.com) and [bond.pcu.edu](http://bond.pcu.edu)

### **Heather De Long**

*Designer*

Heather is an accomplished designer with a desire to create excellent visual and interactive solutions. She has a proven ability to get projects done on time from concept to creation. She is diversified in a variety of design media and has a passion for "outside of the box" thinking with over 13 years of design experience in both print and web. Her education includes Graphic and Web Design program from Santa Rosa Junior College as well as Computer Applications Certificate from Heald Business College.

### **Keegan Ortiz-Dekramer**

*Lead Developer*

Keegan has over 8 years internet development experience. He is a ASP.NET web applications and CMS expert. He is a graduate of University of California, Davis in 2005 with a B.S. in Computer Science. His areas of expertise include - Delphi, C# & VB (ASP.NET), Java, C/C++, SQL, HTML, CSS, JavaScript/Jquery, SQL Server, Visual Studio, Fast Reports, Crystal Reports, Quick Reports, Rave Reports, MS Access, Star Team, Adobe Photoshop, Subversion, Log4Net, Firebug.

### **Surender Mohan**

*Senior Developer*

Surender has over 8 years experience in Web Development. He has been involved in End-to-End project management - Including resource loading, estimation, client interaction, etc. He has strong experience in Technical design decision making. Technologies used include - Wordpress, Drupal 7.x, PHP, MySQL, XHTML/CSS, Jquery, AJAX, Apache, DRUSH, LINUX, GSA, PHPBB, XSLT.

### **Satish Bojan**

*QA Lead*

Satish has over 10 years experience in Quality Assurance and Website and Web app testing. He has strong experience in leading test teams in conducting cross browser and cross device testing for website and web based applications.

### **Sunil Sharma**

*Senior Developer*

Surender has over 10 years experience in Web Development. He has strong technical experience and is a Kentico certified developer. He has experience in working on .Net projects, XHTML/CSS, Jquery.



## Related Experience

### **Boston Housing Authority**

Boston Housing Authority (BHA) provides affordable housing to more than 58,000 residents in and around the City of Boston. As the largest public housing authority in New England, the BHA houses close to 9 percent of the city's residents.

#### **The Challenge**

BHA had an outdated website that did not provide information in a structured way, and resulted in a large number of applications that had to be disqualified. These obvious mismatches created countless loss in staff hours and tax dollars.

#### **Our Solution**

Planeteria completed an in-depth usability audit for BHA. This included an on-site facilitation for general needs analysis, on-site focus groups with staff; and department facilitation to develop content strategy and architecture of website and intranet. Based on these discussions, we built a new website with an online pre-qualification housing application.

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



#### **Services Provided**

- Usability Audit
- Wireframes
- Custom Mobile Responsive Design
- Web Development using Content Management System
- Intranet & Staff Directory
- ADA compliant
- Multi Lingual



## City of Sonoma

The City of Sonoma (California) had a website with a confusing user interface and a content architecture that had become disorganized after cycling through several administrations. Planeteria created a new content architecture that could grow with the city. We interviewed stakeholders in each city department as well as business owners and private citizens to hear first hand what information was important. The interviews helped use create a user interface that allows users to quickly find the information they are looking for.

The website's CMS allows each department to brand its page with an image, add content (photos, text, downloadable PDFs, video) and create new pages as necessary. A main website administrator can quickly post important announcements on the homepage, swap out branding imagery, update the header and navigation, and control all links both internal and external.

Our modern mobile technology allows the content and design to automatically reformat itself depending on the platform used to view it (responsive design).



### Services Provided

- Stakeholder survey & interviews
- Wireframing
- Information architecture
- User interface design
- Visual design
- Customized Kentico CMS
- Ongoing support



## **San Diego City Employees Retirement System ([www.sdcers.org](http://www.sdcers.org))**

SDCERS was established in 1927 by the City of San Diego to provide retirement, disability and death benefits to its participants. Now, more than eighty years later, SDCERS provides a comprehensive range of member services to more than 20,000 active, retired and deferred members from the City of San Diego, the San Diego Unified Port District and the San Diego County Regional Airport Authority.

### **The Challenge**

SDCERS wanted a website that would help in presenting all the information for its members in a structured and intuitive way so that the number of phone calls to call center could be reduced. They also wanted the ability updated News and Events regularly and easily.

### **Our Solution**

Planeteria designed & developed a custom website using Kentico.

### **Services Provided**

- Wireframes
- Custom Design
- Web Development using Content Management System
- ADA compliant
- News
- Events





## A CMS for Cities

Planeteria uses a CMS called Kentico for our municipal clients. It has proven itself to be secure, intuitive, and flexible. The following are examples of modular tools Planeteria uses with Kentico to address the key communication and website management challenges of cities. As the City of Sebastopol grows and its needs change, these tools can be easily added to the site without additional cost.

### For Engagement



#### Compliments & Complaints

Using our form builder tool, we create template forms for complaints and compliments that can be deployed anywhere on the site. When a user submits a form, conditional logic sends it to the appropriate party within your organization.



#### Events

Promote community and business events throughout the site from one simple interface. Events are displayed conditionally based on the parameters you set. Add images, PDFs, associated links, maps, date/time, and other relevant information to keep your stakeholders informed.



#### Social Media Integration

Easily link your social media channels to your website so you can pull in content from the community and display current topics of interest. This makes your site an active and up-to-date platform for community discussions.



## For Transparency



### Document Downloader

Kentico allows for simple management of all document types. Meeting notes, master plans, reports and all documents required to meet transparency obligations can be searched, browsed, and download by the user and download statistics can be tracked by the site's administrator.



### Search

Our search tool provides helpful results to relevant pages and documents on the site. Not only does this help fulfill the need for transparency but also serves as a key element of our intuitive user interface.

## For Reporting



### Website Analytics

Find out how people are using your site and adjust accordingly. Our analytics integrations generate charts and graphs that show who is visiting your site, what content they are most interested in, when the site is most visited, which platforms it is being loaded on, and many more data sets.



## For Management



### User Account Control

Your website works best when it can serve throughout all levels of the organization. With our permissions-based system, administrators from each of your departments can login and see a simple, user-specific interface that displays only the tools they need to control their department's content.



### Scheduler

To help you keep to a consistent content schedule, this tool allows you to set dates and times for publication. Your site then pushes out content automatically.



### Page Templates

When your site needs a new page, you just have to choose from the design templates we've created. Content can then be conditionally assigned to the new page or placed manually.



In addition to these, the Kentico CMS also has the following additional default features-

- A WYSIWYG editor can be activated or not depending on the administrator's permissions. We recommend using the WYSIWYG editor lightly in order to maintain your visual brand throughout the site.
- Each content editor can see the history of articles and pages and roll back to previous versions with one click.
- Publication and expiration dates can be set for articles, documents, events, and all other content postings.
- All ADA requirements and W3C standards are met by our solution.
- All content (images, documents, calendar events, pages, and menus) can be controlled in our CMS set up.
- Third party content can be integrated and styled throughout the site.
- A master administrator role can add, edit, and delete an unlimited number of users. Groups of users can be assigned a permissions profile and temporary access can be given to outside parties through an online login.
- Merchant services module for accepting online payments
- Ability to integrate with third party solutions.

Because Kentico is a proprietary CMS, it maintains a very high level of security. There is no need to use third party programming for a solution that may create a security weak point. Also, because it is a popular product, it has a strong support network of other developers.



## ***Proposed Scope of Work***

Planeteria has a good understanding of City of Sebastopol's requirements. Planeteria understands the scope of work of the project, and the project objectives. Through innovation and creativity, the City has streamlined services and expanded communication to the public and it now requires a user friendly, fresh and modern website. We understand City of Sebastopol's new website will need to be dynamic, clean looking, uncluttered and user-friendly.

The scope of services will include all software, hardware, and services required to support the implementation, maintenance, and ongoing hosting. At a minimum, Planeteria's services will include the following:

- Review existing website
- Detailed discovery process (including interviews/surveys)
- Wire-framing
- Design and configuration of new website
- Implementation & consulting
- Website Development
- Content migration/conversion
- Project Management
- Training (ongoing)
- Website Hosting
- Ongoing maintenance and operations support

In addition, Planeteria will offer a robust content management system (CMS) that allows City of Sebastopol's staff to easily update website content. This CMS has been used by a number of other client including City of Sonoma, Boston Housing Authority and San Diego Employees Retirement System.



## Proposed Work Plan – Phasing and Schedule

KEY  
 Red = In-person Meeting  
 Blue = City Review & Feedback

To achieve these deliverables, Planeteria would like to propose the following approach –

### Phase 1 – Assessment & Planning

Work Product(s)	Tasks	Approach/Method	Key Personnel	Approx. Dates
– Report: Audience feedback and associated recommendations – Report: Content Audit – Site Map	Kickoff Meeting	During our kickoff meeting, our main task will be to walk through your existing website to understand your content and determine what content stays, what goes, and what is a candidate for being condensed. Also, we establish measurable goals for the project's success, review the scope of work, discuss past successes and failures, and train your team on using Basecamp (our online project management tool).	Brian, Sandeep, Heidi	Week 1
	Focus Groups / Surveys	After kickoff, we work with the City to identify candidates for focus groups/surveys.	Heidi	Week 2-4
	Content Audit	While interviews are being conducted, we audit your content. This includes determining the amount of content, identifying each content type, listing which content types are relevant to each user group, and making recommendations on how to re-organize and re-configure your content.	Sandeep	Week 2-4
	Site Map	Planeteria creates a site map incorporating what we learn from the interviews, the audit, and from studying other websites within and outside your industry. The map is presented for critique. Feedback due in three days.	Heidi	Week 4 Feedback due: Week 5



### Phase 2 – Information Architecture & UI

– Interactive Wireframes	Homepage Wireframe	Planeteria establishes the layout, the user interactions, and the main navigation structure of the website by wireframing out the homepage. The frames are reviewed and critiqued by our internal team, and presented to the City for two rounds of review.	Heidi & Heather	Week 6
	All Pages Wireframes	All page templates are wireframed out in both desktop and mobile views. The frames are reviewed and critiqued by our internal team, presented to the City for two rounds of review. One in-person meeting.	Heidi & Heather	Week 7 - 9 Feedback due: Week 9

### Phase 3 – Design/ Mockups

– Mood Boards – Photoshop Design Files – Style Guide	Moodboard & Initial Design	Planeteria will present in-person a mood board (a set of images that explain look and feel) in tandem with three visual concepts for the homepage. Based on the City's feedback, we will make adjustments and present a final homepage concept for approval. Two rounds of review.	Heather	Week 10 Feedback due: March 30
	Create Style Guide	Based on the approved style of the homepage, our designer will document the fonts, color codes, image treatments, and overall look and feel in a CSS style sheet. We will post a web-based style guide for the City's reference.	Heather	Week 11



Interior Page Designs	Each page template will be designed according to the visual direction established by the approved homepage design. Page designs will receive up to three rounds of review before approval. Presentations will be in-person. Designs are reviewed as .jpgs in-browser in both desktop and mobile views.	Heather	Week 11 - 15 Final feedback due: Week 15
-----------------------	--	---------	---

#### Phase 4 & 5- Site Development & Content Migration

- Beta Site	CMS Recommendation	Planeteria's CMS of choice is called Kentico. We will provide the City with Kentico's profile to review for final approval, including a list of the benefits and detriments. Other CMS profiles will be provided for comparison.	Keegan, Sandeep	Week 14
	Server Set Up	Create necessary accounts, set up GIT (version control), create database.	Development Team	Week 14
	Install CMS & Plugins	Plugins will address functionality such as: pulling in and styling social media feeds, forms, document management, SEO optimization, spam filtering, calendar/events management, user permissions management, and language translation.	Development Team	Week 14
	Security	Modify CMS based on security best practices including renaming files, locking down permissions, creating strong passwords, and other measures.	Development Team	Week 14



– Beta Site	CMS Interface Customization	Based on the established design and content requirements, Planeteria will modify the CMS to create an intuitive administration interface. For example, we will create custom fields for content input such as associating documents with calendar events.	Development Team	Week 15
	Input Design	We set up the CSS and input all page designs.	Development Team	Week 16
	Content Migration	Planeteria will present an itemized content list for City approval. Upon approval, Planeteria will modify and input content, including all PDF documents, copy, and images.	Migration Team	Week 16-17
	301 Redirects	So that your current URLs do not lead to dead ends once the new site launches, we set up URL forwarding and input the necessary addresses.	Migration Team	Week 17
	SEO, Google Analytics, Minification, & CDN	We ensure each page's content is tagged and titled appropriately for SEO. The site is linked to the City's Google account and tested. Also for SEO purposes, we maximize site performance by minifying code and setting up a CDN (content delivery network).	SEO Team	Week 18
	Delivery & Review	Planeteria presents the new password-protected beta site in -person for review and feedback. Mobile and desktop versions reviewed. Adjustments made as necessary.	Planeteria	Week 22

**Phase 6 -Quality Assurance**

– User Feedback Document – Recommended Adjustments	User Interviews	Planeteria organizes and conducts interviews of two to three users per user group (residents, businesses, visitors, employees, etc.). We observe each user's	Project Manager	Week 22 - 25
---	-----------------	--	-----------------	--------------



Document		interaction and hear their feedback on the site.		
	Documentation	We document the interview results and make recommendations for adjustments.	Heidi & Sandeep	Week 25
	Adjustments	Planeteria applies City-approved adjustments.	Development Team	Week 26-27

**Phase 7 - Training**

- Launch Ready Site	QA	All page content reviewed for accuracy. The City and Planeteria log issues or bugs in our ticketing system for tracking.	QA Team (both City & Planeteria representatives)	Week 28
	Browser Testing	IE 9+ (PC), Firefox/Opera/Safari/Chrome (Mac & PC)	QA Team (Planeteria)	
	Mobile Testing	Popular devices (iPhone, Android, and Windows products)	QA Team (Planeteria)	
- Screencasts documenting website administration tasks - Live Site!	Training Day	Planeteria hosts a hands-on training where administrators interact and practice modifying content in a testing environment.	Heidi	Week 28
	Screencast Recording	We record and host screencast tutorials explaining CMS functionality for the City's reference.	Heidi	Week 19
	Launch	In preparation for launch we help the City write a press release. Once launched, we promote the new website through our own channels with the City's approval.	Development Team	Week 29
	Monitoring	For one week after launch, we carefully monitor the site and provide 24 hour support for any issues.	Team (Planeteria)	Week 30



**Phase 8 - Implementation /Support**

- Screencasts documenting website administration tasks - Live Site!	Training Day	Planeteria hosts a hands-on training where administrators interact and practice modifying content in a testing environment.	Heidi	Week 28
	Screencast Recording	We record and host screencast tutorials explaining CMS functionality for the City's reference.	Heidi	Week 19
	Launch	In preparation for launch we help the City write a press release. Once launched, we promote the new website through our own channels with the City's approval.	Development Team	Week 29
	Monitoring	For one week after launch, we carefully monitor the site and provide 24 hour support for any issues.	Team (Planeteria)	Week 30
-	Bug Tracking	<b>Planeteria provides an online ticketing system to track bugs and make requests. Our fee includes a lifetime warranty for all bug fixes for no charge as long as: 1). the code wasn't modified by a third party (client included), 2). the bug isn't due to a change in technology (browser, plugin, or CMS update) and 3). the bug wasn't caused by the addition of content.</b>		
-	Ongoing SEO	We offer SEO packages to help keep your website in the forefront of search engines. The starting package is \$250 per month and covers Google AdWords campaign management, keywords evaluations and recommendations, competitor site surveys, and monthly reporting.		

*We estimate the project to be 5-7 months project.*



## ***Ongoing Support and Hosting Services***

### **Support**

Our support is administered through an online ticketing system. For urgent issues our clients can contact our project manager directly via his cell phone 24 hours a day.

Planeteria has a comprehensive web-based Client Support Portal.

Clients can submit tickets from this portal without having to login. To submit a maintenance ticket –

- You just need to click the new floating "Support" button on our website ([www.planeteria.com](http://www.planeteria.com)) and enter the details;
- OR
- you can send an email to [support@planeteria.com](mailto:support@planeteria.com).

Our support system will automatically create a ticket on your behalf. You will also be notified of our responses and status changes to your tickets via email. You can also send out your replies directly by email.

Our support team is also listens to conversations on our Twitter handle (@planeteria) and Facebook page ([facebook.com/Planeteria](https://facebook.com/Planeteria)).

### **Service Levels**

All requests are responded to within 2 hours. Following are the turnaround times for the various priority levels -

Urgent - 1 business day

High - 2 business days

Medium - 1 week (5 business days)

Low - 2 weeks (10 business days)



We strive to give our clients an awesome support experience with every query. We are also actively populating our support portal with FAQs and solutions in our knowledge base, so you can help yourself to how-to's and instructions.

Ongoing maintenance is charged on an hourly rate of \$110/hr.

### **Hosting**

Planeteria is a Codero partner and we offer optional Codero website hosting to all our clients.

Codero ([www.codero.com](http://www.codero.com)) is a leader in hosting and since 2009 has been recognized with multiple awards as one of the most reliable, trusted dedicated and managed hosting service provider in the industry. They have also achieved a number of business milestones, including SSAE 16 (SAS 70) Certified PCI compliance, and Microsoft Gold Certification. Their hosting platform of dedicated, managed, and cloud services serves thousands of business customers worldwide and hundreds of thousands of both simple and complex web sites and applications, including gaming platforms and back office applications.

Codero's exceptional hosting services include -

- 100% Uptime Guarantee
- Unlimited incoming bandwidth
- 20TB Outbound Bandwidth
- 24x7x365 Support
- 1 Hour Hardware Replacement Guarantee
- Standard Image Backups (Using Snapshots - 2 Daily/1 Weekly)
  - Windows 2008 R2 Web Edition - 64 Bit
  - MSSQL 2008 Web Edition
  - eVault Managed Backup - 20GB
  - Basic Server Monitor
  - CISCO ASA 5505 Firewall

This includes the EVault Backup and Recovery Solution which safeguards your servers, maintains uptime and guarantees the full recovery of all essential data and applications with Managed Backup Services.



Managed Backup reduces risk and minimizes cost by:

- Best practices in automatic backups, online access and point-in-time recovery
- Multiple layers of security ensure data integrity and immediate availability
- Scalable solutions that grow with your data management needs
- Customizable data monitoring and disaster recovery for all environments



## ***Proposed Costs***

### **Project Management**

The dedicated Project Manager will help coordinate the entire project.

*Hours: Included in the overall estimate*

### **Initial Research & Kickoff Meeting**

Planeteria will provide a pre-kickoff questionnaire to City of Sebastopol in order to learn more about your goals and requirements for the website. We will then survey your current site as well as study relevant websites within and outside of the industry with the goal of creating a overall site plan. In the meeting we will review the plan, establish measurable goals for the project, set the schedule, milestones, and introduce our project management tool.

*Hours: 40 hours Estimated Fee: \$4,400*

### **Mood Boards**

We will assemble visual examples of existing websites within and outside of the industry in order to facilitate initial design discussion. The mood boards will be presented in a meeting, the goal of which will be to build consensus around a visual look and feel.

Deliverable: mood board document.

*Hours: 10 hours Estimated Fee: \$1,110*

### **Wireframing**

Planeteria will create wireframes for the website. The interactive wireframes will be presented digitally for two rounds of discussion, review and revision.

Deliverable: Link to online wireframes.

*Hours: 15 hours Estimated Fee: \$1,650*



### **Design**

Planeteria will provide 2-3 design options and will design 4 to 5 unique pages in Photoshop and conduct multiple rounds of review and revision. The reviewed designs will be viewed in-browser and as printed documents.  
Deliverable: Printed design documents.

*Hours: 40 hours Estimated Fee: \$4,400*

### **Programming**

Planeteria will build a new website using Wordpress/Kentico CMS. The site will be responsive to mobile platforms. We will develop the site locally and use a staging server for review. We will explore ways to develop an API and read project inventory information from existing database so that it does not need to be replicated.

*Hours: 60 hours Estimated Fee: \$6,600*

### **Content Migration**

Planeteria will help populate all the pages that are developed. Content provided by City of Sebastopol as well as content done by Planeteria will be appropriately placed on the website.

*Hours: 60 hours Estimated Fee: \$4,500*

### **Quality Assurance**

Planeteria allows at least two weeks of QA during which both we, City of Sebastopol, and other stakeholders can review the site for errors and bugs. Errors and bugs are tracked in Basecamp and resolved before launch. During this time the site is thoroughly tested in IE 9+ for PCs, and the most recent versions of Chrome, Safari, and Firefox for both Mac and PC computers. It is also tested on the major tablet and mobile phone platforms.

*Hours: 20 hours Estimated Fee: \$2,200*



### **Training**

Planeteria will develop customized training material and conduct training to instruct on how to modify and update the site.

*Hours: 10 hours Estimated Fee: \$1,100*

### **Launch**

Planeteria prepares the server environment for launch and launches the site to fully replace the old website. We test the site post-launch to ensure all redirects are working and that the site is functioning as expected.

Deliverable: New website!

*Hours: 5 hours Estimated Fee: \$550*

### **Kentico CMS Base License (Perpetual license)**

*Estimated Fee: \$3,499*

### **Total Estimated Fees: \$30,000 (not to exceed)**

### **Maintenance**

Planeteria can provide website maintenance. There are 2 options:

A) This is based on time spent. There is no fixed cost.

*Maintenance: \$110 / hr*

B) Maintenance Package -

Base Package - **\$200/month** - includes upto 2 hours for enhancements every month (hours not used are carried over)

Complete Package - **\$400/month** - includes upto 4 hours for enhancements every month (hours not used are carried over)

### **Hosting**

Planeteria will provide dedicated server hosting (as described in the proposal)



*Hosting: \$50 / month to \$250/month – depending on the requirements (can be discussed in more detail)*

*(A lower cost estimate – starting at \$50 per month can be provided for shared server)*

**License Renewal (optional)**

Kentico CMS license has upgrades for first 1 year included. After the first year, you can renew the maintenance or keep using the license without maintenance. The maintenance period starts from the date when your last maintenance period expired.

The maintenance covers:

- free technical support during the maintenance period
- free major upgrades (6.0, 7.0, etc.) released during the maintenance period

*Annual Renewal Fee: \$1,049 / year*



## Thank You

---

### Contact Us

Planeteria Media  
1211 N Dutton Ave Ste D  
Santa Rosa, CA 95401  
707.843.3773 / [smehta@planeteria.com](mailto:smehta@planeteria.com) / Planeteria.com