May 13, 2014

Sue Yap
Web and Social Media Coordinator
Village of Wellington
12300 Forest Hill Blvd.
Wellington, FL 33414

Re: Quote for Services

Dear Sue,

Thank you for the opportunity to submit a quote for services to the Village of Wellington. I enjoyed the chance to speak with you about your goals for the project and, based on our discussions so far, the Vision Team already sees a lot of potential for your website. With more than 500 successful government, public agency, and non-profit agency clients in 41 states, including many projects in Florida, we are very excited about applying our technical skills and knowledgeable experience to your website redesign.

Below is a brief summary of the services we can provide to Wellington. Please note that this is only an overview of a website package based on our initial discussions with you, and that we can discuss additional work as required by the Village. We can also prepare a full, official proposal for you further detailing our many interactive components and features.

If you have any questions about this quote, please feel free to contact me. I look forward to speaking with you further about your website!

Respectfully submitted,

Steve Barnes
Regional Sales Manager, Vision Internet Providers, Inc.

Website Development

With Vision Internet, you are sure to receive a website that delivers on its potential. Through our thorough consultation process, we create unique solutions tailored to our government clients' most pressing concerns. We will build your website from the ground up with your needs and objectives in mind. To fulfill these objectives and reach your target audiences, we recommend:

Attractive Design

Design is important. Today, many people judge the quality of an organization largely based upon the quality of its website. These opinions are especially influenced by the initial impression of the website's graphic design. Design ensures that users will use the website as a resource; if the website is not attractive and inviting, people assume it is of little value and do not spend the time necessary to find the information they need.

With Vision Internet, your website will have a design that makes it stand out on both a regional and national basis. Your website will be inviting, easy to use, and will reflect your unique identity.

Intuitive Navigation

For your website, we recommend organizing information by department topic, and/or target users. Keep in mind that the average user does not know the organizational structure of your organization, nor needs to. Our approach allows users to find information in the variety of ways that are most important to them. This is a solution we use on many of our government websites making it easy for visitors to find information. This is because content is available through multiple "paths" making it simple for users to search the site regardless of their preferred method. We often implement Action Based Navigation which allows users to easily find a particular service or page on your website through an easy-to-use drill down menu, such as "*I Want To*…view an event, fill out a form, etc."

Vision Content Management System™

As a part of your project, we are offering the Vision Content Management System™ which allows non-technical staff to add, edit, and delete content as well as control who has access to managing different areas of the website. This means that your staff can update announcements, press releases, news, documents, and other pages without knowing how to program. This is done through simple and easy to use administration screens.

Because staff can update and maintain their website directly through browser-based forms, you can effectively cut your maintenance costs and redirect existing technical resources toward more important areas.

INCLUDED INTERACTIVE COMPONENTS AND FEATURES

Interactive components provide a higher level of interactivity for your website visitors. Included in your project estimate are the following components and functionality:

SITE ADMINISTRATION AND SECURITY

- Audit Trail Log
- Backend Content Title Search
- Backend Dashboard
- Broken Link Reporter
- Content Review and Publishing
- Component Manager
- Content Scheduling
- Context Sensitive Online Help
- Departmental Page Restrictions
- Document Central
- Drag and Drop Multiple File and Image Uploading
- Email Address Masking
- Enhanced User Interface
- Flexible Site Variable Settings
- Image Library
- Page Template Library
- Personal Toolbar
- Role-Based Security
- Scheduled Content Review
- SiteMaster™ Template Builder
- Submission Validation (reCAPTCHA)
- Recycle Bin
- Updated and Expired Content Reporting
- Web Traffic Statistics
- Widget-based Layout Options
- Workspace

CONTENT EDITING

- Advanced WYSIWYG Editor
- Search and Replace
- Spell Checker
- Style Gallery
- Table Wizard
- Undo/Redo
- User Commenting
- Version Control

ADVANCED NAVIGATION MANAGEMENT

- Automatic Breadcrumbs
- Connected Pages
- Content Categories
- Dynamic Drop Down Menus
- Error 404 (Page Not Found) Handling
- External Link Splash Page
- Friendly URL Redirect
- Navigation Control
- Navigation Redirect
- Page Linking
- Quick Links
- Single-Source Publishing
- Site Search (Google CSE)
- Sitemap Generator

USER EXPERIENCE AND INTERACTIVITY

- Business Directory
- Business Submissions
- Community Spotlight
- Dynamic Calendar System
- Dynamic Homepage
- In-page Content Editing
- Job Application Manager
- Job Posts
- Online Polls
- News

❯ Event Registrations	❯ RFP Posts
❯ Event Submissions	❯ Rotating Homepage Banners
❯ Facilities Directory	❯ Service Directory
❯ Facilities Reservations	❯ Single Sign On
❯ Feedback Form	❯ Staff Directory
❯ Form Builder	❯ Sticky News
❯ Frequently Asked Questions	❯ Weather Update

DEPARTMENT MANAGEMENT

❯ Department-Level Administration
❯ Department-Level Navigation
❯ Department-Level Sitemap

OUTREACH, MEDIA, AND SOCIAL NETWORKING

❯ Audio and Video Embedding	❯ GovTrack CRM™
❯ Bookmark and Share	❯ OneClick Social Networking™
❯ eNotification	❯ Photo Gallery & Slideshow
❯ Emergency Alert (site wide)	❯ RSS FeedReader™
❯ Facebook FeedReader™	❯ Twitter FeedReader™
❯ Forward to a Friend	

ACCESSIBILITY

❯ Automatic Alt-Tags	❯ Google Translation Integration
❯ Dynamic Font Resizing	❯ Printer Friendly Pages
❯ Dynamic Reader Download Links	❯ Table Accessibility Tools

ADDITIONAL INTERACTIVE COMPONENTS AND FEATURES

❯ Advanced Mega Menu	❯ Meetings Manager
❯ Approval Cycle	❯ Responsive Design with visionMobile™

Integration of Third-Party Components and Databases

Today, there are many advanced components for such functions as:

- eCommerce and ePayment
- GIS Mapping
- Park and Recreation Services
- Permitting
- Service Requests (CRM)
- Streaming Video
- Others

Our content management system can easily work with these third-party systems, provided they are web-enabled. Most of these types of components can be given the same look and feel as your main website via modifications to the presentation template. For your project, we will provide you with an HTML template that vendors of these third-party components can use. We will also integrate links to these third-party components into the overall website navigation. There are many examples of where we have used this approach, including the Cities of Newport Beach, CA; Rancho Cordova, CA; and many others.

Another approach is to create a web interface for existing third-party databases. We used this approach in displaying tax records exported from a mainframe system for Vanderburgh County, IN; crime statistics from California state databases for the City of Citrus Heights, CA; Contractor information from city databases for City of Hamilton, OH; and staff and student contact information from school databases for the UCLA School of Law.

These are just a few examples of our extensive experience working with third-party databases and systems. While interfaces to third-party systems are not included within the budget, they are available for an additional fee. We will provide a firm quote for interfaces after analyzing the databases and requirements during the consulting phase of your project.

OPTIONAL INTERACTIVE COMPONENTS AND FEATURES

Vision Internet creates custom solutions; therefore, we are able to offer you virtually any conceivable module or function. We believe these optional interactive components and features are most relevant to your needs:

- Intranet
- Subsites
- Vision e-Procurement System

Because our content management system is so flexible, you may add these at any time in the future for an additional budget. Below are details on these options.

Intranet

While the public website will enable you to improve your communication with people outside your organization, the Intranet will serve as the main source of information for your employees. It will have its own unique homepage, navigation, and design. The design will be based upon the approved public website design; however, it may include its own color scheme, collage, and homepage layout. Below is an example of the website and Intranet as implemented on the City of Lancaster site.

In implementing your Intranet, we would take the following steps:

- Complete your main website project
- Replicate the main website including components such as calendar, news, etc.
- Implement the approved Intranet design
- Migrate or add pages as required[1]
- Launch the website behind a firewall so as to make it inaccessible from outside your internal network[2].

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[1] Includes up to 25 pages; additional pages may be migrated for an additional budget.
[2] For users to access the Intranet from outside your network, they may need to use a VPN to access your network prior to accessing the Intranet.

Please note that the Intranet must be hosted on the Village's server according to the specifications below:

Shared Server

- Quad-core or Hex-core processors
- 10 GB~16 GB memory per hosting virtual server
- RAID 50 Configuration
- Windows Server 2012/Microsoft SQL Server 2012

RSS viewer widgets can be used to retrieve and display information from the main Village site, such as news and events, and display them on the Intranet. Any content can be retrieved as long as a RSS feed URL is available. If a website user clicks on one of the news or events items in the RSS viewer, they will be taken to the detailed information on the main website. Please note that items from the Intranet and main Village site will not be combined into one list.

In this approach, the content in the website and the Intranet plus all management tools would be separate.

Optional Content Sharing Package

As described above, content can be shared between the Intranet and main websites via RSS viewer widgets. For an additional cost, we can provide more advanced content sharing options.

This optional package allows for content sharing between the main site and the Intranet without the use of RSS viewers. Village staff will be able to categorize items from the main website for use on both the Village website and Intranet. From the Intranet website, your staff will be able to modify widget settings to choose what items to display from the widget. The items from the main site and Intranet will sort together into one list, based on the sorting assigned to that widget.

Initially the components that will have content sharing options will be the News, Calendar, Staff Directory and Job Posting components. An icon will indicate which items came from the main website.

Responsive Design

As an option, we can implement Responsive Design for your Intranet website that will display an optimized view of the Intranet for mobile devices, ensuring your staff can view it even when on the go.

Figure 1: Bottom image is of the City's website while top image is of the City's Intranet.

Subsites

Subsites would provide select departments and programs with their own individualized and attractive homepages tailored specifically to your users' needs. This includes a unique navigation and design that draws on all of the experience and expertise of Vision Internet's web development team while maintaining a layout consistent with the main site to keep the subsite easy to use and navigate for your visitors. However, while there would be consistency in your websites' layouts, the Subsite could have its own unique look and navigation structure.

A Subsite will provide the same functionality as your main Village website since it will use the same backend and have the same interactive components. This means that there is a single Vision Content Management System (VCMS) where all content is stored. Through the use of the Approval Cycle each organization would have access to their own content but could also share content, such as calendar and news items.

Vision Internet will also migrate up to 25 pages of content into the Subsite; additional pages may be migrated for an additional budget. Hosting prices will vary according to which option you select.

Note: If the Subsite is hosted on a separate server, the Village may be required to pay an additional third-party licensing fee. Please note that the Village must provide remote access to the server for installation of the Subsite.

Please note that Responsive Design features for a Subsite will be an additional cost.

Figure 2: A Subsite allows departments to develop their own individualized looks.

Vision e-Procurement System

The Vision e-Procurement System is an advanced application with the tools you need to manage the bidding process. It includes tools for supervising vendors, addendums, questions and answers, posting bid opportunities, and accepting online bids. The tool also features:

- Vendor registration and management tools

- Bid opportunity posting
- Online bidding, including uploading and encryption of proposals and other documents
- Automated tabulation
- e-Notification of bid opportunities, addendums, and answers to questions
- Q&A management
- Multi-agency support

With the Vision e-Procurement System, you will save staff time, secure better pricing, and reduce vendor challenges because of the automatic enforcement of procurement best practices.

Please note that the Village will receive:

- One year of included phone and email support services with free updates to the system[3]

- One day of website set-up and configuration to ensure compatibility with the e-Procurement System

- Data import from any pre-existing lists or systems, including vendor profiles and commodity information[4]

- Up to four hours of training via WebEx (remote) conference

- A user guide with details of the system

Please note that the Village can choose to host the e-Procurement System in-house or with a third-party at no additional cost to you. However, we provide exceptional hosting services and can host the e-Procurement System for $150 a month.

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[3] Based upon our Standard Implementation of website set-up and configuration with no alternations to the included code. After the first year of included phone and email support, we can provide further maintenance for the e-Procurement System. The yearly cost for this after the first year is $3,420.

[4] The Village will be responsible for providing this information in Excel format. This is a one-time service.

Below are the costs for your website's development. Please note that Vision Internet is a GSA Contract Holder, Contract Number GS-07F- 0509W. Below are our GSA rates.

Services	Hours	Rate per hour	Budget
Website Development			
Consulting	52	$134.36	$6,986.72
Project Management	38	$134.36	$5,105.68
Design	39	$124.41	$4,851.99
Design Production	21	$94.55	$1,985.55
Dynamic Programming	46	$134.36	$6,180.56
HTML Programming	17	$84.60	$1,438.20
Content Migration	34	$84.60	$2,876.40
Quality Assurance	20	$104.50	$2,090.00
Training/Documentation	20	$124.41	$2,488.20
visionLive™ Subscription Maintenance			
Year One of visionLive™ Subscription Maintenance[5]			$6,600.00
		TOTAL	$40,603.30

Please note that we are offering the Village our lower GSA rates.

Our website development package is comprehensive and includes:

❯ The Vision Content Management System™, including the above-listed interactive components

❯ Web-based consultation meetings

❯ A web-based training session

❯ Basic Design Package

    o One homepage design concept with revisions

❯ Approved sitemap

❯ 100 pages of content migration

As an option to paying monthly fees for hosting and maintenance services, Vision Internet is also offering your organization our new subscription version of the Vision Content Management System™. This new offering allows us to provide maintenance services and hosting for a flat annual fee. Additionally, we will also provide CMS upgrades at no extra cost. This allows you to affordably keep current with new technology, enhancements, and improvements.

visionLive™ takes the guess-work out of future budgeting by including all essential post-launch services into a flat annual subscription. The service includes:

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[5] Subject to a 5% annual increase. visionLive™ subscription rates listed are based on the cost of your project as proposed. Please note this cost may vary should the scope of your project change.

- ❯ Hosting
- ❯ Unlimited technical support[6]
- ❯ CMS system upgrades
- ❯ Newly developed CMS components[7]
- ❯ Free redesign after 4 years of visionLive™ service

Optional Interactive Components and Features

In addition to the included components listed above, we can also provide you with other optional features. Below is the price for implementing these.

Optional Component	Regular Costs	GSA Costs
Intranet	$14,955	$14,565.68
Content Sharing Between the Intranet and Main Website	$2,000	$1,990.53
Response Design for Intranet	$1,000	$995.27
Subsites (cost per Subsite)	$9,000	$8,857.85
Responsive Design for Subsite	$2,000	$1,990.53
Vision e-Procurement System	$13,170	$12,968.26

Optional Services

Please note that we are already including web-based consultation and training as well as up to 100 pages of migration with your project. Depending upon your needs and available resources, you may opt for these additional services.

Optional Services	Regular Costs	GSA Costs
Onsite consulting ❯ Onsite consulting and brainstorming sessions ❯ Requirements gathering from project team ❯ Creation of survey ❯ All travel expenses	$4,860	$4,836.96
Content migration – per 50 pages ❯ Content formatting ❯ Uploading related documents and images ❯ Reduced pricing for quantities over 250 pages	$1,445	$1,438.20
Onsite training program ❯ One day onsite training ❯ Classroom style content editor training ❯ Advanced administrator training	$3,290	$3,274.46

[6] Does not include updates to configuration, content, or formatting among other restrictions.
[7] Does not include new features that require design customization to implement.

Optional Services	Regular Costs	GSA Costs
❯ All travel expenses		

Sample Client Websites

Vision Internet, the Government Website Experts, has more than 500 clients in 41 states, including Florida. Samples include:

- ❯ City of Aventura, FL (www.cityofaventura.com)
- ❯ City of Bartow, FL (www.cityofbartow.net)
- ❯ City of Kissimmee, FL (www.kissimmee.org)
- ❯ City of Marco Island, FL (www.cityofmarcoisland.com)
- ❯ City of North Port, FL (www.cityofnorthport.com)
- ❯ Gadsden County, FL (www.gadsdengov.net)

For a complete list of our projects, please visit our website at www.visioninternet.com.

Terms and Conditions

Vision Internet agrees to perform the services at the prices quoted in this document. This quote is valid for 180 days.