

RESOLUTION NO.: 122 -2014  
INTRODUCED BY: Jeremy Kumin

A RESOLUTION AUTHORIZING THE MAYOR TO ENTER INTO AN AGREEMENT WITH THE CUYAHOGA COUNTY DEPARTMENT OF INFORMATION TECHNOLOGY ("CCDOIT") FOR SERVICES TO BE PROVIDED IN CONNECTION WITH THE REDESIGN AND IMPLEMENTATION OF THE CITY'S WEBSITE AND DECLARING AN EMERGENCY.

WHEREAS, the City desires to develop, implement and deploy a new website for the City of Richmond Heights; and

WHEREAS, the Cuyahoga County Department of Information Technology ("CCDOIT") has provided a quote for the services of the CCDOIT to develop and implement a new website design is attached as Exhibit A (Statement of Work); and

WHEREAS, the work is expected not to exceed the sum of \$7,000.00.

NOW, THEREFORE, Be It Resolved by the Council of the City of Richmond Heights, State of Ohio, that:

Section 1: The Mayor is authorized to enter into an agreement with the Cuyahoga County Department of Information Technology ("CCDOIT") for services for the development, implementation, and deployment of a new website for an amount not to exceed Seven Thousand Dollars (\$7,000.00).

Section 2: The Director of Finance is authorized and directed to appropriate the amount necessary for the agreement authorized in Section 1 of this Resolution from the appropriate fund(s).

Section 3: It is found and determined that all formal actions of this Council concerning and relating to the adoption of this Resolution were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 4. This Resolution is declared to be an emergency measure immediately necessary for the preservation of public property, health, safety and general welfare, and for the further reason that it is immediately necessary for the City to enter into this agreement to effect the development and deployment of a new website for the City of Richmond Heights without undue delay; therefore, it shall take effect and be in force immediately upon its passage and approval by the Mayor.

PASSED: \_\_\_\_\_

\_\_\_\_\_  
David H. Roche, Mayor

APPROVED: \_\_\_\_\_

ATTEST: \_\_\_\_\_

Betsy Traben  
Clerk of Council

\_\_\_\_\_  
Eloise Cotton-Henry  
President of Council



## **Cuyahoga County Department of Information Technology**

### **DRAFT Statement of Work**

#### **Prepared for the City of Richmond Heights, Ohio**

**Project: Professional Services for the Redesign, Development and Hosting of the City of Richmond Heights Website**

**Prepared for:**

David H. Roche, Mayor  
City of Richmond Heights, Ohio  
457 Richmond Road  
Richmond Heights, OH 44143-1429  
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cc: Marc Neumann, Fire Chief  
Richmond Heights Division of Fire  
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**Prepared by:**

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**Date:** November 18, 2014

**Total estimated cost:** \$5,293.00

## 1.0 General Information

This Statement of Work specifies the services to be provided by the Cuyahoga County Department of Information Technology (hereafter referred to as “CCDOIT”) to the City of Richmond Heights, Ohio (hereafter referred to as “the City”) in connection with the redesign and implementation of the City’s website (hereafter referred to as the “project”). This statement of work is intended to specify the services to be provided during each phase of the project and to detail the obligations of both parties.

## 2.0 Project Scope

The scope of this project is the main City of Richmond Heights website currently located at <http://www.richmondheightsohio.org>. The CCDOIT estimates approximately 44 pages may exist on the new website, excluding links to internal pages, external sites and PDFs.

*Email hosting services will not be provided to the City of Richmond Heights by the CCDOIT. The City will continue to maintain email services from their current provider.*

## 3.0 Overall Description of Services

The City has requested the CCDOIT update the City’s current web site located at <http://www.richmondheightsohio.org> to current technologies, and provide web design, development and hosting services. The Cuyahoga DOIT proposes to deliver a custom redesigned website that incorporates all of the information on the current website in a well organized manner that allows users with limited computer experience to easily find and access information. The new site will act as a comprehensive informational asset for residents of the City, as well as a dynamic marketing tool for the City to highlight the diverse community and its assets, and as well as attract potential visitors and businesses to the area.

Along with general information, the new site will provide functionality to allow comments to be submitted, surveys to be collected, users to opt-in and opt-out of distribution lists, and questions, problems or concerns to be submitted online and routed to the appropriate City clerk or official based on pre-defined criteria. The site may include an electronic newsletter and dynamic functionality to propagate news items and event calendaring from specific pages to the home page or other pages as appropriate. The site will be easy to administer and update, allow for multiple users to have different levels of security in order to update the site, and be coded in a manner that will allow for future expansion, so that additional components and new functionality can be easily added to the site moving forward.

The CCDOIT has reviewed the content on the current website. The CCDOIT assumes all content on the current site will exist in some format on the new site, and that a maximum of 10 new pages will exist on the new site.

If the volume of content submitted by the City exceeds the volume of content estimated, requiring the CCDOIT designer to invest additional hours on the site, the CCDOIT will provide the City with an

estimate for the additional work prior to commencing work. (See section 20 of this document titled “Change Control”).

#### **4.0 Website Hosting and Domain Names**

The CCDOIT will host and maintain the City of Richmond Heights Website. The main Richmond Heights website URL will remain <http://www.richmondheightsohio.org>. The CCDOIT will work with the City to point the current domain to the County’s servers. The current website should remain up and functional until the new website is published (i.e., there should be no lapse in web presence). The City will continue to maintain ownership of any and all domain names, and will be responsible for renewing ownership at their own expense.

As stated in section 2.0, the scope of this project does not include email hosting services. The City will continue email services via their current provider.

#### **5.0 Ability for Multiple Users and Security Levels/ Roles**

The new site will be setup so that multiple individuals can have access to various portions of the site based on pre-defined criteria. This will allow existing content authors to continue to update the new site with little or no technical knowledge. The site will be setup so that content can be updated in draft mode only, and one or more individuals may be setup with access to approve or deny content submissions for quality assurance purposes. The CCDOIT will gather information from the City in order to setup update privileges based on their control preferences.

While there is no limit to the number of individuals who can update the site, the CCDOIT suggests limiting access to only a few contributors who will regularly make website updates.

#### **6.0 Consistency in Site Design and Layout**

The CCDOIT has provided the City with two (2) sample designs for review. The City has selected a design similar to the image pictured on page 24 of this document. The background image, colors, fonts and navigational items may change based on future discussions with the City , however, the structural layout of the home page (containing a top navigational structure with sub-navigational elements, a footer, a dynamic section for upcoming events and a dynamic news section) will remain constant. All other pages will share a consistent look and feel, similar to that of the home page, and will contain a banner, top or left navigation area, footer, white space for text, images and links. A ‘home’ button will appear on all pages of the new site. Any changes requested by the City that impacts the overall site design and layout after the site has been coded and loaded with content may constitute a change order. The CCDOIT will notify the City if any requested changes necessitate a change order.

#### **7.0 Rights, title and interest to data, access to data, recovery of deleted data**

The City will exclusively own all rights, title and interest in and to their data. The CCDOIT shall not

access the City's user accounts, or City data, except: (a) in the course of data center business operations, (b) in response to service or technical issues, or (c) at the request of City staff. Recovery of any City data deleted by City staff shall be the responsibility of City, and not the responsibility of CCDOIT.

## **8.0 Management of Site Data and Content, Licensing**

The new site will be managed via Synapse<sup>®</sup> CMS, a web-based software that will reside on Cuyahoga County's servers. The CCDOIT owns a perpetual enterprise wide license for this software, and performs routine maintenance and upgrades to the software as needed. There will be no licensing costs passed along to the City for the use of the software while the CCDOIT hosts and maintains the site using the software. No software will need to be purchased or loaded on the City's computers for this project. No technical knowledge of web design or development will be necessary in order to make routine updates.

The City will have the ability to add, delete or move or rename any sub-navigational elements to the site, but will not have the ability to change the overall site design or layout. Site design and layout items include the site's background image, the banner, the top level navigation, the footer, and any special elements that dynamically appear on each page. All site design and layout items will be the responsibility of the CCDOIT. The City will be able to add, move or delete any sub-navigation elements below the top navigation; add, move or delete any left navigation elements; add, delete and modify pages, links, photos\* and graphics within pages. (\*Note: At this time, images in the banner and dynamic photo galleries will need to be updated by CCDOIT.)

Once the new site is live and training has been provided to the City, responsibilities for updating the site will reside with the City. There will be no charge to the City for updates to the site by City staff or other designated personnel. Phone support will be available for the first 45 days after the training at no additional charge. Site updates made by CCDOIT per request by the City, or extended support calls (lasting more than 15 minutes) after the initial 45 day period will be billable according to section 4.7 of this document.

## **9.0 VPN Access to Cuyahoga County's Network**

The CCDOIT will provide VPN accounts and a web link for City staff to login to and perform routine updates on the site. Each staff member or persons designated to update the site for the City will be required to have a separate account, and sign an End User License Agreement (see 'Attachment B' included herein). The City will be responsible for notifying the CCDOIT of any staff members terminated by the City, or persons who should have their user accounts terminated by the CCDOIT.

## **10.0 Training**

The CCDOIT will provide a training session to City staff or designated persons on how to access the VPN, Synapse software, and how to add, edit, move and delete pages, upload documents, add or remove events, add or remove links, and add graphics to the site. Detailed documentation will also be provided

by the CCDOIT prior to training. The training will take place at the City, after the new site is live and in maintenance mode. The training should be scheduled within 30 days of the site going live. Should the City require additional staff persons to be trained by the CCDOIT at a later date, routine maintenance charges will be billed according to section 4.7 of this document.

### **11.0 Accessibility Protocols, Best practices and Standards for the new site.**

The CCDOIT will attempt to make all portions of the web site accessible to end-users with alternate browsing devices such as text only browsers and screen-readers. The design will be functional, efficient and as standards-based and as standards-compliant as possible (e.g., Section 508, Bobby AAA, and WC3 standards for usability, validation and accessibility).

The CCDOIT will augment the site with quality royalty free professional photography and graphics, as well as proven technologies such as AJAX, Flash and XML where and when appropriate. Pages will be tested to ensure they work in popular browsers (Internet Explorer, Firefox, Safari, Chrome).

### **12.0 - 'Mobile' Readiness via Responsive Design**

A study by the Pew Research Center in January 2014, reported 91% of Americans have a cell phone, 58% have smart phones, 32% own e-readers, and 42% own tablets. In addition, 34% of internet users go online mostly using their phones, and not using some other device such as a desktop or laptop computer. Research from the Gartner Group predicts that "dumb" phones will have completely vanished by 2017 and constituents will use only smart phones. These indications make it critical that organizations develop websites accessible via multiple devices.

The CCDOIT's strategy for developing websites that continue to work well into the future, even as new devices and screen sizes come to market, is to implement sites that utilize responsive design. Responsive design refers to a website layout that actively adapts itself to whatever device is viewing it. By using modern web standards, a responsive website can modify its layout, images, and fonts across all devices from a large desktop monitor down to a tablet or smart phone and deliver content appropriately. The goal is to ensure fluid reading and navigation without having to resize, pan, or scroll due to the visitor's viewing device.

The CCDOIT has included hours in this statement of work to code the site with a responsive layout.

### **13.0 Content for the New Website**

For the purposes of developing a cost estimate, the CCDOIT assumes all content on the current site will exist in some format on the new site. The current sitemap contains approximately 34 pages, listed below. Some pages could be combined or may be removed before the new site goes live. The CCDOIT designer and designated staff person at the City will work together to determine final content, layout, placement, and go-live readiness.

For the purposes of developing a cost estimate, the CCDOIT assumes all content on the current site will exist in some format on the new site. The current sitemap contains approximately 34 pages and at least 1,110 PDFs. A detailed list of the content is outlined below:

**1. Richmond Heights Home Page:** <http://www.richmondheightsohio.org/index.php>

- City Logo
- Photos of City Hall
- Important City Telephone Numbers & Links to Departments

**Top of page Navigational Links:**

| [Welcome](#) (home page anchor) | [Public Notices](#) (home page anchor) | [Public Officials Roster](#) (home page anchor) | [History of Richmond Heights](#) (home page anchor) |

**Additional Home Page Links:**

| [New Items](#) (home page anchor) | [New Items](#) (home page anchor) | [Ready Notify PDF](#) | [Information Board PDF](#) | [Information Line PDF](#) | [New Resident Booklet PDF](#) | [Community Events](#) (internal link) | [Items of Interest](#) (home page anchor) | [Community Mediation Program](#) (internal link) | [Events Calendar](#) (internal link) | [Reduce - Reuse - Recycle PDF](#) | [Community Emergency Response Team](#) (internal link) | [Beautification Fund](#) (internal link) | [Commission on Aging](#) (internal link) | [Senior Transportation](#) (internal link) | [Greenwood Farm](#) (internal link) | [Employment Opportunities](#) (internal link) | [Frequently Asked Questions](#) (internal link) | [Photos](#) (internal link) | [Legal Disclaimers and Privacy Statement](#) (internal link) |

**Subsections:**

- a) Welcome Message
- b) Public Notices: Tree Limb & Brush Removal details, Legal Notice re: Chardon Road, Job opening PDFs, Scholarship info with PDFs
- c) Legal Notice -Chardon Road
- d) Job Opportunities
- e) Scholarship Programs for Graduating Seniors (submission date expired 4/11/14)
- f) New Items: Service Department Number Change, Commission on Aging page, Tax bill link, New Resident Booklet PDF, City Parcel list, County Airport links, links to annual report, Budget Summary PDF, Newsletter PDF, FAQ page, Community Mediation information & PDF, First Call for Help information, Links to Event Calendar (Google), Neighborhood Coffee info
- g) Items of Interest (blank)
- h) Public Officials Roster – List of public officials with links to respective pages.
- i) History of Richmond Heights – 8 total PDFs that are a copy of the Richmond Heights Golden Anniversary book:
- j) History of Greenwood farm PDF & page link.:  
<http://www.richmondheightsohio.org/GreenwoodFarm.php>
- k) [Ready Notify PDF](#)
- l) [Information Board PDF](#)
- m) [Information Line PDF](#)



- n) [New Resident Booklet PDF](#)
- o) [Community Events: http://www.richmondheightsohio.org/events.php](#)
- p) Items of Interest – (empty)
- q) Community Mediation Program –  
<http://www.richmondheightsohio.org/board.php#MediationProgram>
- r) Events Calendar :  
[http://www.google.com/calendar/embed?src=corh@richmondheightsohio.org&ctz=America/New York](http://www.google.com/calendar/embed?src=corh@richmondheightsohio.org&ctz=America/New_York)
- s) Reduce – Reuse – Recycle: <http://www.richmondheightsohio.org/recycle.php>
- t) Community Response Team <http://www.richmondheightsohio.org/CERT.php>
- u) Beautification Fund: <http://www.richmondheightsohio.org/Beautification.php>
- v) Commission on Aging: <http://www.richmondheightsohio.org/comm-aging.php>
- w) Senior Transportation: <http://www.richmondheightsohio.org/SeniorTransportation.php>
- x) Greenwood Farm: <http://www.richmondheightsohio.org/GreenwoodFarm.php>
- y) Employment Opportunities: <http://www.richmondheightsohio.org/Employment.php>
- z) Frequently Asked Questions: <http://www.richmondheightsohio.org/FrequentQuestions.php>
- aa) Photos: <http://www.richmondheightsohio.org/Photos.php>
- bb) Legal Disclaimers and Privacy Statement:  
<http://www.richmondheightsohio.org/Disclaimers.php>

**Footer Links (these replicate the left navigational links)**

| [Home](#) | [Newsletter](#) | [Mayor](#) | [City Council](#) | [Board & Commissions](#) |  
| [Building](#) | [Finance](#) | [Fire](#) | [Police](#) | [Recreation](#) | [Service](#) | [Law](#) | [Engineering](#) | [Links](#) |

- 2. **City Newsletter:** <http://www.richmondheightsohio.org/news.php>  
Logo & links to 30 Newsletter PDFs
- 3. **Mayor's Office:** <http://www.richmondheightsohio.org/mayor.php>  
Image of Mayor & message text
- 4. **City Council:** <http://www.richmondheightsohio.org/council.php>  
Contains list of Councilmembers with images and contact info, as well as a list of Council & Committee meeting information  
Link to Google events calendar and Information Board PDF  
  
Link to Ward Map (PDF)
- 5. **Agendas & Minutes:** <http://www.richmondheightsohio.org/AgendasMinutes.php>  
Links to current agenda and current special agenda: 2 PDFs  
Charter Review Minutes: 18 PDFs  
Charter review videos: 19 You-tube videos  
2014 Meeting minutes: 12 PDFs to date

2013 Meeting minutes: 25 PDFs

2012 Meeting minutes: 23 PDFs

2011 Meeting minutes: 26 PDFs

2010 Meeting minutes: 27 PDFs

2009 Meeting minutes: 26 PDFs

2008 Meeting minutes: 27 PDFs

2007 Meeting minutes: 27 PDFs

2006 Meeting minutes: 8 PDFs

**6. Legislation:** <http://www.richmondheightsohio.org/Legislation.php>

Links to prior years legislation pages (2013-2007)

2014 Resolutions & Ordinances: links to 40 PDFs to date

2013 Resolutions & Ordinances: links to 82 PDFs

**7. 2012 Legislation:** <http://www.richmondheightsohio.org/Legislation2012.php>

links to 104 PDFs

**8. 2011 Legislation:** <http://www.richmondheightsohio.org/Legislation2011.php>

links to 81 PDFs

**9. 2010 Legislation:** <http://www.richmondheightsohio.org/Legislation2010.php>

links to 92 PDFs

**10. 2009 Legislation:** <http://www.richmondheightsohio.org/Legislation2009.php>

Links to 97 PDFs

**11. 2008 Legislation:** <http://www.richmondheightsohio.org/Legislation2008.php>

Links to 122 items

**12. 2007 Legislation** <http://www.richmondheightsohio.org/Legislation2007.php>

Links to 142 items

**Codified Ordinances:** Links to External Site: <http://www.conwaygreene.com/RichmondHts.htm>

**13. Boards & Commissions:** <http://www.richmondheightsohio.org/board.php>

Descriptions of various boards & commissions with links to PDFs  
of Mediation & Elected Official rosters.

**14. Building Department:** <http://www.richmondheightsohio.org/building.php>

Descriptive text and links to 23 Building Permit PDFs.

Link to Permit-Contractor database:

<http://98.28.182.154/bdshtml2000/bdshtml.asp?fismunicipality=richmondheightsoh>

Garage Sale Permit PDF

**15. Finance Department:** <http://www.richmondheightsohio.org/finance.php>

Descriptive Text

Property Taxes PDFs by School District

2011 Budget Summary PDF

Annual Report PDFs for 2012, 2011, 2010 by Department (Building, Fire, Police, Recreation, Service, Other/Board of Health)

Regular Audit PDFs for 2007-2010

**16. Fire Department:** <http://www.richmondheightsohio.org/fireDept.php>

Descriptive text & photos

Working Smoke Alarms Save Lives PDF

Residential Lock Box Program PDF

Emergency Contact Program PDF

CPR Course Description Details

Home Safety Tips PDF

**17. Police Department:** <http://www.richmondheightsohio.org/police.php>

Descriptive Text & photos

Mediation Services PDF

Links to external sites

**18. Recreation Department:** <http://www.richmondheightsohio.org/recreation.php>

Subsections:

Rec-Events

Office Hours

Amateur Sports

Kiwanis Lodge

Descriptive text & photos

Link to events calendar and newsletter

Recreation Forms & Notices - 10 PDFs

External Link to Richmond Heights Amateur Sports page

Kiwanis Lodge schedule & fee schedule

Rules & Regulations PDF

Park Rules PDF

**19. Service Department -** <http://www.richmondheightsohio.org/service.php>

Subsections:

Reduce – Reuse – Recycle

Trash and Recycle Calendar

Descriptive text

PDF of Service Calendar

**20. Law Department - <http://www.richmondheightsohio.org/law.php>**

Descriptive text, photos and contact info  
Links to external websites

**21. Engineering Department - <http://www.richmondheightsohio.org/engineering.php>**

Photos and descriptive text  
Links to PDFs of engineering maps  
Program Descriptive Text  
2008 Road Program PDF

**22. Links - <http://www.richmondheightsohio.org/links.php>**

Many links to external websites.

Other pages not in the left Navigation:

**23. Greenwood Farms: <http://www.richmondheightsohio.org/GreenwoodFarm.php>**

Descriptive text & photos  
New Board Member Info Form  
External link to volunteer group  
Membership Form  
Board Meeting Info  
Membership Brochure  
Charter Member Listing  
Info Letter  
2014 Events list  
Flyer & Registration PDF  
Stormwater Fact Sheet  
Mission Statement  
History PDF

**24. Beautification Fund: <http://www.richmondheightsohio.org/Beautification.php>**

Descriptive Text, & photos  
List of donors

**25. CERT: <http://www.richmondheightsohio.org/CERT.php>**

Logo, descriptive text  
Links to external sites  
CERT Application PDF  
CERT Hold Harmless PDF

**26. Commission on Aging: <http://www.richmondheightsohio.org/comm-aging.php>**

Descriptive Text  
External Link to Codified Ordinances  
Event Flyer

Links to external sites  
Senior Club News

**27. Senior Transportation** - <http://www.richmondheightsohio.org/SeniorTransportation.php>

Photo  
PDFs to brochures & registration forms

**28. Employment Opportunities** - <http://www.richmondheightsohio.org/Employment.php>

Application PDF  
PDFs for listed positions

**29. FAQs** - <http://www.richmondheightsohio.org/FrequentQuestions.php>

List of Questions & Answers with external links & PDFs

**30. Legal Disclaimers** : <http://www.richmondheightsohio.org/Disclaimers.php>

Disclaimer Text

**31. Photos**: <http://www.richmondheightsohio.org/Photos.php>

2 Photos

**32. Senior Transportation** <http://www.richmondheightsohio.org/SeniorTransportation.php>

Photo, text, Links to PDFs, external site

**33. Reduce – Reuse – Recycle**: <http://www.richmondheightsohio.org/recycle.php>

Videos, text and links to external sites.

**34. Employment Opportunities**: <http://www.richmondheightsohio.org/Employment.php>

Text with links to PDFs

The home page of the new site will contain navigational elements that link to sub-menu items organized for ease of use by the visitor. The City should provide any new content to the CCDOIT in electronic format whenever possible. For the purposes of developing an estimate, the CCDOIT has estimated approximately ten (10) new pages may exist on the new site.

The site will also contain links to social media websites such as Facebook and Twitter. The CCDOIT will work with the City and make recommendations on best practices, policies and procedures on how to manage their social media implementations.

#### **14.0 - Special Project considerations**

Special project considerations listed below address the features the City of Richmond Heights has requested in their “Request for Quotation” document.

##### **a) Access GIS, Crime Stats, Mapping, etc.**

Interfacing to existing systems and databases is currently out of scope for the initial launch of the new website. Any custom programming or calls to any third party application program interfaces (API’s) would require a separate statement of work.

##### **b) Agenda management**

The City will have the ability to upload and manage agendas through the new site. Meeting agendas, minutes, motions, ordinances and resolutions will be archived, organized and searchable whenever possible.

##### **c) Automatic expirations of content**

The City will have the ability to setup content to appear on and expire on a pre-determined date.

##### **d) Browser Based Administration**

The City will have the ability to update, delete and create template based web pages via a web browser. No special software will need to be purchased or loaded on the City’s machines.

##### **e) Calendar – Department as well as City Wide**

The City will have the ability to create multiple calendars as well as view a ‘city-wide’ calendar. The calendar can default to various views; view all events, events within a month, events within date range, or by pre-defined type (e.g., community outreach events, board meetings, holidays, etc.). Different event types can be automatically populated to other areas of the site based on pre-defined requirements. The CCDOIT will gather requirements from the City on the type of events that should be categorized.

##### **f) Departmental home page**

The home page can be setup to pull content dynamically from different areas of the site. As an example, the City may want to display upcoming news and events on the home page. In this case, the home page would be setup to dynamically pull content from a news page or calendar page.

##### **g) E-Notifications**

The City can setup “opt-in” email distribution lists for e-newsletters and for sending out public notices. Visitors can register for different types of distribution lists (for example, public notices, newsletters, etc.).

##### **h) Newsletters**

The CCDOIT will set up an electronic newsletter for the City. Visitors to the City can opt-in and opt-out of the distribution list by setting up a user account on the website. The City may realize significant print savings by going paperless with this option. The design of a custom newsletter is not included in this

estimate, however a newsletter using the selected web design template is included. The CCDOIT will train the City on how to publish newsletters via the new site.

**i) Event Registration**

The City will have the ability to setup event registrations. See item 2.12(m) for information on online payments.

**j) FTP site**

An **FTP** site will be setup so that large files can be accommodated. This site can also be used for website visitors to download information too large to be distributed via email.

**k) Hit tracking / Web Analytics**

The CCDOIT will utilize Google Analytics on the City website. The County will provide the City login access to the report analytics to see information such as top search phrases, most visited pages, where traffic is coming from and going to, and other useful information. The City must create at least one Gmail account in order to access the analytics. Information on setting up a Gmail account can be found at <https://accounts.google.com>

**l) News & Announcements, News Releases**

News can be setup as press releases, media advisories, or news items. These item types can be setup to dynamically appear on the home page or other pages as defined.

**m) Event Registration / Online Forms and Surveys / Polling Capability / Facility Reservations**

The ability to create online forms and registration events is included in the software. The CCDOIT will train the City on how to create an online forms and surveys as part of the training session. Site visitors can report problems, submit comments, respond to surveys and direct comments to City officials with our online form tools. Routing to appropriate City staff can occur based on the subject selected, or other criteria as defined by the City.

CAPTCHAs can be placed on the forms / surveys to deter robots and hackers from abusing online forms and services. The most common form of CAPTCHA is an image of several distorted letters. CAPTCHAs work by asking the visitor to type a phrase that a robot would be hard-pressed to read into the form before submission.

**n) Online Payments**

The City has requested the new site have the ability to accept online payments. Adding a link to the City's external payment account will be possible on the new site, however the CCDOIT will not programmatically manage payments to the City via a third party service. Any integration with third parties for managing payments to the City would be require a separate statement of work.

PayPal links can be placed on the site, however, it should be noted that should the City decide to use PayPal, the visitor who clicks the PayPal button will be redirected from the City's site to over to the PayPal site. Dynamically integrating PayPal into data collection forms on the City's site, incorporating PayPal functionality into the City's website by calling application programming interfaces (APIs), setting

up shopping carts, or otherwise programmatically managing payments via PayPal or another provider is not included in this estimate, and will not be possible through the new site (e.g., the website will not directly connect to paypal.com, but instead will open PayPal in a new window, where the user will need to login into PayPal in order to complete their transaction).

In addition, the CCDOIT will not be involved in the setup of a PayPal account for the City or otherwise access any PayPal account on behalf of the City for any reason. Finally, troubleshooting any issues related to the use of PayPal by the City will be the responsibility of the City, not the CCDOIT.

Information on the use of PayPal for governments can be found at <https://www.paypal.com/webapps/mpp/government-payments>.

Additional information on securing online transactions can be found in section 2.12(s)

**o) Printable Pages**

Certain pages can be setup to be printable via Adobe Reader. Not all pages will be designed to have a print-friendly version. The CCDOIT and City will work together to determine which pages should be printable on the new site.

**p) RFP/RFQ/Bid Posting**

The site can contain links to RFPs, RFQs, and other bids. The ability to accept bid proposals online is out of scope. Any custom programming work to collect bid proposals online would require a separate statement of work.

**q) Rotating photos / banners**

The new site can accommodate rotating images in the banner. The City will not be able to change the images that display in the banner after go-live. Any new images that should appear in the banner will need to be inserted by a CCDOIT designer, and routine maintenance charges will apply. The estimated charge for updating images in the banner is approximately \$15.00.

**r) RSS Feeds**

The new site will accommodate RSS feeds.

**s) Site search / Search Engine Optimization**

All pages will contain a search function in order to aid visitors in finding correct content. All site data will be stored in a SQL server database. The search function will scan the database and page metadata, and provide relevant results in order to assist visitors in finding the correct content. The site search will scan text from PDF documents that are created from an original source such as Microsoft Word. The search function will not return results for PDFs that have been created from a scanned image, or return results for images or graphics.

All pages will be coded for search engine optimization, which increase the relevance of specific keywords related to the content on the page. The will allow search engines such as Google, Yahoo, Bing, MSN, etc. to rank the relevancy of the content related to the search terms entered.



**t) Special event / facility liability forms – Secure Online Registration**

The current Richmond Heights website is not encrypted. Secure Sockets Layers (SSL) is a cryptographic protocol that provides security to online communication. SSL certificates are essential and required for sites that collect personally identifiable information (see definition below), and for e-commerce sites that accept credit card numbers directly.

An SSL certificate is NOT required if the City doesn't gather personally identifiable information, and instead forwards visitors to a 3rd party payment processor like Official Payments (who provides transaction processing solutions to manage electronic payments for governments – more information located at <https://www.officialpayments.com/index.jsp>) or PayPal, who use their own certificates to encrypt transactions.

"Personally identifiable information" (PII), as defined in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. An example of sensitive PII information that would require a secure method of storage and/or transmission would be the collection of a driver's license number, social security number, or the last 4 digits of the social security and date of birth.

The development of a secure online form would require the purchase of SSLs. This is currently out of scope. Any SSLs would need to be purchased by a 3<sup>rd</sup> party, and a separate statement of work for the collection of any sensitive data would be required.

**u) Vendor Registration**

More information is needed by the CCDOIT in order to address this feature.

**v) Site Index / Sitemap**

The new site will contain a sitemap to allow visitors to easily navigate. A sitemap will be included, and will be dynamically generated by the software. The site map will list the content of the site in an easy to read hierarchical format, similar to the list provided in section 2.10. The site map provides search engines information about the site and also increases site rankings.

**w) Video Hosting**

The site can contain links to video files, and videos can be embedded in the new site. The ability to upload a web ready, h.264 video to the site is included. The CCDOIT can convert a variety of previously recorded (ie: DVD, digital files) video sources to a web optimized streaming video format that can be shared thru our streaming video delivery system. Routine maintenance rates apply for any time spent by CCDOIT employees converting video files.

This statement of work does not include costs for recording or streaming live video. A separate statement of work would be required for any custom videography services.

**x) Social media**

The site can contain links to social media sites. Social media feeds can also be embedded in the new site.

**y) e-permitting**

More information is needed on this feature. This is currently out of scope.

**z) Emergency Notification**

The City should use ReadyNotify for emergency notification.

**aa) Mobile accessibility**

The CCDOIT has included hours to code the site so that content adapts to the size of the device.

**bb) Multiple Navigation Options / Breadcrumbs**

In addition to a top or left navigation, each page will have navigational breadcrumbs. Bread crumbs are a navigation tool that allows users to see where the current page is in relation to the web site's hierarchy. They present a clear picture to the user where they are at in the site, and how they got there.

## **14.1 Additional Project Considerations**

**a) Do Not Knock Registry**

The City may want to allow residents to sign up for a 'do not knock registry'. Registering for the 'do not knock registry' will place a registrant's address on a list to notify solicitors and/or peddlers not to knock, ring the doorbell or otherwise physically call at the residence, house, apartment, or dwelling.

Should the City wish to use the Do Not Knock functionality, additional information on how this should be modified for use by the City is needed. The Do Not Knock Registry is considered out of scope until such time as an estimate can be developed for any necessary modifications to the system.

**b) Online Complaint System**

The City may want to allow residents to submit complaints online. The CCDOIT has developed a system that allows residents to submit complaints online, and City staff to classify, route, update and archive complaints received via a back office solution.

Should the City wish to use the Online Complaint System, additional information on how this should be modified for use by the City is needed. The Online Complaint System is considered out of scope until such time as an estimate can be developed for any necessary modifications to the system.

## **15.0 Software Compatibility**

The site may include links to download necessary software (e.g., Adobe Acrobat, Windows Media Player, or other software as needed). The site will work on popular browsers such as Internet Explorer, Mozilla Firefox, Google Chrome, and Safari.

## **16.0 Work Breakdown Structure, Communication Procedures**

Communication is a critical element to the success of this project. The CCDOIT will make every effort to ensure timely and appropriate collection, storage, distribution and generation of project information. Delays in the expected turnaround time to questions, information needed, or decisions by either the CCDOIT or the City will have a negative impact on the project timeline and possibly even the quality of the end product. The CCDOIT will regularly communicate with the City and provide verbal and written status reports on a regular basis.

### **16.1 General Responsibilities – CCDOIT**

The CCDOIT will appoint one designer to work with the City for the duration of the project, until the site is live and in production. The CCDOIT designer can begin working on the project once the City signs the Memorandum of Understanding prepared by the County. The CCDOIT designer will be the main point of contact for the City while the site is being constructed, and will be responsible for maintaining meeting notes and providing regular project updates.

The general responsibility of the CCDOIT designer will be to code the website templates, collect content from the City, make recommendations for reorganization of content in order to improve ease of use, load content into the site templates, code pages for search engine optimization, and enhance pages with graphics and royalty-free photography as appropriate. The CCDOIT designer will provide the City a link to view the site while in 'test' mode. The CCDOIT designer and the City will come to a mutual decision as to when the site is ready for production rollout. Once the new site has been published and training has occurred, the City shall follow procedures as outlined in section 4.7 of this document.

### **16.2 General Responsibilities – City**

The City will designate one or two individuals to work with the assigned CCDOIT designer during the duration of the project, and after the site is live and in production. If more than one individual is designated to work with the CCDOIT designer, the City should designate who has authority to make final decisions on the site.

Designated individuals at the City will be responsible for regular communication with the CCDOIT designer, and will provide the CCDOIT designer with any additional content for website, in electronic format (e.g., word, excel, PDF) whenever possible. Content submitted should be clearly marked or

identified with information that makes it clear what the page title should be, and where it should reside within the site's hierarchy.

The City may provide images to incorporate into the new site. Any professional photography submitted by the City should be clearly marked as royalty free, or accompanied by a signed release form, in order to avoid copyright infringement. Under no circumstances will the County accept professional photography that is copyright protected.

The City will accept all responsibility for content posted to the site by City staff or designated personnel after the site is live and in production, which includes uploading images that may be copyright protected.

## **17.0 Project Phases and Estimated Time Frame for Completion**

The CCDOIT anticipates the new website can be put into production within 120 days of contract execution (electronic signing by the Cuyahoga County Executive or his designee). This estimate assumes that the design template does not change in overall structure, **and** that all content has been received by the CCDOIT. This estimate assumes that City personnel or other designated staff will be available to answer any questions or clarify requests with the CCDOIT designer. The site could be completed in less than 120 days, or could potentially take longer than 120 days due to delays in receiving final content or final approval to go-live.

### **17.1 Detailed Solution Review and Design Implementation Phase**

As stated in section 2.1, the City has requested a design layout similar to the image pictured on page 26. The CCDOIT designer will schedule an initial meeting to go over the wireframe for the selected design, gather feedback from the City, and explain how the site will be coded in terms of what information will be dynamic, what information the City will be able to update, and how the site will function in general. The CCDOIT designer will be responsible for maintaining regular communication with the City in order to keep the project moving along in a timely manner. A weekly status report will be provided to the City documenting decisions made during the week, any action items outstanding, plans for the next week, and any change orders that may be pending.

### **17.2 Code, develop, configure, setup and test new website**

Tasks related to this phase includes setup of DNS, test, QA and production environments. The CCDOIT will design and code the master page templates based on the pre-approved design. The CCDOIT designer will set up the various news item types, calendar item types, survey functionality, and opt-in functionality for newsletter distribution. The CCDOIT designer will insert all content and enhancing pages with professional, royalty free photography and custom graphics as appropriate. The site will be coded for search engine optimization and tested with common browsers and devices

### **17.3 Quality Assurance and User Acceptance Testing**

During this stage, the CCDOIT will promote the site to a location that is closest to the production environment. All pages will be validated to ensure they work properly in all browsers. The City should thoroughly review the site and alert the CCDOIT designer of any discrepancy in content omission, placement or graphics. Any issues found as a result of user acceptance testing will be fixed by the CCDOIT. This is the final stage prior to Go-Live.

### **17.4 Go Live with New Website**

Includes transfer of DNS, site promotion from test environment, QA environment, and final production environment. Includes setup of Google Analytics.

### **17.5 User Training**

Once the new site is live, the CCDOIT will provide a “train the trainer” session for City staff on how to VPN into the County network and access the web based CMS system in order to make routine updates. The City should schedule the training within 30 days after go-live.

The training will cover:

1. How to edit existing pages (add new links, edit existing links, add and or remove text from pages, add or remove graphics, style text, optimize pages for search engine placement)
2. How to add new pages, and have them appear as sub-items to the top navigation
3. How to delete pages
4. How to move pages within the hierarchy
5. How to add or remove events to the calendar
6. How to manage e-Newsletters
7. How to manage Opt-In functionality
8. How to access Google Analytics.

The CCDOIT requires authorized City staff to sign an End User License Agreement prior to the creation of a login account. This agreement is intended to protect both the County and the City from harm, subversion or sabotage. It prohibits the posting of any content may cause a legal liability to the City or to the County, and also prohibits posting material which consists of or contains software viruses, malware or threatening software programs. A copy of the End User License Agreement is attached as “Exhibit 1”.

### **17.6 Project Handoff**

After knowledge transfer, the site will be turned over to the City for future updates. The City will have administrative rights over the site and will be able to add, change and delete pages on the site.

## 18.0 Website Maintenance and Support

There will be no charge to the City when updates to the site are made by City staff or other designated personnel.

The CCDOIT will be available for support and may perform updates to the City site per the request of City. The City should email requested updates to [webisc@cuyahogacounty.us](mailto:webisc@cuyahogacounty.us). The CCDOIT will be available to make routine updates to the site between 8:00 and 4:30 PM Monday through Friday, excluding legal holidays. The CCDOIT does have support center staff on-call 24x7x364, and special accommodations can be made to post updates to the site in emergency situations. The CCDOIT Support Center phone number for emergency updates is 216.443.8007.

The hourly rate for CCDOIT maintenance is \$60.00 per hour and is billed in quarter hour increments. Maintenance costs incurred by the City will be based on how often the City requests the CCDOIT update the site. For example, should the City request the CCDOIT update the site once a week with minimal changes, the annual cost incurred for this would be \$800.00 (\$60 per hour x .25 hours x 52 weeks). The CCDOIT will provide the City with a monthly billing report and detail the amount of time charged for each request.

## 19.0 Service Level Agreement

During the Support Period, the City will be entitled to receive support twenty-four (24) hours a day, seven (7) days a week (including major holidays) for Critical Issues (P1) cases. Response time commitment for a first live conversation with a CCDOIT staff member for support on a Critical Issue case is less than one hour. The City will be entitled to receive support for all other issues during County business hours as specified in Table 1 below. Business impact guidelines for each Priority Level are described in Table 2 below.

Although Cuyahoga County employs a self-escalating model for client support cases, the CCDOIT management team is always available and assessable to assist the City in any escalation through the following path: 1) Support Center staff, 2) Support Center manager 3) Web Designer 4) Applications Administrator, 5) Chief Information Officer.

**Table 1: Support Schedule**

| Issue Severity | City Priority Level | CCDOIT Initial Response Commitment | City Communications Update Commitment* |
|----------------|---------------------|------------------------------------|--|
| Critical Issue | Priority 1          | 1 hour                             | Every 2 elapsed hours                  |
| Serious Issue  | Priority 2          | 2 business hours                   | Every 4 business hours                 |
| Standard Issue | Priority 3          | 1 business day                     | Every 5 business days                  |
| Q & A          | Priority 4          | 1 business day                     | As appropriate                         |

\* If resolution of an issue is dependent upon some interim measure, such as developing a software patch, etc., an alternative communication update commitment may be defined and agreed upon with

the City

**Table 2: Issue Severity Guidelines**

| City Priority Level | Business Impact Guidelines  |
|---------------------|---|
| Priority 1          | Issue where website is completely unavailable to users or is working at a severely degraded capacity/performance level for multiple users that makes the website unusable; or<br>Website issue has a major impact to City<br>AND no acceptable workaround exists. |
| Priority 2          | Issue where website functionality has become limited or is working at marginally degraded capacity/performance for multiple users AND an acceptable workaround exists.  |
| Priority 3          | Issue where a single user is unable to use a component of the website or<br>Issue that is not critical that leads to a minimal loss of functionality, capacity or performance; or<br>A feature is unavailable where another can be readily used                   |
| Priority 4          | General request for information or “how to” (Q & A); or<br>Report of an event not causing impact to production website  |

## 20.0 Change Control

During the design process, additional functionality may be identified that is outside of the current scope of this project, as defined in section 2 herein. If additional scope is requested by the City, the CCDOIT will estimate the cost of performing additional work; such work will be done by the CCDOIT designer by mutual agreement of the parties and at an additional cost to the City.

A Project Change Request Report (“PCRR”) will be the vehicle for communicating changes that are out of scope. The PCR will be completed by the CCDOIT designer and will describe the change, the reason for the change, the estimated hours to complete the change, and the effect the change will have on the project timeline and cost.

The City will review the PCRR and determine whether the proposed changes should be made. The CCDOIT will consider a signed PCRR from the City as authorization to proceed. The City will be billed for the actual hours the CCDOIT designer works on any PCRR above and beyond the total amount billable as described in section 6 below.

## 21.0 Cost Breakdown

1. Create Master Pages, Templates, Menus, Item Types  
with Responsive Design

25 hrs @ \$79.00/hr = \$1,975.00

Includes setting up DNS; test, development and production environments; creation of master page(s)

and templates based on final approved design, setup of item types for news events and calendar functionality, setup of Opt-In functionality, and an electronic newsletter based on the standard site design template

2. Setup of all content: 40 hrs @ \$79.00 /hr = \$3,160.00

Setup includes placement and formatting content on pages, adding internal and external links and converting select data to PDF format. Includes setup of business directory, calendars, . Includes enhancing pages with professional, royalty-free photography, custom photography and graphics as appropriate. Also includes website content reorganization / optimization, and analysis of content for proper placement. Includes web page optimization for search engine placement.

3. Train City of Richmond Heights staff in CMS use 2.0 hrs @ \$79.20/hr = \$ 158.40

Covers overview of system, how to VPN into the network, how to add, edit and delete pages and items, how to setup events in calendar, and how to edit other portions of the website using the CMS

|                    |  |
|--------------------|--|
| <b>Total Costs</b> | <b>67 hours @ \$ 79.00/hr = \$5,293.00</b> |
|--------------------|--|

B. Included in the above cost, at no additional charge:

1. Web Analytics:

Unique visits and visitors, pages viewed, referrers, keywords, top search phrases and other critical data the City needs to help monitor the new site will be provided on a monthly basis.

Domain name transfer: The CCDOIT will work with the City to transfer the domain name to the CCDOIT.  
VPN Setup: to allow City of Richmond Heights staff to access the County's network and access the content management system in order to make updates to the site on their own (after the new site is published and live).

2. Backup and Recovery:

The site will reside on load balanced servers that are backed up on a regular basis. The data will reside on a clustered SQL server database that is also backed up on a regular basis. Recovery procedures are in place in the unlikely event of sabotage or other disruption of service

3. Website Hosting and Security Protection:



24 X 7 X 365 monitoring of web application service. Includes DMZ (firewall), managed security, and managed domain name services.

#### 4. Social Media Consultation

The CCDOIT will provide advice on the creation of standards, principles and guidelines in social media implementation and use. Social media being generally defined as various activities that integrate technology, social interaction, and content creation through forms such as Facebook and Twitter. The City will be responsible for creating, monitoring and updating activities related to these accounts.

### 22.0 Completion Criteria and Billing

The City will be billed \$5,293.00 once the new site is live and in production, or upon termination of project, whichever occurs first. Payment shall be due within 30 days of receipt of a valid invoice from Cuyahoga County.

The CCDOIT will have fulfilled its obligations under this Statement of Work will invoice when any one of the following first occurs:

- ☐ The CCDOIT has achieved the tasks described in section 5, has received sign-off on the production rollout of the new website; or
- ☐ If the City terminates this project for reasons beyond the control of the CCDOIT. In this case the CCDOIT will invoice the City, and the City will be responsible for payment to the CCDOIT for hours worked on the site to date.

### 23.0 City of Richmond Heights sample home page layout

The City has selected a design similar to that pictured on page 24. The banner area is subject to change, as the City may want to feature seasonal pictures of the City that rotate on a timed basis. As described in section 2.4 of this document, the background image(s), colors, fonts and navigational items may change based on future discussions with the City, however, the structural layout of the page (a top navigation with sub-navigational element and footer) will remain constant. All other pages will share a consistent look and feel, similar to that of the home page. The CCDOIT will request the City sign-off on a final design prior to coding the templates.

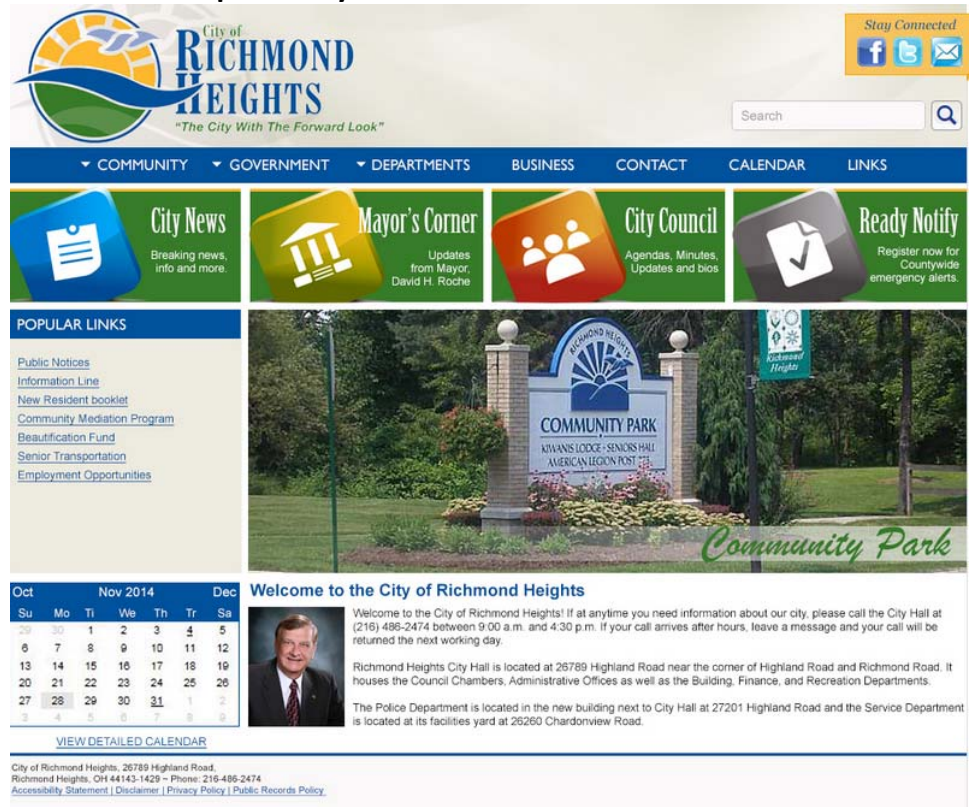
## Sample Design:

**IMPORTANT: this is a placeholder only. The City's final selected design will be inserted into this Statement of Work before the CCDOIT begins any website development work.**

### Sample Mobile Layout



### Sample PC Layout



## 24.0 Conclusion

It would be a pleasure to work with the City of Richmond Heights to deliver an aesthetically pleasing, dynamic website that that is cost effective, easy for the City to maintain, and user-friendly.