LAFCO

Santa Barbara Local Agency Formation Commission

105 East Anapamu Street ◆ Santa Barbara CA 93101 805/568-3391 ◆ FAX 805/568-2249 www.sblafco.org ◆ lafco@sblafco.org

April 7, 2022 (Agenda)

Local Agency Formation Commission 105 East AnapamuStreet SantaBarbara CA 93101

Authorize a Subscription Agreement for Website Design and Development

Dear Members of the Commission

RECOMMENDATION

It is recommended that the Commission 1) authorize the Executive Officer to sign a contract with Streamline for a Subscription Agreement to design and develop a new website consistent with its submitted written proposal and for an amount not to exceed \$1,250. 2) Provide direction regarding email domain host options.

DISCUSSION

The Cortese-Knox-Hertzberg Local Government Reorganization Act of 2000 requires Local Agency Formation Commissions (LAFCOs) to establish and maintain websites. Government Code Section 56300 specifies LAFCO websites must provide notices of meetings and hearings as well as other pertinent information for public review.

LAFCO of Santa Barbara County ("Commission") has operated its own website since 2014. The website was designed and is managed by County staff using Ektron. This software program has become outdated and contributes to a modest website with basic layout and navigation features. This software program also relies on antiquated code entries for editing, which makes training LAFCO employees difficult and time consuming.

The County has entered into a contract with CivicPlus on April 20, 2021 for a more modern County website redesign and overall county intergrated for implementation services (internal intranet) package titled CivicEngage 6 Custom with a Premium

Department Header. The website redesign aligns with the County Renew 22 initiative through the migration of onpremise services to the cloud while concurrently achieving software standardization. Similarly, the project is also strongly aligned with the Countywide Technology Strategic Plan in that it is an investment in modernizing technology and improving accessibility. The County has offered LAFCO the ability to continue hosting a new website under this modern platform at a cost of \$10,381.12. This would include a migration of our existing content of a one-time cost of \$6,000. Website content and future changes would be implemented by LAFCO staff and/or Clerk of Board under the existing contractural agreement. The Annual fee (\$4,725) covers the following services: annual URL (Cloud Fire with security measures), Maintenance, Header Package. These costs are outlined in an email provided by Mark Garcia, Project Manager communication with Missi Spiker, CivicPlus **Attachment C**.

Alternative #1

Based on the factors outlined in the preceding section, staff has reached out to CivicPlus for an independent proposal using CivicEngage Open platform. This platform solution offers off the shelf features commonly used in modern websites developed through open-source development. Under this service agreement LAFCO would receive a website redesign that meets all required and desired features to self maintain the LAFCO website. Website content and changes would be implemented by LAFCO staff and/or Clerk of Board under the existing contractural agreement. The Annual fee (\$3,500) covers the following services: annual URL, Migration & Maintenance, Training. These costs are outlined in **Attachment B**. The commitment would be for 3-years. An annual 5% technology fee increase will begin year 4 and beyond. Projected year 4 annual costs are \$3,675.

Alternative #2

Based on the factors that the County has migrated website services and can no longer offer the Ektron platform, staff has reached out to Streamline for an independent proposal using Streamline's Platform. This platform solution offers off the shelf features commonly used in modern websites developed by Streamline technology for the specific application of Sepecial Districts. Under this Subscription Agreement LAFCO would receive a website redesign that meets all required and desired features to self maintain the LAFCO website. Website content and changes would be implemented by LAFCO staff and/or Clerk of Board under the existing contractural agreement. The Annual fee (\$0) covers the following services: annual URL, Maintenance and Training. A one-time migration fee of \$1,250 would cover initial setup and design of the new website. These costs are outlined in **Attachment A**. The commitment would be monthly, all subscriptions are cancellable anytime with a written 30-day notice.

Email Hosting Option #1

Along with the County's migration to a new website platform, the County has also transitioned into Microsoft Office 365 using the Government Community Cloud package for email and software systems for all County employees. LAFCO has been assigned a user account and continues to maintain an email account with the County which once provided a distinct domain of lafco@sblafco.org. The County continues to forward all emails to this email account. As part of the Microsoft 365 move, LAFCO has also been assigned a new email address of lafco@countyofsb.org. The Executive Officer also has a direct account as well as a private Gmail account for conducting LAFCO business. Having three accounts does cause some repetition and juggling. The County has offered to continue hosting the new 365 email, however if LAFCO takes the www.sblafco.org URL (website) to a new host, the County won't have the permission to forward any emails from the domain @sblafco.org to the countyofsb.org email address. The lafco@countyofsb.org could be re-activate at any time, should the need arise, LAFCO staff would need to login using a county credential.

Email Hosting Option #2

County offered the support to transfer the domain @sblafco.org to a new provider which would charge a renewal fee of \$15.99 due Feb 12, 2023 per address fee for transferring the domain hosting. LAFCO staffing would consist of 2 employees requiring a unique email address. In addition, there is an annual cost of \$15.99 to maintain ownership. The domain and licensing would be registered with Hover.com or transferred to another registar, if necessary. The County would no longer host or forward emails and LAFCO would maintain email independently.

Conclusion

Since the beginning of the 2013-14 Fiscal year, LAFCO has been contracting with Santa Barbara County Website Manager to maintain the SBLAFCO website. The County has preformed this service for zero costs over the last eight years. Starting this year, the County will migrate website services and can no longer offer Ektron, as this software is outdated and obsolete. This leaves LAFCO in the position to find an alternative for LAFCO website as well. All options make available qualified firms to design and develop the Commission's new website. Streamline's proposal represents the lowest cost among the three alternatives at a one-time fee of \$1,250 and annual cost of \$0. This service includes a custom content management system to allow staff to easily manage and update the website without any technical expertise. Streamline's proposal also includes designing interactive tools not available through the current website, such as a built-in-ADA compliamce, transparency dashboard, one-click agendas, e-notifications, and online forms and surveys.

The transition to Streamline as the web host raise the need to also transition to a new email host, as the county would no longer be able to forward emails from the lafco@sblafco.org account. One of the main purposes of maintaining LAFCO as a distinct and separate entity comes from the guiding tenants that LAFCO exercises independent judgement that represents the interest of the public as a whole and not soley the interest of the appointing authority. LAFCO having its own website and email accounts creates the separation that LAFCO is independent and acts independently. Moving the existing email host to LAFCO would maintain the domain at a reasonable cost. The County IT Department would provide assistance in transferring the registar to LAFCO and we will manage the email account moving forward.

Attachments

Attachment A – Proposal from Streamline, dated February 9, 2022

Attachment B – Proposal from CivicPlus, dated February 14, 2022

Attachment C – Email from County, dated February 22, 2022

Please contact the LAFCO office if you have any questions.

Sincerely,

Mike Prater

Executive Officer

MIP+-



Streamline Platform - Subscription Agreement

CUSTOMER: Santa Barbara County LAFCO

ORDER DATE: Feb 09, 2022

This Software as a Service Agreement ("Agreement") is entered into on the start date listed below, between Streamline (DBA of Digital Deployment, Inc.) with a place of business at 2321 P St, Sacramento, CA 95816 ("Company"), and the Customer listed above ("Customer"). This Agreement incorporates the <u>Streamline Terms of Service</u> and reflects current <u>Streamline Pricing</u> based on Annual Operating Revenue and partner discount applied, if applicable. <u>W9 is available online</u>. Most customers prefer annual billing for convenience, but all subscriptions are cancellable anytime with a written 30-day notice.

DESCRIPTION OF SERVICES: See Page 2 for an overview of what Streamline Web includes, and for more information please review our <u>subscription-based website toolkit for local government</u>.

SUBSCRIPTION ORDER (Monthly Recurring Price):

Name						Price
One-Time Migration Costs: Invoice Frequency: Additional Billing Details:		\$1250 Monthly Web fees waived	_	Order #: Original Order? Billing Start Date:		
Billing Person:			Phone:			
Billing Address:			Email:			
City, State, Zip:						
Streamline:			Customer:			
Name:		Name:				
Title:			Title:			
Date:			Date:			
Signature:			Signature:			



WHAT YOUR STREAMLINE WEB SUBSCRIPTION INCLUDES:

Technology	Setup and Training	Ongoing Support	
Easy-to-use website tool allows you to control your content - no more waiting on a vendor or IT.	Initial website setup is free, and done before we meet - including information architecture (menu) best practices.	Unlimited support is included for anyone on your staff responsible for updating the website.	
Built-in ADA compliance (the platform is fully accessible out of the "box").	Introduction to your state requirements so you know what needs to be posted.	Support system is built into your website - get help with the click of a button.	
State-specific transparency dashboard with checkpoints for all posting requirements.	Training for your anyone on your staff via remote meeting to help you learn the system.	Unlimited hosting of content and files so you never have to "upgrade" your account.	
Meeting dashboard with agenda reminders, one-click agenda and minute upload that takes seconds.	Free domain included (acmemud.specialdistrict.org) or connect your own custom domain / web address.	Extensive knowledge base of how-to articles and getting started guides are available 24/7.	
Ongoing improvements to existing features included at no cost - your software will never be out of date.	Free SSL security certificate so that your site is served over https and visitors are protected.	Can't figure out how to send your question? That's ok, you'll have our technical support number, too.	

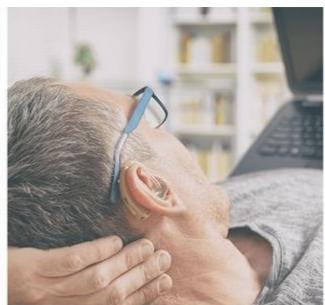
And if (when) your state passes additional website mandates, Streamline Web will be updated to help you comply as effortlessly as possible.

TYPICAL ONBOARDING TIMELINE:















CIVICENGAGE OF

Santa Barbara LAFCO

Website Proposal

Presented by: Jordan Cairns cairns@civicplus.com (785) 370-7764





February 14th, 2022

Mike Prater, Executive Officer

RE: Website Redesign Services

Dear Mike,

Meeting the expectations of citizens is at the core of civic responsibility. Finding that perfect blend of functionality, ease of maintenance, and cost effectiveness can be daunting. Today's "what I want, when I need it" society is all about digital and timely responses. Saving time and money and increasing citizen satisfaction is every government entity's goal. With the cost effective CivicEngage Open solution, you can achieve your vision of success.

CivicPlus, Inc. (CivicPlus) is passionate about our mission to help make local government better. We are not just designing a website; we are helping build a trusted and long-term relationship between you and your community through our state-of-the-art technology and process. Our expertise lies in collaborating with our clients to deliver the right solution, at the right cost, housed within a modern design that captures the culture of your community.

The following information will show you how the CivicEngage Open solution will reduce your staff's workload, respect your available budget, and most importantly, provide your community with a powerful online resource that promotes open access to your municipal offices.

Please review our proposal closely. This proposal will save you time and resources while providing your visitors a website where they can find what they need, when they need it. We look forward to working with you and your staff to help make your vision become a reality.

Sincerely,

Jordan Cairns

cairns@civicplus.com



What Sets CivicEngage Open Apart?



Created to Meet Your Needs

Developing your new website under the Open Source Initiative provides CivicEngage Open with the flexibility to develop new features and modules to help you meet your goals and vision.



Our Drupal Platform

CivicPlus will develop your site on one of the industry's most trusted opensource platforms, Drupal. It is the platform of choice by national, state, and local governments all over the world.



We Build Long-Term Relationships

Our partnership with you is only beginning at go-live! We provide ongoing customer support, and our Account Management team will work with you to help you evolve your web environment throughout your relationship with CivicPlus.



Easiest System for Updating & Adding New Content

Your new CivicEngage Open website will be specifically designed for ease-of-use so your staff, regardless of their technical skill level, can maintain and update your new website easily and efficiently.



Custom & Responsive Design

Your custom-designed website will be fully responsive on multiple devices including smart phones, tablets and wide screen monitors.



Useful & Relevant Modules

CivicEngage Open is flexible and scalable so your site can grow as your needs grow without extra features and functionalities that are not as relevant.



Affordable Cost, Flexible Payments

We understand the fiscal challenges municipalities face on a daily basis, so CivicPlus offers payment options to meet your budgeting needs.



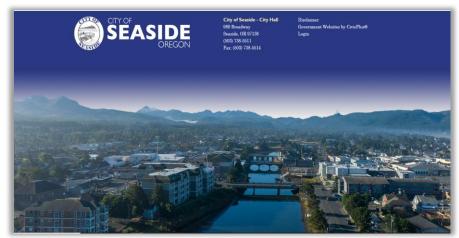
Security and Protection—Priority One!

Our Tier IV secure hosting facilities are monitored 24/7 and your website is backed up daily off-site. We deploy state-of-the-art hardware and software to prevent DDoS and hacking attacks to protect your investment.

Client Design Examples



Town of Severance, CO www.townofseverance.org/



City of Seaside, OR https://www.cityofseaside.us/



City of Amesbury, MA https://www.amesburyma.gov/

Features & Functionality

Content Management Functionality

- Agenda Builder Module
- Schedule Publishing
- Web Forms Module
- Unpublish/Archive Content
- WYSIWYG Editor
- Dept/Board Specific News
- Persistent Navigation
- ADA Compliance
- Job Opportunities

- Schedule Expiration Dates
- Versioning
- Embed Video Player
- Online File Center
- Ouick Links
- Protected Email Addresses
- Recyclopedia
- FAQs
- Audit Trail/History Log

- Content Previewing
- CAPTCHA Visitor Authentication
- Printer Friendly Pages
- Surveys & Polling
- Bids & RFPs
- Business Directory
- "Review-On" Dating
- Dynamic Breadcrumbs
- SSL Certificates

Communication Features

- Email Notifications (E-subscriber)
- Dynamic Site Map
- RSS Feeds
- Facebook & Twitter Integration
- Service Requests Forms
- Urgent Alert Banners
- Two-Way Blogging
- Private Comment Forms
- Rotating Bulletin Boards
- Staff Directory
- "Share this Page"

Administrative Functionality

- Intranet Options
- User Roles & Permission Levels
- Traffic Analysis
- Broken Links Reporting
- Domain Name Management
- Quality Assurance Reports
- Complete User History
- Board Membership Duties
- Menu Control

Design Features

- Responsive Design
- Rotating Mastheads
- Dynamic News Modules
- Urgent News Banners
- Upcoming Meetings Module
- Custom Subtitles
- Cascading Navigation
- Multiple Navigation Schemes

Graphic & Image Functionality

- Media Library
- Image Editor
- Photo Gallery
- Slide Shows
- Captioning/ALT Text
- Rotating Department Images
- Image Administration
- Rotating Bulletin Boards

Typical Project Timeline

Design creation, accessibility, usability guidance, content optimization, training - CivicPlus delivers all of this and more during the development of your new CivicEngage Open website. Your exact project timeline can vary based on determined project scope, project enhancements purchased, your availability for meeting coordination, action item return and completion, approval dates kept, and other factors. Based on our experience, the estimated timeline for the successful completion of your CivicEngage Open project is approximately 8-12 weeks.

Implementation Phase	Timeframe	Deliverables
Phase 1 Strategy Sessions & Discovery	1 Week	Define Core ObjectivesNeeds Assessment
Phase 2 Design & Architecture	2-3 Weeks	 Design Meeting with Client Website Committee Homepage Options & Layout Subpage Design and Layout Finalize Design (once you are completely satisfied)
Phase 3 Site Implementation	1-3 Weeks	 Identify Global and Cascading Navigation (and related links) Implement Design within CivicEngage Open
Phase 4 Content Development	2-3 Weeks	Migrate Agreed Existing Content
Phase 5 Training & Education	1 Week	 Sessions for Content Editors and Site Administrators Group and Individual Sessions
Phase 6 Deployment & Go-Live	1 Week	 Final Quality Check of Website Install and Activate Selected Modules DNS & SEO Activities



Estimated Year 1 Investment

CivicEngage Open Website Project

All quotes are priced per project and presented in US dollars. Pricing valid for 90 days from 02/14/2022.

Graphic Design

 Custom Design; Fully Responsive Format (Smart Phones, Tablets)

Content Development

- Full Content Development
- Migrate all current content on existing site, approx. 65 pages/files

Staff Training

- Online Training, as needed; minimum One Day for all staff
- Full Access to Library of Videos/Documentation

Supplemental Modules at No Cost

- Bids/RFPS
- Intranet
- Agenda Manager
- Popular Pages
- Recyclopedia
- Business Directory

List Price for Project: \$11,500

Year One Investment: \$3,500

- Website Development: (included)
- Content Migration (included)
- Software Training (included)
- Annual Fees: \$3,500

With a commitment of 3 Years:

See next page for details.

Secure Hosting

- SSL Certificates
- Tier 4 Data Center
- Nightly Offsite Backups
- Intrusion Detection, DDoS Mitigation

Ongoing Customer Support

- Admin Support for Up to 3 Users
- Unlimited Content Editors
- Free Monthly Webinars
- 24/7 Technical Support

CivicEngage Open Application

- Annual CMS Usage License
- Unlimited Content Editors
- Periodic Module Upgrades
- Full Maintenance & Service Patches

Also Includes

- Apache Solr Search Appliance
- Google Analytics
- E-Subscriber Mail Lists
- Social Media Integration
- Web Forms Builder
- No Limit on Future Pages & Files

Year 2 and Beyond - Annual Services

Santa Barbara LAFCO

Each year of your contract, you'll receive system enhancements, maintenance, optimization, and have full access to our support staff so your site stays up to date with our latest features and functionality. (Annual Hosting/Maintenance Services are subject to a cumulative annual 5% technology fee increase beginning Year 2 and beyond)

- 24/7 technical support and access to the Online Help Center
- Secure Hosting and Security Services
- Software maintenance including service patches and system enhancements
- Unlimited Live Customer Support for up to 3 Admin-Level Users
- Account Management Team for support and web environment evolvement

Projected Year 4 Annual Fees: \$3,675

CivicPlus Advantage - Alternate Payment Plan

The CivicPlus Advantage (CPA) billing plan simply waives any fees for setup, design, content migration, and training in exchange for a low annual fee with a 3-year commitment.

1st Year CPA	\$3,500	3rd Year CPA	\$3,500
2nd Year CPA	\$3,500	4th Year CPA	\$3,675
		(Annual plus 5% T	echnology Fee)



Accessibility

ADA Section 508 Compliance

We provide highly compliant sites based on WCAG 2.0 AA guidelines. Our focus is to provide a high degree of compliance to maximize accessibility for all users while providing freedom to create a visually rich and appealing site.

Our approach for each website includes the following steps:

- We will deliver you a site that is free of all "Errors" as defined by the standard for industry accessibility checking: https://wave.webaim.org/
- Whenever possible we will use text-based fonts to replace graphics for design elements such as icons, links, and buttons.
- Our designs will focus on color schemes that will satisfy required color contrast requirements.
- Our CMS has been built to require "Alt Tags" whenever images are uploaded.
- Our trainers will use CivicPlus best practices to teach your staff to keep your content and design elements accessible and up-to-date with the latest ADA/WCAG standards.
- PDFs need to be saved in an accessible format. While the responsibility for this lies with our clients, we will provide instructions to your staff for the best way to accomplish this.
- Our product team closely follows changes in regulations and updates our best practices as well as provides regular updates to clients via our CivicPlus website, webinars, and other publications.
- Ongoing Scans we think it is a best practice to occasionally scan your site to check ongoing compliance. Our customer support team will show you how to scan your site or will run periodic scans upon request.

AudioEye Partnership

CivicPlus also partners with AudioEye to provide a suite of accessibility tools and services at a discounted rate to our clients. Audio Eye provides this online application to increase website accessibility and help maintain ADA compliance; this includes automated and manual website fixes, a voice reader, text magnification, and the industry's only Certificate of Compliance. More information and a demo are available upon request.



Optional Services

CivicClerk Agenda Management System

The fastest, most intuitive way to streamline complex paper-based processes. Automate agenda management, meeting minutes management, and the sharing of meeting content with board members, staff, and your citizens.

CivicReady Mass Notification System

Whether communicating routine or emergency news, we allow you to alert recipients with actionable information within seconds, using a single interface—saving you time, while amplifying the reach of your time-sensitive message. Quickly create and distribute news and information whether it's in response to a local crisis, or simply a routine alert or internal communication to staff.

CivicRec Recreation Management

Whether the public is using the recreation registration software to sign up for programs, rent facilities, or find volunteer opportunities, you can be confident that your parks and recreation department is offering an intuitive citizen self-service solution. Our all-in-one solution also includes team and league memberships, point-of-sale capabilities, even event ticket generation.

Civic HR Employee Management Software

The easiest-to-use local government human resource management solution. Our cloud-based software integrates and organizes data, automates job postings, collects applications, simplifies employee onboarding, and manages performance.

CP Connect Citizen Request Management

Receive and respond to all citizen requests, inquiries, and comments from a single hub. CP Connect $^{\text{\tiny{M}}}$ allows you to convert citizen requests into service requests while benefitting from automated follow-ups and giving citizens the transparency they expect.

CivicMedia Live & On-Demand Streaming

CivicMedia provides our clients with the capability to easily live stream any board or committee meeting. Each meeting can also be archived online for quick on-demand access.

AxisGIS Online Mapping

AxisGIS is a dynamic online mapping application that lets users query, browse, report and visualize location-based content from anywhere, anytime. Ideal for assessment data, abutters lists, flood zones, private parcel data, public works mapping, and much more.



Optional Department Subsites

We also offer the option of creating "sub-sites" that require their own identity. Each subsite can have their own graphics, colors, layout and navigational structure, and can utilize its own website address (URL). Besides enjoying the benefits of our CMS, there is significant savings in both upfront development and ongoing costs versus a stand-alone website. Some examples are shown here.

Economic Development



https://edc.town.westborough.ma.us/

Libraries



https://www.greenfield-nh.gov/stephenson-memorial-library

Recreation



https://www.fairviewtownship.com/parks-and-recreation

Police



https://www.townofmilton.org/police

Fire



https://www.oobmaine.com/fire-department

Emergency Management



https://www.stoughton.org/emergency-management

FW: CoSB Check-In Meeting Wrap Up

Garcia, Mark < mkgarcia@countyofsb.org >

Tue 2/22/2022 2:36 PM

To: Email Lafco <lafco@countyofsb.org>; Alexander, Jacquelyne <jralexander@countyofsb.org>

Cc: Kattya Nesen <KNesen@countyofsb.org>; Stewart W. Johnston <sjohnston@countyofsb.org>

Hi Team,

I wanted to get you some prices from the CivicPlus vendor. You can review them below. There are a few options that vary in pricing slightly. I think the thing to note is that keeping the LAFCO domain does require a security package which as listed runs \$4,725 by itself. I know your goal is to keep things affordable, so I wanted to be up front with pricing concerns.

Let me know if you want to discuss thoughts or options. I was thinking of what I might due in your position and the one thought I had was that you could look into hosting, and using a template software like Wix or WordPress to run your site. You could hire someone to do the migration and initial build out, but after that you could manage the site on your own. That way you are only looking at a one time cost for the transition. And then you pay the webhosting and domain maintenance fees, and that is about it. That would keep the yearly cost much lower.

Let us know what we can do to help. Sincerely, Mark

Hello Team!

I have some updates for the LAFCO pricing that I wanted to share:

- To keep the breadcrumbs off of the pages you have to do it by theme (which is basically a DHP).
- To have a different logo/footer from the main site you need a theme created.
- We scoped http://www.sblafco.org/ at 50 pages of content. For us to migrate 50 pages of content it would be: \$2,000
- If you are keeping the pages on the main site, to retain the LAFCO domain on interior pages you will need another Platinum Security instance: \$4,725 annually
- DHP Option:
 - With your current Design Center Pro add on, you could build out a theme to turn off the breadcrumbs and apply a different logo/footer.
 - If you want us to create this design, a DHP would need to be purchased. The DHP one time would be \$6,090 and the recurring would be \$1103.
 - We could leave the Ready SBC Spanish DHP in scope and LAFCO could use the last DHP slot if you
 would like, but I wanted you to see the pricing. If you would like for us to create the design, migrate
 content, and move forward with platinum security- the total cost would be \$10,381.12. (please
 keep in mind that is without using that last DHP currently in scope)
 - Note: The LAFCO pages will be searchable from the rest of the site on a DHP and they will share a backend- the only way to prevent either of those would be a subsite.
- Most Affordable Subsite Option:
 - We could set LAFCO up with a Central Standard Subsite (not on our Evolve product).
 - Would not have to have Platinum Security to retain a domain as they would be their own site with their own backend.

- Pricing for a Standard Central Site is \$11,410.62 including content migration and DNS/ Domain Hosting
- The systems are similar, but not the same so they might want to purchase additional training (or we could use some of your recurring training for this).
- Our standard sites are templated. There are 5 designs to choose from:
 - Standard Layout 1
 - Standard Layout 2
 - Standard Layout 3
 - Standard Layout 4
 - Standard Layout 5

These are our MSRP prices. If you decide to move forward with one of these options, I can look into discounts and trades within scope.

There are a lot of different ways we could work this so if you have any questions or would like to hop on the phone, please let me know.

Thank you!

Missi Spiker, PMP

Project Manager III • CivicPlus P: 785-370-7799 civicplus.com



Powering and Empowering Local Governments

Mark GarciaProject Portfolio Manager
General Services Department

