

RESOLUTION 09-0217-08

Authorizing the Township Administrator to execute a website design agreement

WHEREAS, Liberty Township website direction has been discussed with and approved by the Board of Trustees, and

WHEREAS, there is a desire to upgrade the current website functions and design, and

WHEREAS, the Administrator and Fiscal Officer have been involved in meetings and evaluated website design proposals and recommends the firm as indicated on the submitted proposal, and

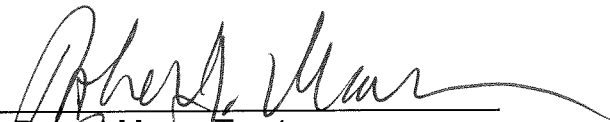
NOW, THEREFORE BE IT RESOLVED, that the Administrator is authorized to execute the attached agreement with Infinite Cohesion in an amount not-to-exceed \$5500 and monthly recurring costs of \$75.00 using funds from the general account.

This Resolution shall be in force and become effective immediately upon its execution.

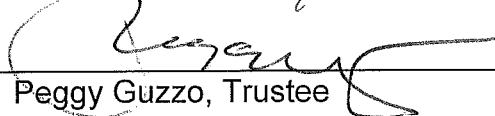
Motion made by Guzzo and seconded by Mann.

Vote: yes Ms. Guzzo yes Mr. Mann yes Mr. Sybert

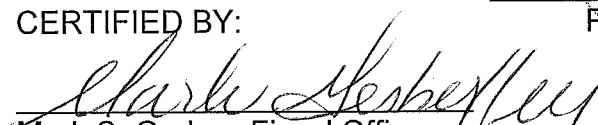
2/17/09
Date


Robert Mann, Trustee


Curtis J. Sybert, Trustee


Peggy Guzzo, Trustee

CERTIFIED BY:


Mark S. Gerber, Fiscal Officer

Proposal
For
Liberty Township

Submitted by:
Rob O'Leary
(614) 750-1805
637 Briggs Street
Columbus, OH 43206



infinite cohesion

February 12, 2008
Proposal valid for 45 days

Overview

Dear Mr. Anderson,

Thank you for the opportunity of permitting us to present our proposal for the redesign of Liberty Township's current web site.

Infinite Cohesion has been created by a staff of full time professionals with over 30 years of combined experienced in providing content management solutions to a multitude of clients. Our claim to "fame" is that we provide web site functionality and ease of administration that we believe is second to none. An up-to-date web site keeps the public in touch with your Township and keeps them coming back for more.

Our content management system (CMS) which has taken years of developmental time requires no prior knowledge of web design or programming development. It features:

- 1) Content that is incredibly easy to add, delete or edit - Simply copying and pasting, as done in Microsoft Word, can manage all your information easily. No programming expertise required. Your web site would be proactive and totally controlled by your Township – an absolute necessity to significantly increasing your Township's visibility.
- 2) Responsive and always up to date – necessary in today's age of instant gratification.
- 3) Outstanding graphics featuring the image you want to convey to your community stakeholders.
- 4) Information is easy to find - we monitor all of our existing clients for each user's navigation habits. Reports for your web site are always at your "finger tips" – a necessary tool for enhancing your Township's communication efforts.
- 5) Web-based administration system – no special software or hardware required to make content updates.
- 6) Affordable – cost effective.

Our system has been developed to allow multiple publishers (with prior administrative permission) to post content on your web site without any special skills such as Dreamweaver, PHP, HTML or Photoshop.

Since our content management system is web based, your publishers do not have to load any special software on their computer. Updates can be made to your site using only an Internet connection and web browser. Our CMS is updated every six months and will not become obsolete. In addition, each update encompasses multiple program enhancements that are based upon our client recommendations.

Your web site will be designed by a professional graphic designer that is not template based and will be totally unique for the community of interests you serve.

Liberty Township has a great story to tell - let us help you tell it.

We would welcome the opportunity to be of service.

Sincerely,



Benefits

- Increased community access and communication
- No special equipment or software required
- Ease of administration - no technical knowledge or additional staff necessary
- Saves time & money by giving your staff the ability to add, modify or delete content on "demand"
- Assurance of the successful launch of your new web site

Features

Calendar of Events

Post meetings and events including dates, times, locations and descriptions. Attach relevant documents and photos "on the fly" with one click.

Announcements & News

Keep residents informed on the homepage of your site. Post news releases, announcements and other important information including photos and other attachments.

Elected Officials

A complete profile including contact information, election term, special assignments and other vital information at your discretion.

Meetings / Agendas / Minutes

Inform residents of meetings and agendas. Post all public documents for quick access while at the same time, automatically creating an historical archive for future reference.

Email Newsletters & Alerts

Email newsletters along with news worthy alerts are a powerful and extremely cost-effective way to communicate with your constituents. Today's email newsletters are easier to produce and distribute than their print & paper counterparts of yesterday. With just a few clicks, you can keep your community informed of news and events, important calendar dates, and vital services. Your email newsletter will rapidly become the centerpiece of your communication efforts.

Community Development Profile

Create a comprehensive profile of your Township, a key economic development tool.

Departments

Educate residents about the services provided by each of your departments. We provide staff directories and required forms for convenient access 24/7 access.

Employment

An interactive job posting board, complete with a downloadable application and current job postings.

Service Link

Provide quick responsive service to residents' requests and needs. Service Link directs questions and requests to the appropriate person(s) and provides an area to post answers to the most frequently asked questions.

Dynamic Forms & Surveys

Make it easy for residents and staff to complete necessary paperwork and surveys. Survey results will aggregate and be available for viewing when logged into the CMS.

Public User Database

An easy way for your Township to collect and build a database of your constituents. Allows for the collection of names, emails, phone numbers and other important information. An Excel export feature allows for the creation of mailing labels. In addition, users can select various electronic communication options (newsletters, announcements, emergencies, etc.) through your new web site.

Page Generator

Ability to add new pages under the top-level navigation sections. No need to worry about contacting us to add more pages for your content. Each page added can include a combination of the following elements: news, downloads, links, photo gallery, event calendar, text window, staff list, survey, dynamic form and/or employment.

Ordinances and Resolutions

Post all public documents for quick access while at the same time, automatically creating an historical archive for future reference.

Streaming Video & Audio

Content can be encoded in Adobe Flash for your visitors. Post audio and/or video of Trustee Meetings easily. An administrator's message can include video to enhance the Township's message to the community. All video is optimized for the Web and will play on both slow and fast Internet connections so your visitor's do not have to wait for a long download.

Permanent Archive

All site content is automatically archived for retention purposes. When content expires on your site it remains in the database for searching, but will be hidden on the public site. This is beneficial because your site will only display current content and provide a search area for visitors when they need to access items from the past.

Community Links

Provide a network of community resources with one click.

Intranet

Secure login for your employees and the ability to post internal news, documents, forms, links and events.

Content Management System Examples

Posting a News Article:

Enter your headline here.

Your sub-header will appear along with your headline on the homepage.

News automatically appears and disappears at specified dates keeping your homepage current.

Copy and paste from Microsoft Word, e-mail or any electronic format. You do not need to recreate any content.

Microsoft Word style buttons provide a familiar interface and easy way to manipulate text.

Adding a picture to your news story by simply clicking Browse, finding your picture and clicking save. Pictures are automatically resized.

Posting an Event:

Enter the title and description for your event.

Assign events to one or more categories and they will automatically appear on the selected page.

After entering the date your event will appear on the correct day on the calendar.

Adding yearly, monthly or weekly recurring events save time.

Any file to any event by clicking Browse, finding your file and clicking save. Attach your agenda for your next meeting.

Creating a Survey or Dynamic Form:

The screenshot shows a web browser window with the URL <http://admin.cohesion.com/E64Survey.asp?Title=1>. The page title is 'Manage Online Survey/Online Form'. The interface includes a navigation bar with 'Admin Home', 'My Account', and 'Log Out'. A 'Welcome Grad Wright' message is displayed. The main content area is titled 'Manage New Resident Survey' and contains the following fields and options:

- Title:** New Resident Survey
- Description:** This survey is intended for new residents to Washington Township. Please provide as much information as you are comfortable with giving so that we can better serve you in the future.
- Add'l Information:** Thank you for taking the time to complete this survey. If you have any questions, please contact the township.
- Is Active?**
- Anonymous OK?**
- Date Visible:** 1/1/2006
- Date Expires:** 12/31/2009
- Buttons:** Save, Cancel, Delete

On the right side, there is a 'Prompt' section with a 'Radio Type: Yes/No' dropdown and 'Download File' and 'Visible Images' buttons. Below this is a list of 'Existing Questions' with columns for question text, type, and actions (Edit, Delete). The questions listed are:

- What is your new address within the township? (Free Text)
- What factors were essential in deciding to move here? (Free Text)
- Would you be interested in seeing our township participate in a recycling program? (Yes/No)
- Please select the most interesting program or service we could offer to its residents. (Select Multiple)
- Please send your residential income. (Radio List)
- Would you be interested in seeing our township use the following page as a possible type? (Free Text)
- The attached document contains a proposed township development plan. Please provide your feedback, if any. (Free Text)
- Do you like the color blue? (Yes/No)

Annotations on the image include:

- An arrow pointing to the 'Title' field with the text: 'Enter the name of your survey here.'
- An arrow pointing to the 'Date Visible' and 'Date Expires' fields with the text: 'Your survey will appear and disappear between the dates specified.'
- An arrow pointing to the 'Radio Type' dropdown with the text: 'Questions types include: Yes/No, Multiple choice, Essay/Free Text and Radio selection.'
- An arrow pointing to the 'Existing Questions' list with the text: 'Organize questions in the order you want them to appear by clicking on the up and down arrows.'

Google Analytics

Your site will be monitored by Google Analytics – the #1 user statistic software available. Once you login, you can view information about your Web site traffic. This allows real time access to see what your visitors are viewing and downloading. In addition, detailed reports show how many people are visiting, the length of visit, navigation paths and much more. The reports can be used to improve your site as some pages will be visited more frequently and attention can be focused on these important areas.

Google Analytics

Project Approach

Infinite Cohesion employs a custom project management methodology approach to its development process based upon the Microsoft Solutions Framework (MSF) for Agile Development. This approach is geared towards the fast development of features for customer review and revision. With this approach, our clients can quickly see results and better steer the process being used to develop applications.

During development of the new Liberty Township Web site there will be access to a pilot site to review the development of features and provide feedback on what has been built. This site will be accessed using a private Internet address and may only be accessed by designated employees of the Township.

Project Deliverables & Due Dates

Infinite Cohesion proposes the following deliverable timetable:

Week 1	Sign proposal, collect initial data, complete design questionnaire and return with the following items: pictures of Ms. Kohli, Trustees, Administrators, Departments, Township Logo, etc. (in high resolution). Meet with the Township's Administration to evaluate the needs of each department, gather content and provide recommendations.
Week 2	Return concept design for approval. Apply revisions to concept design, if necessary. Once approved, hand off design to developer.
Weeks 3-5	Site development and access to pilot site once ready. Review of features and feedback collected for revisions.
Weeks 6-8	Beta testing through pilot site. Staff training and entering of content through the content management system. Launch of web site to production servers.

Project Team & Oversight

Technology

Infinite Cohesion will provide a technologically sophisticated and experienced set of team members to facilitate the development of this project. The lead project architect will be **Grant A. Wright**. Grant with six years of .NET development experience along with ten years of application development experience working for **Nationwide Insurance, Township of Columbus, JP Morgan Chase, and Franklin County**. Grant is certified by Microsoft as a .NET Solutions Developer for web and windows applications and is also certified as a SQL Server Database Administrator. For the past three years he has taught more than 1000 students in .NET applications development and SQL Server as a Microsoft Certified Trainer.

Project Coordinator

The lead project coordinator will be Rob O'Leary. Rob has been working with content managed applications for the past 10 years. For the past six years his experience includes working with over 100 public K-12 school districts throughout Ohio and Kentucky. In addition he has worked with many government agencies, including the Township of Whitehall, Newark Public Library, Franklin County and Columbus Board of Health.

Additionally, Rob specializes in application training and usability. His past experience with customers makes him well aware of the unique challenges of introducing and acclimating employees with new online products.

Rob's dedication to customer satisfaction and results will assure the Liberty Township of the successful launch of your new web site.

Maintenance & Support

System Maintenance

The content management system (CMS) is updated every six months (typically around June and December). Before the upgrade, your Township will be notified of the pending updates and improvements to the content management system. During the upgrade process the CMS will typically be unavailable for the selected day and your Township will be notified in advance. This periodic update will not affect public access of your web site and will be totally transparent to your constituents. All existing content on your site will remain intact and be tested after the update occurs. The benefits of the maintenance process include:

- 1) Your content management system will not become obsolete over time as technology changes and features are improved.
- 2) As Internet browser technology changes your content management system will adapt to new methods and programming so all features work correctly.
- 3) Minor and major version releases are included and are not extra.
- 4) Upgrades encompass your Township's recommendations along with all other cities that use our services throughout Ohio.
- 5) Typically, each update will feature 20 to 40 enhancements. These enhancements will include features making it easier to post content, additional modules, improved user interface, expanded help systems, etc.

Support

In addition to our Service Level Agreement (SLA) located at the end of this proposal we take great pride in helping our clients. Most of our employees have BlackBerry devices that allow for emails to be received during the day, but also in the evenings and weekends. In addition, dialing our office phone line will forward to our mobile phones if we are not physically in the office. Supporting our product is very important to us because we want to see you succeed with your site and want to partner with you. Our support options are detailed below:

- 1) Tier 1 Support - email support requests handled within 24 hours. Emails should be sent to support@icohesion.com. In addition, there is a support link in the CMS. When clicking support from this link it will open a form and once filled out, submitted to support and we will be notified.
- 2) Tier 2 Support – phone support through our office phone. This support is typically used when there is an issue with the site that needs immediate attention. Issues reported through our office phone are resolved within an hour and you will be notified if the issue will take longer.
- 3) Online Issue Tracking System – your Township will be granted access to our online issue tracking system. This system will be used to record all issues, enhancements and changes to your web site. This allows you to track the status on an issue and also includes an automatic email notification when we complete a task. In addition, it includes an FAQ and knowledge base of items for reference.

Billing & Payment Terms

One time design & server setup fee - \$5,500

Monthly fee of \$75 that includes the following:

- iCMS Content Management System
 - Maintenance updates performed every 6 months
 - Database and web site hosting – unlimited data storage and transfer bandwidth
 - Automated daily backups of web site files and database

- Training & Support
 - Initial training and periodic training sessions
 - Email support – emails returned within one business day
 - Phone support – direct support line to project developer if critical issue or error
 - Access to ACE Project to report enhancements, issues and related bugs

Conditions:

1. “Early adopter” rates detailed above will be kept confidential and not be shared outside the Liberty Township.

2. Infinite Cohesion may use Liberty Township as a reference upon successful completion of the project and launch of web site.

Payment Terms:

- 50% of the one-time setup fee due at project initiation

- 50% of the one-time setup fee due at completion of user training and launch of beta web site

- One year hosting due at launch of web site

Hosting Infrastructure

Infinite Cohesion's network infrastructure is detailed below:

Facility Specifications:

- Secure location with keycard access
- Non-secured personnel are required to enter datacenter by escort
- Full CCTV surveillance
- 24x7 server support
- 3 AC units comprised of DataAire and Libert brands – humidity maintained at 45%
- UPS (battery backup) system
- Diesel Generator backup @ 1000 gallon capacity
 - Generator has auto start and auto power transfer
- State of the art fire suppression system - FM200 Dry suppression
- Located in Columbus, OH - over the Internet Backbone

Network Infrastructure:

- Dedicated web, database and mail servers
- Utilization of several backbone providers (Multihoming); do not rely solely on one to provide connectivity
- Three OC3 (155Mb/sec), Gigabit Ethernet (1000Mb/sec) level fiber connections to the entire Internet through many physical paths
 - Broadwing, XO, Time Warner
- Utilize cutting edge technology such as PathControl devices by PathScience
 - Allows for more efficient routing and monitoring of connections
- Redundant Cisco 12000 & 7513 Routers
- Firewall security and intrusion detection

<p>Web Server Specifications:</p> <ul style="list-style-type: none"> - Microsoft Server 2003 - Dual Intel Xenon 2.4 GHZ Processors - 4 GB RAM - Redundant power supplies - FTP access - Norton Anti-virus protection 	<p>Database Server Specifications:</p> <ul style="list-style-type: none"> - Microsoft Server 2003 - Microsoft SQL 2005 - Dual Intel Xenon 2.4 GHZ Processors - 4 GB RAM - Redundant power supplies - Norton Anti-virus protection
<p>Redundant Firewall Specifications:</p> <ul style="list-style-type: none"> - Redundant load balancing firewalls - Auto divert network traffic if one fails - Linux OS Based - psSense firewall software 	<p>Email Server Specifications:</p> <ul style="list-style-type: none"> - Linux based operating system - Mirrored 500 GB hard drives - Dual Intel Xenon 2.4 GHZ Processors - 4 GB Ram - Redundant power supplies

Service Level Agreement

After site launch Infinite Cohesion proposes the following Service Level Agreement:

In the event of a bug or error, Infinite Cohesion agrees to provide fixes to address them in a timely manner at no cost to the client. Infinite Cohesion and client agree to the following Service Level Agreement (SLA) for addressing bugs and issues. This SLA is not applicable to bugs or errors that occur as a result of a failure of third-party components out of Infinite Cohesion's control (such as payment processing gateways, etc.).

Infinite Cohesion agrees to make available the following contact methods the client can use to communicate problems: (1) Email address(es), (2) Office Phone, (3) Emergency Mobile Phone.

Severity 0 errors:

Definition:

The bug or error causes a critical failure of the site. One or more pages fail to load, orders cannot be collected or processed properly, and/or the site is considered broken by most users. The failure may or may not be directly attributable to the portions of code under Infinite Cohesion's control, but could also partially be a failure of a third party component.

Actions to be taken:

Notification by client of the issue will result in either a complete fix within 12 hours, or if that cannot be completed, a document outlining the error, proposed fix, timetable, and potential workaround, if necessary. If the problem is not completely attributable to Infinite Cohesion, the portion of the error fixable by Infinite Cohesion will be completed either within 12 hours or as stated in the above document.

Severity 1 errors:

Definition:

The bug or error causes improper actions to be taken, or improper information to be displayed. Pages may display properly or improperly, but overall site functionality may be hindered. The failure will be directly attributable to the portions of code Infinite Cohesion controls.

Actions to be taken:

Notification of the issue by client will result in either a complete fix within 24 hours, or if that cannot be completed, a document outlining the error, proposed fix, timetable, and potential workaround, if necessary.

Severity 2 errors:

Definition:

The bug or error intermittently causes minor problems with the display or visual appeal of the web site, but does not hinder site functionality. Pages can still be displayed and orders can be completed without disruption or hindrance. The failure will be directly attributable to portions of code under Infinite Cohesion's control.

Actions to be taken:

Notification of the issue by client will result in either a complete fix within 48 hours, or if that cannot be completed, a document outlining the error, proposed fix, timetable, and potential workaround, if necessary.

Source Code Guarantee

Infinite Cohesion will provide the Liberty Township with a backup copy of your source code at site launch subject to the ratification of a licensing agreement with the following restrictions/terms:

1. Source code will be retained as a backup copy and only used in case Infinite Cohesion, LTD ceases to exist as a business in the state of Ohio.
2. Source code, database and accompanying files will not be sold, leased, transferred or shared with any other organization or entity and will remain confidential. Should Infinite Cohesion, LTD cease to exist as a business in the state of Ohio your Township may utilize a web developer of your choice to support the product.
3. Content entered by the Liberty Township is owned by your Township and not by Infinite Cohesion, LTD.
4. Each party agrees to keep confidential all information disclosed to it by the other party and to protect the confidentiality of all data, source code, files, etc.
5. Infinite Cohesion, LTD will release source code for updates to the CMS engine as they are released.

Confidentiality Statement

Infinite Cohesion, LTD will not, during or subsequent to the term of this proposed work relationship, use Liberty's confidential information for any purpose whatsoever other than the performance of services on behalf of your Township or disclose any confidential information to any third party. Infinite Cohesion, LTD further agrees to take all reasonable precautions to prevent any unauthorized disclosure of all confidential information provided to it in connection with this project.

References

Linda Greco
Genoa Township
www.genoatwp.com
(614) 895-1126
Project: Township Trustee Web Site Redesign

John Moran
Johnston Township
www.johnstontwp.com
(330) 924-5033
Project: Township Trustee Web Site

BJ King
City of Pataskala
<http://ci.pataskala.oh.us>
(740) 927-0145
Project: Township Trustee Web Site Redesign

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Project: Scout Central Intranet – Strategic Patterning Services Department

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(440) 225-9689
Project: Ohio University - Board of Trustees

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vlad@c2g.com
(614) 218-0415
Project: Joint Legislative Ethics Committee – Office of the Legislative Inspector General

Beth Milligan
Public Relationships
bmilligan@columbus.rr.com
(740) 739-1093
Project: Newark City Schools

Project Approval

This proposal shall serve as a contract between the parties once memorialized by the signatures of both Infinite Cohesion, LTD and Liberty Township, below.

Signed on this date, _____, by

Rob O'Leary
Infinite Cohesion, LTD

Signing Authority
Liberty Township