James R. Wilbanks, Ph.D.
Retirement Administrator

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MENDOCINO COUNTY
EMPLOYEES' RETIREMENT ASSOCIATION
625-B KINGS COURT
UKIAH, CALIFORNIA 95482-5027

Date: August 16, 2017
To: Board of Retirement
From: James Wilbanks, Retirement Administrator
Subject: Vision Internet Subsite Proposal

Attached is a proposal from Vision Internet for the development of a Subsite of the Mendocino County website for the Mendocino County Employees Retirement Association (MCERA). Vision Internet is the firm that developed and implemented the website for Mendocino County and we are able to operate under the contract with the County for the potential development of a subsite.

The key decision for the Board is whether to stay with the current County website structure or to pursue a unique subsite for the Association. If we stay with the current website, we have limited ability to make changes to layout and design elements. Specifically, we cannot change our URL address or the structure of our site within the County overall website.

The development of a subsite allows us full flexibility over all the design elements of our website as well as the URL for our site. The downside of the subsite is the additional cost to the Association and the need for additional staff time as part of the site development. The timeline in the proposal calls for roughly six months to develop and launch the subsite.

I recommend the Board provide direction on the proposal for the development of a MCERA subsite.

VISION™

# Mendocino County, CA

Retirement Subsite Quote

Gar Haywood
Client Success Agent
310 656-3100 x 232 phone / 310 656-3103 fax
ghaywood@visioninternet.com

Vision
222 N Sepulveda Blvd, Suite 1500
El Segundo, CA 90245
www.visioninternet.com
Date: July 27, 2017

The Vision Difference

Vision has created more than 700 websites for local government agencies over the last 20 years. This experience has given us deep insight into the three key ingredients that are required to successfully create and maintain an effective website. With Vision, you're getting more than a redesign.

You will receive:
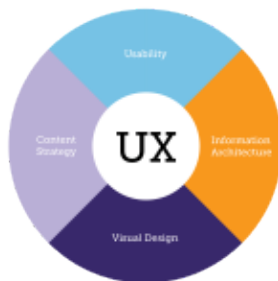
A Successful Website Development
We will conduct a comprehensive User Experience (UX) Analysis to help you uncover who your customers are, what information they seek and how they prefer to access it. This insight will drive the creation of a website layout and navigation approach that will be intuitive and easy for them to use.

A Technology Platform That Evolves Over Time
We will provide a flexible, powerful Content Management System (CMS) that will not only equip your users with intuitive tools to maintain content, but place control in your hands to control your homepage, mobile experience and search. On-going enhancements to the system are included and ensure you will have the tools to respond effectively to your needs, now and in the future.

A Relationship That Supports and Enables You
We will provide comprehensive services and on-going support to help you evolve to meet the challenges of tomorrow. With this relationship, you will stay informed about the latest trends, regulations and more.
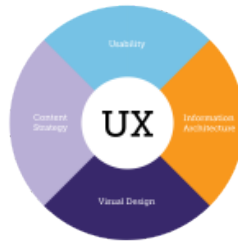
A Successful Website Development Project

In order to create a website that effectively serves, represents and delights your community, you must take the time to understand your community and their needs. Vision's User Experience (UX) focused approach will guide you through a process of discovery to learn about your website visitors in order to make more informed decisions for your website redesign. This process has consistently delivered superior results by allowing committees to work from facts instead of opinions as they develop their website's layout, navigation and design.
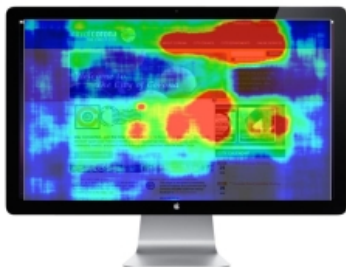
Usability & Information Architecture

We will use multiple methods to gather data about how your residents are currently using your website, including surveys, reviewing your website analytics data, and capturing heat maps, like the one to the left, to learn where users are looking on your website and how they use your menus and content. This knowledge will inform the creation of an intuitive layout and navigation structure for your new website.

Content Strategy

We will teach your staff how to write effective, action-oriented content in order to make it easier for your site visitors to understand the information that is presented to them. Ensuring your website includes clear, effective content is one of the most critical parts of developing a website that is easy to use for your resident-customers.

Visual Design

We will collaborate with your team to develop a visually stunning design for your website that not only reflects the unique brand of your organization, but also helps elegantly display content on all devices.

The website design process went much smoother than I could have predicted. Design for our committee can be complex The justification that went into the "why" before we talked about the "what" made the case. The analytics, heat maps, research, etc. made it easy for us to approve the "what" – the designs.

Ashley Downton,
Communications Specialist

A Technology Platform That Evolves Over Time

Maintaining an effective website requires the flexibility to adapt and respond to your community's evolving needs. The functionality offered through the visionLive™ CMS will not only equip your users with intuitive tools to maintain content, but will continually evolve to help you address the challenges of tomorrow.

Comprehensive Functionality

You will be equipped with tools that will help you create and maintain a highly interactive website, including a calendar, citizen request manager, form & survey builder, online payments and more. You can see a full listing of included features in the visionLive™ edition tables at the end of the quote.

Flexibility

With the tools built into visionLive™, you will be able to change your website's background image, swap out buttons and even create a new homepage if needed. Consider this example from the City of Glendale. On an average day, the site's homepage showcases the landscape and beauty of the community. However, on election night, the website is flooded with traffic seeking the results. With just a few clicks in the CMS, the communications team at Glendale can overwrite the homepage to display all relevant election information.
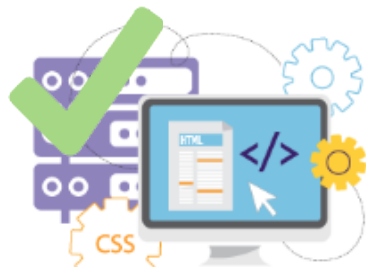
Accessibility

You will have the technology and training to enable you to comply with WCAG accessibility requirements, including mouse-free navigation, required alt-tags, form field labels, responsive layout and more.

This is my eighth career website, and visionLive™ is the best content management system I have had the privilege of working with. It is beauty as well as function."

Mandy Cawby,
WaterOne

A Relationship That Supports and Enables You

In the past five years, customers' expectations in the digital world have grown dramatically. The next five years will be no different. In this environment, waiting 3-5 years between redesigns makes it difficult, if not impossible, to maintain a website that serves, represents and delights the community. To help you evolve to meet the challenges of tomorrow Vision provides comprehensive services as part of visionLive™.

Unlimited Technical Support

You will be able to call or email us with questions about how to perform advanced tasks, configure the system, report issues or accomplish some organizational need in the best way possible. For issues that occur after business hours, emergency staff support is provided 24 hours a day, 7 days a week.

On-going Training

In addition to the training included as part of the development process, you will have access to on-going training opportunities, like on-demand training videos, free live training webinars and more. These sessions will focus on CMS functionality, client best-practices and general trends from the industry, such as transparency, accessibility and content strategy.

On-going Website Quality and Analytics Reports

You will receive periodic reports to help you track key metrics over time, including most frequently accessed pages, top entry and exit pages, mobile traffic and more. These reports will give you the insight needed to gauge the effectiveness of your website and an attractive document to share with internal stakeholders interested in how your website is performing.

Innovation in Online Government Academies

You will be able to participate in Vision's Innovation in Online Government Academies, which are regional conferences that bring our clients together for educational sessions designed to help get the most out of your website and includes valuable time to network with other local government staff from your area.

We have found such amazing success working with Vision. Their ability to deliver results when handed complex problems has been inspiring.

Brian Nye,
Creative Director

Showcase Project

City of San Marcos, CA

Before

After

Population:
90,000

Launch:
2016

More About San Marcos

Also known as the "Valley of Discovery," the City of San Marcos maintains a small town atmosphere despite its rapid growth. Partnering with Vision, the city focused on ensuring that key information and services were easily accessible to residents on their new website. After working with Vision's UX Experts, San Marcos leaders knew their residents had high expectations for their community website, and could benefit from a streamlined view of the city's plentiful recreation options. To that end, they leveraged Vision's Facility Directory to highlight the community's 60 miles of trails, 29 parks and 11 recreation centers.

"Today, residents expect the same level of innovation and transparency from government as they do from consumer products and services around the world. To meet this expectation, the City of San Marcos' new website showcases an improved design with the most popular items right up front, making it easier to navigate the site."

Sarah Macdonald,
Communications Officer

Showcase Project

City of Oklahoma City, OK

Before

After

Population:
600,000

Launch:
2016
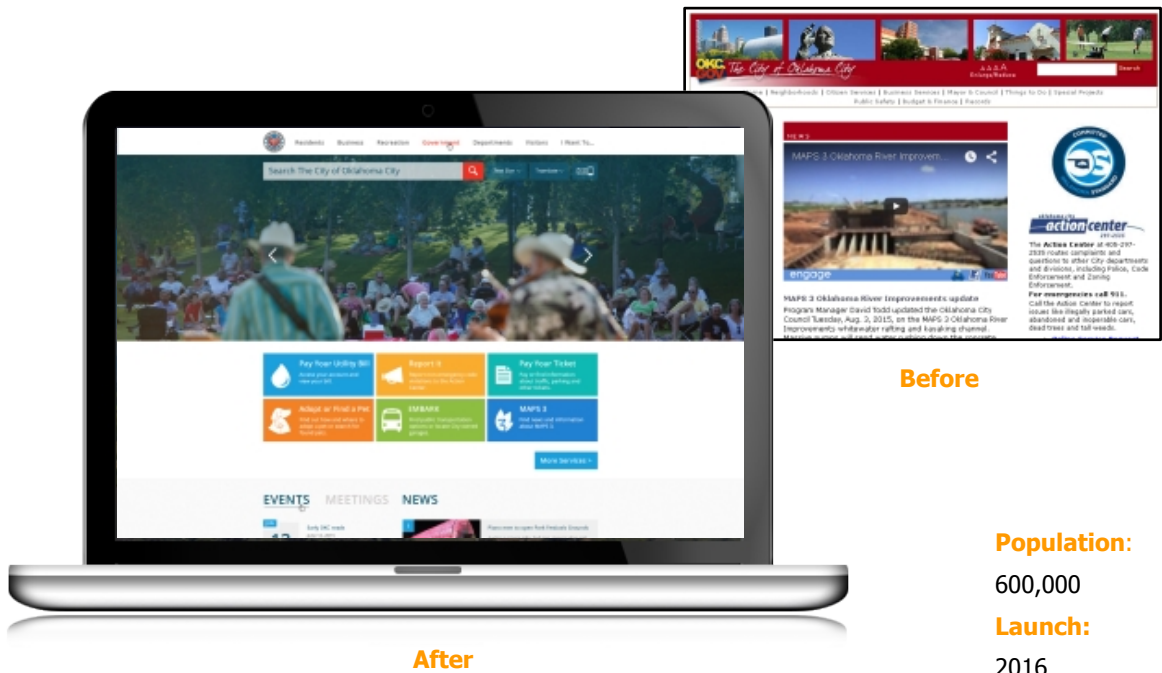
More About Oklahoma City

This thriving state capitol redesigned their website in order to better serve their large and diverse population, and make it easier for staffers to use. They partnered with Vision to study the User Experience of their existing site and found clear areas of improvement. Leveraging this analysis-focused approach, Vision design a new site that made it light-years faster for residents to find and accomplish their most-requested tasks. Post-launch, the city and their workers have eagerly embraced the new, easier to use website.

"Before the redesign, employees didn't have confidence sending residents to our website for information. Now, with improved content, mobile responsiveness and more, it's a valuable resource that serves employees and residents."

Zach Nash,
Communications & Marketing Manager

Showcase Project

City of Olathe, KS

Before

After

Population:
134,000

Launch:
2016

More About Olathe

With over 30 neighborhood and community parks, 57 miles of public trails, and 2 public lakes, it's no wonder why the city adopted the Shawnee Indian word for beautiful - "olathe". This thriving city partnered with Vision to build a website that not only depicts the beautiful community but also provides residents with easy access to the most frequently visited city services. The new, customer-focused website makes navigation a breeze and allows users to access it across all digital platforms.

"Our goal was to make the experience easier for those who visit the website and conduct business with the City of Olathe. We're excited that the new website prominently features the most-frequently requested service topics with action icons on the homepage."

Michael Copeland, **Mayor**

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Implementation Flow

1 Project Visioning

Key Milestones:
UX Analysis & Consultation
Content Strategy
Collect/Compile Logos & Images
Approved Homepage Layout

Duration:
5 Weeks

Vision Staff:
Project Manager
Certified UX Consultant
Art Director/Designer

2 Graphic Design

Key Milestones:
Design Visioning & Consultation with
our Graphic Designer
Initial Design Concepts & Revisions
Approved Homepage & Interior Page Design

Duration:
6 Weeks

Vision Staff:
Project Manager
Art Director/Designer

3 Development & Training

Key Milestones:
Programming of Website
User Acceptance Testing
Content Preparation & Migration
Identification of Additional Work (if needed)
End User Training on visionLive™

Duration:
11 Weeks

Vision Staff:
Project Manager
Training Manager
Technical Support Manager

4 Go-live & Maintenance

Key Milestones:
Final Content Check
DNS Update
Public Launch of Website
Transition of Client Success Manager
through visionLive™

Duration:
5 Weeks

Vision Staff:
Project Manager
Technical Support Manager
Client Success Manager

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Project Estimate

	Features Included
Project Visioning	Advanced UX Analysis & Consultation Content Strategy Training Approved Information Architecture Approved Wireframe/Homepage Layout
Graphic Design	Approved Homepage Design Approved Interior Page Design 1 Dept Branding: Advanced Subsite
Development & Training	CMS User Training
Go-live & Maintenance	Final Quality Assurance Check Go-Live Site Launch

Professional Services

Project Fee	**$20,000.00**

Software	Monthly Software Updates 1 vLive for Advanced Subsite (Additional)
Support	Unlimited Technical Support (6 am – 6 pm PT, Monday – Friday) Training Webinars and On-Demand Video Library Best Practice Webinars and Resources Site Improvement Credits Account Reviews
Hosting	Robust Hosting DDoS Mitigation Disaster Recovery Data Security

Subscription

Annual Recurring Fees	**$2,250.00**

5 Year Total Cost Summary

Year 1	
Included Professional Services and FREE 1st Year of: vLive for Advanced Subsite (Additional)	$20,000.00
Year 2	
2nd Year of: vLive for Advanced Subsite (Additional)	$2,250.00
Year 3	
3rd Year of: vLive for Advanced Subsite (Additional)	$2,363.00
Year 4	
4th Year of: vLive for Advanced Subsite (Additional)	$2,481.00
Year 5	
5th Year of: vLive for Advanced Subsite (Additional)	$2,605.00
5 Year Total	**$29,698.00**

Thank you