

TOWN OF NOLENSVILLE
POST OFFICE BOX 547
NOLENSVILLE, TENNESSEE 37135

RESOLUTION 15-40

**A RESOLUTION TO CONSIDER A PROPOSAL BY AND AUTHORIZE THE MAYOR
TO ENTER INTO AN AGREEMENT FOR WEBSITE UPGRADE SERVICES WITH
VC3, INCORPORATED**

WHEREAS, the Town of Nolensville's Website is an essential tool used to inform and interact with citizens, businesses, and visitors; and,

WHEREAS, the Town's Website periodically requires upgrading and updating in accordance with prevailing technology; and,

WHEREAS, the Town of Nolensville desires to have a professional firm redesign and conduct a compatibility upgrade the Website to maximize the users' experience; and,

WHEREAS, VC3, Incorporated was identified as the firm best able and qualified to perform these duties as described in the attached proposal; and,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF MAYOR AND
ALDERMEN OF THE TOWN OF NOLENSVILLE, TENNESSEE AS FOLLOWS:**

Section 1. The Mayor, or his designee, is hereby authorized to enter into an agreement with VC3 to perform website design and implementation for a one-time set-up fee of \$6,579.00 and monthly hosting fees of \$93.00.

Section 2. The proposed services and fees are attached to and made part of this resolution.

RESOLVED this 5th day of November, 2015.

Jimmy Alexander, Mayor

Kali Mogul, Town Recorder

Passed: _____



Town of Nolensville TN

Website Migration

Statement of Work

VC3INC-1097-64601 V.4.0

October 28, 2015

Atlanta Columbia Nashville Raleigh

1301 Gervais Street Suite 1800 | Columbia, SC 29201

800.787.1160

A decorative pattern of light blue and white squares, similar to the one at the top of the page, is located at the bottom of the page.

Table of Contents

TABLE OF CONTENTS	2
VC3 OVERVIEW	3
WEBSITE TEAM EXPERIENCE AND QUALIFICATIONS	4
PROJECT EXAMPLES	5
SCOPE OF SERVICES	6
WEBSITE CORE FEATURES	9
WEBSITE CONTENT FEATURES	11
WEBSITE HOSTING	13
FINANCIAL INVESTMENT AND TERMS	14
PROJECT ACCEPTANCE	16

VC3 Overview

VC3, Inc. was founded and is headquartered in South Carolina with offices in North Carolina, Georgia, and Alabama. With over 21 years of experience and focus in Municipal and County government, VC3, Inc. is well positioned to ensure that the products and services we provide will exceed your expectations. In 1999 we were chosen to be the technology partner for the Municipal Association of South Carolina (MASC) and in 2007 we were chosen to be the technology partner for the North Carolina League of Municipalities (NCLM). VC3's clients include 120 towns, cities and counties in South Carolina, North Carolina, Tennessee and Georgia.

Current services offerings include:

- Application & Web Development
- Cloud Services
- Hosted and Premise Based Telephone Solutions
- Cloud Based Backup and Disaster Recovery Services
- Premise Based Managed Support Services
- Technology Assessments & Security Audits
- Consulting Services
- Network Design, Configuration & Optimization
- Internet & Data Center Services

Since 1994, VC3 has been consistently recognized as a leader in developing internet based applications and web technologies, network technology solutions, and world-class support services. In our 21st year, VC3 remains committed to incorporating the latest technological advances that profoundly impact our customers into the applications and solutions we provide. To that end, VC3 is firmly committed to using industry leading products from such vendors as Cisco and Microsoft, resulting in consistent success in providing our customers with the highest level of return and satisfaction.

VC3's multi-dimensional offerings and ongoing success relies heavily on our ability to build solid, long-term relationships with our customers. We sincerely look forward to providing your organizations with the highest quality solution.

ElliottDavis
PRESENTS



IN ASSOCIATION WITH
 SOUTH CAROLINA
CHAMBER OF COMMERCE

VC3 was honored as one of the Palmetto State's top-performing companies during the presentation of the South Carolinas Fastest-Growing Companies 2008 programs TOP 25 winners. This was VC3's second consecutive year winning this award, for in 2007 we were ranked 19th. In 2011 VC3 was voted 3rd Best Place to Work in South Carolina, climbing from 6th place in 2010.

For more information, please visit us at www.vc3.com.

Website Team Experience and Qualifications



Jennifer Dellacroce **Web Design Product Manager**

With over 15 years of experience in the Web industry, Jennifer Dellacroce has participated in all aspects of the website creation process. Jennifer is highly knowledgeable in the design & development interfaces and navigation. In addition to leading many web design projects, she is responsible for the planning, design, and implementation of Microsoft SharePoint Server solutions. Jennifer is a graduate of the University of South Carolina where she earned a Bachelor of Science in Engineering.



Tim McCausland **Senior Web Designer / Project Manager**

Tim has over 14 years of industry experience as a web designer and multimedia producer. He has an enthusiasm and passion for applying the latest technologies to create user-friendly solutions and elegant designs to maximize the visitor experience. His portfolio ranges from complex, interactive healthcare solutions to websites for internationally known rock bands. Tim has been designing municipal government websites for 4 years with some examples being the City of Washington, NC, the Town of Wake Forest, NC and City of Mauldin, SC.



Tyler Trotter **Web Designer**

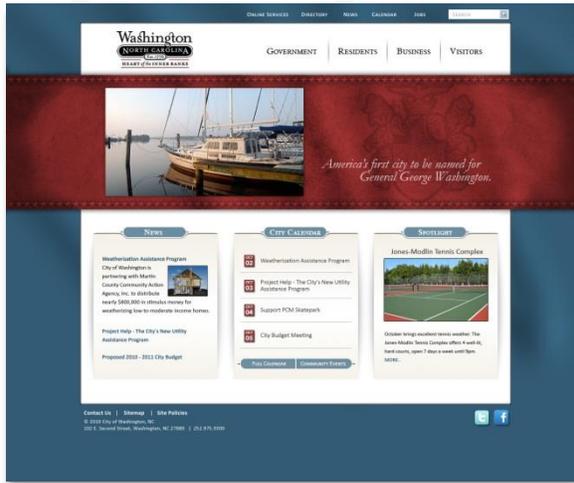
Tyler has 10 years of industry experience as a web designer and front-end developer. He enjoys the challenge of bringing clarity and simplicity to convoluted content as well as the process of taking a blank canvas to a refined design and ultimately a well-functioning website. Tyler has worked on a myriad of web projects including interactive web widgets and games and has worked intensely on an education web app.



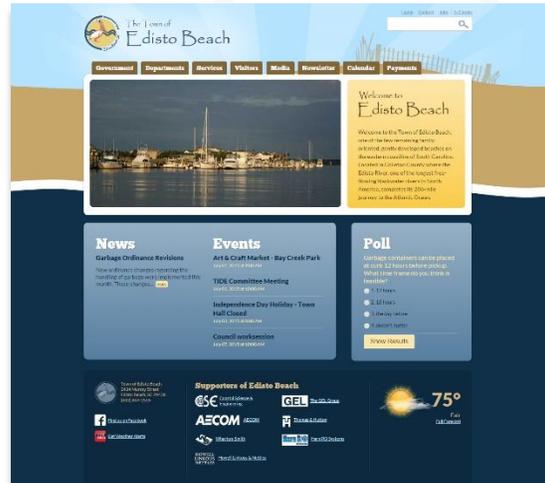
Nicholas Gasque **Website Production Assistant and Support Lead**

Nicholas is the newest member of the VC3 Web Design team. He has working knowledge in HTML and has built several sites from the scratch. His main responsibility is to support customers with questions concerning VC3's content management system.

Project Examples



City of Washington, NC
www.washington-nc.com



Town of Edisto Beach, SC
www.townofedistobeach.com



Town of Wake Forest, NC
www.wakeforestnc.gov



Scotland County, NC
www.scotlandcounty.org

Scope of Services

The following outlines the products and services that VC3 will deliver during the Website Migration project.

Design & Layout

VC3 will create an HTML5/CSS3 layout for the new website based on the design of the Town's current site by using the current layout, color scheme, and logo. This layout will be compatible for the following website browsers: Microsoft IE 9.x and above and the latest versions for Google Chrome, Firefox, and Safari. VC3 will also test the site for Section 508 ADA (American Disability Act) compliance.

In order to create the best viewing experience for users of mobile phones (iPhone, Android phones, Windows Mobile) and tablet devices (iPad, Android tablets, Kindle Fire), VC3 will develop the new layout using "Responsive Web Design". This design technique automatically adjusts the website's layout and usability based on the user's screen size and orientation. Since this approach is completely device independent, current and future platforms and devices will automatically be accommodated. Responsive design also eliminates the need for a mobile specific version of the site. See examples below of how our website (www.vc3.com) that uses this technique is seen on various devices.



Content

VC3 will migrate a portion of the site's existing content into the new site with the exception of all the past minutes for all boards and committees in order to keep the project cost within the Town's budget. Past minutes can be added by the Town once they have been trained on the site's content management system.

The Town will be responsible for the creation of all new content to be integrated within the website. Any applications that exist on the site will not be migrated unless specifically stated within this proposal.

The Town will utilize the new site's content management system to update or add additional content to the site.

Content Management

Our enhanced content management system (CMS) is a web-based site publishing tool that allows editors to easily manage and update their web site. Our CMS uses a common word processing paradigm for content editing, similar to Microsoft Word, while maintaining a secure environment with login requirements and approval structures, all done in an online web browser, and without having to know or use HTML.

CMS Benefits

The benefits of using VC3's CMS for managing your website are:

- **The Control You Need** – Change text, upload images, post news or events, whenever, wherever you can access the web. You can even schedule content to publish by date.
- **No Extensive Training Needed** – Managing content is as simple as logging in, browsing the website and making changes via our easy-to-use editor that works just like a typical word processor.
- **Configurable and Flexible** – Our flexible design allows complete control over which sections of a web page can be edited.
- **Change Management** – An approval process can be set up that allow changes to be routed to approvers before changes are applied to the live web site.
- **Grow Over Time** – Add as many pages as you like and your website can grow with your organization over time, including the addition of links to the site's navigation bars.

Training & Launch

VC3 will provide a webinar-style training class to designated Town employees. In this training, staff will learn how to edit and add content, add images and videos, create, move and delete pages, and add content features to pages. Help documentation is always available within the CMS and our support team will always be available to help with any questions. VC3 will also guide employees on best practices for content, usability and maintaining an ADA compliant website.

Project Assumptions

- VC3 assumes the Town has retained the necessary rights to all material to be published online.
- All images and logos are to be provided in electronic format by the Town.
- All type fonts requested or required of the Town's designs will be provided to or compensated for VC3 in the completion of this project.
- Images not provided electronically to VC3 may incur additional costs for digital conversion and rights of usage.

- All required text and copy should be provided in Microsoft Word-compatible format.

Website Core Features



WYSIWYG CONTENT EDITOR

Our Content Management System allows editors to create content via an easy-to-use visual content editor. No coding necessary.

- Format text with bold, italic, underline.
- Align text and images to the left, center, right, or fully justify.
- Insert hyperlinks to web pages, documents, or email addresses.
- Upload multiple files at once.
- Insert, resize, and crop images.
- Create bulleted lists, numbered lists, and tables.
- Format text with headings and site specific styles.
- Insert embed codes.
- Undo and redo changes.
- View and edit HTML source.



USER MANAGEMENT & CONTENT APPROVAL WORKFLOW

In order to affect any changes to the website, a user must login with a username and password. Each authenticated user will have a defined role such as administrator, content author or content publisher.

- **Content Authors** can login into the website and edit content on their designated or departmental pages, but they cannot directly publish content to the live website. Content Authors must submit their changes for approval by Content Publishers.
- **Content Publishers** can log in, edit content on their designated pages, and can approve or reject content in order to publish it to the live website.
- **Administrators** can manage users and assign users to roles.



CONTENT VERSIONING

Content Versioning keeps a history of every edit for a page's content. Once versioning is enabled, a grid will appear below the editor with links to the previous versions of the content. Any previous version can be compared side by side with the current version or restored to the editor.



CONTENT SCHEDULING

Each content module has the concept of a publishing start and end date which allows content administrators to choose when their content will appear on the site.



AUTOMATIC SITEMAP & NAVIGATION MENUS

Anytime you add a new page to your site, a link will be added automatically to the correct place within your navigation, so it's easy for your users to find. This new page will also automatically appear on your sitemap and also in your breadcrumb trail.



SITE SEARCH

As content is created and updated it is indexed into the search module which allows users to instantly find this content in the search results. Also the view roles are stored in the index so that users cannot find things in search that they should not be able to see based on their role membership.



SEARCH ENGINE OPTIMIZATION (SEO)

The best strategy for search engine optimization is creating relevant content for the search terms you want the site to be found for, creating proper semantic markup, having friendly URLs, and providing relevant meta descriptions.

- Page titles are automatically suggested from the page's content title.
- Friendly URLs that match the page name are automatically suggested and are generally short and friendly. *Example: /recreation or /contact-us.*
- When pages are renamed, a 301 redirect is automatically created to make sure any traffic is forwarded to the newly named page.
- Meta keywords and descriptions can be created on the page level.
- A Google sitemap is automatically generated and can be submitted to Google to ensure that Google knows about all the pages on your site.

Website Content Features

News

The news module allows users to post and categorize news stories. The news module produces an RSS feed of posts and administrators can manage whether to show a calendar, tag cloud, Google map or archive links.

Meeting and Event Calendars

The Event Calendar provides a feature rich solution for publishing calendars. Instances of the Event Calendar can be added to as many pages in your site as you like, so you can have multiple Calendars with different events.

Emergency Alert Notice

Adding an Alert allows you to create messages to appear above all other content as soon as the user enters the site. This feature is perfect for notifying the public of emergency situations.

Image Galleries

The image gallery feature allows administrators to upload picture and display them in a gallery (thumbnail view) or display the images in a slideshow mode.

Video Embedding

Video that is hosted at video hosting services such as YouTube or Vimeo can easily be embedded into any page on the site.

Blogs

The blog module allows users to post and categorize entries. The blog module produces an RSS feed of posts and administrators can manage whether to show a calendar, tag cloud, Google map or archive links.

Google Maps

The Google Maps module allows users to add a map to any page and configure the location for display. Administrators can choose the size, type, zoom level, and whether to enable driving directions for the map.

RSS Feed Aggregator

The RSS Feed Aggregator is used to read one or more feeds, and display them in a list or a scrolling box. You can create a special area on your homepage that lists your most recent blog posts or use it to combine multiple feeds together. Feeds can also be pulled from other sites in order to display them on your own site.

Twitter Integration

The Twitter module can be used to show the tweets of a user or a twitter search.

Social Settings

On any content feature, the Facebook Like button can be added or a content rating widget that allows people to rate the content on a scale of 1 to 5 stars.

Polls

The poll feature allows administrators to gauge the response of website visitors to a single question. Users can vote on predefined choices and then see the results of the poll.

Google Translate

The Google Translate module can be added to any page in order to use the Google service to translate the page's content into any of the available languages.

Printer Friendly Pages

VC3 will use Cascading Style Sheets (CSS) to ensure that the website pages print in a friendly manner. This will include the creation of a print media style sheet that removes the graphics from the webpage and inserts a simple printable page header that includes the Town's logo, and sets the width of the page to fit on an 8.5 x11 standard sheet of paper.

Weather

Weather information for your Town can be included into the template of your website. The placement will be addressed during the design phase.

Website Hosting

The new site will be hosted within VC3's hosting environment.

VC3 offers web hosting services based on usage of those services. You pay only for services you use. Pricing is based on disk usage and bandwidth usage across all of your web hosting services. We include 1 GB of Disk Space and 5 GB of Monthly Bandwidth transfer for each customer which covers most medium sized websites. Additional disk usage and Bandwidth pricing are outlined in the pricing schedule.

VC3 offers the following website-related hosting services:

Database Hosting

VC3 offers Microsoft SQL Server database hosting for enhanced site functionality. VC3 will provision the database and create any required database maintenance plans to insure optimal performance of your database services. Pricing for this service is listed in the pricing schedule.

Domain Name Services (DNS Hosting)

VC3 offers DNS hosting services. VC3 DNS servers are located in geographically disperse areas so your internet records are always available. VC3 will set up the DNS zone on VC3's DNS servers and provide assistance with transferring control of DNS to VC3 servers. Pricing for this service is listed in the pricing schedule.

Website Hosting

VC3 offers website hosting services on our shared hosting platform. Our Microsoft Windows based web servers support current Microsoft based web technologies including multiple versions of the Windows .NET framework, AJAX and ASP support as well as local SMTP services. Pricing for this service is listed in the pricing schedule.

FTP Site Hosting

VC3 offers dedicated FTP services as an alternative way to share content with others. These services are often requested for scenarios where files are too large to be made available by other means and access needs to be controlled. VC3 will provide dedicated a FTP site with an administrative tool to manage folders, users and permissions for that FTP site. Pricing for this service is listed in the pricing schedule.

Financial Investment and Terms

Services Costs

VC3 will perform the Website Design project described in this document for the fees described in the following table.

Service	One-Time Cost
Website Implementation	\$6,579

VC3 will invoice the implementation fee upon receipt of this signed work order. VC3 will invoice the hosting fees monthly beginning on the website's launch date. VC3 will invoice the customer a pro-rated monthly fee based on any partial month of service.

Change Management

Any services provided by VC3 to the Customer outside the scope of work outlined in this proposal will result in a Change Order Request form or a separate Statement of Work. If the requested Change Order results in an increase or decrease in the cost of or time required for completion of the work, VC3 will notify Customer thereof and the adjustments will be reflected in the Change Order form. The Change Order form will not become effective unless and until it is agreed to and signed by the Customer and VC3.

Project Boundaries

Work to be performed does not include any other services except those explicitly defined and stated in this SOW. Should additional services be desired, VC3 can provide the services surrounding these tasks on an hourly basis or in a separate Statement of Work.

Hosting Costs

VC3 will provide the following services and deliverables listed in Table A. This Work Order shall begin and become effective once this work order is signed and shall continue for 3 years unless terminated in accordance with the terms of the Master Services Agreement.

The Town will be invoiced monthly based on the number of units of each type listed in Table A. Additional services may be added at any time during the life of this contract at the rates listed below.

Table A: Fees Description	Units	Unit Price	Monthly Fee
Website Hosting	1	25.00	25.00
Content Management	1	65.00	65.00
Domain Hosting	1	3.00	3.00
MS SQL Server Hosting	-	50.00	-
FTP Server Hosting	-	25.00	-
Additional Storage (1 GB)	-	5.00	-
Additional Bandwidth (5 GB)	-	10.00	-
		Total	\$ 93.00

Project Acceptance

This Work Order is part of, and incorporated into, the Master Services Agreement dated TBD between Town of Nolensville TN and VC3, Inc. and is subject to the terms and conditions of the Agreement and any definitions contained in the Agreement. If any provision of this Work Order conflicts with the Agreement, the terms and conditions of the Agreement shall control unless this Work Order specifically states that a particular term and condition of the Agreement is being amended for the purposes of this Work Order.

By signing this document I agree that I am authorized to represent my organization to execute this endeavor and I certify that the proposed cost(s) are accurate and reflect any applicable discounts.

In addition, I also certify that I have read and understands all of the requirements contained in this document, and agree to be bound by the terms and conditions contained without exception.

It is understood that payment will be based upon terms that are pre-arranged with this organization and will be based on a net 15 terms and will be billed monthly.

VC3, Inc.	Town of Nolensville TN
By:	By:
Name:	Name:
Title:	Title:
Date:	Date: