THE CITY OF CHARLOTTE MICHIGAN

Memo

To: Honorable Mayor Armitage; City Council

From: City Manager LaPere, MPAP

Date: August 31, 2022

Re: Agreement with PotterVilla for website redesign proposal

Background

The City of Charlotte website was originally created internally and over the years, various users have added content which has resulted in reports of difficulty to use by end-users, as well as inefficiencies for updating content by staff. City Council identified the redesign of the website to modernize the interface and appearance, and to improve content delivery as a goal for this calendar year. City staff requested recommendations from other municipalities who have recently engaged in a similar project and contacted all the companies that were provided. We met with representatives from six companies who responded to our inquiry to discuss our project goals, and be given a demonstration of what their company could provide the city, including the user and staff interfaces. The larger, nation-wide companies tend to provide a templated product whereas the smaller, one-office companies offered a complete custom redesign.

Quotes were provided by the six companies, with a variety of pricing models. Because certain costs associated with the website will be ongoing and the pricing models varied how the expenses were allocated over time, the table below outlines the year one, year three, and year five costs for each option. In addition to cost, we considered the end-user experience for ease of navigation, aesthetics, and ability to locate information. We considered the staff/content management aspects of efficient workflows and user settings, and project timelines. We also considered any additional services or added value each company could offer.

We are recommending the lowest cost option from PotterVilla. The City's purchasing policy does not require sealed bids for professional services; additionally, their proposal is also under the $5,000 threshold. PotterVilla is a local, Charlotte-based company who can provide a custom redesign of our website along with ongoing support, as-needed. We also received a positive recommendation when contacting their references. I have included a copy of their proposal for Council's review. As part of this project, they will also assist the City with registration of a dot-gov domain and perform necessary work to ensure persons who enter either dot-org or dot-gov

address will be directed to the City's site. This is part of a nation-wide effort to move municipal websites to dot-gov addresses to ensure end-users have confidence it is the official government site/content. Staff is looking into whether this aspect of the project may be eligible for grant funding to defray the related expenses.

Company	Year one	Year three	Year five	Total first 5y
Civic Plus	4100 (standard)	4100/12300	4100/20,500	20,500
	4700 (custom)	4700/14100	4700/23,500	23,500
FlightPath Creative	14,250 (custom)	450/15,150	450/16,050	16,050
Granicus	15,300	4,815(2)+5,152.05(3)/ 25,267.05	5512.69(4)+5898.58(5)/ 36,678.32	36,678.32
Revise	5,700 (standard)	1,500/8,700	1,500/11,700	11,700
	10,500 (custom)	2,400/15,300	2,400/20,100	20,100
WebTech	13,300 (custom)	2,250/17,800	2,250/22,300	22,300
PotterVilla	3,288 (custom)	288/3,864	288/4,440	$4,440
Current (in-house) fees	3,500	3,500/10,500	3,500/17,500	$17,500 (current hosting/data backup costs)

Once approved, they estimate the project will take 2-4 months to complete. Our goal is to launch the newly redesigned website by the end of the calendar year.

Recommendation
Council approves the agreement with PotterVilla and authorizes the City Manager to sign the agreement and begin the project.

Financial Impacts
Funds for this project are budgeted in the IT Fund, GL# 666-228.000-746.00

Suggested Motion
The Council hereby approves the quote from PotterVilla to provide professional web design services and authorizes the City Manager to sign the agreement.

Alex Telloyan
PotterVilla Applied Technology
(517) 588-3030
alex@pottervilla.com
www.pottervilla.com

August 15th, 2022

Erin LaPere
Elapere@charlottemi.org
(517) 543-8850

Website Development Proposal

Hello Erin,

Enclosed is a quote to rebuild your website for CharlotteMI.gov. As discussed, we are looking at redesigning your website using the WordPress platform and the Divi theme. This will allow us to provide an easy to interact with site, find relevant information, and create a positive impression on both new and current city residents and businesses, all while giving the site a modern professional look.

This quote includes creating a new website with a custom design, taking inspiration from the wireframe sketch noted in the Website Development Form. The website will be constructed using WordPress as the base and Divi as the theme manager. Email addresses and email hosting is currently being hosted with Google. Because we would be handling domain registration, we will also need to ensure email addresses stay operational and create redirects from charlottemi.gov to emails ending with charlottemi.org. We also include 90 days of post-launch support to the site. An additional monthly option for ongoing support and updates is available or can be handled hourly as needed.

If you have any questions, concerns or revisions, let me know! I would consider it a privilege to serve your website needs.

All work done by PotterVilla Applied Technology includes my personal guarantee for your satisfaction and 90 days of complimentary phone and email support. This quote is valid through August 31st, 2022.

All the best,

Alex Telloyan
PotterVilla Applied Technology
alex@pottervilla.com
(517) 588-3030

Goals & Objectives:

The mission of this rebuild is to create your website into a professional look and platform that enables easy usability via WordPress and the Divi theme. Here are some specific benefits from doing this with us:

- Visual builder that allows easy changes to pages and beautiful new posts
- Fully responsive theme that handles mobile phones, tablets, laptops and desktop computers with equal visual components.
- Regularly updated theme with track record of not breaking sites on update.
- Compatibility with latest versions of PHP, JQuery and other hosting components.

This quote is limited to redesigning high-interest pages mentioned in the Website Development Form, and transferring post content from previous site.

Software Solution:

Your new website will have some things under the hood that you'll need to know about.

Hosting:

Every website needs to be hosted on a server somewhere—we recommend hosting with our Nexcess server. This hosting plan is available for $24/month. In the meantime, we will set up a temporary development site to perform the build.

Domain Name Registration:

Your domain name lets people find you on the internet. We can have your domain CharlotteMI.org transferred to our registrar for $15/year. Once you have obtained CharlotteMI.gov, we can launch the new website with that domain name, and have CharlotteMI.org redirect to the .gov address.

WordPress

This software is what lets you manage the website without knowing a programming language. It's extremely versatile and can create all kinds of different websites, but is also very simple to make updates and changes after the site is built. WordPress runs about 33% of websites on the internet and is what will power your new website.

Custom Forms

Gravity Forms is a premium plugin for WordPress that lets us create enhanced contact forms and landing pages. This will be helpful for the general build of the site, contact page, donations, etc., and gives us a lot of flexibility for connecting customers to you for the final sale.

Divi Theme

Divi is a market-leading framework theme for Wordpress from Elegant Themes—currently running several million websites across the internet. This level of usage helps ensure that your theme will be supported for a long time, and that extra care will be taken for backwards compatibility.

Mega Menu

Mega Menu adds a higher degree of quality and customization from the standard Wordpress menu system. Add custom flyouts, fullwidth widgets or detailed information all within Mega Menu!

A Mega Menu is the name given to a large panel of content which is displayed below a menu item when the user clicks or hovers over the menu item. Mega Menus can contain sub menu items and Widgets.

Rebuild Timeline

This quote is valid until September 15th, 2022. If you wish to accept this quote, please sign in the provided location and we will issue an invoice for the deposit. The quote is accepted when PotterVilla receives the funds of your deposit. After you approve the quote, here's how the development process moves through different stages:

1. Development site Hosting setup and WordPress installation.
   This happens after your quote is accepted. It's the framework to build the rest of the site.
2. Design build, content & layout and plugin integration. With your input and approval for each sprint, we layout content and setup the look and feel of the site.
   Particularly after the first draft is complete, we like to schedule a meeting or call for review.
3. Final proofing and launch: We'll go back over the site with a fine-tooth comb, and then on your approval, launch the site!
4. Post launch updates and support – 90 days.
   Any in-scope additions or changes to the site within 90 days of launch are covered!

We use a sprint-based development system, which means a lot of progress can happen on your site in a short period of time, but there may be short delays between those bursts of development. This is normal for the progress of your site.

Timeline for this website development project would take anywhere from 8-16 weeks depending on your response, acts of God, and other workloads. We are currently experiencing a higher volume of web development requests, which may extend this timeline additionally.

For the CharlotteMI.gov website development project, we are quoting 8 development sprints.

Review, Feedback & Sprint System

As we progress through the development of the site, the first thing we'll send you is an initial draft of the homepage and a few of the sub-pages. These will be built based on the design direction as discussed and initial content you've provided.

After that initial draft build, we want you to go through the site and let us know what changes and additions need to be made. With a good change list from the first draft, we will complete another development sprint. Next, we'll have you review the 2nd draft, and help build a list of changes, updates, and new content for the next development sprint. These sprints are focused on content and design and are independent of backend feature development.

Once the site goes live, we'll include another series of post-launch sprints in the following 90 days after launching the site. We organize these sprints to streamline the development process, and maximize your opportunity to have input into the final product. Hopefully the whole process feels natural and seamless for you!

Development Fees:

Here is a summary of your financial obligations for the project:

Service / Item	Cost
Nexcess Website Hosting (1st Year)	$24/mo
Wordpress and Divi Theme website with new design 30 Development Hours - CharlotteMI.gov	$3000
Recurring plugin costs	-
Domain Name Registration: .com, .net, .org (1st year) charlottemi.org	$15/yr
Total:	**$3000**

Optional or additional services/items:

Additional Domain name registration (optional)	From $15/year
Stock Images (as needed and pre-approved)	Actual cost
Additional out-of-scope development (anything not described in this quote)	$100/hour

Terms and conditions:

- Payment terms: 50% due upon signing, with the remainder due upon launch.
- Upon full payment of the development fees, the client owns the website and rights to use all software and content pursuant to their various licenses.
- The client will hold harmless, protect and defend PotterVilla Applied Technology from any claim or suit arising from the use of any content provided by the client.
- PotterVilla retains the right to display graphics and other web content from this project as examples of our work, and retains a right to reuse any content furnished by us.
- This agreement becomes effective based on signature of both parties on the attached page.

Alex Telloyan
PotterVilla Applied Technology

(517) 588-3030
alex@pottervilla.com
www.pottervilla.com

Quote Approval

Sign below to authorize this project. Please scan and email to alex@pottervilla.com, hand deliver, or return a copy in the mail to:

PotterVilla Applied Technology
126 N. Bostwick St
Charlotte, MI 48813

If you'd like to expedite the approval process, you can include a check for **$1500** made out to 'PVAT' with your signed form. We also accept digital and card-based payments for your convenience. After we receive your form, we'll sign the other half and return a copy to you.

I approve this quote, and agree to the project's terms and conditions:

X_____   _____

Erin LaPere, elapere@charlottemi.org   Date

PotterVilla Applied Technology agrees to provide the items and services listed:

X_____   _____

Alex Telloyan, PotterVilla Applied Technology   Date