



City of Sonora

Community Development Department
94 N. Washington Street
Sonora, CA 95370
(209) 532-3508
(209) 532-3511 fax
www.sonoraca.com

MEMORANDUM

DATE: November 7, 2016
TO: Honorable Mayor and Council Members
FROM: Rachelle Kellogg, Community Development Director
SUBJECT: Website Design & Replacement Project – Consultant Selection

RECOMMENDATION:

City Staff recommends approval of the following:

- 1) Approve Level One Web Design as the firm to provide website design services for the Website Design & Replacement Project and authorize the City Administrator to finalize and execute a Professional Services Agreement.

BACKGROUND:

On June 15th the City issued a Request for Proposals (RFP) for the City's Website Design & Replacement Project. This project includes replacement of the City's current website with a professionally designed site which is highly functional and visually appealing while providing users with a wide variety of information. The new site will be designed to meet needs of locals and visitors. The City received 11 proposals from following firms:

1. Alpine Design
2. CivicLive
3. CivicPlus
4. GMR
5. Granicus
6. Infojni
7. Level One Web Design
8. Mobile.earth
9. Municipal CMS
10. Patel & Associates
11. Webdancers

DISCUSSION:

Of the 11 proposals submitted, four were not in compliance with the requirements and format specified within the RFP and therefore were not further evaluated. The remaining seven firms were evaluated and scored based on their related experience and qualifications, their project approach demonstrating a clear understanding of the proposed project, and their cost proposal. Based on this scoring, the top three firms are (1) Level One, (2) CivicPlus and (3) Mobile.earth. References were checked on these three firms and all were highly regarded by those contacted.

As the top ranked firm, Level One clearly demonstrated their understanding of the website needs of the City and that their approach to the project would be completed as required within the RFP. They have

been a City of Sonora business since 2011 and its two owners, Kraig Sederquist and Thomas Jay, are both web developers. Level One has developed websites for several local agencies which include various design elements dependent on the needs of their clients. The City's website would be a fully custom design using Wordpress as the Content Management System. Their cost proposal of \$13,950 is within the project's budget of \$15,000. Any additional ongoing maintenance services are at the option of the City. A copy of their proposal is attached hereto.

The second ranked firm, CivicPlus, based out of Manhattan Kansas, has designed over 2000 government websites. Although the firm has a lot of experience many of the items specified in the RFP were not included in their proposal. These exclusions were the firm performing existing content editing, new content creation, form development and local photographs for the new website. Their proposal also requires the use of their Content Management System for the City's new website which they retain ownership/control of at an annual cost to the City of \$3,300. This cost is in addition to original design fee of \$14,900. The City would be required to pay this fee or any annual increase for the life of the website. If the City chose not to pay this fee in the future the website would go away and the City would receive their content in an electronic format. Their proposal does provide for a new redesign of the website in three years as part of the annual fee.

The third ranked firm is Mobile.earth who is located in Kansas City, Missouri. While the firm has demonstrated that it will provide the City with a website meeting the RFP requirements they have not worked on any government or tourism sites in the past. Their project cost proposal was \$13,798.

Upon executing the Agreement, the project implementation plan and schedule will be established. Working with Staff, Level One will review the current website content to determine what content will migrate to the new site after needed content edits, what content is to be eliminated, and what new content will be required for the new site. They will then begin the new design mockups to be presented to designated City Committees for consideration and comment. A draft of the proposed website would be presented back to the Committees for a final review prior to its presentation to the City Council. This process will take approximately 5 months. The current website will remain active until the new site is launched.

7-26-2016

Kraig Sederquist
Level One Web Design
6 South Washington St. #4
Sonora, CA 95370

Phone: 209-432-3770
Email: kraig@levelonewebdesign.com
Website: levelonewebdesign.com

Dear City of Sonora,

Level One Web Design would like to thank the City of Sonora for giving us the opportunity to provide a quote for the new City of Sonora website.

After fully reviewing the RFP and the current website, Level One Web Design is extremely confident that we can provide a responsive WordPress website that meets and exceeds the functionality described in the RFP put forth by the City of Sonora.

Level One is confident that we are the best choice for the development based on key criteria.

- The first is that we have extensive knowledge of the inner workings of the WordPress system. We have created one of the Largest WordPress websites which is myMotherLode.com. Creating myMotherLode.com demanded custom solutions to and modifications that were only possible with our level of WordPress expertise.
- The second is that our pricing is extremely competitive base on the sheer scope of this project and several unknowns at this point. Level One Web Design has been doing web development long enough to know what hidden costs or potential challenges may arise on a project of this size.
- Third is our physical proximity to the City of Sonora. Level One Web Design is located one block from the City of Sonora which makes face-to-face training, questions, refresher training, and unforeseen emergencies in the future fast and efficient to handle. Level One Web Design is happy to come to the city offices to help. City employees with questions are also welcome to come to our office.

Sincerely,

Kraig Sederquist



Table of Contents

Introduction	3
Management Plan and Technical Approach	5
Staffing	6
Consultant Qualifications and References	8
Cost Proposal	10
Exceptions	11
Ongoing Services	12

Introduction

Level One Web Design has been in business since 2011 and is comprised of two local web developers, Kraig Sederquist and Thomas Jay. Kraig Sederquist and Thomas Jay are equal business partners in Level One Web Design. Level One Web Design is located at 6 South Washington St. #4 in downtown Sonora. Our proximity to the City of Sonora offices makes it extremely efficient for face-to-face questions or training by City Staff if Level One Web Design's proposal is selected by the City of Sonora.

Prior to starting the company Level One Web Design, Kraig and Thomas worked together for 4 years in the web development department of Clarke Broadcasting located in Sonora, CA. While employed for Clarke Broadcasting Kraig and Thomas developed websites throughout the United States and worked on developing a portal product for radio station clusters nationwide.

Level One Web Design has gone through the RFP provided by the City of Sonora in great detail and we understand the requirements fully as they are explained in the RFP. There is nothing in the RFP that Level One Web Design hasn't displayed mastery of in previous projects and we would go into this project confident.

Timeline

Below is an estimated timeline for this project given that content is ready as needed from the City of Sonora. The estimated start date is the Notice to Proceed with Services date of September 12, 2016 as stated in the RFP.

- **September 13th - September 16th | Initial planning of site structure** - Work with the city of Sonora to establish the new structure of the website.
- **September 19th - September 30th | Theme development** - Establish the look & feel for the website through graphic mockups.
- **October 3rd - October 7th | WordPress installation, optimization, SEO planning** from the ground-up and create **security measures**.
- **October 10th - December 9th | Content migration**. Content will be brought over from the existing website, stripped of odd and unnecessary formatting and assigned new standardized formatting for the new City of Sonora website. This migration also includes bringing over existing images which are appropriate to move to the new website, organization of PDFs and relinking of each.
- **December 12th - December 22nd | Adding of website special functionality** such as the calendar system, the placement of calendars, creating needed website forms, and any other needed functionality mentioned in the functionality list preceding the timeline.
- **December 26th - January 10th | Content review & testing**. Level One will review the website and look for any script incompatibilities, browser compatibility, mobile device compatibility, site speed which includes Google PageSpeed Insights.
- **January 11th - January 19th | Final edits and corrections** submitted by the City of Sonora.
- **January 20th - January 26th | Final optimization**. Optimization of code by minification and removing redundancies, enable site caching, creation of htaccess 301 redirects from old pages to new and generate XML sitemaps for spidering by search engines.

Development and functionality with descriptions below.

- **Concept development:** Initial concept(s) design will be made based on meetings and feedback provided by City of Sonora. Level One will provide a minimum of 3 designs to the City of Sonora to review. Level One will work on refining the final design until the City of Sonora is satisfied to move forward with a particular site design.
- **Site navigation & structure:** Level One will work with the City of Sonora to develop a navigational chart of the new website showing all pages and the structure of them. Once a concept design and structure is approved by the City of Sonora, Level One will move forward with the development of the website.
- **Creation of initial site shell,** database creation, content management system installation, and responsive framework.
- **Calendar System** with multiple calendars for use in different sections of the site. Users will have the ability to share events, view events & holidays. There can be one main calendar shared site-wide along with specialized calendars for specific uses such as board meetings or other specific events that may not want to be listed in a general calendar.
- **Internal Site search** so that users may search by keyword or term to find related site content.
- **Online Forms.** Level One will install and configure a forms system that will allow the City of Sonora to modify existing forms (built during development), or to create new forms as needed.
- **Site text & image layout** - Bring over current text and image content from the current static site and reformat to fit the new site's look and feel. Images will be imported into a database driven Media Library.
- **Site photography & images**
 - Local photography. Level One will take up to 10 local images using a quality SLR camera.
 - Stock Photography. Level One will choose up to 25 images for review by the City of Sonora for use in the website.
 - Up to 50 existing images provided by the City of Sonora.
- **Web accessibility to meet current WCAG 2.0 AA web accessibility standards** set forth by W3C Web Accessibility Initiative.
- **Create a backup system** for the website's files and database.
- **General search engine optimization** and creation of automatic Google XML sitemap that will be submitted to the major search engines every time a page is changed or a news/blog story added.
- **Handling of old website page links.** Level One will create an extensive list of 301 redirects to ensure a bare minimum of 404 pages not found after the site migration. A 301 redirect will instantly redirect any link coming into the site to an old link on the search engines or document to it's new place in the site structure. This redirect will also inform Google and other major engines that the link has change and for them to update the link within the search engine.

Management Plan and Technical Approach

Level One Web Design will manage the development through a series of checkpoints. These checkpoints will be the first date in each range shown below. Level One will meet with the City of Sonora before each checkpoint to go over the work to be done, to get clarifications, and to receive content that will be needed during that section of work. During these meetings there will be ongoing communication with Level One Web Design and the key contact at the City of Sonora.

Level One Web Design request that there is a key person which all content will come from and that we can send information and questions to. Having a key contact helps minimize the confusion that can come with multiple contacts for information on the website. We realize that at times it may be more efficient for someone else at the City of Sonora to send website information to us, but we would like the majority of communication to go through a single person.

When Level One Web Design starts the content migration on October 10th, we would like to have a Monday status meeting to go over work from the previous week that was completed, the work that will be performed in the coming week, questions on content being migrated, and requests for content. This will keep the City of Sonora and Level One Web Design in sync with the progress of development.

We do use project management software such as Asana internally and could work with the City of Sonora to get setup. This would require learning Asana and how to use it to ease the flow of content and communications. This is not required and could actually complicate things a bit if the key person is not accustomed to using project management software.

Below are the major checkpoints in the website development.

- **September 13th - September 16th | Initial planning of site structure**
- **September 19th - September 30th | Theme development**
- **October 3rd - October 7th | WordPress installation, optimization, SEO planning, security measures**
- **October 10th - December 9th | Content migration (note that this phase may take considerably less time)**
- **December 12th - December 22th | Adding of website special functionality**
- **December 26th - January 10th | Content review & testing**
- **January 11th - January 19th | Final edits and corrections**
- **January 20th - January 26th | Final optimization**
- **January 27th | Soft launch**

Level One Web Design Staffing

Level One Web Design has been in business since 2011 and is comprised of two full-time web developers, Kraig Sederquist and Thomas Jay. Kraig Sederquist and Thomas Jay are equal business partners in Level One Web Design.

Level One Web Design will not be using contract work for any portion of the City of Sonora website development.

Kraig Sederquist

Time allocation % to project: 70% time allocation or greater if needed to meet deadline.

Duties & Responsibilities:

- Project management
- WordPress theme development
- User interface design
- Search engine optimization
- Research
- Website security

Thomas Jay

Time allocation % to project: 70% time allocation or greater if needed to meet deadline.

Duties & Responsibilities:

- Project management
- WordPress theme development
- Accessibility standards & implementation
- PHP
- Code optimization
- Social media & integration

Kraig Sederquist

Kraig Sederquist has worked in web design, digital and print graphic arts since 1997. Through the years he has kept up with all of the various changes in mobile & tablet coding practices (responsive design), software and the changing viewing standards & expectations for website viewers.

Kraig was the web development manager at Moon Global Network in Torrance California, owner of SederGraphics web design & multimedia, and the web development manager at Mother Lode Internet which was owned by Clarke Broadcasting from January of 2007 through the end of 2011 when Level One Web Design was formed.

The different web development management positions held previously and now the co-owner of Level One Web Design has given Kraig an insight into web design project management and effective communication with clients.

Thomas Jay

Thomas has an AA in Graphic Design. He has been working in the web space since 1997. His start in the web was with his own brick and mortar store where he began his first eCommerce website. In 2002 he sold that business to go work in web development full-time.

From 2002 to 2007, Thomas worked as advanced level support for Cedant Web Hosting in Davis, CA and worked on many web development projects.

From 2007 to 2011 Thomas was employed at Clarke Broadcasting, working on a number of various sized projects and on a number of different web platforms and integration of 3rd party services.

In September of 2011, Thomas co-founded Level One Web Design with Kraig Sederquist and has worked on numerous projects since. He spends most of his time working in WordPress and has a focus on site speed, web security, accessibility, and user experience. In addition, he has experience in Search Engine Optimization and various methods of Social Media integration.

Qualifications and References

Level One Web Design specializes in small to medium sized websites and has extensive experience with the WordPress content management platform, search engine optimization, and coding for accessibility. Our clients range from small to medium sized businesses, local government, and organizations such as Sonora Police Department, Explore HCC, San Andreas Sanitary District, Tuolumne Utility District, Tuolumne MeWuk Tribal Council, Mark Twain Health Care District, and a large local community website found at myMotherLode.com. myMotherLode.com is one of the largest WordPress websites with 343,000 pages, very complex templating and non-standard WordPress functions throughout the site. With all of myMotherLode.com's complexity, Level One Web Design was able to make it simple for non-technical staff to keep updated.

Please see staffing page (page 6) for staff qualifications.

References

Barry A. Hillman, Ph.D. - President of Health Lit Now

Email: barry@healthlitnow.org

Phone: (209) 601-9888

Larry England - General Manager at Clarke Broadcasting

email: lengland@clarkebroadcasting.com

phone: (209) 533-1450

Mark Stinson - Chief of Police at Sonora Police Department

email: mstinson@sonorapd.com

phone: (209) 532-8141

Larry Cope - CEO and Director of Economic Development at TCEDA

email: larry.cope@tceda.net

phone: (209) 989-4058

Lisa Westbrook - Tuolumne Utilities District Public Relations

email: lisaw@tuolumneutilities.com

phone: (209) 532-5536

Jackie Campidonica - Administration Supervisor at Tuolumne Me-Wuk Tribal Council Administration

email: jcampidonica@mewuk.com

phone: (209) 928-5303

Websites Created by Level One Web Design

myMotherLode - Community portal built on the WordPress platform with mobile version.

Address: mymotherlode.com

Sonora Police Department - Responsive website built on the WordPress platform.

Address: sonorapd.com

Discover HCC - Stimulating interest in healthcare careers and public health.

Address: www.explorehcc.org

The Tuolumne Band of Me-Wuk Indians - Responsive Tribal website built on the WordPress platform.

Address: mewuk.com

Tuolumne Utilities District - Responsive website built on the WordPress platform.

Address: tudwater.com

Mother Lode Job Training - Responsive website built on the WordPress platform.

Address: mljt.org

For more websites, view our portfolio at:

<http://levelonewebdesign.com/portfolio-showcase/website-design>

Cost Proposal

Website Structure

The current website structure will change as we better understand the needs of the city and make our own recommendations that would benefit the viewer browsing the website. Since we do not have a final structure of the proposed website, Level One Web Design will base much of the pricing off of the the current content number provided by the City of Sonora. These numbers are 200 HTMLs, 60 forms & 600 PDFs. We suggest that where it makes sense that content is copied from a PDF or Word Doc and brought into an actual web page. The page may still link to the PDF or DOC, but it is easier and more seamless for the viewer to read from a web page.

This quote is based on 200 pages (pages to include actual WordPress pages and WordPress Posts), 60 forms (Forms embedded in pages and submitted to an email address(s) & 600 PDFs.

Estimated Cost Breakdown:

- **Software Installation and Configuration - \$375**
- **Theme development - \$1590**
- **Data Migration - \$8110**
- **Form Development - \$1500**
- **Security - \$375**
- **Site Speed - \$375**
- **Testing - \$750**
- **Meetings - \$375**
- **Training and documentation - \$500**

Total Cost - \$13,950 (not to exceed this amount)

Training & Support:

Level One Web Design will provide training to needed City staff to ensure that the staff understands and is comfortable in the management of site content. Level One Web Design will also be available for questions in the future at any time. Since Level One Web Design is located 1 block away from the City of Sonora it is possible for a developer at Level One to quickly go to the City's offices if needed to instruct or answer questions regarding the site that may be more efficiently handled face-to-face. Level One's offices are also open to City Staff responsible for the website to come in with questions or any needed help.

Exceptions

Below are insurances that Level One Web Design currently does not possess because of the nature of our day-to-day work. In the event that these insurances are required to develop the website for the City of Sonora, Level One is prepared to acquire the needed insurance for the duration of the project.

1. **Attachment A-1 A.** Level One Web Design is a partnership between Kraig Sederquist and Thomas Jay. As a partnership web do not have worker's compensation coverage.
2. **Attachment A-1 B.** General Liability Coverage. As web developers Level One Web Design does not have general liability coverage insurance.
3. **Attachment A-1 D.** Level One Web Design does not carry Professional Liability Coverage.

Ongoing Services

Annual WordPress Security Updates

Level One will make regular checks to make sure the WordPress core and all WordPress plugins are up-to-date and make regular security audits on the website using software to ensure that there is no malicious software and to make sure that any newly known vulnerabilities have been updated / patched. Like all software, WordPress is a secure platform only if WordPress and all plugins are kept up to date with current patches.

\$399.00 / year

Maintenance Contracts

Maintenance contracts are discounted blocks of time that do not expire and can be used at any time. Maintenance contract clients also get priority service with work performed usually within 24 to 48 hours depending on complexity and current Level One Web Design work load. The time on these updates can be used for site maintenance, building of new pages and features or graphic design work.

Blocks of time

- 20 hour block - \$1,900
- 10 hour block - \$1,000
- 5 hour block - \$525