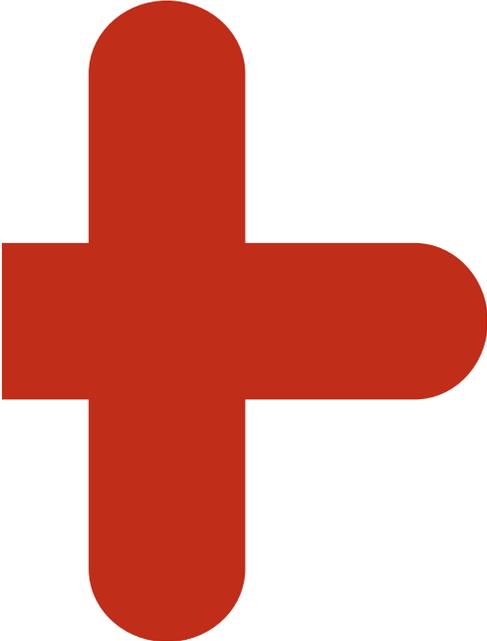


02

+ THE FOUR D'S OF (AWESOME) GOVERNMENT WEB DESIGN

Four simple words, with a whole lot of experience, inspiration and elegant code to back them up. All with the end game of a great website that connects your community and safeguards the bottom line.





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Because at CivicPlus, we build websites that citizens will use. Guaranteed.

Our team leads you through every step of the website-building process. This ain't our first rodeo. And while you can rely on our experience in deploying municipal websites for 1,500+ cities, counties and organizations, you can also bank on us creating a site that reflects what's unique and special about your hometown. We get it, and we know how to help you share it with the rest of the world.

The first step is to...

Discover all the ins and outs of what you need in your new website. What are your community's strong points? We'll help you think about how a website can make them more visible and strategically useful. What are your struggles? Together we'll tackle how your website can make those more manageable, for greater citizen satisfaction and more efficient asset allocation.

Perhaps most importantly, we'll assess your community's "digital fitness." How technologically savvy are your citizens? What percentage of them use or interact with your website now? What level of two-way, interactive relationship between citizens and local government do you want to strive for?

We'll guide you through the process of collecting some data, making some decisions, identifying key decision-makers, figuring out your goals, and determining where your city stands in terms of civic interaction. You'll have a little preliminary training on your role in the website-building process so you'll understand how all this is going to work.

Together with your CivicPlus project manager, you'll figure out what you want your site to do. More importantly, we'll talk about the good things you want for your community and how your new website can help you get there. More logical organization of information so citizens can quickly find what they're looking for? Check. More intuitive structure and navigation? You bet. Beautiful design that evokes all the best qualities of your community? Sure thing.



Your citizen-centric interface optimizes a person's experience on the site and gets him or her to exactly what they need, as quickly and easily as possible.

Then, we really get busy as we start to...

Design and get our geek on. Your wish list meets our web team, and this collision brings good things to your city. We analyze all the data you provided and all the questions you answered. Then we present you with two custom Information Architecture and Site Layouts. You'll get to see the skeleton of your new citizen-focused site, and how all 'dem bones move together beautifully. To horribly mix some metaphors, this is your floor plan, and we'll tweak the blueprints until you love it.

We'll also cloak the structure with a Mood Board sporting the colors and images that will serve as the pretty outer package. We will riff off your logo, graphical elements, striking architecture, important history, iconic natural elements and whatever else is special about you in order to ensure that the site says **"your community,"** and only **"your community."** And it will say this with a unique user interface, honed through our experience on thousands of local government websites. This citizen-centric interface optimizes a person's experience on the site and gets him or her to exactly what they need, as quickly and easily as possible.

Once all that's approved, we'll begin to...

Develop the site, building it with full standards and usability compliance, to industry best practices. Our meticulous web-heads will build the pages, add the images, populate the content, and host the site on our secure server with multiple redundancies. (*We pride ourselves on our 99% uptime stat.*)

Once this concoction comes to a boil, your site will be about 85% cooked, and you'll get to collaborate with the team on the finishing touches. A dash of this, a dash of that.

Finally, when your site is 100% finished, locked down and good to go, it's time to show you how to change it! One of the best things about your new site is your ability to quickly and easily keep it current, vital and useful for your community. Add info about the next city-wide clean-up, update your calendar with sports schedules, freshen up your photos of Main Street, trumpet the news when you land a new employer, and so on. Totally up to you.

(And just to quiet that nagging voice in the back of your brain, all this flexibility does not mean that somebody will be able to accidentally mess up the architecture or "break" anything. That stuff is safe. Promise.)

You will be able to quickly change the time of the Veteran's Day Parade when it unexpectedly pours buckets (*and send an instant message informing your citizens*). You can invite school kids to share their wish list for city pool improvements, and micro-vote on the suggestions. You can respond quickly to emergencies, opportunities and exciting news. In short, you can improve your transparency and build confidence among citizens in their local government.

Our experienced trainers will get your team up to speed and give them access to CivicPlus University (training sessions, webinars, manuals) for future reference. We'll help them think about how to evolve the site into a truly useful resource for your citizens well into the future. And we'll invite them to join the discussion with thousands of other users on CivicPlus Connection, an online community for solving problems, testing solutions and submitting ideas to make websites — and communities — better.

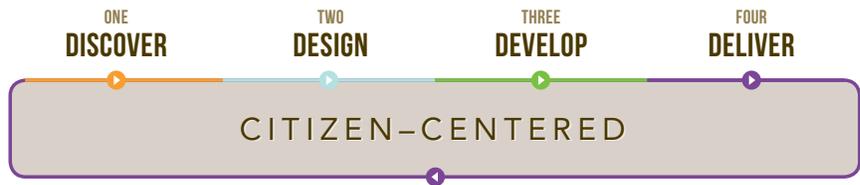


We will help you drive more people to your custom CivicPlus site with targeted messaging.

Now it's time to...

Deliver the site to your community! We'll give you plenty of help with getting the word out — press release templates, suggested social media outreach and general community hoop-la. In addition, we will help you drive more people to your site with targeted messaging. You'll be able to give them "rewards" for visiting and interacting with your site, and you can invite them to share the site with their friends.

You can tailor this "ta-da!" for your community. The point is to get citizens excited about the new website...and the new ways government and residents can interact. Your bonus is that you'll get a lot of hard data about who's using the site so you can make strategic decisions about how to change, refresh and add to it over time. (*A website's work is never done.*)



As a public servant, you want to make government better, and that's what we want too. Give us a call or send us an email. Let's get started.

+ ABOUT CIVICPLUS

CivicPlus builds local government websites. But more than that, we create a powerful communication hub — enabling citizens to connect, learn and engage. That drive has made CivicPlus a leader in developing digital community engagement tools, always keeping in mind ease of use and community growth. We find better ways to communicate. For stronger, more engaged communities today...and tomorrow.