

CITY OF RUSTON
REGULAR COUNCIL MEETING
Tuesday, June 19, 2018

MEETING CALLED TO ORDER

At 7:00PM Mayor Hopkins called the Regular Council Meeting to order. Councilmembers present were: Jim Hedrick, Lyle Hardin, Deb Kristovich and Bradley Huson. Councilmember Syler was excused. Following the flag salute, Mayor Hopkins called for approval of the agenda. Councilmember Hedrick moved to approve the Agenda, with a second from Councilmember Hardin, passed 4-0.

MINUTES

Councilmember Hedrick moved to approve the minutes for the Regular Council meeting of June 5, 2018, with a second from Councilmember Hardin, passed 4-0.

STAFF REPORT –

Ruston Police – Nothing at this time.

Ruston Fire – Chief Torbet – See attached.

GENERAL PUBLIC COMMENTS – Nothing at this time.

BUSINESS –

Ruston-Point Defiance Business District – Joseph Atkinson, apologize for missing the last few meetings due to work responsibilities. Mr. Atkinson shared that the Business District will be presenting an Art, Beer and Wine Walk, to be held on October 20, 2018. It will be similar to City of Tacoma 6th Avenue Art Walk, where three hundred tickets were sold with an additional fifty tickets sold at the event. The Business District will be partnering with the Totem Yacht Club and six to seven businesses and restaurants bringing two to three hundred people into local businesses to enjoy local culture. The Business District hired an Event Coordinator who will present to Mayor and Councilmembers at a future council meeting. Mr. Atkinson was excited to see all the new restaurants and any new potential restaurants opening in the City of Ruston.

Permit Coordinator – Website and Host Presentation – See attached.

Ordinance 1504 – Lodging Tax (1st reading) - The City has had more transient rentals in recent years with more planned or under construction. In order to provide the necessary services to respond to the increased tourism and visitors, the Mayor’s office recommends adoption of a lodging tax. Chapter 67.28 RCW authorizes the City of Ruston to impose a lodging tax on all who charge to provide lodging. The lodging tax has two components. The first is a 2 percent tax that is charged by the City but does not increase the taxes paid on lodging. Rather, this money is paid by the State out of the State portion of sales tax. This is called the “transient rental tax.” In addition, cities can charge up to an additional 2 percent which is on top of the established sales tax. This is limited based on what other taxes are on the books in the County. For example, in King County cities can only charge an addition one percent. In verifying with the Department of Revenue what the maximum additional lodging tax is allowed in Pierce County, the City learned that Pierce County is grandfathered in to a prior system and this results in there being no capacity for additional lodging taxes in Pierce County cities.

Therefore, Ruston is limited in only charging the 2 percent transient rental tax that is recouped from the State out of sales tax collections. The proposed new chapter 5.19 RMC establishes the tax as well as outlining the requirement for a specific fund, use of the funds, collection, and annual reporting. The new sections proposed are:

- 5.19.010 Imposition of tax.
- 5.19.020 Exceptions.
- 5.19.030 Credits.
- 5.19.040 Definitions.
- 5.19.050 Lodging tax fund.
- 5.19.060 Administration.
- 5.19.070 Adoption of rules.
- 5.19.080 Violator deemed principal.
- 5.19.090 Penalty.
- 5.19.100 Annual report.

The uses of these tax revenues are not unlimited but may only be used for “the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities or for other purposes as authorized in RCW Chapter 67.28.” RMC 5.19.050(b). The soonest this tax may take effect is January 1, 2018.

Commercial Parking Tax – Discussion Only

1. Background on Commercial Parking Tax.

The State Legislature has provided cities with a local option commercial parking tax. RCW 82.80.030. This tax may be levied by a city within its boundaries and by a county in the unincorporated areas. There is no limit on the tax rate and many ways of assessing the tax are allowed. If the city chooses to levy it on parking businesses, it can tax gross proceeds or charge a fixed fee per stall. If the tax is assessed on the driver of a car, the tax rate can be a flat fee or a percentage amount. Rates can vary by any reasonable factor, including location of the facility, time of entry and exit, duration of parking, and type or use of vehicle. The parking business operator is responsible for collecting the tax and remitting it to the city, which must administer it. This tax is subject to a voter referendum.

2. Expenditure of Local Option Transportation Taxes.

Under RCW 82.80.070(1), local option transportation taxes must be used for “transportation purposes,” which are defined as:

Including but not limited to the following: The operation and preservation of roads, streets, and other transportation improvements; new construction, reconstruction, and expansion of city streets, county roads, and state highways and other transportation improvements; development and implementation of public transportation and high capacity transit improvements and programs; and planning, design, and acquisition of right-of-way and sites for such transportation purposes.

However, this section of the statute goes on to say: The proceeds collected from excise taxes on the sale, distribution, or use of motor vehicle fuel and special fuel under RCW 82.80.010 shall be used exclusively for “highway purposes” as that term is construed in Article II, section 40 of the state Constitution.

“Highway purposes” is defined in Article II, section 40 in the state constitution, in part, as:

- (a) The necessary operating, engineering and legal expenses connected with the administration of public highways, county roads and city streets;
- (b) The construction, reconstruction, maintenance, repair, and betterment of public highways, county roads, bridges and city streets; including the cost and expense of (1) acquisition of rights-of-way, (2) installing, maintaining and operating traffic signs and signal lights, (3) policing by the state of public highways, (4) operation of movable span bridges, (5) operation of ferries which are a part of any public highway, county road, or city street...

And these “highway purposes” are narrower than the “transportation purposes” identified in the beginning of the statute. Until this inconsistency is eliminated by the legislature or is clarified by an attorney general opinion or court decision, a conservative use of these fuel tax funds would be the narrower use. All local option transportation funds are to be spent in a manner consistent with the city’s transportation and land use plans. The revenues may also be used to pay debt service on general obligation or revenue bonds if the city issued them to raise funds for street projects.

3. Crafting a local ordinance to impose the Commercial Parking Tax.

There is a variety of ways to impose this tax, including:

- On the vehicle owner/operator
- Per stall of parking
- Taxing all parking or which a fee is paid, whether leased, including parking supplied with a lease of non-residential space
- On a per-vehicle basis
- On the gross receipts for commercial parking businesses

As stated above, the tax rate can vary with the zoning or with the location of the facility and can also vary depending on the duration of the parking, the time of entry or exit, the type or use of vehicle or other factors. The city may (but is not required to) exempt tax-exempt carpools, handicapped vehicles or government vehicles. Whatever method is chosen for the tax, the rates charged must be uniform for the same class or type of parking business. The city may also choose to have the tax remitted monthly, quarterly or annually. Most cities that impose a flat per vehicle fee require monthly remittance. The cities that impose a percentage of gross receipts require quarterly returns and payment. In analyzing this revenue source, other cities that have imposed a commercial parking tax were reviewed. Six are presented in the attach matrix for your review. There is no limit on the amount that can be charged for this tax.

4. Recommendation.

From reviewing the various codes of other cities around Washington, the easiest to administer would either be a flat per car rate (i.e. \$3.00 per car) or having a percentage of the gross proceeds be payable. The rates range from 5 percent to 30 percent of gross receipts. There is no limit to this tax, however, it is subject to referendum and the proceeds are restricted to transportation purposes.

PAYROLL – Councilmember Hedrick moved to approve Payroll, with a second from Councilmember Hardin, passed 4-0.

MAYOR'S TIME – Mayor Hopkins reminded everyone the Taste of Tacoma would be held June 22nd through June 24th. There was interest in gathering volunteers to park cars at the Ruston School, during the Taste of Tacoma, for a Rust Park children's slide fundraiser. It was determined that the cost for a children's slide was minimal, so the fundraiser was abandoned. This initiative will come before Council at a future council meeting for further discussion. Mayor Hopkins addressed the large trucks traveling and staging on N. Highland Street. Ruston required Metro Parks to apply for a street excavation permit, which was never executed. Metro Parks is now using N. Highland and these large trucks have damaged the City's roads. The City has video of large trucks using N. Highland and Ruston City Attorney Robertson is in communication with Metro Parks. Ruston Police have been made aware and will write tickets for overweight trucks traveling on City streets. Mayor Hopkins encouraged residents to call the non-emergency 911 number when they see this happen. Mayor Hopkins sent Council Point Ruston's Construction Management Plan #4 and timelines for project completion, which Point Ruston submitted to EPA. Once EPA finalizes the management plan the plan will be posted to the Ruston website. The timelines are very aggressive, and EPA noted these timelines would be strictly enforced. EPA has fined the developer for missing their latest timeline which included penalties. Mayor Hopkins also thanked Fire Chief Torbet for removing the vehicles that were stored adjacent to Rust Park. Mayor Hopkins thanked Councilmember Huson for taking time to meet with the Mayor and architect at City Hall with discussion regarding the current layout and remodel of City Hall. Mayor Hopkins hoped to bring something before Council soon.

COUNCIL TIME –

Councilmember Hedrick – Acknowledged the gas line project was underway on N. Baltimore Street. Councilmember Hedrick reminded everyone about the annual 4th of July Bicycle parade at 51st and Winnifred and the start time was at noon. Councilmember Hedrick will communicate with Fire Chief Torbet and Police Chief Estes in preparation for the parade. Chief Torbet let everyone know there would be a 4th of July 5K Fun Run and was concerned about the vehicle and runner traffic coming through Ruston. Chief Torbet noted that the 4th of July 5K Fun Run should be over by the time we hold the Ruston bike parade.

Councilmember Hardin – Had three items to bring forward. Councilmember Hardin was contacted by a number of residents asking the City to continue to pressure Metro Parks in making sure that Park Avenue does not become additional retail parking. Councilmember Hardin contacted Rob White who has been in communication with Metro Parks about this. Councilmember Hardin thanked the Mayor for keeping council in the loop regarding the certificate of occupancy for the parking garage at Point Ruston. Councilmember Hardin noted that the certificate of occupancy was tentatively given to Point Ruston and asked if Mayor Hopkins was confident that Pierce County would indemnify the City of Ruston as Point Ruston moves forward with the construction of the Public Market. Mayor Hopkins provided an overview of the issues that continue to exist. The City of Tacoma considers the parking garage as auxiliary use and City of Ruston had permitted it as a parking garage. Tacoma wants to allow the developer to finish the garage along with the construction of the Public Market.

Allowing construction of the Public Market to go forward, without the parking garage completed, presents life safety issues. The developer would be building without guardrails around the top floor, without elevators or stairway access and there are questions around stand pipes for fighting fires. Mayor Hopkins has reached out to Pierce County Executive Bruce Dammeier letting him know that Ruston does not agree with the issuance of the Certificate of Occupancy and that the City of Ruston would expect full indemnification. City of Ruston will document its position noting all the issues and concerns. Tacoma's argument has been that the driveways should act as ADA access, which is inaccurate. To place people with disabilities in the lane of traffic is unacceptable. We are in a difficult position and Mayor Hopkins keep everyone in the loop as things develop. Councilmember Hardin asked Mayor Hopkins to address a rumor that the OCF would or would not be used to store contaminated soil coming from other areas of the Point Ruston development. Mayor Hopkins has had discussion with the EPA. EPA is looking to open up the records and deed the property, in three or four months, to ensure the OFC would never be built upon. The only use the OCF would ever be permitted for is a future park.

Councilmember Kristovich – Nothing at this time.

Councilmember Syler – Was excused.

Councilmember Huson – Nothing at this time.

MEETING AJOURNED -

At 7:56PM Councilmember Hedrick moved to adjourn, with a second from Councilmember Hardin, passed 4-0.

Mayor Bruce Hopkins

ATTEST:

Judy Grams



Ruston Fire Department | 5117 North Winnifred | Ruston, WA 98407

Ruston Fire Department Monthly Review for May 2018

Tuesday, June, 19th, 2018

Presented by Chief Torbet

Total Incidents: 6 (1 Fire/ Service, 5 Medical Aid)

Membership Roster (out of 25): 20 (15 FF, 5 Officers)

Recent Membership Changes: None

State of the Business:

- We sent two personnel to the WSFFA convention in Wenatchee. One for Emergency Vehicle Incident Prevention (EVIP) instructor the other Officer development – Strategy and Tactics.
- 1403 in house fire fighter class nearing completion. One re-take of final written exam. Upcoming practical skills exam JBLM to be scheduled.
- Training focus for May was Emergency Vehicle Incident Prevention (EVIP).
- Practical application of Vehicle Extrication was provided with national instructor from Gig Harbor Fire Department.
- Ongoing review and re-write of Fire Department SOP's.
- Recurring CPR training is offered quarterly for the Ruston community. As always, community members may enroll at City Hall or by emailing rustonfire@rustonwa.org.
- **Fire Station tours** are provided to the public when resources are available. Please contact rustonfire@rustonwa.org for further information.

Ruston Fire Department's Master Business Objectives for May 2018

OBJECTIVE	START DATE	TARGET COMPLETION	COMPLETE %	ACTION OWNERS
Recruitment	1/2018	<i>ongoing</i>	20 of 25	WHERRETT/MILLER
CPR Training	12/2017	<i>ongoing</i>	100%	ANDERSON
EVIP Cert	5/18/2018	7/31/2018	11 of 20	Torbet

Proud City: Digital Government Services

Chrissanda Walker • 06.19.2018

Website Performance Report

5.9

Overall

The overall score for this website.

3.9

Accessibility

How accessible the website is to mobile and disabled users.

6.7

Content

The quality and volume of content in this website.

4.5

Marketing

How well this website is marketed online.

City of Ruston Website 2018

Google Sites

- Easy to update
- Analytics Enabled
- Clear Urls and Content

What we are missing...

Accessibility

Community Feedback

Using Analytics and Data

Web Forms

Digital Government Services

Proud City Features

- Mobile-Friendly
 - Predictive Search
 - Newsletter Integration
 - Answers (faq)
 - Calendar
 - GIS/Map
 - Search Engine Optimization
 - Accessibility
 - Translation
 - Payments/Permits
 - Online Forms
-

Proud City Customers

Sonoma, California

Sonoma City

- User Friendly
- Personalized Format
- City News & Connect Focus

Kettering, Ohio

Kettering City

- User Friendly
 - Search Engine Optimized
 - Clean and Clear Content
-

City of Ruston Beta Site

Ruston Proud

The screenshot displays the City of Ruston Beta website interface. At the top, a blue navigation bar contains the Ruston logo on the left and a menu of links: Residents, Businesses, Visitors, Events, News, Government, and Contact. On the right side of the navigation bar, there is a user profile icon labeled 'permits@ruston.org', a notification bell, and a search icon. Below the navigation bar is a large hero image of a coastal town with a prominent mountain in the background. A semi-transparent white box is overlaid on the hero image, containing the text 'Proudly serving Ruston' and a search input field with the placeholder text 'How can we help you?' and a green search button. Below the hero image is a horizontal menu with four buttons: 'Get Answers' (with a question mark icon), 'My Services' (with a location pin icon), 'Make a Payment' (with a credit card icon), and 'Report an Issue' (with a warning triangle icon). Below this menu is a section titled 'Select question type' with a grid of six categories: 'Jobs & contracts' (with a folder icon), 'Education' (with a graduation cap icon), 'Payments & taxes' (with a credit card icon), 'Business' (with a briefcase icon), 'Transportation' (with a bus icon), and 'Health' (with a person icon). At the bottom of the page, a blue footer bar contains the text 'TEST' on the left, 'Welcome to our future website!' in the center, and a 'Feedback' button on the right. The Windows taskbar is visible at the very bottom, showing the system tray with the time '4:47 PM' and date '6/14/2018'.

Schedule

Council Approval

Proud City Training 60 Days

New Website and Maps



July 2018

Aug 2018

Sept 2018

Oct 2018

Nov 2018

On-Boarding with Proud City

BETA Management of Website and Launch

Next Steps: Website Prep

File and Web Content Management

Continue to organize and manage current web content. Update website information as needed

Updating Permit Forms

Edit all forms. Remove Town and replace with City of Ruston. Reference up to date and current Resolutions

Design Interactive Maps

ArcGIS online interactive map.

Goals

1. Accessible website
2. Online permit forms
3. Build Community



Ruston, WA

Digital Government



Proposal and Quotation



Contents

Contents	1
Cover Letter	3
Approach	4
Exponential Digital Government	4
Digital Government Network Feedback	6
Digital Government Platform Standards	6
Digital Government Network Feedback + Standards = Exponential Government Innovation	7
Solution	7
Website	8
Features	8
Administrative tools	9
Forms	9
Payments	10
Support	10
Secure Hosting	11
Product Releases	11
Marketplace	12
Implementation	12
Onboarding	13
Process	13
BETA	13
LIVE	13
Collaboration and communications	13
Design	14
User feedback	14
Timeline	14
Weekly curriculum	15
Specifications	18
Technical	18
Website	18
Content management	20

Accessibility	21
Payments	21
Hosting	21
Support	22
Security and compliance	22
Integrations	22
Quotation	24
Optional	25
Search Plus	25
Document search	25
ProudCity Subsites	25
Archiving	26
Social media	26
Website	26
Corporate information	26
About	26
Leadership	27
References	29
Addendum	30
Colophon	31

Cover Letter

Thank you for the opportunity to propose an alternative, modern approach to digital government solutions that addresses the current and future needs of Ruston, WA and the communities you serve.

ProudCity is a strong proponent of adopting Digital Government Platform Standards that enable a holistic, exponential approach to public service, including a continuously-improving, scalable, open, accessible, mobile-first digital solution.

To demonstrate this, we have set up a minimum viable product (MVP) test instance that allows Ruston, WA to fully understand and test-drive the public-facing and administrative potential of the ProudCity Platform:

<https://ruston-wa.proudcity.com/>

Government leaders should have access to modern digital tools that empower mission delivery. With ProudCity as your digital government platform provider, Ruston, WA will be fully-enabled to serve powered by technology built for the future.

We're ready to join you and proudly serve Ruston, WA.

Sincerely,

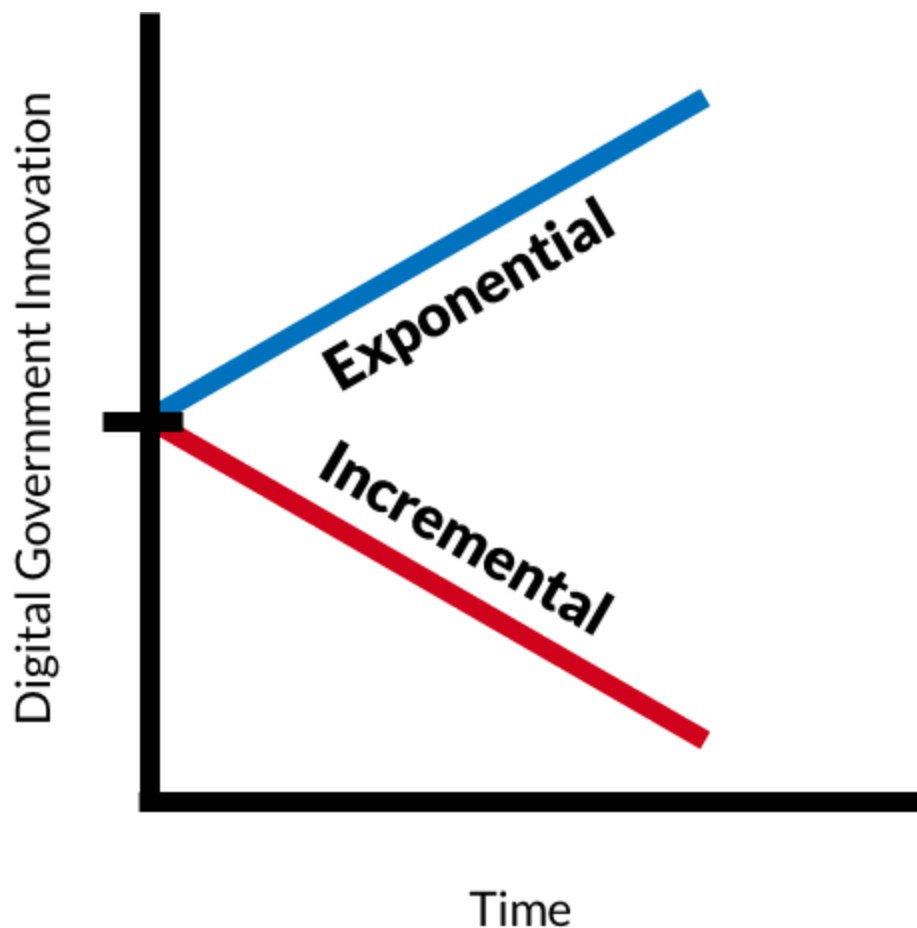


Team ProudCity

Approach

To best serve its community, Ruston, WA requires digital strategy and execution that puts an emphasis on a holistic, sustainable, scalable approach to public service. By providing an Exponential Digital Government solution to the public sector, ProudCity eliminates the traditional challenges governments face when implementing an incremental approach to digital services.

Exponential Digital Government



Exponential vs. Incremental Digital Government

Exponential digital government includes:

- Adopt Digital Government Platform Standards
- Incorporate Digital Government Network Feedback
- Leverage platform-based software-as-a-service
- Integrate using extensible third-party solutions
- Employ an iterative approach to design
- Practice agile development
- Deploy frequent / recurring upgrades
- Default to open / structured data
- License open license / code
- Embrace continuous, open training and education
- Procure with transparent / fixed costs

Here are the differences between ‘Exponential’ and ‘Incremental’ digital government:

	Exponential	Incremental
Digital Government Network Feedback	Universal	Siloed
Digital Government Platform Standards	Pass	Fail
Delivery	Platform-based software-as-a-service	Bespoke services-as-a-service
Integration	Extensible	Ad hoc
Design	Iterative	Fixed
Development	Agile	Waterfall
Upgrades	Automated / recurring	None
Data	Open / structured	Closed / unstructured
License / code	Open	Proprietary

Training / education	Empowered	Selective
Costs	Transparent / fixed	Opaque / fluid

Digital Government Network Feedback

Because of its highly bespoke, services-as-a-service approach, Incremental Digital Government fails to, cannot even, incorporate best practices and community feedback into a single, unified platform. Governments using this approach must rely on manual intermittent technology updates, at the risk of incurring future accessibility, mobility, data portability and security fails.

A community-based Digital Government Network Feedback approach to user input and product development is integral to Exponential Digital Government. These continuous feedback loops, based on user interactions and analytical data, is what informs overall platform experience.

For example, if one government has a need for a feature, mostly likely other governments do also. Based on Digital Government Network Feedback, Exponential Digital Government builds that feature into the platform, and every government realizes the benefit of that product enhancement.

Digital Government Platform Standards

Establishing foundational Digital Government Platform Standards provides a much-needed, reliable framework for governments to better specify and continuously adhere to best practices in technology, accessibility, mobility, data portability and security.

These Digital Government Platform Standards and requirements include:

Standard	Requirement
Trial	Yes
Continuous feedback loop	Yes
Ubiquitous platform updates	Yes

Recurring release schedule	Yes
Privacy	100% HTTPS
Accessibility	Level AA
Mobility	Adaptive/responsive
API	Yes
Subscription-based pricing	Yes

Digital Government Network Feedback + Standards = Exponential Government Innovation

ProudCity established the Digital Government Network Feedback process and Digital Government Platform Standards to better hold digital government service providers accountable.

By employing an exponential digital government strategy, Ruston, WA eliminates the procurement, technology, accessibility, mobility, data portability and security challenges and causes for failure created by a legacy, incremental approach. By developing a process for Digital Government Network Feedback and Digital Government Platform Standards, the opportunity for exponential digital government success is endless.

Solution

ProudCity takes an open, platform-based software-as-a-service approach to constantly delivering amazing government technology solutions.

This means:

- Web tools to easily self-manage all aspects of your digital government services
- Recurring feature and software updates
- Secure, compliant hosting

- Reliable, responsive customer support
- Fluid integration with third-party services

The ProudCity Platform and onboarding process empowers Ruston, WA to easily launch and manage digital operations all in one place.

This includes:

- Onboarding and training (ProudCity Onboarding)
- Web and content management (ProudCity Web)
- Service center (ProudCity Service Center)
- Forms (ProudCity Forms)
- Payments (ProudCity Payments)
- Support (ProudCity Care)
- Secure hosting (ProudCity Safe)
- Third-party integrations (ProudCity Marketplace)



Website

ProudCity Web gives Ruston, WA robust website tools and complete control over all web and content management operations.

Features

- Mobile-friendly website(s)
- Predictive search
- Blog/news posts
- Answers (frequently asked questions)
- Calendar
- Contact directory

- Social media integration
- GIS/mapping
- Voting and elections information
- Search engine optimization
- Newsletter integration
- Accessibility
- Translation

Administrative tools

- Content management system
- Customization with pagebuilder
- Widget tool box
- Secure iFrame embedding
- Secure media embedding
- Analytics dashboard
- Accessibility dashboard
- User roles and permissions
- Revisioning
- Drag and drop menu controls
- SEO management

(See [Specifications](#) below for detailed website and content management services.)



Forms

ProudCity Forms makes it easy for Ruston, WA to create and manage secure, mobile-friendly online forms, including:

- Payments (fines, tickets)
 - Permits
-

- Issue reporting
- Job applications
- Subscriptions (alerts, newsletters)
- Public record requests

(See [Specifications](#) for detailed forms features.)



Payments

ProudCity Payments lets Ruston, WA easily create secure, online payments for:

- Parking tickets
 - Permits
 - Registrations
 - and more
-



Support

ProudCity Care ensures Ruston, WA gets customer support when and how you need it:

- Ticketing: 24/7 support tickets (48-hour response time)
 - Chat: online chat (8 a.m. to 7 p.m. Eastern Time)
 - Knowledge base: 24/7 knowledge base of frequently asked questions, guides and videos
-

(See [Specifications](#) for detailed support features.)



Secure Hosting

ProudCity Safe ensures you have a holistic approach to continually addressing security protocol and keeping internal operations, and those you serve, safe, including:

- Containerized, cloud-based hosting with 99.9% monthly average up-time
- Security, privacy protocol (HTTPS, user authentication)
- PCI Compliance for credit card processing
- Recurring feature and software updates
- Back-up and disaster recovery

(See [Specifications](#) for detailed security features.)



Product Releases

People are solving service delivery problems in clever ways everyday and sometimes their innovation outpaces our product, we welcome that forward thinking. We constantly review feedback from a diverse pool of users, from your community and our customers, across the platform to improve our product. With our findings, we update the entire platform for all of our users for free.

- New features
 - Bugfixes
 - Core updates
 - Security updates
-

- Plugin updates
-



Marketplace

ProudCity Marketplace makes it easy for Ruston, WA to integrate with a growing list of third-party services:

- Google Analytics
 - Google Translate
 - Stripe
 - SeeClickFix
 - Romulus
 - MailChimp
 - PageFreezer
 - iFrames
 - and more
-

Implementation

Today's government leaders need an empowered approach to launching and maintaining their digital government operations. ProudCity provides Ruston, WA with a holistic, sustainable onboarding and continuous learning process to ensure ongoing success. We use a hands-on, integrated approach to implementation, using this phase of the project to combine training, digital government best practices and customization to effectively launch, and continuously improve, Ruston, WA digital government services.

Onboarding

ProudCity Onboarding is personalized support to help Ruston, WA efficiently and effectively launch your new digital government services.

- Accelerated launch timeline (BETA to LIVE in 90 days)
- Designated ProudCity Ambassador
- Structured project management support
- ProudCity Platform and digital government best practices training
- Website customization support and guidance
- Content strategy and execution plan
- Live chat, ticketing customer support

Process

You will be empowered to deploy your digital government operations quickly and confidently through ProudCity's two-phase process:

- BETA: Build your test site and get feedback.
- LIVE: Launch the test site as your official government website.

BETA

BETA is your publicly-accessible test site where you will get feedback and then launch as your official live site. During BETA, you will have full administrative access to customize the design, create user roles and privileges, add content, configure integrations and get accustomed to all available features.

LIVE

LIVE is your official, fully-functional public website and digital operations.

Collaboration and communications

You will collaborate and communicate via:

- An assigned ProudCity Ambassador
- Weekly meetings via video conference (1 hour)
- Weekly work sessions via video conference (1 hour)
- Scheduled break-out sessions (30 minutes)

- Trello project management software
- Google Drive collaborative documentation
- Live support chat
- Support ticketing
- Resources and documentation

Design

Iterative, evolving design practices, such as [LeanUX](#), are the new standard in digital product design and development. There are unlimited opportunities to improve user experience and, with practices such as [A/B testing](#) and WYSIWYG (What-You-See-Is-What-You-Get) tools, government digital teams are more empowered today than ever in building minimal viable product (MVP) interfaces and continuously iterating within the platform.

ProudCity provides you with the following design tools:

- Government specific starter templates (departments, contact directory, public meetings, etc.)
- WYSIWYG content management
- Drag and drop pagebuilder tool (with government-specific widgets)

With ProudCity Onboarding, you will be trained to use these tools to customize and design your web pages, get public feedback and continuously iterate to meet the ongoing needs of your users.

User feedback

You will get public feedback from:

- Your live BETA
- Internal/external users
- Google analytics
- Online feedback
- Ongoing iteration

Timeline

You will launch from BETA to LIVE in the following timeline:

Phase	Days
Onboarding/training	60
BETA	30
Total	90

- In 90 days, you will launch your new digital government services.
- During the 90-day onboarding process, your ProudCity Ambassador will guide you through weekly training and manageable task assignments (two one-hour sessions a week).
- In 60 days, you will be fully trained and ready for public feedback on your BETA digital services delivery outreach.
- 30 days later, you will confidently launch your new LIVE site.
- After 90 days, you're fully onboarded and get 24/7 chat/ticketing support and product upgrades every two weeks.

Weekly curriculum

Week 1	<p>Discovery</p> <ul style="list-style-type: none"> ● Project plan ● Kick off meeting ● Account creation ● Schedule recurring meetings ● Guides <p>Customization</p> <ul style="list-style-type: none"> ● Logo ● Color palette <p>Content strategy</p> <ul style="list-style-type: none"> ● Content guide ● Answers guide
Week 2	<p>Content strategy</p> <ul style="list-style-type: none"> ● Answers guide (cont.)

	<ul style="list-style-type: none"> Information architecture Content & Page Creation <ul style="list-style-type: none"> WYSIWYG training (cont.) Answers content (cont.)
Week 3	Content strategy <ul style="list-style-type: none"> Information architecture (cont.) Content & Page Creation <ul style="list-style-type: none"> WYSIWYG training (cont.) Answers content (cont.) Page structure Departments
Week 4	Content & Page Creation <ul style="list-style-type: none"> Departments (cont.)
Week 5	Content & Page Creation <ul style="list-style-type: none"> Departments (cont.) Contacts Widgets and Pagebuilder Landing pages
Week 6	Content & Page Creation <ul style="list-style-type: none"> Contacts (cont.) Widgets and Pagebuilder (cont.) Landing pages (cont.) Documents Forms Integrations <ul style="list-style-type: none"> Social Payments Issues
Week 7	Content & Page Creation <ul style="list-style-type: none"> Documents (cont.) Forms (cont.) News Events Integrations <ul style="list-style-type: none"> Payments (cont.)

	<ul style="list-style-type: none"> • Issues (cont.)
Week 8	<p>Content & Page Creation</p> <ul style="list-style-type: none"> • News (cont.) • Events (cont.) <p>Integations</p> <ul style="list-style-type: none"> • Newsletter • Analytics <p>BETA Launch</p> <ul style="list-style-type: none"> • Launch • Feedback • Iteration
Week 9	<p>Content & Page Creation</p> <ul style="list-style-type: none"> • Maps <p>BETA Launch</p> <ul style="list-style-type: none"> • Feedback (cont.) • Iteration (cont.)
Week 10	<p>Content & Page Creation</p> <ul style="list-style-type: none"> • Maps • Documents (round 2) • Forms (round 2) <p>BETA Launch</p> <ul style="list-style-type: none"> • Feedback (cont.) • Iteration (cont.)
Week 11	<p>Content & Page Creation</p> <ul style="list-style-type: none"> • Documents (round 2, cont.) • Forms (round 2, cont.) <p>BETA Launch</p> <ul style="list-style-type: none"> • Feedback (cont.) • Iteration (cont.)
Week 12	<p>LIVE Launch</p> <ul style="list-style-type: none"> • Communication plan • Redirects • Domain access • Launch

Specifications

Technical

✓	Software and operating system updates: <ul style="list-style-type: none">• Every two weeks• Serious vulnerabilities released immediately as hotfixes
✓	Infrastructure: <ul style="list-style-type: none">• Linux• Apache• PHP• MySQL• Docker containers
✓	Content management: <ul style="list-style-type: none">• WordPress
✓	Front-end: <ul style="list-style-type: none">• Bootstrap
✓	Browser compatibility: <ul style="list-style-type: none">• Chrome• Safari• Firefox• Bing• Tor
✓	License: GNU Affero GPL license, version 3
✓	Data: RSS/API-enabled (WordPress REST API)
✓	Search: Elasticsearch

Website

✓	Mobile-enabled (Smartphones, tablets, laptops, desktops, TVs, kiosks)
✓	Social media integration: <ul style="list-style-type: none">• Facebook

	<ul style="list-style-type: none"> ● Twitter ● YouTube ● Instagram
✓	Analytics/metrics (Google Analytics)
✓	<p>Search:</p> <ul style="list-style-type: none"> ● Predictive, type-ahead search ● Searchable FAQs, posts, pages, events, contacts, documents ● Category filters ● Multi-site search (department domains / subdomains)* ● Granicus integration* ● Portable document format (PDF) search ** <p>* <i>ProudCity Search Plus</i> ** <i>ProudCity Search+Docs</i></p>
✓	<p>Search engine optimization (SEO):</p> <ul style="list-style-type: none"> ● Automatic sitemap.xml generation, submitted to Google/Bing ● Webmaster tools XML sitemap ● Structured HTML mark-up
✓	<p>Forms:</p> <ul style="list-style-type: none"> ● Mobile-enabled (phone, tablet, desktop, laptop, kiosk) ● Section 508, ADA-compliant ● Credit card processing ● Submission validation (CAPTCHA) ● UETA/ESIGN compliant e-signatures ● Workflow ● Post same form in multiple locations ● Associate digital forms with print versions ● Cross-browser compatible (Chrome, Firefox, Safari, Explorer) ● Drag-and-drop, WYSIWYG form builder ● Forms manager dashboard ● Create, edit, preview, delete, duplicate forms ● Custom and pre-made fields (name, address, credit card info, etc.) ● Radio buttons, checkboxes, text fields/boxes, dropdown menus and more ● File uploads ● Download form submissions to .xls/.csv ● Confirmation pages

	<ul style="list-style-type: none"> • Email confirmations/notifications to internal/external users
✓	Site-wide emergency alert bar
✓	Contact directory: <ul style="list-style-type: none"> • Filter by agency, councils, elected officials • People profile pages (photo, social, bio) • Contact email, phone, social media
✓	Calendar: <ul style="list-style-type: none"> • Manage events • Search and filter by type • Save to personal calendars (ex: iCalendar, Google, Outlook, Yahoo!) • Directions • Share to social media

Content management

✓	In-page WYSIWYG/text editor
✓	Embedding/iFrame (audio/video/media/social media)
✓	HTML mark-up
✓	Preview
✓	Spell checker
✓	Versioning
✓	Categorization and tagging
✓	Content scheduling
✓	Workflow and review
✓	User roles/permissions (Manager, Publisher, Author)
✓	Document library/management
✓	Media library/management
✓	Create/edit/delete pages/posts
✓	Menu/navigation management

✓	Breadcrumb navigation
✓	Site map
✓	Frequently asked questions
✓	Unlimited web pages
✓	100% data export (content and code)
✓	100% data ownership

Accessibility

✓	Section 508, WCAG 2.0 Compliance
✓	Accessibility dashboard
✓	Font resizing
✓	Language translation
✓	Automatic alt-tags

Payments

✓	PCI Compliance for credit card processing
✓	Responsive design
✓	Pre-built, unified site-wide style guide
✓	Site appearance customization (colors/images)
✓	Drag-and -drop page builder
✓	Widgets
✓	Text modification (bold, italics, etc.)

Hosting

✓	Containerized hosting with Kubernetes on Google Cloud
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✓	99.9% monthly average up-time
✓	Nightly database/files back-ups stored in secondary data center for one week
✓	DDOS protection
✓	Nightly database/files back-ups stored in secondary data center for one week
✓	Weekly back-ups (every Sunday) stored for five weeks
✓	Manual back-ups serviced via customer support ticket
✓	Continuous monitoring for vulnerabilities (code, administrator access, backup verification)
✓	Third-party monitoring (pings website up-time every five minutes with a 30-second threshold)

Support

✓	24/7 support tickets (48-hour response time)
✓	Online chat (8 a.m. to 7 p.m. Eastern Time)
✓	24/7 public knowledge base of FAQs, self-service guides and videos

Security and compliance

✓	HTTPS SSL encryption (Let's Encrypt)
✓	Secure user storage authentication (Auth0)
✓	PCI Compliance for credit card processing
✓	Additional compliance certifications available upon request

Integrations

✓	<ul style="list-style-type: none"> ● Google Analytics ● SeeClickFix (read/write) ● MailChimp ● Constant Contact ● Stripe
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	<ul style="list-style-type: none"><li data-bbox="316 212 483 239">• Romulus
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Quotation

Description	Unit price	Cost
ProudCity Standard Plan <ul style="list-style-type: none"> • ProudCity Platform • Website • Forms • Payments • Support • Secure hosting • Product releases • Marketplace 	\$0.01 per resident/month (749 pop.) <i>*\$50 per month minimum</i>	\$600 (per year)
ProudCity Onboarding <ul style="list-style-type: none"> • 90 day launch program • Training • Customization 	\$0.20 per resident <i>**\$4,000 minimum</i>	\$4,000 (one-time)
Duration and Description		Total
Year One Total <ul style="list-style-type: none"> • ProudCity Standard Plan: subscription • ProudCity Onboarding: one-time 		\$4,600 (year one)
Ongoing Annual Subscription Total <ul style="list-style-type: none"> • ProudCity Standard Plan 		\$600 per year (after year one)

Optional

Search Plus

ProudCity Search Plus is a premium upgrade search that includes:

- Multi-site search (department domains / subdomains)
- Granicus integration

Document search

ProudCity Search+Docs is an add-on feature to ProudCity Search Plus:

- Search content within portable document format (PDF) files
- Content indexed, displayed, highlighted in website and documents-specific search results
- Filter search results by documents, document categories, pages, departments, answers, posts, jobs
- Multi-site document search (department domains / subdomains)

ProudCity Subsites

ProudCity Subsites lets Ruston, WA extend the ProudCity Platform to smaller standalone websites, including:

- Separate website(s)
- Same platform/process
- Discounted subscription
- Administrative permissions: admins can have access to all or specific sites with your ecosystem.
- ProudCity Search Plus add-on allows for users to search content from all of your websites from the main site.
- Examples: San Rafael Community Services and Kettering Parks and Rec (see [References](#))

Archiving

Social media

- Automatic archiving
- Daily automated archive with date and number of posts
- Metadata backed
- Social media data export to any spreadsheet
- Scroll through past activity on timeline
- Easy to use user-friendly interface that
- Search posts using keywords and filters
- Capture direct/private messages
- Includes Facebook, Twitter, Nextdoor, LinkedIn, Tumblr, Google+, Instagram, Pinterest, Flickr, YouTube, Vimeo, Yammer, Chatter, Jabber and more

Website

- Automatic archiving
- Search
- Metadata backed
- Legal evidence
- Live browsing
- 256-bit digital signature/timestamp
- Compare web pages
- Data export

Corporate information

About

[ProudCity](#) is a digital government platform that makes it easy and cost-effective to launch and manage all aspects of digital government operations, including [websites](#), [online forms](#) and [payments](#), and a growing list of [third-party civic and enterprise applications](#).

ProudCity was founded in 2015. Government Technology named ProudCity one of '5 to Watch' in 2016 and was included in its esteemed GovTech 100 list of top government technology companies in 2017 and 2018.

Government Technology said of ProudCity, “The future is here, and it is a lot simpler.”

Leadership

ProudCity is led by a leadership team with deep experience in, and passion for, civic and government technology and innovation.

Luke Fretwell

Luke Fretwell is co-founder and chief executive officer of ProudCity. He is the founder of the government technology blog GovFresh and has written about government IT for Federal Computer Week, NextGov, FedScoop, StateScoop and FierceGovernment. He has worked with several government-focused technology companies and media, including CivicActions, NuCivic (sold to GovDelivery/Granicus) and FedScoop/StateScoop. He created the government WordPress theme GovPress (4,000+ active installs). He graduated from George Mason University with degrees in Government & Politics and International Relations.

Kevin Herman

Kevin Herman is co-founder and chief operating officer of ProudCity. Prior to ProudCity, he was a partner at Albatross Digital. As business director, he helped grow the firm from a small web design shop for local businesses and campaigns to a company that empowers governments and organizations around the world with award-winning, cutting edge, open source technology. He has lectured at the University of Denver’s Korbel School of International Studies, advised Britain’s Liberal Democratic Party and has been featured in Campaigns & Elections Magazine, the Denver Post and the Denver Westword. He has accepted seven Pollie Awards and one Reed Award on behalf of Albatross Digital. He graduated from Colorado College with a degree in Political Science.

Jeff Lyon

Jeff Lyon is chief technology officer of ProudCity. Prior to ProudCity, he co-founded Albatross Digital in 2009 and has worked with hundreds of public and social sector clients, including large cities, major city library systems and complex online volunteer call-centers. In 2001, at the age of 15, he started WWWToolz, a remotely-hosted scripts website–Software as a Service before it had a catchy name–that grew to over 20,000 active users by the time he graduated high school. He values using and giving back to open source projects, and is active in the Drupal community. He graduated from Colorado College with a degree in Physics while working on the university website part-time and during summers, and has been published in The Geological Society of America.

Alex Schmoe

Alex Schmoe is chief product officer for ProudCity. Prior to ProudCity, was a partner at Albatross Digital and led frontend development, where he worked on large-scale municipal platforms. Alex has a passion for visual impact and believes the role of frontend engineer has provided a canvas for the union of his technical and artistic interests. He attributes years of successful momentum to the simple mantra “always be learning and pursue technology that excites you.” He graduated from Colorado College with a degree in computer science.

References

“ProudCity is awesomely forward-thinking.”

- Rebecca Woodbury, San Rafael, Calif.

“Not only is the ProudCity platform the best in the government digital services market, the onboarding experience led by our ProudCity Ambassador made the transition from day 1 of the project to a live new website and customer service center in 90 days manageable each step of the way.”

- Stacy Schweikhart, Kettering, Ohio

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Addendum

ProudCity thought leadership, acknowledgements and press.

- [ProudCity named to 2018 GovTech 100 top government technology companies list](#)
Government Technology
- [Shaping the Future of Digital Services](#)
Government Technology
- [Mutual Aid for Government Websites during a Disaster](#)
ELGL
- [Successfully Building a New City Website in a Matter of Months, Not Years](#)
Route Fifty
- [How to be smart about open source](#)
GCN
- [What I Learned 'Buying' Our New City Digital Services](#)
ELGL
- [Government \(Software\) as a Service](#)
ELGL
- [The government technology pitch](#)
TechCrunch
- [Building ProudCity as an 'open organization'](#)
Opensource.com
- [Why Partnering with Startups Was Right for San Rafael](#)
Government Technology
- [New Facebook-powered tool delivers city services, expands civic inclusion,](#)
StateScoop
- [Making cities' online services easier to 'like'](#)
Government Computer News
- [What's New in Civic Tech: Government Portals on Facebook](#)
Government Technology
- [3 Advantages of Beta Testing City Websites,](#)
Government Technology
- [West Carrollton, Ohio, Launches Digital Presence in State of Beta,](#)
Government Technology
- [Startup Looks to Modernize City Websites](#)
Government Technology

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