

# Village of Carol Stream

## Special Meeting of the Village Board

### Website Design Presentation

Carol Stream Fire Protection District – Fire Station 28  
365 Kuhn Road, Carol Stream, IL 60188

October 2, 2017

6:00 p.m. – 6:50 p.m.

## Meeting Notes

### ATTENDANCE:

Mayor Frank Saverino, Sr.  
Trustee Dave Hennessey  
Trustee Matt McCarthy  
Trustee Rick Gieser  
Trustee Mary Frusolone  
Trustee John LaRocca  
Village Clerk Laura Czarnecki

Joseph E. Breinig, Village Manager  
Bob Mellor, Assistant Village Manager  
Tia Messino, Asst. to the Village Manager  
Marc Talavera, IT Director  
Jim Knudsen, Engineering Director  
Phil Modaff, Public Works Director  
Ed Sailer, Police Chief  
Don Bastian, Community Dev. Director  
Jon Batek, Finance Director  
Caryl Rebholz, Emp. Relations Dir.  
Sam Barghi, Management Analyst

ABSENT: Trustee Greg Schwarze

The meeting was called to order at 6:00 p.m. by Mayor Frank Saverino, Sr. and the roll call read by Village Clerk Czarnecki. The result of the roll call vote was as follows:

Present: Mayor Saverino, Sr., Trustees Hennessey, LaRocca, Gieser, Frusolone and McCarthy

Absent: Trustee Schwarze

Information Technology Director Marc Talavera made a website design presentation to the Village Board focusing on the recommended vendor, Vision Internet and their content management services as follows:

### Selection

#### **National Government Management Information Sciences (GMIS) Database**

56% of national participants used either Vision Internet or Civic Plus

A 3<sup>rd</sup> vendor, SeamlessGov was added for comparison

#### **Who best aligned with Carol Stream's Requirements**

SeamlessGov was eliminated from further consideration

#### **Queried GMIS for Recommendations**

Feedback was split positively between the two remaining vendors

#### **Cost**

Both / Vendors are similarly priced

#### **Previous Experiences**

Vision Internet has the expertise, professionalism and quality required to complete this project as demonstrated in the previous design research phase of this project

**The Preferred Provider is Vision Internet**

Though both companies are well qualified, staff is seeking to waive competitive bidding and award Vision Internet a contract for service pursuant to the Carol Stream Code of Ordinances

**Previously Identified Goals**

- \* User Friendly
- \* Services Oriented
- \* Attract Potential Business to the Area
- \* Showcase the Community
- \* Emphasize Government Transparency
- \* Integrate with Social Media

- \* User Friendly  
Services Oriented  
Attract Potential Business to the Area  
Showcase the Community  
Emphasize Government Transparency  
Integrate with Social Media

User Friendly - Search

Search is one of the top 3 actions taken on the Carol Stream site. The search feature has to work well.

visionSearch

- \* Synonyms ensure visitors receive the information they seek
- \* Keywords provide the ability to promote specific pages
- \* Integrate search results across multiple domains

User Friendly – ADA Compliance

New rules on Americans with Disabilities Act website compliance will be required in 2018. Existing guidelines such as ADA, Web Content Accessibility Guidelines (WCAG) 2.0 and Section 508 are being increasingly enforced.

- \* It's the right thing to do and it's the law
- \* The DoJ Entered into 14 Accessibility Settlements in 2015
- \* With VisionLive Plus Support\* Vision will complete bi-annual WCAG 2.0 compliance audits
- \* Proposed Vision contract includes ADA training
- \* ADA Tips are built-in to the design interfac

User Friendly – Language Translation

Leveraging a Google translate module built directly into the site, users of the site will be able to convert the site to the language of their choosing.

User Friendly – Responsive Design

A responsive design is required for our growing mobile user base  
44% Mobile  
56% Desktop

- \* Most responsive designs adjust the content on a page for a smaller window. (tablet, phone, etc.)
- \* Vision's technology allows you to tailor the responsive design by changing the links and buttons to be optimized for mobile devices.
- \* Mimics a mobile application

### Services Oriented

#### Service Oriented – Dynamic Navigation

Revamp Navigation to highlight the top 10 website tasks and prioritize these tasks on the homepage

#### Service Oriented - API

Application Programming Interface Included to allow 3<sup>rd</sup> party integrations.

For services like

- \* Online Fillable Forms
- \* GIS Mapping
- \* License Renewals
- \* Form Libraries

### Attract Potential Business to the Area

#### Attract Business – Economic Development Website

Vision Internet will work with staff to create a sub-site under our main site.

- \* Different appearance to emphasize a business focus
- \* Top navigation will remain consistent with the Village's site
- \* Alternative navigation menus will provide easy linking to critical information

### Showcase the Community

#### Showcase the Community – Background Imagery

Vision Internet has the capability to provide image sliders on the main page and also sub pages within the site.

In addition, image libraries and slide show components are included in the Vision application package.

### Emphasize Government Transparency

#### Government Transparency

The Village of Carol Stream is proud of the information we make available on our website, but feedback has revealed it's not always easy to find.

Solutions:

- \* Provide a Well Configured and Capable Search Engine
- \* Vision eNotification System
- \* visionPulse

#### Government Transparency - eNotification

Vision eNotification

This feature provides a way for visitors to sign up to get email alerts on topics of their choosing. These alerts can be bundled into daily, weekly or monthly digests.

Some categories might be:

- Budgets
- Agenda
- RFP
- Road Work
- Police Bulletins
- News

**Government Transparency – visionPulse**

visionPulse

Pulse is an add on module that allows residents to have one centralized location where they can find information on topics and provide their opinion. Feedback that is then shared with the necessary decisions makers. visionPulse gives your customers a platform to share their comments (or place their vote) where they know they will be heard.

**Why visionPulse?**

- \* Generates formatted reports that can be shared with staff and Village Board
- \* Automatically archives published topic content
- \* Integrated with the website's eNotification, which simplifies community communication.
- \* Content can be published directly to social media and to email lists to drive awareness on hot topic issues, but still maintains a centralized location for feedback
- \* Allows complete control over comment and poll settings to allow for specific types of interactions, increasing security or opening questions for broader reach and dialogue
- \* With social media channels, many times your feed won't even show on someone's page, or if they get a lot of feeds, yours will float to the bottom
- \* Is built using the same CMS as the website
- \* Not everyone uses social media

**Integrate with Social Media**

**Vision Social Media Management – visionSocial**

VisionSocial allows you to create content on the website and push it out to all of your social media outlets.

- \* Eliminate having to login to multiple sites to post content
- \* Schedule messages for the future
- \* Plan posts across multiple social media outlets for media campaigns
- \* Creates a consistent message across all platforms

Other Features

**Extranet**

- \* This is a secured website specifically for groups providing private content

**Service Request Management**

- \* Allows users to report and receive status updates on code violations and service requests

**Streaming Video**

- \* The standard service allows 24 meeting videos a month
- \* Additional videos and video indexing is available at an additional charge

**Agenda Manager \***

- \* Allows staff to create paperless agendas and post packets and minutes online in the web site application. (This is being recommended as an option)

**Carol Stream Business Directory**

- \* A categorized directory listing of Carol stream’s businesses and contact information
- \* Helps people shop Carol Stream

**Internal Staff Directory**

- \* Provides site visitors information about department services and contact information

**Emergency Notification**

- \* Provides a notification banner at the top of the page
- \* Completely overrides the main page with a notification message

**Human Resources Applicant Tracking**

Wireframe Confirmation

Cost

5 Year Total Cost

| Year                       | Vision Internet |
|----------------------------|-----------------|
| 1 (includes initial setup) | \$36,800        |
| 2                          | \$7,900         |
| 3                          | \$8,295         |
| 4                          | \$8,710         |
| 5                          | \$9,145         |
| <b>5 Year Total</b>        | <b>\$70,850</b> |

Cost – Vision Internet Option 1

**Vision Internet Option 1**

1. Unlimited Data Storage
2. Advanced Support
3. 2 Days Onsite Training
4. 1 Day Dedicated to ADA Content Design
5. Bi-annual Site Reviews
6. Includes Advanced Responsive Design
7. visionPulse
8. Agenda Meeting Manager

5 Year Total Cost

| Year                       | Vision Internet | Vision Internet |
|----------------------------|-----------------|-----------------|
| 1 (includes initial setup) | \$36,800        | \$36,800        |
| 2                          | \$7,900         | \$10,941.50     |
| 3                          | \$8,295         | \$10,941.50     |
| 4                          | \$8,710         | \$10,941.50     |
| 5                          | \$9,145         | \$10,941.50     |
| <b>5 Year Total</b>        | <b>\$70,850</b> | <b>\$80,566</b> |


Information Technology Director Marc Talavera will present for Village approval at the October 16, 2017 Village Board Meeting.

There being no further business, Trustee McCarthy moved and Trustee Gieser made the second to adjourn the Special Board meeting. The meeting was adjourned unanimously at 6:50 p.m.

FOR THE BOARD OF TRUSTEES

  
 Frank Saverino, Sr., Mayor

ATTEST:

  
 Laura Czarnecki, Village Clerk

Minutes approved by the President and Board of Trustees on this

16<sup>th</sup> day of OCTOBER, 2017.

  
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Village Clerk