

# CITY OF WILLIAMSPORT, PA RESOLUTION

RESOLUTION # 911

DATE 2-18-21

TITLE

## RESOLUTION AUTHORIZING EXECUTION OF AN AGREEMENT FOR WEBSITE DESIGN AND DEVELOPMENT SERVICES

**WHEREAS**, the City operates a website to provide governmental information to the public, and,

**WHEREAS**, the City desires to improve the functionality, design, and organization of said website;

**WHEREAS**, Spyke Krepshaw has issued a proposal for design and development services in the amount of \$6000.00;

**NOW, THEREFORE, BE IT RESOLVED**, by the City Council of the City of Williamsport, Lycoming County, Pennsylvania, that the attached Website Proposal for design and development services is approved, and,

**BE IT FURTHER RESOLVED**, the Mayor, administration and City Controller are authorized to enter into subscription agreements for CMS Plugins as necessary to effectuate the website development.

**BE IT FURTHER RESOLVED**, the Mayor and City Controller are authorized to execute any documents necessary to effectuate the intent of this Resolution, and the City Clerk be authorized and directed to attest and seal same.

ATTEST:

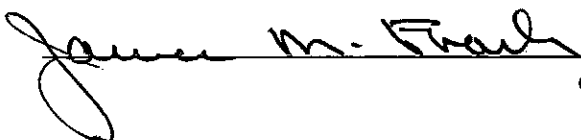
CITY OF WILLIAMSPORT

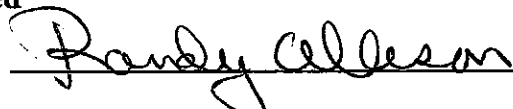
By: \_\_\_\_\_  
City Clerk

By: \_\_\_\_\_  
Mayor

By: \_\_\_\_\_  
City Controller

Approved

  
\_\_\_\_\_  
City Clerk

  
\_\_\_\_\_  
President



## CITY OF WILLIAMSPORT

### Bureau of Information Technology

#### MEMORANDUM

TO: Mayor Derek Slaughter and Members of City Council

FROM: Chris Cooley, Director of IT

DATE: February 12, 2021

SUBJECT: Resolution Authorizing Execution of an Agreement for Website Design and Development Services

Mayor Slaughter and Members of Council,

Attached for your review is a resolution to be considered at the upcoming February 18, 2021 Williamsport City Council meeting:

#### **RESOLUTION AUTHORIZING EXECUTION OF AN AGREEMENT FOR WEBSITE DESIGN AND DEVELOPMENT SERVICES**

The Bureau of Information Technology asks for your approval of this resolution and website proposal; this agreement will allow the administration to engage Spyke Krepshaw to re-develop the City's website. Mr. Krepshaw has over fifteen years of experience in web design and development; when not helping regional businesses create websites, Mr. Krepshaw serves as Lead Faculty, Web & Integrative Media at Penn College. I invite you to review Mr. Krepshaw's website to review his quality work, <https://skrepshaw.com>.

The website upgrades will include a new design, which is mobile friendly along with meeting current ADA requirements. Mr. Krepshaw, along with City Departments, will develop web-based forms that allow for the electronic submission of applications, permits, and requests for information.

This project has been allocated in the 2021 budget and will be funded through IT line 10/2350/76060 contract services. Additional, in the resolution we are asking for approval, to enter into subscription agreements for CMS Plugins, these "applications" allow more functionality to the website. The cost of these plugins is generally less than \$50 per year, however one

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**Bureau of Information Technology**

plugin for ADA compliance will cost between \$500-1050 – depending on which one is chosen.

The administration is excited to revamp the City's website and to work with Mr. Krepshaw; we look forward to your favorable review of this agreement.

Additional, attached please find an internal working document we are using to track request and ideas for the new design. Should you have any questions, please feel free to call me.

Thank you!  
Chris Cooley  
Director of IT



# Revised Website Proposal

**Prepared By:** Spyke Krepshaw  
**Prepared On:** 02/08/21  
**Prepared For:** Mayor Derek Slaughter / City of Williamsport

This proposal provides a description of the services and pricing information for the website design and development for the City of Williamsport website.

## Design & Development Process

In order to build the City of Williamsport the high-performing and organized website they need, SK will follow the process listed below.

### Goals

Firstly, we'll work together to establish goals for the website and how they fit into the wider organizational goals. It is understood that these goals may shift throughout the process. We will make every attempt to provide complete satisfaction at the culmination of the project.

### Discovery

Once we've established the goals of the website, we'll then work to identify where the opportunities lie. This can involve some or all of the following:

- Data analysis - we'll look at existing website data, including traffic sources, landing pages, conversion rates etc. to understand where the biggest opportunities lie for improving the existing website.
- Visitor interviews - We'll conduct interviews with your visitors to understand how they use the website and services which the city offers, what they were using previously, what problems it solves for them, etc.
- Internal interviews - We'll interview a number of internal people that are employed by the city to understand how the wider business works and how we can utilize the website to streamline business processes.

### Strategy

Once we've completed the discovery phase, we'll then come up with an overarching strategy for your website.

This will include information such as the sections and pages that should be created, how navigation will work, visual style, conversion paths, etc. This strategy will be driven by the insights gained from the Discovery stage.



## Wireframing

Once the strategy is agreed on, we'll then do a basic wireframe of your new website that will show the navigation, page layouts, copy, etc.

This will allow you to have a better understanding of how the site will look and what messages will be conveyed and will allow us to iterate quickly until everyone is aligned.

## Design

Once the wireframe is agreed on, we'll then turn the wireframe into a high-fidelity design that shows exactly how the pages of the website will look.

We will present this back to you as an interactive prototype that will allow you to click through the website and experience it as if it was live.

## Development

Once the design has been agreed on and signed off, we'll then develop the website on the WordPress.

Using a CMS like WordPress, makes it quicker for us to develop, and also makes it easy for you to update the website however you need.

## Signoff, launch and training

Once the website is built, we will perform a walk-through of the new website. Once signed, we'll push it live at [cityofwilliamsport.org](http://cityofwilliamsport.org), archiving the old website in the process.

Finally, we'll do a basic training session with the necessary personnel so they understand how to edit their respective portions of the website.



## Pricing

### Website Design & Development

This line item takes into consideration everything listed above, including the following items up to the 12 months after the launch date.

\$6,000.00

- Routine maintenance and updates of the CMS and its plugins
- Personnel training (to take place in a manner that is acceptable to both parties)
- Any required changes to the design and content
- Bug fixes

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**Total**

**\$6,000.00**

## À la carte Pricing

### Future maintenance & updates

SK charges a flat quarterly rate. This rate covers all changes and addition requested to the website.

\$150.00  
per quarter

### Future personnel training (per person)

Training is competency-based rather than hourly based allowing for each trainee to become comfortable in the amount of time needed.

\$150.00  
per person

### CMS Plugins

Certain plugins for the WordPress CMS allow for tasks to be completed more efficiently, ie: a plugin that automatically takes the submission of an online form and automatically fills out a PDF document which is then sent to the required person(s). Majority of plugins are below \$50 but can vary in price. If a plugin is thought to be advantageous to include to include in the website, it will be discussed about before any purchase is made.

spyke@skrepshaw.com  
www.skrepshaw.com  
(570) 898-1002



## WEBSITE PROPOSAL

spyke@skrepshaw.com  
www.skrepshaw.com  
(570) 898-1002



## WEBSITE PROPOSAL

The estimated time of completion for this project is 3-4 months from the signing of this document. This proposal is subject to mutually acceptable terms and conditions of the total price 50% upfront and 50% upon completion of the development.

### **Agreed & Accepted:**

City of Williamsport

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Name (print)

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Name (signature)

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Title

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Date





# CITY OF WILLIAMSPORT

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### Website Requirements and Working Notes

#### 1. Document Center

- 1.1. Uploaded PDFs, need to be converted from Word files so that they are searchable and ADA Compliant
- 1.2. Signature pages would be scanned and added to end of above files
- 1.3. Ideally council "packet" documents would be uploaded prior to committee meetings
- 1.4. City Clerk needs to be able to replace documents – keeping same title and page URL – currently this is not the case IT needs to replace the file.

#### 2. Users

- 2.1. Robust user directory
  - 2.1.1. Users only have access to edit pages relevant to their department/bureau
  - 2.1.2. Users can add pages within their "tab/section"
  - 2.1.3. A few users will need to have limited access to modify the Home page
- 2.2. Training
  - 2.2.1. Create a naming convention that must be followed for all uploaded documents/files
  - 2.2.2. Procedure/convention for adding alt tags
  - 2.2.3. Training on ADA compliance requirements

#### 3. Style Guide

- 3.1. Consider creating a style guide that would be applied to all City documents and publications

#### 4. Emergency Message

- 4.1. Message that sticks to top of page

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### 5. Business Tab

5.1. *Note (not for website per se – could we designate one person maybe in CD to be a liaison for new business, walk them through codes, tax office, school tax office (for EE filings), etc..*

5.2. List key business regulations and opportunities

5.2.1. Business Registration

5.2.2. BPT/MT Forms, filing requirements

5.2.3. LST

5.2.4. Occupancy Permit / Change of Use requirements

5.2.5. KOZs

5.2.6. LERTAs

5.2.7. Loan Programs (Shop stead?)

5.2.8. Signage permit requirements

5.2.9. Maps of zones

5.2.9.1. CBD

5.2.9.2. HARB

5.2.9.3. Zoning Overlays

5.2.9.4. Targeted Development Areas

5.2.10. Redevelopment Authority Info

### 6. Live Meetings / Recordings

6.1. Integrate with YouTube to pull stream link directly to the website – or vis versa – create the schedule on the website and push to YouTube and Zoom

6.1.1. Ideally this would push to both a list on the home page of upcoming streams – within that week – secondly it should also create the event on the calendar

6.1.2. Possibly create the “Thumbnail / Title Slate” for YouTube from predefined graphic – the only thing would change is date, a graphic is already built with layers

### 7. Calendar of Events

7.1. Users will need to be able to add events, so many only have access to one category

7.2. Calendar should allow for setting up recurring events/meetings

# CITY OF WILLIAMSPORT

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## Bureau of Information Technology

7.2.1. Must be able to individually edit recurring event after it is created

### 8. Intranet

8.1. Secure area for Fire Department to upload SERA/HazMat Preplans

8.1.1. This can be a simple list of plans uploaded

8.1.2. iPads in fire apparatus would have shortcut added on home screen to this list

8.1.3. These are technically public, but we would still want some level of security

### Request from Departments/Bureaus (as provided)

#### Human Resources Request:

##### 1. City Employment (Tab)

1.1. Current Job Announcements

1.2. General application for employment

1.3. Police Civil Service application for employment

1.4. Fire Civil Service application for employment

1.5. Recruitment information for all positions. Recruitment video for police/fire.

1.5.1. Provide detailed information on the requirements to become an officer or firefighter.

1.5.2. Link to both fire and police page.

1.5.3. Also link to Civil Service Commission (explain the civil service process & list committee members)

##### 2. Internships (Tab)

2.1. Positions announced on this page are Internships (unpaid).

##### 3. Payroll/Compensation (Tab)

3.1. 2020 W-4 Form

3.2. Municipal & School Earned Income Tax Office Form

3.3. Payroll Change Authorization Form

3.4. Direct Deposit Authorization Form

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- 3.5. PA 457 Deferred Compensation Plan Form
- 3.6. Time of Service Repurchase (O & E Rehires) Form
- 3.7. 2021 Payroll Schedule
- 3.8. 2021 Holiday Schedule
- 4. Employee Benefits (Tab)
  - 4.1.1. Medical (link to more information)
  - 4.1.2. Dental (link to more information)
  - 4.1.3. Vision (link to more information)
  - 4.1.4. Life Insurance (link to more information)
  - 4.1.5. Flexible Spending Account (link to more information)
  - 4.1.6. Health Reimbursement Account (link to more information)
  - 4.1.7. Aflac (link to more information)
  - 4.2. Annual Benefit Notices (Creditable coverage notice, open enrollment....)
  - 4.3. Thinking of retiring? Click here
    - 4.3.1. Retiree Benefits
    - 4.3.2. Forms & Documents
    - 4.3.3. Secure document submission form
  - 4.4. New Employees? Click here
  - 4.5. Wellness (committee information, and newsletters)
  - 4.6. List CBAs
  - 4.7. Other Benefit Links
  - 4.8. City Employee Paid Time Off
    - 4.8.1. Family Medical Leave Act (FMLA)
  - 4.9. 457 (b) Deferred Compensation Plan
  - 4.10. Officer's & Employees' Pension Plan
  - 4.11. Fire Fighters Pension Plan
- 5. Risk Management (Tab)
  - 5.1. Risk Management Links
  - 5.2. Risk Management Training calendar

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- 5.3. Safety
- 5.4. Supervisor's incident pack for worker's compensation
- 5.5. Urgent care & Drug Testing Facilities
- 5.6. Worker's Compensation (quick reference, guide for injured workers, injured worker provider options (panel), also list resources for employees, and supervisor's (how to information)
- 6. City Employee Manual (Tab)
- 7. Mayor's Policies (Tab)
  - 7.1. List all policies and procedures
- 8. Employment Verification Instructions (Tab) for proof of employment - income.
- 9. Mandatory Postings <https://www.dli.pa.gov/Pages/Mandatory-Postings.aspx>

### **Recreation:**

I want to add some additional info to the Recreation department section. I would like to add an event section, that list all the event the Recreation department handles. Also, I would like to add the web link to the recreation software CivicRec, this would allow the customer to fill out the correct form they needed as well as pay for the reservations and/or fees online.

### **WBF:**

From a website perspective, the most important thing we will need is a place to manage our forms and documents that go to business for inspections, pre-plans, FDC signs, etc. A payment portal for our current FDC signs and upcoming inspections would be good also. Other generic info will be somewhere for contact information for our officers, community risk reduction information including current programs, and links to our Facebook and YouTube channels.

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### **Community Development:**

1. Skip had mentioned wanting a Separate R.D.A. and HUD funding sections.
  - 1.1. HUD Section to be broken down to HOME & CDBG sections.
2. Lists of current programs under those sections, possibly with basic info on eligibility (I.E. Income Limits / Family size, map of eligible areas, etc.)
3. Page leading to any documents available for public review, such as Annual budgets and ordinances pertaining to our department

### **Department of Public Works:**

Attached is the application to have a Handicap Sign placed in front of your residence. This is just one of the applications that Streets and Parks would like to see put on the website that people are able to print out, fill out and then send into our office. We would also like to be able to post notices to advise the public as to when Leaf Collection and Brush Pick-up is throughout the year. We would also like to have a form available on the website for those who would like to donate a tree to Brandon Park. Having this information on the City website will make things easier for the public, as well as for our department.

### **Codes:**

Our department definitely needs a section for our Permits. Which consist of:

Pre Building Permit Application (we want to change this to Building/Zoning since same application is used for this type of permit), Special Event Permit, Zoning Activity Permit, Mall Permit, Food Vendor License Permit, Mobile Food Truck Permit, Street Closure/Lane Closure Permit, Non-Conforming Certificate Permit, Entertainment Ordinance Permit, Bonfire Permit, Dumpster Permit, Pre-Occupancy Permit, Variance/Special Exception Permit, Rental Property/Non-Conforming Permit, Fireworks Permit, Pyrotechnics Permit, Pool Permit, Tent Permit, Demolition Permit, Banner Permit & Mulch Site Permit.

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**Bureau of Information Technology**

Section for our Forms: Fee Schedule, Complaint Form, Designated Agent Form, Regulated Rental Unit License Form, Inspection Check List, Street Tree Arborist License, Electrical Inspectors, Contractor Registration, Sub-Contractor Information, Plumbing Test Exam & Homeowner Waiver Form.