# CASS COUNTY
## GOVERNMENT

## Information Technology

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## MEMO

TO:        Cass County Commission

FROM:      Terry Schmaltz, IT Director

DATE:      June 8th, 2015

SUBJECT:   Website Platform Consulting

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Dear Commissioners,

In March the County Commission approved the consulting with Eide Bailey, LLP.  The consulting included staff interviews with several departments to gather requirements for a website platform.

The enclosed presentation is a result of the study and recommendations to move forward.  Their recommendations include migrating from hosting the County website internally to a hosting it in the cloud on one of several government specific content management systems reviewed as part of the study.

Recommendations from the study will be incorporated in the 2016 budget request.

Terry Schmaltz
IT Director

# Cass County

Website Platform Assessment & Recommendations

June 2015

# Agenda

- Project Overview

- Requirements Summary

- Technology Platform Options
  1. Government-Specific Content Management System
  2. Redevelop on SharePoint
  3. Custom Develop

- Recommendations

- Budget

- Next Steps

# Project Overview

Major project goals included:

1. Document and prioritize Cass County's requirements for Cass County's future web platform.

2. Evaluate the technical platform options for delivery of Cass County web services.

3. Identify organizational responsibility for management of web and social media content.

4. Identify solutions that will increase utilization of the Cass County web site.

# Requirements Summary

| | Requirement | Description | Priority |
|---|---|---|---|
| 1 | Content Management | Create and maintain content using non-technical data entry techniques. Editing tools should support multiple headings/font styles, images, links, and text formatting. Content editors can manage content based on their permissions. | High |
| 2 | Editorial Control | Support a process to ensure spelling, grammar, mood, style, and voice consistency across content. Align messaging with organization goals. Content publishers can manage publication based on permissions and use scheduling tools. | High |
| 3 | Document Management | Documents (PDF files, images, maps) can be stored within the site and optionally made available for web visitor viewing/downloading. | High |
| 4 | Search | Web visitors can search for content and results are returned in an efficiently-reviewable manner. Type-ahead/suggested searches provide additional benefit and flexibility. | High |
| 5 | Responsive / Mobile Design | Site design should adapt to a visitor's screen size (mobile phone, tablet computer, and desktop with multiple resolutions) | High |
| 6 | Notifications | Web visitors can subscribe to site content updates. Notifications should be triggered automatically when content is published. | High |

# Requirements Summary

| | Requirement | Description | Priority |
|---|---|---|---|
| 7 | Meeting Manager | Organize meeting agendas. Share reports, minutes, and newsletters. | Medium |
| 8 | Form Builder | Create basic forms allowing users to submit content via the website. Editing controls should include: textbox, paragraph text box, multi-select checkbox, and drop down list. Submitted forms should trigger a notification to the form's owner. | High |
| 9 | Employment Application | Applicants can submit an initial application online and upload a resume. Includes basic applicant management functionality. | Medium |
| 10 | Custom Integrations | Provide the ability to retrieve data from external systems and display it within the context of the site (current inmate list, warrants, etc.). Present content within the site that is hosted externally (videos, etc). | High |
| 11 | Social Network Integrations | Published content cross-posts/updates social networks (Facebook, Twitter, etc) | High |
| 12 | PDF Viewer | PDF files open within the context of the site rather than downloading or opening in a separate viewer. Once opened on the site, the file can be browsed, printed, and downloaded. | High |
| 13 | Non-emergency Request Tracker | Citizens can submit information to the county about non-emergency situations. | Medium |

# Requirements Summary

| | Requirement | Description | Priority |
|---|---|---|---|
| 14 | Online Payments | Web visitors can submit online payments that route through a merchant account and notify recipient. | High |
| 15 | Media Gallery | Publish photos into attractive photo galleries | Medium |
| 16 | Licenses and Permits | Citizens can apply for licenses and permits without coming in to county offices. | High |
| 17 | Facility Reservations | Citizens can check availability and reserve public spaces. | Medium |
| 18 | Alternate / Emergency Homepage | Presents web visitors with a distinct page during a time of emergency. | Medium |

- Cass County has three viable options for redesign of the county website:

  1. **Government-Specific Content Management System (CMS)** – Have the new website developed on a service and platform that is focused on meeting the needs of government clients.

  2. **Redevelop on SharePoint** – Continue with SharePoint as the platform for redevelopment of the county website, improving the layout and operations to better meet requirements.

  3. **Custom Develop** – Select industry-standard technology platform and custom build the new county website.

# Technology Platform Options

**Option #1:**

**Government Specific CMS**

| Pros | Cons |
|------|------|

**Pros:**
- Built-in Social Media Integration
- Integration with Common Government Applications
- Provided as a Service (Hosting, Security, Development, etc.)
- Government Specialized Experience & Upgrades

**Cons:**
- Upfront Capital Cost
- Potential Platform Limitations

# Technology Platform Options

Major <u>Government Specific CMS</u> platforms' ability to meet Cass County's requirements:

| Requirement | CivicPlus | Vision Internet | Revize | Evogov |
|---|---|---|---|---|
| Content Management | ✔ | ✔ | ✔ | ✔ |
| Editorial Control | ✔ | **TBD** | ✔ | ✔ |
| Document Management | ✔ | ✔ | ✔ | ✔ |
| Search | ✔ | ✔ | ✔ | ✔ |
| Responsive / Mobile Design | ✔ | ✔ | ✔ | ✔ |
| Notifications | ✔ | ✔ | ✔ | ✔ |
| Meeting Manager | ✔ | ✔ | ✔ | ✔ |
| Form Builder | ✔ | ✔ | ✔ | ✔ |
| Employment Application | ✔ | ✔ | ✔ | ✔ |
| Custom Integrations | ✔ | ✔ | ✔ | ✔ |
| Social Network Integrations | ✔ | ✔ | ✔ | ✔ |

# Technology Platform Options

Major <u>Government Specific CMS</u> platforms' ability to meet Cass County's requirements:
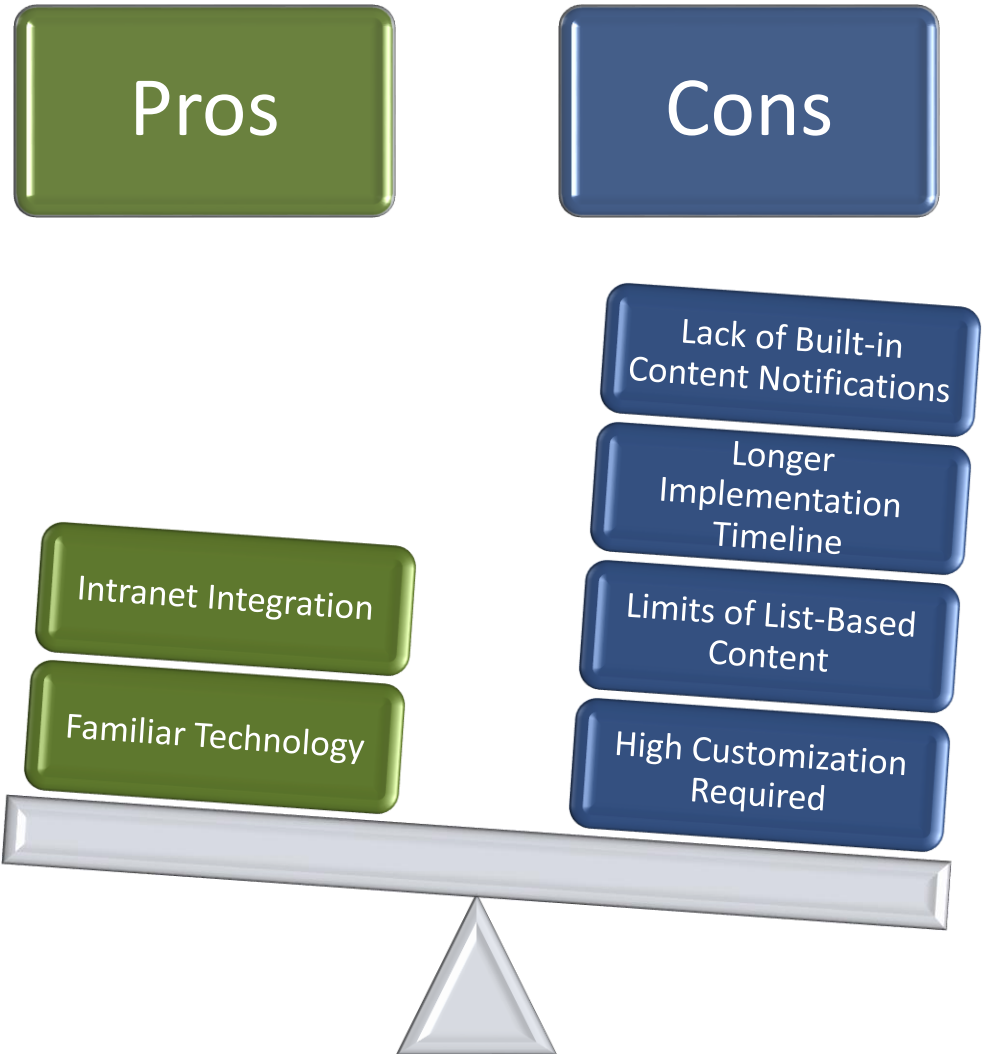
| Requirement | CivicPlus | Vision Internet | Revize | Evogov |
|---|---|---|---|---|
| PDF Viewer | ✔ | ✔ | ✔ | ✔ |
| Non-emergency Request Tracker | ✔ | ✔ | ✔ | ✔ |
| Online Payments | ✔ | ✔ | **Custom** | ✔ |
| Media Gallery | ✔ | ✔ | ✔ | ✔ |
| Licenses and Permits | ✔ | ✔ | ✔ | ✔ |
| Facility Reservations | ✔ | ✔ | ✔ | ✔ |
| Alternate / Emergency Homepage | ✔ | ✔ | ✔ | ✔ |

*Note: "✔" indicates our research found examples of the vendor's work that included these features, these may be included in the base product / CMS and / or custom developed.*

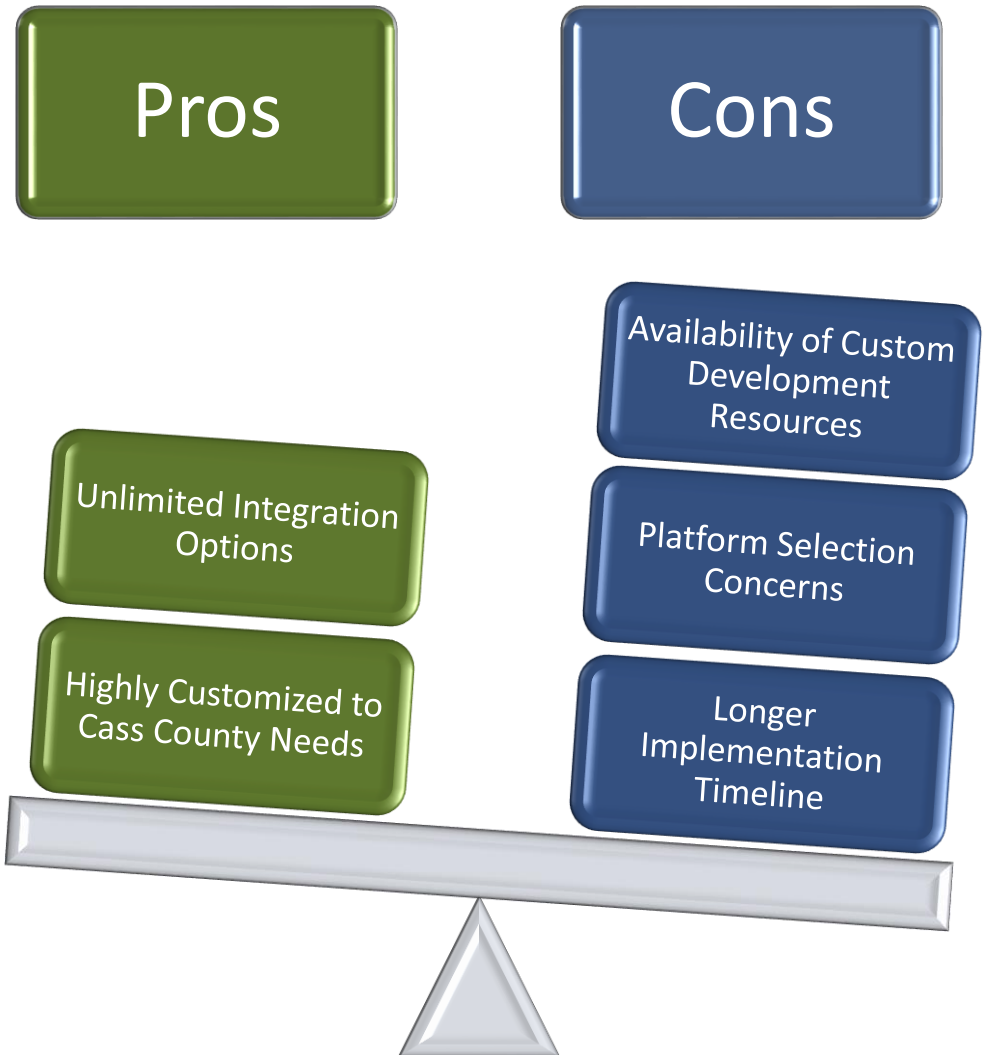# Technology Platform Options

**Option #2:**

**Redevelop on SharePoint**

Pros

Cons

Lack of Built-in Content Notifications

Longer Implementation Timeline

Intranet Integration

Limits of List-Based Content

Familiar Technology

High Customization Required

# Technology Platform Options

SharePoint's ability to meet Cass County's requirements:

| Requirement | SharePoint |
|---|---|
| Content Management | ✔ |
| Editorial Control | ✔ |
| Document Management | ✔ |
| Search | ✔ |
| Responsive / Mobile Design | ✔ |
| Notifications | **Custom** |
| Meeting Manager | **Custom** |
| Form Builder | ✔ |
| Employment Applications | **Custom** |
| Custom Integrations | ✔ |
| Social Network Integrations | **Custom** |

| Requirement | SharePoint |
|---|---|
| PDF Viewer | ✔ |
| Non-emergency Request Tracker | **Custom** |
| Online Payments | **Custom** |
| Media Gallery | ✔ |
| Licenses and Permits | **Custom** |
| Facility Reservations | **Custom** |
| Alternate / Emergency Homepage | ✔ |

# Technology Platform Options

**Option #3:**
**Custom Develop**

**Pros**

**Cons**

Availability of Custom Development Resources

Unlimited Integration Options

Platform Selection Concerns

Highly Customized to Cass County Needs

Longer Implementation Timeline

# Technology Platform Options

Ability to meet Cass County's requirements with a custom developed solution:

| Requirement | Custom Platform |
|---|---|
| Content Management | ✓ |
| Editorial Control | ✓ |
| Document Management | ✓ |
| Search | ✓ |
| Responsive / Mobile Design | ✓ |
| Notifications | Custom |
| Meeting Manager | Custom |
| Form Builder | ✓ |
| Employment Applications | Custom |
| Custom Integrations | ✓ |
| Social Network Integrations | Custom |

| Requirement | Custom Platform |
|---|---|
| PDF Viewer | ✓ |
| Non-emergency Request Tracker | Custom |
| Online Payments | Custom |
| Media Gallery | ✓ |
| Licenses and Permits | Custom |
| Facility Reservations | Custom |
| Alternate / Emergency Homepage | ✓ |

# Recommendations

- Improved website functionality for Cass County will require changes in the following areas:

    - ➢ **People** – Assignment of communication and website operations duties.

    - ➢ **Process** – Improved editorial and content management processes.

    - ➢ **Technology** – Migration to a modern contemporary platform (Government-Specific CMS) for delivery of website content, services and social media content.

# Recommendations

- **People** recommendations. . .

  1. Establish a primary "editor" for all Cass County web and social media content (Dedicated staff TBD)  .

     Options for editor responsibility include:

     - Establish a small (2 – 3 people) committee with existing communications and / or web content responsibilities.
     - Redistribute responsibilities of existing staff and create a dedicated role.
     - Hire a new FTE.

# Recommendations

- **Process** recommendations . . .

    1. Establish a centralized editorial <u>process</u> for all web and social media content.

    2. Assign responsibility for <u>proactive</u> improvement of website content and services (For <u>all</u> departments).

    3. Establish standard processes and methods for constituent notifications (Replace the unique departmental solutions and GovDelivery).

# Recommendations

- **Technology** recommendations . . .

  1. Select and implement one of the leading government-specific CMS platforms (Migrate off of the existing SharePoint solution).

  2. Outsource website design, development and hosting.

  3. Replace GovDelivery (Integrated functionality with future website platform).

  4. Recommended government-specific CMS platforms to consider in evaluation:
     - CivicPlus (1,800+ clients)
     - Vision Internet (600+ clients)
     - Revize (800+ clients)
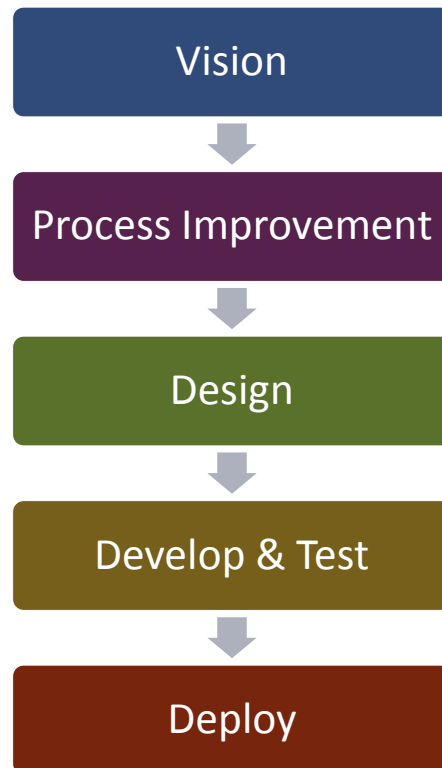     - Evogov (No specific client claims)

# Budget

- Based on our review of other similar projects (for Counties, Cities and local government entities), we recommend Cass County budget the following:

| Item | Low Estimate | High Estimate |
|---|---|---|
| **One-Time Costs** | | |
| Website Design, Development & Implementation | $50,000 | $70,000 |
| Data Migration | $5,000 | $10,000 |
| **Total One-Time Costs:** | **$55,000** | **$80,000** |
| | | |
| **Annual Costs** | | |
| Hosting & System Maintenance | **$5,000** | **$15,000** |

*Note: Final costs will be highly dependent on the level of custom integration selected by Cass County.*

# Budget

- There are several considerations related to staff time and costs for development, operations and support of the current County website:

  - ➢ Web-site Development / Vendor Costs
    - ▪ $25,607 (2013 – 2015)

  - ➢ <u>Annual</u> Savings Opportunities
    - ▪ GovDelivery $8,926 (Starting in 2017)
    - ▪ SharePoint Licensing $1,591 (Starting in 2016)

  - ➢ Indirect Costs
    - ▪ Internal Staff SharePoint and Database Administration Time (vs. a Service provided by the Government Specific Content Management System)
    - ▪ Hardware and Software Licensing Costs (For internal hosting)

# Next Steps

1. Evaluate major government-specific CMS vendors.

2. Website Development Process

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│          Vision          │
└──────────────────────────┘
              ↓
┌──────────────────────────┐
│   Process Improvement    │
└──────────────────────────┘
              ↓
┌──────────────────────────┐
│          Design          │
└──────────────────────────┘
              ↓
┌──────────────────────────┐
│      Develop & Test      │
└──────────────────────────┘
              ↓
┌──────────────────────────┐
│          Deploy          │
└──────────────────────────┘
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# Appendix I – Example Sites

- CivicPlus

  - City of Bismarck, ND | http://www.bismarcknd.gov/

  - Roanoke County, VA* | http://www.roanokecountyva.gov/

- Vision Internet

  - City of Moorhead, MN | http://www.cityofmoorhead.com/

  - Sheboygan County, WI  | http://www.sheboygancounty.com/

- Revize

  - Lake County, MN | http://www.co.lake.mn.us/

  - Crook County, WY | http://www.crookcounty.wy.gov/

- Evogov

  - Hudsonville, MI | http://www.hudsonville.org/

  - Sandy, OR | http://www.ci.sandy.or.us/

*\* #1 in 2014 GovTech.com Digital Counties Survey for counties with population up to 150,000*