



CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

PLANNING DEPARTMENT

300 Sixth Street

LF021401-01

MEMORANDUM

TO: Rapid City Council

FROM: E-Government Committee
Gary Shepard
Greta Chapman
Jim Preston
Marcia Elkins

DATE: February 7, 2001

RE: Web site Redevelopment Proposal

Recommendation: The E-Government Subcommittee recommends that the City Council authorize the Mayor and Finance Officer to sign a letter of agreement for Web Site Structure, and Design development with DAKSOFT, Inc. and AURORA CREATIVE SOLUTIONS in an amount not to exceed \$6950.

Attached please find a copy of a cover letters and proposal from DAKSOFT, Inc. AURORA CREATIVE SOLTUIIONS to provide web site structure and design development services, including staff training to the City of Rapid City. As noted when the City Council reviewed the Strategic Plan for e-government services, the next step in implementing improved e-government services was the redesign of the web site. The Strategic Plan identified the need to redesign the various existing City web sites to make the sites more user friendly, to encourage increased interactivity and use by the public, and provide greater continuity among the various City departments as an overall City of Rapid City website. Authorization for the Mayor and Finance Officer to sign a letter of agreement will allow the City to take the next step in upgrading and improving our e-government services. Funding for the project will be distributed amongst existing 2001 departmental budgets. If you have any questions, please feel free to contact any of the members of the E-Government Committee. We appreciate your assistance in moving this project forward.



EQUAL HOUSING
OPPORTUNITY

EQUAL OPPORTUNITY EMPLOYER



February 5, 2001

Ms. Greta Chapman
 Rapid City Public Library
 810 Quincy Street
 Rapid City, SD 57701

Dear Greta:

This letter shall serve as confirmation of the collaborative relationship recently established between Aurora Creative Solutions and DAKSOFT for web site design. Aurora staff will perform graphic design responsibilities; DAKSOFT staff will provide HTML (and related) responsibilities, along with training.

An estimate from Aurora dated January 11, 2001 outlines web site structure and design pricing for the City of Rapid City e-government project. To review, the prices are as follows:

• Graphic Design (Aurora) -	42 hours	\$3570.00
• Template Design (DAKSOFT) -	16 hours	1360.00
• Meetings (DAKSOFT) -	4 hours	340.00
• Training (DAKSOFT) -	4 hours	340.00
Total	66 hours	\$5610.00

An optional item is the design of the Newsletter Template. The Newsletter Template requires an additional four (4) hours of DAKSOFT time which adds another \$340.00 to the above total.

We are confident the blending of our two organizations' talents will provide an excellent solution for the City. We look forward to working with you to design a site of which we can all be proud.

Sincerely,

Sue Cole, Account Manager
 DAKSOFT, Inc.

sc





graphic design • advertising

January 10, 2001

Ms. Greta Chapman
Rapid City Public Library
610 Quincy Street
Rapid City, SD 57701

Dear Greta,

Thank you so much for allowing us to re-bid the City of Rapid City's Web Site. Our attached estimate is a joint effort between Daksoft and Aurora Creative Solutions. We feel that by joining together you have the best of both worlds...the best graphic and web site design.

Please do not hesitate to contact us with any questions you may have or if you would like a formal presentation to your committee. Daksoft and Aurora are talented, creative and very committed and together we are ready to work for the City of Rapid City.

Sincerely,

AURORA CREATIVE SOLUTIONS AND DAKSOFT

A handwritten signature in cursive script that reads "Carrie Cisle".

Carrie Cisle



720 Sheridan Lake Road

Rapid City, SD 57702

Phone 605-394-4960

Fax 605-394-4971

E-mail wingnuts@auroracreative.com



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ESTIMATE

Date: February 5, 2001

To: Greta Chapman

From: John Hempe
Carrie Cisle
Sue Cole

Subject: Website design
RC-1002

The Task: **WEBSITE STRUCTURE AND DESIGN**

Services:

Our billing rate for training, graphic design and HTML development is \$85.00/hour. The project can be broken down into the following items:

Graphic Design -	42 hours	\$3570.00
horizontal and vertical graphics with blended images of landmarks, activities, citizens; page title, icons, watermark backgrounds.		
Template Design -	16 hours	\$1360.00
main portal, frames layout, buttons, CSS file		
Meetings -	4 hours	\$ 340.00
Committee meetings, City department Web Authors*		
Training* -	4 hours	\$ 340.00

*We strongly suggest that the meetings with the City Technicians to review the technical applications of the templates as well as the training class be held at the DAKSOFT training facility. Having all City Technicians available at once will be more efficient, both from a timing and creative point of view.

<u>TOTAL</u>	<u>66 hours</u>	<u>\$5610.00</u>
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Our policy is that 1/2 total price of services to be paid upon approval of this estimate, with the final half to be paid upon completion of project.

Amount due upon acceptance • \$2,805.00
Amount due upon completion • \$2,805.00 + expenses

720 Sheridan Lake Road

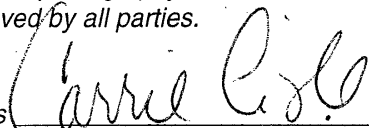
Rapid City, SD 57702


Phone 605-394-4960

Fax 605-394-4971

Internet wingnuts@auroracreative.com

This estimate is for Services only. There are no expenses included. Any miscellaneous expenses incurred in the form of postage, couriers, FedEx deliveries, long distance charges, cd, color output, art materials etc. will be added to your final bill. No illustrations or photography are included. Expenses not to exceed \$1,000.00 unless pre-approved by all parties.

Carrie Cisle, Aurora Creative Solutions 

Sue Cole, Daksoft 

Jim Shaw, RC Mayor _____

Attest, _____ (Finance Officer)

Web Site Structure:

The main portal to the City of Rapid City web site should be inviting. It should not be intimidating to the average citizen and should provide quick access to the most requested type of information.

We suggest that a graphic be developed that will serve as the common element throughout the site. One graphic with blended images of landmarks, activities and people would serve as the eye-catching image on the main page, either across the top or along the left side. The City Seal should be a soft watermark on the background.

The main portal, at a minimum should contain the following:

- *Graphic, as described above
- *"Title" graphic (should be incorporated with the graphic)
- *Drop down list to choose from common "How do I..." requests. These links will take the citizen to a single page explaining in detail how to do the specified item with additional links to all departments involved
- *Departmental Listings
- *Link to Mayor's page
- *Link to Contact page
- *Link to page containing General Information about Rapid City
- *Headlines
- *Local Construction and Road Closings
- *Link to Privacy and Confidentiality Policy
- *EHO and EOE logos

This portal page should be designed from the perspective that additional items will be added when they become available, i.e., on-line bill payment, Citizen Action Center, etc... This page should not be designed in a way that will require a re-design when these additional items are added.

Individual "icon" graphics can be designed for some of the more common items. These icons can then be repeated throughout the site.

Web Site Template:

A frames-based template for individual departments will be developed that includes specifications for:

- *Individual frame sizes
- *Font style and size
- *Text, link and visited link colors
- *Button size, color and effect
- *Common graphic
- *Title graphic
- *Background
- *Footer

The template we suggest involves a two-frame layout. The left frame will have a background graphic similar to the graphic with blended images of landmarks, activities and citizens used on the main portal page. The left frame graphic will be vertical and designed in a way that will tile transparently, if necessary. The left frame will contain the buttons

linking to sections within a department's individual site. The buttons will have a roll-over effect and will be of a complimentary color to the background graphic.

The right frame will contain the title graphic, text, photos and footer. The City Seal will be a soft watermark on the background.

Both pages of the two-frame design will be designed in basic HTML coding. The right-framed HTML file will link to a CSS (Cascading Style Sheet) file that automatically defines the font style, size and link colors. The CSS, along with City Department Web Author training, will provide quality control/quality assurance.

AURORA CREATIVE

solutions

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February 5, 2001

Ms. Greta Chapman
Rapid City Public Library
810 Quincy Street
Rapid City, SD 57701

Dear Greta,

Attached is Aurora Creative Solutions and Daksoft's joint bid to design the City of Rapid City's Web Site. This documentation should clarify the relationship between Aurora and Daksoft, but if questions still exist, please do not hesitate to contact me.

We added the information regarding expenses not to exceed \$1,000 without approval from all parties. We think that expenses will be minimal, if any, and will be such things as postage and/or overnight delivery charges.

We anticipate that the photography needed for the website will be available to us from the City of Rapid City or the State of South Dakota's Tourism Department and that the photography is good enough that we can scan it in house. If the photos must be scanned by an outside service, the cost is \$40.00 each. Also, if the above photography is not available and we must purchase photo cd's, their cost is usually around \$300.00 each. We do not think that any photography will be purchased and that we will use what is available.

We will keep you informed throughout the job regarding expenses, but fully intend to keep them minimal.

Sincerely,



Carrie Cisle



720 Sheridan Lake Road

Rapid City, SD 57702

Phone 605-394-4960

Fax 605-394-4971

E-mail wingnuts@auroracreative.com