




## **Web Site Structure, Design and Newsletter Quotation**

**e-government: serving the public through technology  
City of Rapid City**

PREPARED BY DAKSOFT  
November 29, 2000



A domain name within the Internic directory should be registered for the newly designed Rapid City web site. The new name should be easy for the citizens to remember and should be actively promoted by the City.

**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 types of information.

DAKSOFTE suggests that a graphic be developed that will serve as the common element throughout the site. One graphic with blended images of landmarks, activities, and citizens 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 (could 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 listing (should include Council and Committees)
- 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 DAKSOFT suggests 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.

#### **Electronic Newsletter Template:**


The Electronic Newsletter should serve three purposes – engage citizens, provide basic information, and drive citizens to the City web site. Based on this, DAKSOFT does not recommend Microsoft Publisher being used as the production tool for the electronic newsletter. A Publisher file cannot be sent as an email, only as an email attachment. The attachment would have to be opened by the reader, and not everyone has Publisher.

A very simple design should be used for email purposes, both for ease of production and download time considerations. Please see an example of an email newsletter we have attached as Addendum A. This newsletter is an excellent example of a simple design with a quick download, short enticing information for the reader, and links back to the web site. The City should duplicate this type of design. Links back to the City site would be to the Headlines section that contains the full articles.



Please see Attachment B as an example of changes suggested for the Rapid City Regional Airport's web site.

The City Department Web Authors would need to have Microsoft FrontPage 2000, Macromedia Fireworks, and Adobe Reader/Distiller, version 4.0, as software tools. Each would need access to a scanner.



Please see Attachment C as an example of a site map produced with Microsoft FrontPage. This is a standard feature of the FrontPage software and should serve all purposes for implementation, review and maintenance.

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

<b>Graphic Design -</b> (horizontal and vertical graphics with blended images of landmarks, activities, citizens; page title, icons, watermark backgrounds)	42 hours	\$3570.00
<b>Template Design -</b> (main portal, frames layout, buttons, CSS file)	16 hours	\$1360.00
<b>Newsletter Template -</b>	4 hours	\$ 340.00
<b>Meetings -</b> (Committee meetings, City Department Web Authors*)	4 hours	\$ 340.00
<b>Training* -</b> (Class on implementation of templates)	4 hours	\$ 340.00
<b>Total Project Cost:</b>		<b>\$5950.00</b>

\*DAKSOFI strongly suggests 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 DAKSOFI training facility. Having all City Technicians available at once will be more efficient, both from a timing and creative point of view.



Please respond to <CIVICHeadlinesHelp@Bellevue.com>

To: <scole@daksoft.com>  
cc:

Subject: County turns computer space to cash [+more news!] from civic.com

News Highlights from civic.com  
November 28, 2000  
<http://www.civic.com/>  
Daily News for IT Professionals in State and Local Government

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Your Job Just Got Easier

FCW.COM has added and cataloged 5000+ new links that provide quick access to the computing, procurement and policy resources that government IT professionals use every day.

<http://www.fcw.com/default.asp?path=18>

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County turns computer space to cash  
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In a deal with Lockheed Martin, Orange County stands to make millions from its extra data processing space and facilities.  
<http://www.civic.com/civic/articles/2000/1127/web-orange-11-28-00.asp>

\*\*\*\*\*  
B2B exchange making move to B2G  
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Onvia is moving into the government market with the help of DemandStar, a firm that brings agencies together with suppliers.  
<http://www.civic.com/civic/articles/2000/1127/web-onvia-11-28-00.asp>

\*\*\*\*\*  
Netgov going to court  
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The dot-com has acquired Gov24.com in order to branch out into providing Web-based services such as electronic filing and case management for courts.  
<http://www.civic.com/civic/articles/2000/1127/web-netgov-11-27-00.asp>

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Mapping center could shed light on crime  
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A prototypical center being set up by the Justice Department's research arm will allow researchers to seek relationships between crime and other factors.  
<http://www.fcw.com/fcw/articles/2000/1127/web-crime-11-27-00.asp>

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Review: Ricoh delivers winning combination

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If you need a combo CD/DVD drive with CD authoring capabilities,  
the Ricoh MP9120A is a very attractive buy.

<http://www.fcw.com/fcw/articles/2000/1113/web-review-11-15-00.asp>

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<http://newsletters.fcw.com/scripts/unsublogin.asp>



	<h2>Rapid City Regional Airport</h2>
<a href="#">Airline Information</a>	<p>Photo 1</p> <p>Photo 2</p> <p>Photo 3</p> <p>Photo 4</p>
<a href="#">Air Fare Report</a>	
<a href="#">Rental Cars</a>	
<a href="#">Airport Services</a>	
<a href="#">General Aviation</a>	
<a href="#">Local Travel Agencies</a>	
<a href="#">FAQs</a>	
<a href="#">Central Reservations</a>	
<a href="#">Airport Administration</a>	
<a href="#">Local Weather</a>	
<a href="#">City Home</a>	

*Glendon Anaya Photo*

*City Seal Watermark & Logo*

