Community Development Committee

MEETING AGENDA

Berryville-Clarke County Government Center

101 Chalmers Court, Second Floor

Main Meeting Room

Regular Session

June 28, 2021

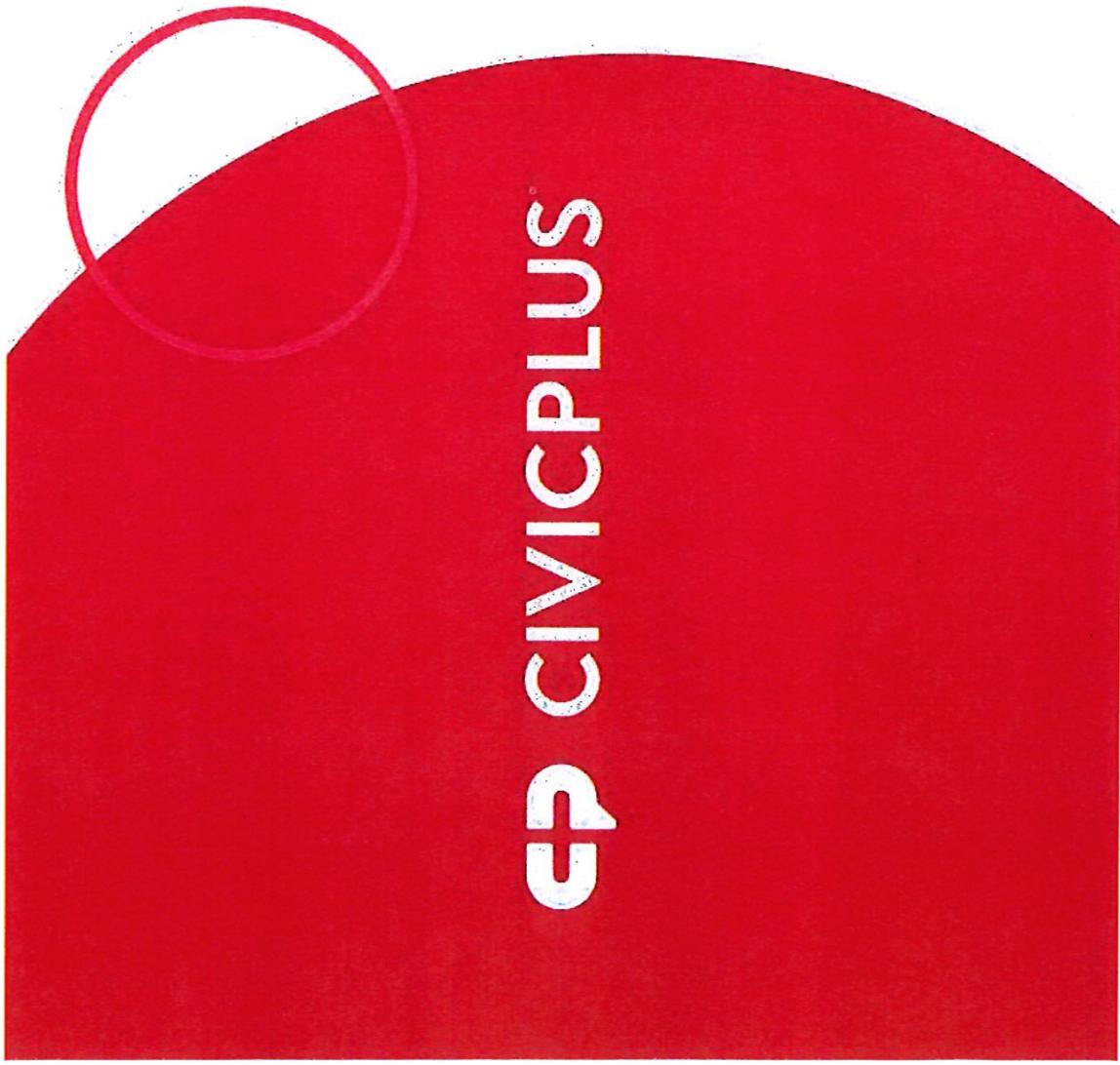9:00 AM

Item   Page

1. **Call to Order**

2. **Approval of Agenda**

3. **Unfinished Business**
       Discussion: Town Website

4. **New Business**

5. **Other**

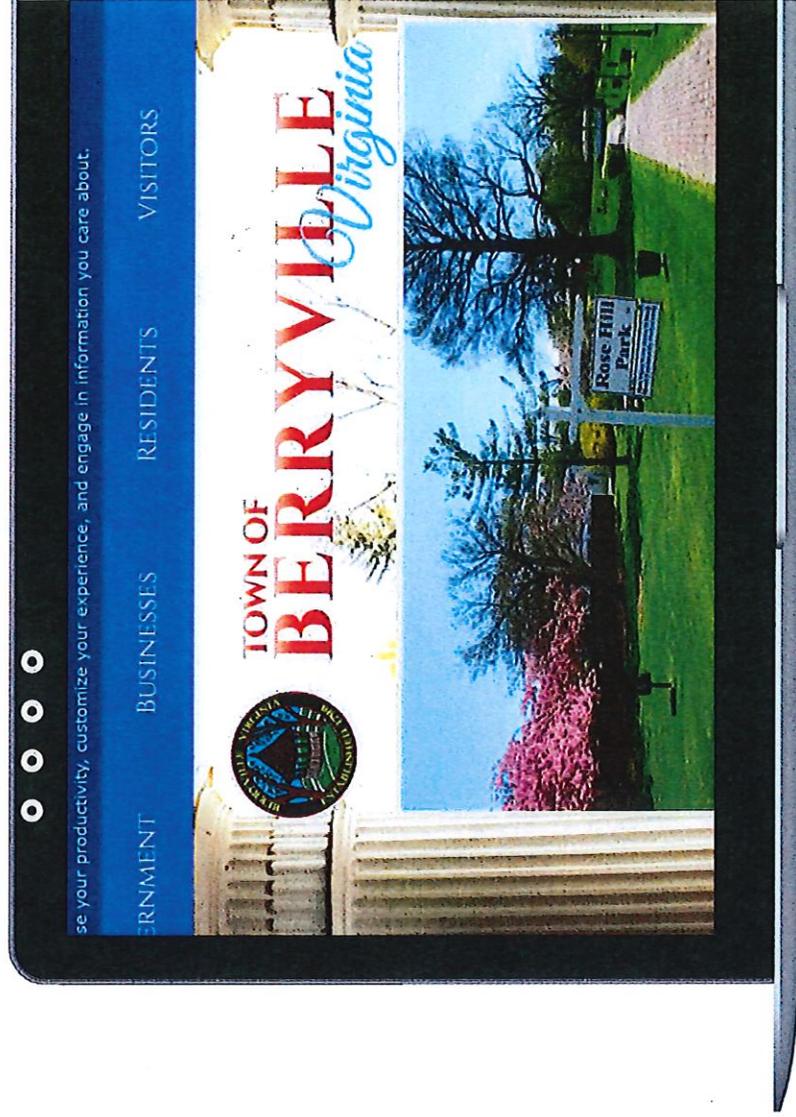6. **Closed Session**

7. **Adjourn**

Berryville, VA
Alignment Review

Local Government Partners since 2014

CIVICPLUS

AGENDA

- o Who is CivicPlus?
- o Partnership Expectations
- o Additional Resources
- o Top Level Information
- o Top Visited Pages
- o Top Searched Terms
- o Mobile Statistics
- o CivicPlus Community
- o Recommendations
- o What's New

CIVICENGAGE CENTRAL

TOWN OF BERRYVILLE Virginia

GOVERNMENT · BUSINESSES · RESIDENTS · VISITORS

se your productivity, customize your experience, and engage in information you care about.

Rose Hill Park

CIVIC CP

PRODUCTS DESIGNED FOR YOU

CIVICENGAGE
Website Design & Hosting

CIVICHR
Employee and Talent Management

CIVICCLERK
Agenda and Meeting Management

CIVICREC
Recreation Management

CIVICOPTIMIZE
Ready-to-Use Apps and Forms

CIVICREADY
Emergency and Routine Communications

CIVICSERVICE
POWERED BY SeeClickFix
311 and Citizen Request Management

DO MORE WITH CIVICPLUS

The Power of CivicPlus

CivicPlus Mobile

CivicPlus Media

CivicPlus Pay

Integration Hub

Secure Single Sign-On
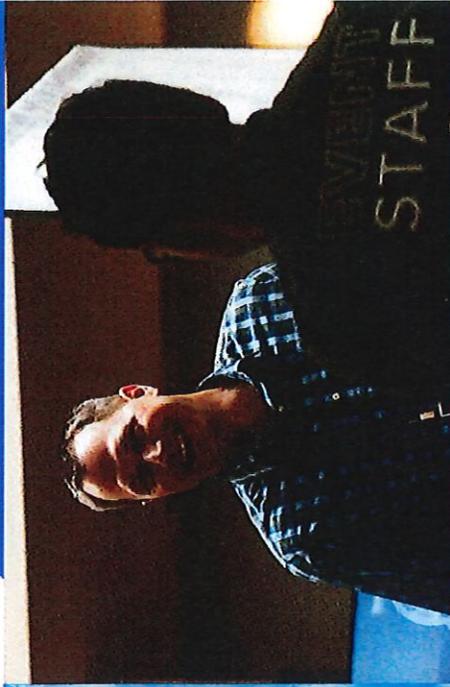
Strengthened Security
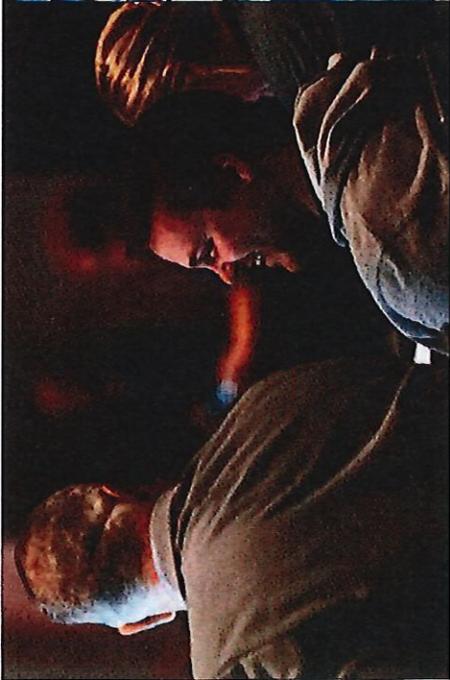
Partners & Integrations

audioeye

frase
Chatbot

civil Space

CIVIC**ENGAGE**® CENTRAL

Partnership expectations:

We at CivicPlus want to understand your community better.

- *Strategic partner for CivicEngage*

- *Gain a better understanding of your goals, vision, and culture.*

- *Ensure you are utilizing your website to its fullest potential*

- *Contract questions / review*

- *Product/ functionality/ general questions*

- *Discussions on potential growth opportunities or vendor consolidation*

- *Redesign conversation / design changes*

Megan Johnson
Client Success Manager

CIVICENGAGE CENTRAL

CIVIC CP

ADDITIONAL RESOURCES

SUPPORT TEAM

TECHNICAL ASSISTANCE

Live Chat Available

Direct: 888-228-2233

Email Technical Support

HELP CENTER

ONLINE RESOURCE

Step-by-Step Tutorials

Links to Upcoming Webinars

www.civicengagecentral.civicplus.help

ENGAGEXCHANGE

COMMUNITY CONNECTION

Submit Product Ideas

Roadmap & Release Notes

ENGAGEXCHANGE

CIVICENGAGE CENTRAL

CIVIC CP

TOP LEVEL INFORMATION

57,127

Total Visits

103,364

Total Page Views

84,212

Total Unique Page Views

0%

% Increase/Decrease from previous year

2min 21sec

Average Visit Duration

5.9

Total Actions Per Visit

TOP VISITED PAGES

4,376

VISITS

Area Events

3,843

VISITS

Pay Bills Online

3,312

VISITS

Police Activity Logs

2,994

VISITS

Taxes

2,946

VISITS

Bids/Procurement Opportunities

2,475

VISITS

Jobs

TOP SEARCHED TERMS

Total Site Searches: 1,862

45
SEARCHES
—
Trash

21
SEARCHES
—
Jobs

18
SEARCHES
—
Town Code

16
SEARCHES
—
Maps/GIS

13
SEARCHES
—
Taxes

10
SEARCHES
—
Yard Sale

MOBILE STATISTICS

46% of your site traffic comes from a mobile device

42%
Smartphone

52%
Desktop

4%
Tablet
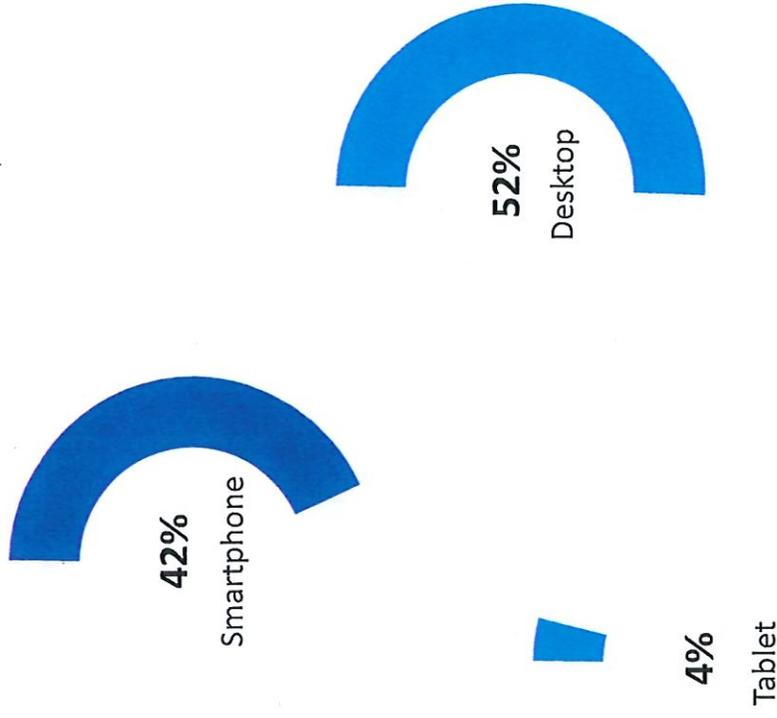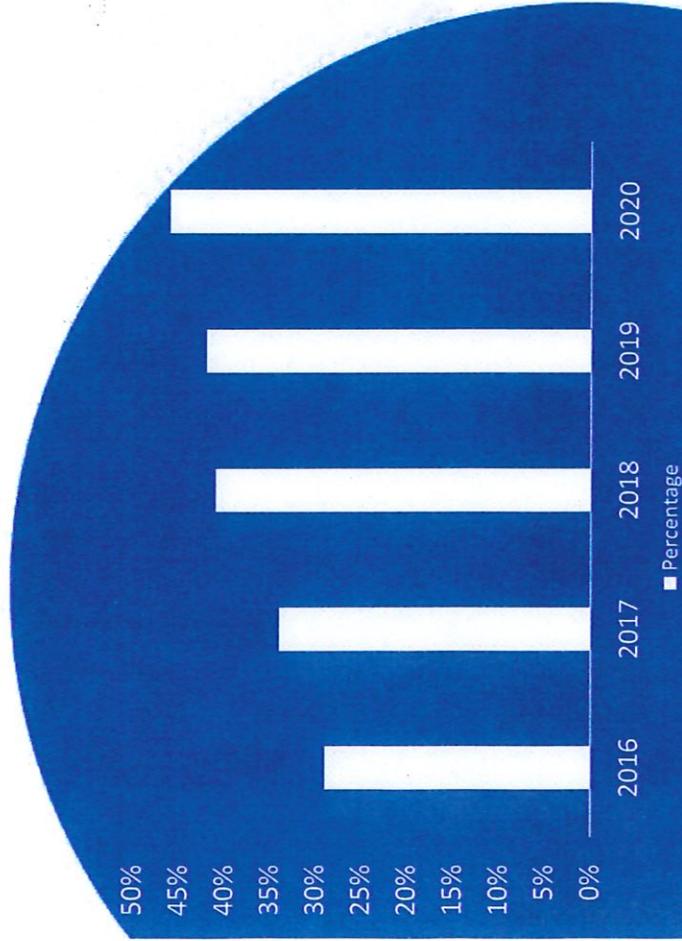
55% of users view websites from a mobile device. statcounter, 2020

50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%

2016   2017   2018   2019   2020

■ Percentage

CIVICENGAGE CENTRAL

CIVICPLUS COMMUNITY

+ 97% increase to visits related to virtual events

+ 7x more pages were created for virtual events

Unique Visits to Virtual Events

virtual_2019   virtual_2020
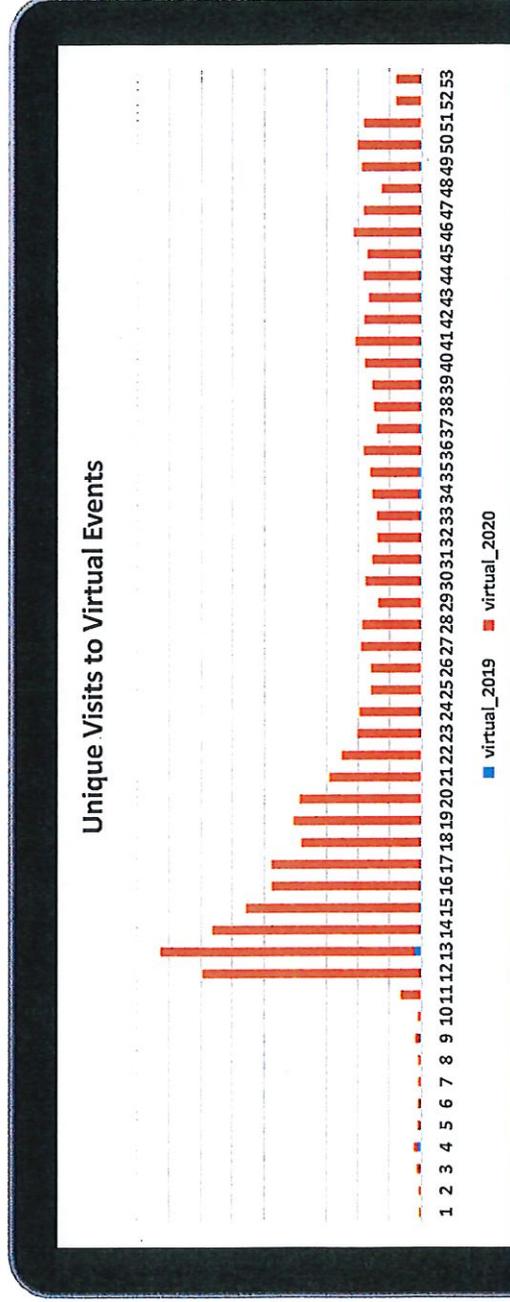
CIVICPLUS COMMUNITY

Richmond Hill GA
> Virtual Pumpkin Carving Content

Shelby County TN
> Virtual Job Fair

Norwalk CT
> Virtual Museum Tours

Scotts County MN
> Virtual Fishing Derby

Wellington FL
> Virtual Juneteenth

Fontana CA
> Virtual Summer Camp

Jenks OK
> Oklahoma Aquarium - Virtual Field Trips

Tolleson AZ
> Virtual Coffee Talks

Manhattan KS
> Zoom the Zoo – Virtual Zoo Tours

Red Wing MN
> Virtual Earth Week

Hyde Park NY
> Virtual Egg Hunt

Aberdeen SD
> Virtual Adventures

Middleton WI
> Virtual Court

Cornelius NC
> Virtual Veterans Day Celebration

Brighton CO
> Virtual 5k

Carbon Valley Parks & Rec District CO
> Virtual Holiday Marketplace

Superior WI
> Virtual Coastal Cleanup

Concord CA
> Virtual Recreation

La Palma CA
> Nature & Virtual Tours

Mount Juliet TN
> Virtual Neighborhood Watch

Eagle ID
> Virtual Car Show

CIVICENGAGE CENTRAL

CIVICCP

RECOMMENDATIONS

Recommendation

Alphabetize each section

Remove "Contact Us" from each section to help declutter

Recommendation

Website Redesign- website accessibility/ada compliant

Recommendation

Social Media/ news updates? Connect to website

Recommendation

Civic Send- newsletter/ community engagement service. Possibly media- depending on your citizen needs.

CIVICENGAGE CENTRAL

WHAT'S NEW

## CivicEngage Central Enhancements

- Sitewide Splash Modal

- Agenda Center – Default Tab – Coming Soon

- Form Center – Editor for Instructions

- Alert Center – Editor for Add Update

- News Flash Module – Featured Item

- News Flash Module – Relate to Multiple Categories

- News Flash Module – Remove Required End Date

- Notify Me – Alphabetical Listing

Solutions & Services

- **CivicEngage Brand** – We have rebranded our three different CivicEngage products: Open, Central, and Evolve.

- **New Help Center Domains** – Along with the new name, we have a new Help Center domain.

- **Platinum Security** – Azure hosting, enterprise-level Cloudflare software and advanced DDoS security.

- **Encrypted Forms** – Accept personal information through the Form Center module with our enhanced security option.

- **Virtual Webmaster** – A personal CivicPlus point of contact to make changes and additions to your website.

CIVICENGAGE CENTRAL

Thank You!
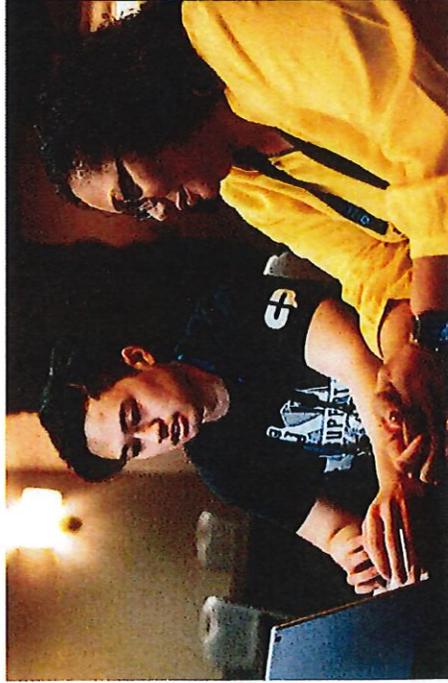
CivicEngage® Website Hosting Security Package Comparison

Hosting and Security	Included	DDoS Advanced Security Protection Upgrade	Platinum Security Upgrade
Azure Hosting			+
Web Application Firewall		+	+
OWASP ModSecurity Core Rule Set		+	+
FedRAMP, PCI, DSS, NIST and FIPS Compliant Virtual Machines and Databases			+
Reverse Proxy Server		+	+
SSL (TLS) Certificates	Available for purchase	+	+
Server Management	+	+	+
Software Updates and Security Patches	+	+	+
Antivirus Management and Updates	+	+	+
System Monitoring	24/7/365	24/7/365	24/7/365

DDoS Mitigation	Included	DDoS Advanced Security Protection Upgrade	Platinum Security Upgrade
Defined DDoS Attack Process	+	+	+
Identify Attack Source	+	+	+
Identify Type of Attack	+	+	+
Monitor Attack for Threshold** Engagement	+	NA	NA
If Threshold Engagement Occurs, Offer Options*	+	NA	NA
DDos Attack Mitigation		+	+

Performance and Bandwidth

Performance and Bandwidth	Included	DDoS Advanced Security Protection Upgrade	Platinum Security Upgrade
Server–Side Caching		+	+
Regional Content Delivery Network		+	+
Bandwidth Usage	Unlimited *(Does not apply in the event of a cyberattack)*	Unlimited	Unlimited
Burst Bandwidth	22 Gb/s	45 Gb/s	Azure (variable)

Disaster Recovery

Disaster Recovery	Included	DDoS Advanced Security Protection Upgrade	Platinum Security Upgrade
Emergency Support, Live Agent (24/7)	+	+	+
Online Status Monitoring	+	+	+
Event Notification Emails	+	+	+
Guaranteed Recovery TIME Objective (RTO)	8 hours	8 hours	2 hours
Guaranteed Recovery POINT Objective (RPO)	24 hours	24 hours	1 hour
Preemptive Monitoring for Disasters	+	+	+
Multiple Data Centers	+	+	+
Geographically Diverse Data Centers	+	+	+

Insights

Insights	Included	DDoS Advanced Security Protection Upgrade	Platinum Security Upgrade
CivicEngage Security Analytics Module		+	+

	Included	DDoS Advanced Security Protection Upgrade	Platinum Security Upgrade
Client Cost		$2,625*** one–time set-up, $250*** per month, quarterly contract	$4,725*** annually

*DDoS Attack Options

Option #1: Site Off–Line

· Site taken off-line
· Status check traffic at eight-hour intervals during business hours
· Traffic below thresholds = site taken back online
· Traffic above thresholds = site stays down, and monitoring continues until traffic falls below thresholds

Option #2: DDoS Advanced Security Protection and Platinum Security Upgrade

· The site can come back online after setup is completed, additional charges apply

**Thresholds
· Traffic exceeding 25 Mb/s sustained for 2+ hours
· Traffic over 1 Gb/s at any point during the attack

***Per Domain, Per Site

CP | CIVICPLUS

Paul Culp

Megan's answer: "The level of service that you have now is the one that says 'included.' I have also quoted you the SSL fee as that goes hand in hand with security since it's your certification for your domain. You will also have this same level on your new site if you so choose to purchase a redesign (unless you choose to upgrade the hosting and security options as noted on the sheet)."

Paul Culp, Town Clerk
Town of Berryville
101 Chalmers Court, Suite A
Berryville, VA 22611
(540) 955-1099

From: Diane Harrison <dharrison@berryvilleva.gov>
Sent: Tuesday, June 22, 2021 9:33 AM
To: Paul Culp <townclerk@berryvilleva.gov>
Cc: Keith Dalton <townmanager@berryvilleva.gov>
Subject: Re: Web hosting services from CivicPlus

I need to know which one we are under. I am assuming it is the basic one?

From: Paul Culp <townclerk@berryvilleva.gov>
Sent: Tuesday, June 22, 2021 9:08 AM
Cc: Keith Dalton <townmanager@berryvilleva.gov>; Christy Dunkle <planner@berryvilleva.gov>
Subject: Web hosting services from CivicPlus

Dear All:

Keith asked me to inquire regarding what CivicPlus includes in hosting services. They have sent me the attached document.

Best regards,

Paul Culp, Town Clerk
Town of Berryville
101 Chalmers Court, Suite A
Berryville, VA 22611
(540) 955-1099

1

Standard Implementation Package - *Price:* $6,773 (one-time fee)
STANDARD WEBSITE EXAMPLES (These have been updated to the new designs since we last spoke) - https://cp-design.civicplus.com/153/Standard-Website-Examples
• FIXED layout — Client chooses one of five preset layout options.
• FLEXIBLE design — Creative customization of the selected layout with specified color palette, logos, and images.
• *Content QC - Ensuring that content is congruous with new design application. No changes or edits in content will be made.*

Premium Implementation Package - *Price:* $12,635 (one-time fee)
PREMIUM WEBSITE EXAMPLES - http://cp-design.civicplus.com/154/Premium-Website-Examples
• FLEXIBLE Layout — Client chooses options from Premium Layout Library with more than 1,200 possible layout configurations.
• CUSTOM Design — Quality custom design and personalization enhances selected layout configuration.
• UP TO 1 Advanced Design Component*

• *Content QC - Ensuring that content is congruous with new design application. No changes or edits in content will be made.*

Along with purchasing a one-time redesign now, you also have the option to add-on a Recurring Redesign, which can give you the option to refresh your website design after an extended period of time (3, 4, or 5 years).

3-Year Redesign (*optional*)
Standard: $1,845
Premium: $2,948

4-Year Redesign (*optional*)
Standard: $1,384
Premium: $2,211

5-Year Redesign (*optional*)
Standard: $1,107
Premium: $1,769