



# CITY OF DAHLONEGA

## Council Work Session Agenda

April 17, 2023, 4:00 PM

Gary McCullough Council Chambers, Dahlonega City Hall

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In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 706-864-6133.

Vision - To be an open, honest, and responsive city, balancing preservation, and growth, and delivering quality services fairly and equitably by being good stewards of Dahlonega's resources.

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### OPEN MEETING

### APPROVAL OF AGENDA

### BOARD & COMMITTEES

1. Cemetery Committee—March 2023  
Chris Worick, Committee Chairman
2. Dahlonega Downtown Development Authority/Main Street – March 2023  
Ariel Alexander, Downtown Development Director

DEPARTMENT REPORTS AVAILABLE AT: <https://dahlonega.gov/category/departments-reports/>  
APPOINTMENT, PROCLAMATION & RECOGNITION : ( Vote at Council Meeting)

3. Ronald Cantrell, Employee Retirement Recognition  
Allison Martin, City Manager
4. Quataunda Armstrong – Appointment as Voting Member of the Cemetery Committee  
Chris Worick – Chairman Cemetery Committee

### PRESENTATION

### ORDINANCES & RESOLUTIONS

5. Change to Open Container Footprint for the Dahlonega Arts and Wine Festival  
Doug Parks, City Attorney, Ariel Alexander, DDA Director

### CONTRACTS & AGREEMENTS

6. IGA between Lumpkin County and the City of Dahlonega relating to the 2023 Municipal Election for the City of Dahlonega  
Doug Parks, City Attorney
7. Project # 2023-006 Telescopic Boom Lift  
Troy Armstrong, Streets, Parks, and Cemeteries Supervisor
8. Project #2023-004 Mechanicsville Road Curb and Gutter  
Vince Hunsinger, Capital Projects Manager
9. General Services Agreement – Wiedeman and Singleton, Inc.  
Allison Martin, City Manager and Mark Buchanan, Public Works/City Engineer
10. TSW Proposal – City of Dahlonega Zoning  
Allison Martin, City Manager
11. Selection of Website Design Firm  
Allison Martin, City Manager

OTHER ITEMS:

[12.](#) District 2 Officers for 2023-2024

Allison Martin, City Manager

COMMENTS – PLEASE LIMIT TO THREE MINUTES

Clerk Comments

City Manager Comments

City Council Comments

City Attorney Comments

Mayor Comments

ADJOURNMENT



# Department Report

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Report Title: Cemetery Committee—March 2023

Report Highlight: March.

Name and Title: Chris Worick, Committee Chairman

Recently Completed:

- Two Veterans Administration Headstones arrived and emplaced on the graves of Marcus and Jethro Stephens.

Underway:

- Committee voted to recommend the city begin looking at costs and invitation to bid for future construction of a fence around historic Mount Hope Cemetery. The Public Works department will include a line item in the FY2024 budget request process for a portion of the proposed fence. This will be a multi-year project that will include iron fencing with stone or brick columns that will entirely encircle the unsecured boundary of Mount Hope. The desire is for a fence that not only provides security, but is both aesthetically pleasing and historically accurate. Research, cost-estimating, and budgeting is ongoing.
- Setting two dates for Spring cleanup Saturday.
- Ordering grave marking flags for Memorial Day.



## Department Report

Report Title: Dahlenega Downtown Development Authority/Main Street – March 2023  
Report Highlight: Beginning Work Plan Items  
Name and Title: Ariel Alexander, Downtown Development Director

### Organization:

- Received annual Main Street America Accreditation for 2023. Comprehensive Annual Assessment Report identified no areas for improvement, praising Dahlenega for its commitment to revitalization.
- Attended monthly Downtown Dahlenega Business Association, Chamber Board, and Tourism Board meetings.
- Attended monthly community partners meeting with Chamber, Tourism, Visitors Center, and Lumpkin County Development Authority staff.
- Posted Seasonal Assistant position. This position will assist with key projects during the Spring and Summer.
- Assisted in completing the Department of Community Affairs Authority and Financial Report.

### Promotion:

- The Head House Grand Opening was held on Monday, March 20, from 1 p.m. to 3 p.m.
- Designed and ordered all promotional materials for 2023 programs.
- Working on adding a digital version of the DDA walking tour to the DDA website.
- Continuing joint advertising efforts between the Chamber, UNG, and Tourism staff.
- Met with the Dahlenega Christmas Committee for planning of annual Christmas activities.
- Worked with local artist to design a Georgia Cities Week coloring page for Dahlenega. Planning a coloring contest for local school system.
- Department group photos were taken in preparation for Georgia Cities Week.
- Created and published a Spring in Dahlenega informational. Targeted locals and students.
- Met with Historic Preservation Committee to plan for Historic Preservation Month's social media campaign.

### Economic Vitality:

- Working to obtain quotes for a downtown speaker system. Coordinating with Georgia Power on this project as well.
- Attended plan review meetings with Planning and Zoning.
- Waived 2023 Farmers Market vendor fee to increase participation and diversify the market. Held Farmers Market Open House and received twice as many applicants as normal.
- Met with Tourism Staff to coordinate on the 2<sup>nd</sup> Annual Mother's Day Crawl as well as other work plan items.
- Finalized planning meeting dates for 2023 Fourth of July celebrations.
- Booked all Main Street Movies event dates with equipment company.

### Design:

- The façade improvement project at Kilwins is complete. The side exterior wall was pressure washed, patched, and repainted.
- Facilitated approval of façade grant application to repair doors at Connie's Ice Cream Shop and The Dahlonga Tasting Room. These restorations are underway.
- Benches and trashcans for downtown are expected to be delivered in May.



# City Council Agenda Memo

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**DATE:** April 11, 2023  
**TITLE:** Ronald Cantrell, Employee Retirement Recognition  
**PRESENTED BY:** Allison Martin, City Manager

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**AGENDA ITEM DESCRIPTION:**

Ronald Cantrell, Employee Retirement Recognition

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**HISTORY/PAST ACTION:**

Recognize this former employee for years of service to our organization.

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**FINANCIAL IMPACT:**

n/a

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**RECOMMENDATION:**

n/a

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**SUGGESTED MOTIONS:**

n/a

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**ATTACHMENTS:**

n/a

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# CITY COUNCIL AGENDA REPORT

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**DATE:** April 10, 2023  
**TITLE:** Quataunda Armstrong – Appointment as Voting Member of the Cemetery Committee  
**PRESENTED BY:** Chris Worick – Chairman Cemetery Committee

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**AGENDA ITEM DESCRIPTION:**

Chris Worick is requesting the appointment of Quataunda Armstrong as a voting member of the cemetery committee.

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**HISTORY/PAST ACTION:**

The Cemetery Committee placed Quataunda Armstrong as an at-large member of the Cemetery Committee on June 6, 2022.

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**FINANCIAL IMPACT:**

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**RECOMMENDATION:**

Staff is requesting the appointment of Quataunda Armstrong as a voting member of the Cemetery Committee.

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**SUGGESTED MOTIONS:**

Staff is requesting the approval of Quataunda Armstrong as a voting member of the Cemetery Committee.

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**ATTACHMENTS:**

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## City Council Agenda Memo

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**DATE:** April 07, 2023  
**TITLE:** Change to Open Container Footprint for the Dahlonega Arts and Wine Festival  
**PRESENTED BY:** Doug Parks, City Attorney, Ariel Alexander, DDA Director

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### **AGENDA ITEM DESCRIPTION:**

Proposal to suspend the enforcement of open containers in a specific area at the Dahlonega Arts and Wine Festival, so that festivalgoers may carry their alcoholic beverages from Hancock Park to the food court area across North Park Street.

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### **HISTORY/PAST ACTION:**

The current special event ordinance allows for open containers at festivals if they are contained in the footprint of Hancock Park. The festival sponsor is responsible for hiring law enforcement officers to monitor the area, and for displaying signage informing visitors that no alcohol is permitted outside of the park. Dahlonega Arts and Wine Festival has utilized this option for several years. This system has worked quite well since its implementation, with no negative reports from the officers, festivalgoers, or the event sponsors. In pre-event meetings with city staff, the festival committee chairs have requested permission for the festival attendants to cross North Park Street at Hancock Park with their beverage to enjoy the food court area for the operating hours of their festival on May 20 and May 21, 2023.

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### **FINANCIAL IMPACT:**

None- The Dahlonega Arts and Wine Festival will be responsible for hiring the appropriate amount of law enforcement officers designated by the Chief of Police and for the signage required by the city.

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### **RECOMMENDATION:**

It is the recommendation of staff to allow the suspension of the appropriate ordinances for this event.

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### **SUGGESTED MOTIONS:**

I make a motion to suspend enforcement of the open container laws of the City of Dahlonega including but not limited to the following: The Code of the City of Dahlonega, Georgia, Chapter 22, Article II, Section 22-32, Section 22-33, Section 22-34, Section 22-35, within the geographical area set aside for alcohol sales and consumption within that certain festival special event permit application granted by the City to the Dahlonega Arts and Wine Festival organizer, the duration of the suspension to run concurrently with the duration of the permit granted.

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### **ATTACHMENTS:**

Dahlonega Arts and Wine Festival Special Event Alcohol Boundary Map

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**"NO ALCOHOL  
BEHIND THIS  
POINT" SIGNS**



**LAW ENFORCEMENT  
OFFICER ASSIGNED  
TO ALCOHOL  
BOUNDARY**



**OPEN  
CONTAINER  
BOUNDARY**



**FESTIVAL  
FOOTPRINT**

\*This Map only indicates officers assigned to the alcohol boundary. It does not indicate the other required officers that will be present to secure the full festival boundary and associated road closures. \*



Presented by Chestatee Artists, Inc. a 501(c)3 non-profit art organization

Third Weekend in May

P O Box 572, Dahlonega, GA 30533

High Quality Arts & Crafts and Fine Local & Regional Wines

**May 20 & 21, 2023**

**March 27, 2023**

**TO: Dahlonega City Council**

**FROM: Letty Rayneri, Festival Director**

**REGARDING: Extension of the Alcohol Venue Area**

The *8<sup>th</sup> Dahlonega Arts & Wine Festival* will be held on **May 20 & 21, 2023**. Hours for the Festival are 10 am to 6 pm on Saturday and on Sunday from 10 am to 5 pm.

However, the Wine & Beer Garden will be in operation from:

**Saturday, May 20 from 11 am through 6 pm.**

**Sunday, May 21 from 12:30 pm through 5 pm.**

Food Trucks/Booths will be located in the upper parking lot on the corner of N. Park St & Warwick St., next to St Luke Parish Hall.

We are requesting that wine & beer patrons be allowed to take their wine/beer from Hancock Park/Wine & Beer Garden into the Food Truck area and the N. Park St. in between. Alcohol will be dispensed in plastic glasses if this request is approved.

Sincerely,

Letty Rayneri, Festival Director

Cell: 229-291-3623 email: [lrayneri@windstream.net](mailto:lrayneri@windstream.net)

Attached: Map of extended alcohol area





# City Council Agenda Memo

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**DATE:** April 10, 2023  
**TITLE:** IGA between Lumpkin County and the City of Dahlonega relating to the 2023 Municipal Election for the City of Dahlonega  
**PRESENTED BY:** Doug Parks, City Attorney

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**AGENDA ITEM DESCRIPTION:**

IGA with Lumpkin County and the City of Dahlonega for the 2023 Municipal Elections.

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**HISTORY/PAST ACTION:**

The Lumpkin County Election Superintendent assisted with previous elections with excellent results.

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**FINANCIAL IMPACT:**

The City will reimburse the County for expenses incurred by the County and its Board of Elections and Registration associated with the 2023 Election, including, without limitation, the compensation of time and required trainings of the County Elections Manager, the Elections Technician, Board of Elections Members, and all poll workers, and the cost of materials and supplies needed to conduct the Election.

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**RECOMMENDATION:**

Our office and City Staff recommends the IGA with Lumpkin County and the City of Dahlonega for the upcoming 2023 Municipal Election.

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**SUGGESTED MOTIONS:**

I move to approve the IGA between Lumpkin County and the City of Dahlonega for the 2023 Municipal Election.

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**ATTACHMENTS:**

IGA between Lumpkin County and the City of Dahlonega for the 2023 Municipal Election for the City of Dahlonega

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STATE OF GEORGIA  
COUNTY OF LUMPKIN

**INTERGOVERNMENTAL AGREEMENT BETWEEN LUMPKIN COUNTY AND THE CITY OF DAHLONEGA RELATING TO THE 2023 MUNICIPAL ELECTION FOR THE CITY OF DAHLONEGA**

THIS AGREEMENT TO CONDUCT MUNICIPAL ELECTIONS PURSUANT TO GEORGIA ELECTION CODE SECTION 21-2-45(c) (the "Agreement") is made and entered into by and between **CITY OF DAHLONEGA, GEORGIA**, a municipal corporation organized and existing under the laws of the State of Georgia (hereinafter referred to as the "City"), and **LUMPKIN COUNTY, GEORGIA**, a political subdivision of the State of Georgia (hereinafter referred to as the "County"). This Agreement is joined by the Lumpkin County Board of Elections and Registration to the fullest extent required by the laws of the State of Georgia.

**WITNESSETH:**

**WHEREAS**, under the provisions of the Georgia Election Code, particularly Section 21-2-45(c) thereof, the City may by ordinance authorize the County to conduct such elections as the City deems necessary and expedient, and the City has previously adopted such an ordinance; and

**WHEREAS**, the City desires to contract with County, subject to the approval of the Lumpkin County Board of Elections and Registration, to conduct the 2023 General Municipal Election to be held on November 7<sup>th</sup>, 2023; and

**WHEREAS**, the City has authorized the Mayor and Clerk to enter into this Agreement with the County, and the County has agreed to conduct and supervise the 2023 General Municipal Election to be held on November 7<sup>th</sup>, 2023 for the City upon the terms and conditions hereinafter set forth; and

**WHEREAS**, this Agreement was presented and approved at meetings of the governing authorities of both the County and the City pursuant to lawful and duly given notice as required by O.C.G.A. 50-14-1 et seq.

**NOW, THEREFORE**, in consideration of the mutual promises, covenants and undertakings of the parties hereto the City and County agree as follows:

**1.**

With respect to the 2023 Municipal General Election to be held November 7<sup>th</sup>, 2023, the Lumpkin County Board of Elections and Registration shall conduct the election for the City at the Office of the Lumpkin County Board of Elections and Registration as the fixed polling place as determined by the Lumpkin County Board of Elections and Registration.

**2.**

The Lumpkin County Board of Elections and Registration shall perform all duties as set forth and labeled as “County” in Exhibit A attached hereto and incorporated herein by reference. The Lumpkin County Board of Elections and Registration shall determine the procedures and mechanisms used in carrying out all duties established in Exhibit A and labeled as “County”. The City shall perform all duties as set forth and labeled as “City” in Exhibit A attached hereto and incorporated herein by reference. The City shall determine the procedures and mechanisms used in carrying out all duties established in Exhibit A and labeled as “City.”

**3.**

The City shall reimburse the County for the expenses incurred by the County and its Board of Elections and Registration associated with the 2023 Municipal General Election and to be held on November 7<sup>th</sup>, 2023, including, without limitation, the compensation of time and required trainings of the County Elections Manager, the Elections Technician, Board of Elections Members, and all poll workers, and the cost of materials and supplies needed to conduct said election. Such expenses shall be submitted to the City within sixty (60) days of the conclusion of the election covered by this agreement, and such expenses shall be paid by the City within thirty (30) days of the date of such invoice.

**4.**

As a part of the duties of the Lumpkin County Board of Elections and Registration, it shall perform all duties as superintendent of elections for the City during the term of this agreement; provided however, that the Lumpkin County Board of Elections and Registration shall have no responsibility hereunder with respect to the matters specifically reserved to the City in Exhibit A.

**5.**

The County shall not be responsible for the furnishing of any legal services in the form of legal opinion or defenses in any litigation arising by reason of the 2023 General Municipal Election; all such services shall be furnished by the City at no cost to the County.

Notwithstanding the foregoing, in the event that the Board of Elections and Registration is required to hear any challenge(s) regarding the November General Municipal Election of whatever kind (e.g. challenge to candidacy or to electors, etc.), the Board of Elections and Registration shall have the right to be advised and represented by its legal counsel, and the City

shall, within thirty (30) days of request from the Board of Elections and Registration, fully reimburse the County any and all legal fees and other costs and expenses incurred by it (through its Board of Elections and Registration) in connection with all such challenge(s). It is additionally understood and agreed that the City shall be solely responsible for obtaining preclearance, if any, required by law from the U.S. Department of Justice in connection with the 2023 General Municipal Election.

In the event the County or its Board of Elections and Registration is named in any complaint or lawsuit involving the 2023 General Municipal Election, the County or its Board of Elections and Registration shall have the right to be advised and represented by its own legal counsel, and the City shall, within thirty (30) days of request from the County or its Board of Elections and Registration, fully reimburse the County for any and all legal fees and other costs and expenses incurred by the County and its Board of Elections and Registration in connection with all such complaint or lawsuit.

**6.**

The Contract may be terminated by either party by giving notice to the other party, in writing, of its intent to terminate this Contract no fewer than ninety (90) days prior to the effective date of such termination. In the event of termination, any funds due to the County by the City for work performed by the Board of Elections and Registration through the date of termination shall be paid by the City no later than thirty (30) days following the date of termination of the Contract.

**7.**



In all events, all elections conducted for the City by the Lumpkin County Board of Elections and Registration shall be conducted in accordance with the provisions of Title 1 and Title 21 of the Official Code of Georgia Annotated and all other applicable laws.

**8.**

This Agreement is made between and limited to the County and City, and is not intended, and shall in no event be construed to be, for the benefit of any person or entity other than the County (and its Board of Elections and Registration) and City, and no other person or entity shall be considered a third-party beneficiary by virtue of this Agreement or otherwise entitled to enforce the terms of this Agreement for any reason whatsoever.

**9.**

If any term, covenant, condition or provision of this Agreement, or the application thereof to any person or circumstance, shall ever be held to be invalid or enforceable, then in each such event the remainder of this Agreement or the application of such term, covenant, condition or provision to any other person or any other circumstance (other than those as to which it shall be invalid or unenforceable) shall not be thereby affected, and each term, covenant, condition and provision hereof shall remain valid and enforceable to the fullest extent permitted by law.

**IN WITNESS WHEREOF**, the parties hereto have executed this instrument to be effective as of the day and year first written above.

**LUMPKIN COUNTY, GEORGIA**

**ATTEST:**

By: \_\_\_\_\_  
Chris Dockery, Chairman  
Lumpkin County Board of Commissioners

\_\_\_\_\_  
Melissa Witcher, County Clerk  
Lumpkin County

**CITY OF DAHLONEGA**

**ATTEST:**

**By:** \_\_\_\_\_  
JoAnne Taylor, Mayor  
City of Dahlonega

\_\_\_\_\_  
Mary Csukas, City Clerk  
City of Dahlonega

**LUMPKIN COUNTY BOARD OF  
ELECTIONS AND REGISTRATION**

**ATTEST:**

**By:** \_\_\_\_\_  
John Webb, Chairperson  
Lumpkin County Board of Elections

\_\_\_\_\_  
Robin McIntosh, Supervisor of Elections  
Lumpkin County Board of Elections

## MUNICIPAL ELECTION STRUCTURE

PERSONNEL	AFFILIATION	DUTIES
<b>CITY QUALIFYING OFFICER:</b>	City	Advertise All Required Qualifying Notices
<b>CITY ATTORNEY:</b>	City	Advertise Call for Special Election to be Held in Conjunction with General Election
<b>CITY ATTORNEY:</b>	City	DOJ approval for Special Election (if applicable)
<b>CITY QUALIFYING OFFICER:</b>	City	Candidate Qualification: All candidate qualification and Ethics/Financial Filings will be the responsibility of the City. The City will provide the Board of Elections a list of all qualified candidates to be placed on the ballot.
<b>COUNTY ELECTION SUPERINTENDENT:</b>	County	Absentee Inventory/Election Supplies
	County	Design Ballot
	County	Create Ballot Database
	County	Print OS Ballots; Absentee/Provisional/Challenged
<b>COUNTY ELECTION SUPERINTENDENT/POLL WORKER:</b>	County	Election Management System: Upload Database & Memory Cards Voting Equipment: Logic & Accuracy Procedure (L&A)
<b>COUNTY ELECTION SUPERINTENDENT</b>	County	Publish Logic & Accuracy Notice
<b>COUNTY ELECTION SUPERINTENDENT</b>	County	Publish Sample Ballot
<b>COUNTY ELECTION SUPERINTENDENT</b>	County	Order Municipal Electors List
<b>COUNTY ELECTION SUPERINTENDENT</b>	County	Publish Notice of Election/ Advance Voting Dates and Location
<b>COUNTY ELECTION SUPERINTENDENT</b>	County	Publish Notice of Computation
<b>COUNTY ELECTION SUPERINTENDENT COUNTY ELECTION TECHNICIAN:</b> County - Chief Manager County - Assistant Manager (2)	County	Advance Voting: Mail
		Advance Voting: In Person  (County will conduct all required Poll Worker Training)
<b>COUNTY ELECTION SUPERINTENDENT COUNTY ELECTION TECHNICIAN:</b> County – Chief Manager County – Assistant Managers (2)	County	Conduct Election Day Voting – 7 A.M. – 7 P.M.
		(County will conduct all required Poll Worker Training)

<b>COUNTY ELECTION SUPERINTENDENT</b> <b>COUNTY ELECTION TECHNICIAN</b> <b>VOTE REVIEW PANEL:</b> County – Chief Manager County – Assistant Managers (2)	County	Tabulate votes – OS & In Person Voting equipment
<b>COUNTY ELECTION SUPERINTENDENT</b>	County	Elections Management System: Download Election Results
<b>PROVISIONAL BALLOT PROCESSING (if applicable)</b>	County	Verify eligibility; process and count- include w/certification
<b>COUNTY ELECTION SUPERINTENDENT</b>	County	Election Consolidation / Certification/Notice to Appropriate Entity of all Special Election Results

## Exhibit A



# City Council Agenda Memo

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**DATE:** April 17, 2023  
**TITLE:** Project # 2023-006 Telescopic Boom Lift  
**PRESENTED BY:** Troy Armstrong, Streets, Parks, and Cemeteries Supervisor

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**AGENDA ITEM DESCRIPTION:**

Staff seeks approval to purchase a current year telescopic boom lift.

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**HISTORY/PAST ACTION:**

This is a FY23 budgeted item.

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**FINANCIAL IMPACT:**

This item has a budget of \$175,000. M&R Rental is offering the product for \$141, 971.75.

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**RECOMMENDATION:**

Staff recommends approval of the purchase of a Telescopic Boom Lift at the above price from M&R Rental.

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**SUGGESTED MOTIONS:**

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**ATTACHMENTS:**

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# City Council Agenda Memo

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**DATE:** April 17, 2023  
**TITLE:** Project #2023-004 Mechanicsville Road Curb and Gutter  
**PRESENTED BY:** Vince Hunsinger, Capital Projects Manager

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## **AGENDA ITEM DESCRIPTION:**

This item is to inform Council of the result of the bid for placing curb and gutter, valley gutter, pipe, and stormwater structures per City of Dahlonega plans dated 02/3/2023 for Mechanicsville Road.

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## **HISTORY/PAST ACTION:**

This project addresses the need to handle stormwater on Mechanicsville Road. This project could be a steppingstone for a future sidewalk from Morrison Moore to Yahoola Creek Park.

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## **FINANCIAL IMPACT:**

The funds for this project will be allocated from City TSPLOST funds. The estimate for this project was \$141,000. The low bid for this project is \$101,325.

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## **RECOMMENDATION:**

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## **SUGGESTED MOTIONS:**

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## **ATTACHMENTS:**

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# City Council Agenda Memo

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**DATE:** April 11, 2023  
**TITLE:** General Services Agreement – Wiedeman and Singleton, Inc.  
**PRESENTED BY:** Allison Martin, City Manager and Mark Buchanan, Public Works/City Engineer

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**AGENDA ITEM DESCRIPTION:**

General Services Agreement – Wiedeman and Singleton, Inc. for Professional Services

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**HISTORY/PAST ACTION:**

The City has utilized the services of Wiedeman and Singleton since 2018 for professional engineering services related to water, sanitary sewer, and storm water infrastructure projects and for a variety of water and hydraulic modeling. At times, projects arise that are urgent in nature, and we would like to have their firm officially on “retainer” to use as needed for such projects. Since they hold our current water and hydraulic models, they can quickly respond to our needs for updated information when changes to our system are proposed or as we look at upgrades to our infrastructure which saves money and time as a new firm would have to study and learn our models before they could provide sound guidance. It is important to note that the city is the owner of the work products created under this agreement. This is a draft document; the final version has not been finalized between staff, legal counsel, and the firm. This agreement does not apply to projects that are required by law to be publicly let for bid.

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**FINANCIAL IMPACT:**

There is not an adverse impact on our budget as we allocate funds annually for updates to our models and engineering services.

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**RECOMMENDATION:**

The staff recommends approval of the final version of this agreement.

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**SUGGESTED MOTIONS:**

n/a

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**ATTACHMENTS:**

Draft Document

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GENERAL SERVICES AGREEMENT  
BETWEEN THE CITY OF DAHLONEGA, GEORGIA AND  
WIEDEMAN AND SINGLETON, INC. FOR PROFESSIONAL SERVICES

THIS IS AN AGREEMENT effective as of \_\_\_\_\_, 2023 ("Effective Date") between the CITY OF DAHLONEGA, GEORGIA ("Owner") and WIEDEMAN AND SINGLETON, INC. ("Engineer").

Owner intends to procure professional engineering services for City of Dahlonega water and wastewater related projects on an as needed basis.

Owner and Engineer in consideration of their mutual covenants as set forth herein agree as follows:

Article 1 – Interpretation

This Agreement, consisting of these standard terms and conditions together with the Engineer's proposal and the specifications and instruments specifically referred to in any response by the Engineer to an engineering service request by the Owner ("Task Order") shall constitute the entire agreement between the parties for that particular service upon acceptance by the Owner, and no other proposals, conversations, bids, memoranda, or other matter shall vary, alter, or interpret the terms hereof. The captions on this Agreement are for the convenience of the parties in identification of the several provisions and shall not constitute a part of this Agreement nor be considered interpretative thereof.

Article 2 – Severability

It is understood and agreed by the parties hereto that if any part, term, or provision with this Agreement is held illegal or in conflict with any law of the State of Georgia the validity of the remaining portions or provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the Agreement did not contain the particular part, term, or provisions held to be invalid, unless the effect thereof would materially change the economic burden or benefit to either party.

Article 3 – Governing Law

This Agreement hereto shall be governed by and construed in accordance with the laws of the State of Georgia.

Article 4 – Independent Contractor

In the performance of the services under this Agreement, Engineer shall be an independent contractor, maintaining complete control of Engineer's personnel and operations. As such, Engineer shall pay all salaries, wages, expenses, social security taxes, federal and state unemployment taxes and any similar taxes relating to the performance of this Agreement. Engineer shall comply with all federal, state and local laws governing its employees, contractors, and vendors. Engineer, its employees and agents shall in no way be regarded nor shall they act as agents or employees of the Owner.

Article 5 – Changes

The Owner, without invalidating this Agreement, may order changes to an accepted Task Order by altering, adding to and/or deducting from the services to be performed. If any changes under this clause cause an increase or decrease in the time required for, the performance of any part of the work under this Agreement, an equitable adjustment shall be made by mutual agreement and the Agreement modified in

writing accordingly. All such changes to an accepted Task Order shall be in writing and shall be performed subject to the provisions of this Agreement.

#### Article 6 – Stop Work Order

Owner may at any time by written notice to Engineer, require Engineer to stop all or any part of the work called for by an accepted Task Order for a period of up to ninety (90) days after the notice is delivered to Engineer (“Stop Work Order”). Upon receipt of the Stop Work Order, Engineer shall forthwith comply with its terms and take all reasonable steps to minimize the incurrence of costs allocable to the work covered by the order during the period of work stoppage. Within a period of ninety (90) days after a Stop Work Order is delivered to Engineer, or within any extension of that period to which the parties have agreed, Owner shall either cancel the Stop Work Order, or terminate the work covered by this order as provided in the “Termination” paragraphs of this Agreement. Engineer shall resume work upon cancellation or expiration of any Stop Work Order. An equitable adjustment shall be made in the delivery schedule or prices hereunder, or both, and this Agreement shall be modified in writing accordingly, if the Stop Work Order results in an increase in the time required for the performance of this order or in Engineer’s costs properly allocable thereto. Engineer, after giving seven days written notice to Owner, may stop work, at its sole option if Owner fails to make payment of Engineer invoices as required by Article 16 below.

#### Article 7 – Termination

- A. The Owner may terminate this Agreement and any underlying accepted Task Order in the whole or in part at any time after giving a minimum of 15 days written notice to Engineer. Such termination shall be effective in the manner specified in the said notice, shall be without prejudice to any claims which the Owner may have against Engineer and shall be subject to the other provisions of this Agreement. On receipt of such notice Engineer shall, except as and to the extent directed, immediately discontinue the services and, if applicable, discontinue the placing of subcontractor orders for materials, facilities and supplies in connection with the performance of the services, and shall, if requested, make every reasonable effort to effect termination of any existing subcontracts upon terms satisfactory to the Owner. Thereafter, Engineer shall do only such work as may be necessary to preserve and protect the services already in progress and to dispose of any property as requested by the Owner.
- B. On termination for reasons other than Engineer’s uncured material breach of this Agreement: (a) the Owner shall assume and become liable for all obligations and commitments that Engineer may have in good faith undertaken or incurred in connection with the services which have not been included in prior payments; (b) the Owner shall compensate Engineer for the reasonable cost of terminating existing subcontracts, if any, and preserving, protecting or disposing of the Owner’s property and performing any other necessary services after the notice of termination has been received; (c) the Owner shall pay Engineer for all services performed, prior to date of termination, in accordance with this Agreement. Prior to final settlement, Engineer shall deliver to the Owner all documents and all other required information and data prepared by Engineer under this Agreement and execute and deliver all documents, and take such other steps as are necessary, to vest fully in the Owner the rights and benefits of Engineer arising from such documents, information, data, plans and subcontracts, if any, issued in connection with this Agreement, unless otherwise requested by the Owner in writing.

#### Article 8 – Standard of Care

Engineer warrants that the services to be rendered pursuant to this Agreement shall be performed in accordance with the standards customarily provided by a professional engineering organization rendering the same or similar services at the time services are rendered.

## Article 9 – Indemnity

To the fullest extent permitted by law, Engineer shall indemnify Owner, its officers, directors, partners, employees, and representatives, from and against losses, damages, and judgments arising from claims by third parties, including reasonable attorneys' fees and expenses recoverable under applicable law, but only to the extent they are found to be caused by a negligent act, error, or omission of Engineer or Engineer's officers, directors, members, partners, agents, employees, or subconsultants in the performances of services under this Agreement. If claims, losses, damages, and judgments are found to be caused by the joint or concurrent negligence of Owner and Engineer, they shall be borne by each party in proportion to its negligence.

## Article 10 – Force Majeure

The respective duties and obligations of the parties hereunder (except the Owner's obligations to pay Engineer such sums as may become due from time to time for services rendered by it) shall be suspended while and so long as performance thereto is prevented or impeded by strikes, disturbances, riots, fire, severe weather, governmental action, war acts, acts of God or any other cause similar or dissimilar to the foregoing which are beyond the reasonable control of the party from whom the affected performance was due.

## Article 11 – Assignments

All obligations and covenants herein contained shall be intended to be binding upon the successors and assigns of Engineer and the Owner. Engineer shall not assign this Agreement without the prior written consent of the Owner, which consent shall not be unreasonably withheld.

## Article 12 – Insurance

Engineer shall place and maintain with responsible insurance carriers the following insurance. At Owner's request, Engineer shall deliver to Owner certificates of insurance, which shall provide thirty days' notice to be given to Owner in event of a cancellation.

- A. **Worker's Compensation and Employer's Liability Insurance:** Worker's Compensation in compliance with the applicable state and federal laws Employer's Liability Limit \$1,000,000.
- B. **Commercial General Liability Insurance** including Blanket Contractual, XCU\* Hazards, Broad Form Property Damage, Completed Operations and Independent Contractor's Liability all applicable to Personal Injury. Bodily Injury and Property Damage to a combined single limit of \$1,000,000 each occurrence subject to \$2,000,000 annual aggregate for Completed Operations and Personal Injury other than Bodily Injury.
- C. **Comprehensive, Automobile Liability Insurance** including owned, hired and non-owned automobiles as applicable. Bodily Injury and Property Damage to a combined single limit of \$1,000,000 each occurrence.
- D. **Architects & Engineers Professional Liability Insurance** affording, professional liability, if any, to a combined single limit of \$1,000,000 each occurrence/claim, subject to \$2,000,000 annual aggregate.

## Article 13 – Acceptance by Owner

The work associated with any particular Task Order shall be deemed accepted by Owner unless within fifteen (15) days after receipt of Engineer's written notification of final completion the Owner has given

Engineer written notice specifying in detail wherein the Work is deficient, whereupon Engineer will promptly proceed to make necessary corrections and, upon completion, the Work shall be deemed accepted by Owner.

#### Article 14 – Owner Furnished Data, Drawings, and Specifications

Engineer shall have no liability for defects in the Work attributable to Engineer’s reliance upon or use of data, design criteria, drawings, specifications or other information furnished by Owner. Engineer shall disclose to Owner, prior to use thereof, defects or omissions in the data, design criteria drawings, specifications or other information furnished by Owner to Engineer that Engineer may reasonably discover in its review and inspection thereof.

#### Article 15 – Reuse of Documents

All documents including drawings and specifications prepared by Engineer pursuant to this Agreement are instruments of its services in respect to any Task Order. All documents shall be tendered to and owned by the Owner. Engineer shall be allowed to maintain a set of documents for reference.

#### Article 16 – Invoicing and Payment

Invoices are due and payable within 30 days after receipt. Interest at the rate of 1% per month or the maximum rate allowable under the usury laws of the state in which the work is performed, whichever is lower, is due on all payments not paid on or before the 45<sup>th</sup> day after the invoice date. Interest shall be computed from the date of the invoice. In the event legal proceedings are necessary to collect payments not paid when due, Owner shall pay, in addition to such payments, Engineer’s reasonable attorney’s fees and legal costs associated therewith.

In addition, Engineer may, after giving seven days written notice to Owner, suspend services under this Agreement until Engineer has been paid in full all amounts due for services, expenses and charges. The contract value shall be increased accordingly by the amount of Engineer’s reasonable costs of shut down delay and startup, which shall be affected by Change Order in accordance with Article 5, above.

If Owner disputes any portion of a request for payment, Owner shall pay the undisputed portion of such request as provided herein and shall promptly notify Engineer of the Amount in dispute and the reason therefor. Any portion of the disputed amount which is ultimately agreed upon by Owner and Engineer to be owed to Engineer shall accrue interest at the rate and commencing upon the date stipulated in this Article.

#### Article 17 – Audit

Engineer shall maintain records and accounts on a generally recognized accounting basis to support all charges billed to Owner. Said records shall be available for inspection by Owner or his authorized representative at mutually convenient times.

**CHANGES IN THESE TERMS AND CONDITIONS ARE NOT BINDING ON OWNER UNLESS THEY ARE IN WRITING AND SIGNED BY THE OWNER.**

**Wiedeman and Singleton, Inc.**

**City of Dahlonega, Georgia**

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

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

Name: Peter J. Johns, P.E.

Name: \_\_\_\_\_

Title: Chairman

Title: \_\_\_\_\_

Attest:

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

Name: \_\_\_\_\_



# City Council Agenda Memo

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**DATE:** April 11, 2023  
**TITLE:** TSW Proposal – City of Dahlonega Zoning  
**PRESENTED BY:** Allison Martin, City Manager

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**AGENDA ITEM DESCRIPTION:**

TSW Proposal – City of Dahlonega Zoning

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**HISTORY/PAST ACTION:**

As discussed previously at a council meeting, TSW is the recommended firm to conduct updates to our zoning ordinance. TSW has presented a phased plan based on their firm's current workload. The proposed project approach would allow the council to take care of recommendations from the housing study and complete the necessary changes to the ordinance. Work could begin at the end of April and should take about eight months to complete. TSW did offer a cost-saving measure of holding virtual meetings.

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**FINANCIAL IMPACT:**

There is not an adverse impact on our budget as funds for this type of work were included in the current budget.

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**RECOMMENDATION:**

The staff recommends approval of this agreement.

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**SUGGESTED MOTIONS:**

n/a

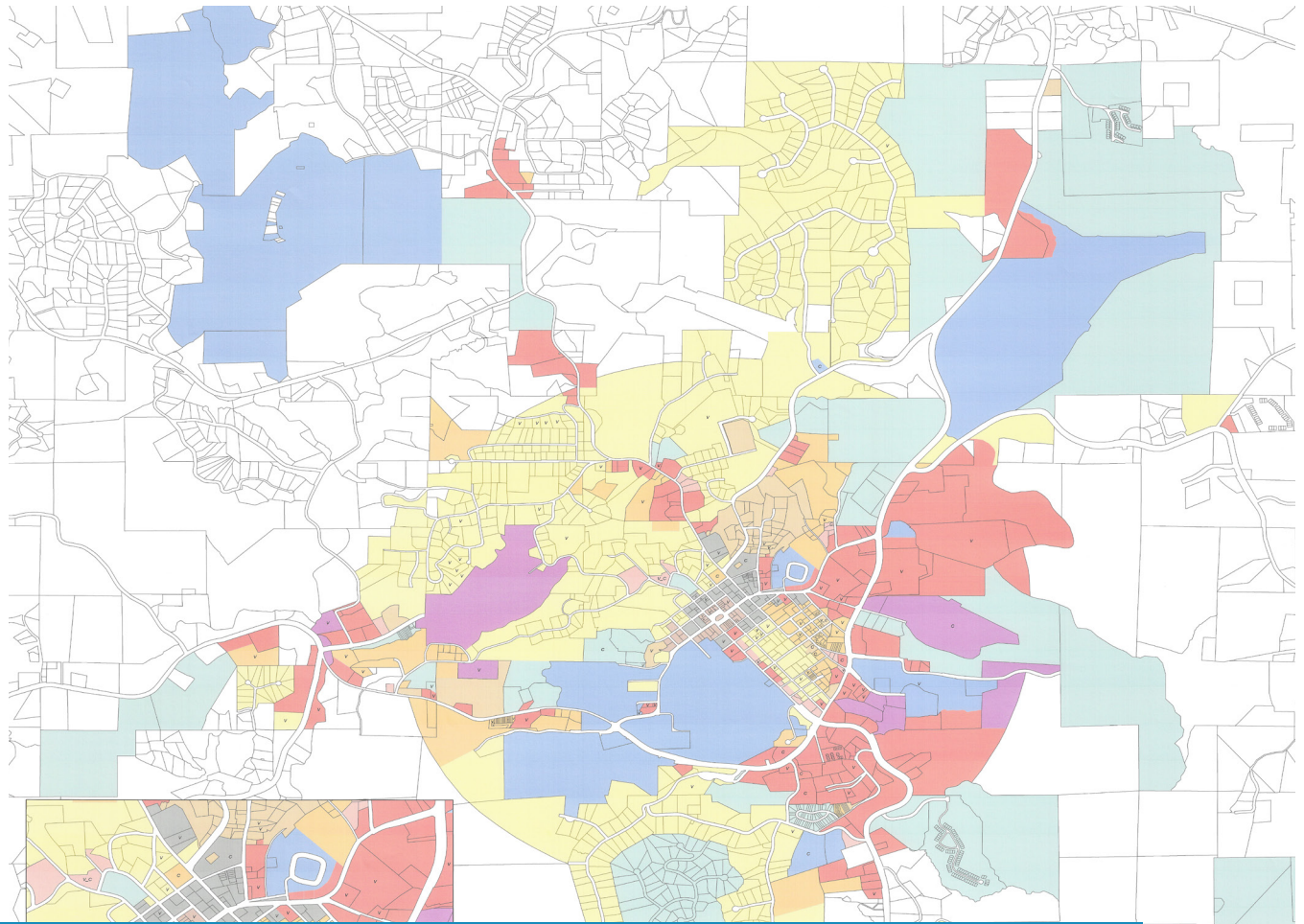
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**ATTACHMENTS:**

Proposal

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# PROPOSAL

# CITY OF DAHLONEGA

## FOCUSED ZONING UPDATES

April 7, 2023

**SUBMITTED TO:**

City of Dahlonega  
Allison Martin, City Manager  
465 Riley Road  
Dahlonega, GA 30533  
Phone: 706.482.2706

**SUBMITTED BY:**

TSW  
1447 Peachtree Street NE, Suite 850  
Atlanta, GA 30309  
Contact: Caleb Racicot, Principal  
470.751.2430  
cracicot@tsw-design.com  
www.tsw-design.com



SECTION 1:

# Project Team

## KEY TSW TEAM MEMBERS

The TSW staff below have been selected as project leaders for their coding expertise. If the City desires legal services, TSW will also team with Jenkins, Bowen & Walker attorneys. Their firm has vast experience in land use law throughout Georgia, which may be valuable, depending on the zoning updates needed



### CALEB RACICOT

**Firm: TSW**  
**Role: Coding Advisor**

Caleb, a Senior Principal with TSW, has more than 20 years of experience as a planner and writing local development regulations. He is currently leading a multi-year effort to update the City of Atlanta's zoning ordinance. He will serve as an advisor on this effort, to ensure quality control, recommend best practices from other communities, and advise on any potentially difficult policy issues.



### NATHAN BROWN

**Firm: TSW**  
**Role: Project Manager and Code Writer**

Nathan is an Associate with TSW and has worked on development review and regulations for 8 years. He will oversee the daily management of this effort including the preparation of the code audit and draft regulations. He will coordinate communications with City staff, City Council, community members, and consulting attorney. He will also conduct appropriate public engagement and build on previous plans.



### BRANDON BOWEN

**Firm: Jenkins, Bowen & Walker**  
**Role: Legal Review**

Brandon represents local governments throughout Georgia in litigation matters and serves as city attorney and solicitor for many jurisdictions. Brandon is regularly hired by local governments to assist with zoning matters and code drafting and interpretation. The focus is always on providing a legally defensible ordinance that will achieve in practice the local government's goals.

SECTION 2:

# Project Approach

## WORK PLAN

The following work plan provides an overview of our approach to updating specific sections of Dahlonge’s Zoning Ordinance.

### ASSUMPTIONS

The Work Plan assumes the following:

1. Updates will be limited to specific sections of the Zoning Ordinance, versus a complete rewrite. Sections will be as mutually agreed-upon by TSW and the City in Phase 1.
2. Agendas for public meetings and internal review of draft materials will be guided by the City.
3. Although TSW will facilitate the public outreach process, the City will assist in identifying, contacting, and coordinating the participation of key individuals and groups.
4. Zoning updates will be provided as discrete text amendments to specific parts of the Zoning Ordinance, as opposed to readapting the entire Zoning Ordinance.
5. Zoning map amendments are will not be included unless identified in Phase 2.
6. Comments on deliverables will be provided to TSW in a consolidated form, without internal inconsistency. This may require internal staff meetings before meeting with TSW.

### PHASE 1: GETTING STARTED

#### Task 1.1: Review Existing Materials

TSW will review the existing Zoning Ordinance, the 2022 Comprehensive Plan, the Citywide Housing Needs Assessment, and other relevant documents. This review will familiarize TSW with Dahlonge’s current policy and regulatory framework.

#### Task 1.2: Project Orientation

After finishing Task 1.1, TSW will meet in-person with City staff for an initial meeting and tour. The tour should include sites and areas that show how the existing zoning is and is not working well.

## CODING CHALLENGES, STRATEGIES

**TSW believes that codes must be tailored to the communities they serve. To do this we always keep the following in mind:**

- **Administrative Capacity:** Different counties and cities have different abilities to administer. Codes should only contain elements that administering staff can understand, apply, and enforce.
- **Balance:** Codes must balance the need to prevent undesirable development with desire to allow creativity. As both designers and coders, we understand this balance, where regulation is appropriate, and where it isn’t.
- **Flexibility:** As part of achieving balance, flexibility must also be considered, especially in projects that are phased over many years.
- **Existing Regulations:** How a proposed code is shaped by existing regulations is critical. New codes must take into account existing zoning, deed restrictions, and covenants.



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## SECTION 2: PROJECT APPROACH

### Task 1.3: Outreach Communications

TSW will work with the City to finalize any public outreach process. The outreach plan will include a detailed strategy and timeline for outreach activities. Based on the approved outreach plan, TSW will produce online and print content as required.

#### Deliverables:

- »» Public outreach plan
- »» Print materials
- »» Ongoing web content (for City website)

### TASK 1.4: INTERVIEWS, STEERING COMMITTEE KICK-OFF

TSW will meet with staff, interview stakeholders, and conduct a Steering Committee Kick-off. During this task, TSW will:

- »» Schedule and conduct up to 10 hours of interviews about zoning and other issues impacting development in Dahlongega. Interviews may be one-on-one or in groups, and may be in-person or virtual, depending on interviewee preferences. In-person interviews will occur over a one-day period. Interviewees may include City staff, elected officials, boards and commissioners, and others identified by the City.
- »» Facilitate in-person Steering Committee Meeting #1 to introduce TSW, the process, and discuss the group's aspirations and objectives of the process. This meeting will also include an image survey of various housing options that might be appropriate for Dahlongega.

#### Deliverables:

- »» Summary of stakeholder interview findings

### PHASE 2: CONFIRMING DIRECTION

#### Task 2.1: Draft Recommendations Memo

A draft Recommendations Memo will be prepared. It will confirm the specific zoning updates to be made before actually starting the coding process. Experience has shown that this is the best use of public resources because it allows local governments to confirm what will and won't change before any text is written.

Recommendations will be based on:

- »» **Community Input.** Comments received during Steering Committee Meeting #1 and stakeholder interviews.
- »» **Policy Analysis.** An evaluation of the effectiveness of current zoning text and the Official Zoning Map to implement the policies in the Comprehensive Plan and other City plans. This will include identifying where deficiencies exist and potential "hot button" items.
- »» **Technical Approach.** An evaluation of the clarity, consistency, and usability of the focused sections of the Zoning Ordinance.

Recommendations will not be in their codified form. Rather, they will include the types of changes to be made, such as:

- »» Develop use standards for party houses
- »» Develop a cottage zoning district
- »» Update procedures to reflect HB 1405
- »» Increase stacking requirements for drive-thrus.

#### Deliverables:

- »» Draft Recommendations Memo
- »» Draft Phase 3 budget based on the extent of changes recommended

#### Task 2.2: Draft Recommendations Memo Review

Provide time for City and Steering Committee review of the Draft Recommendations Memo, then:

- »» Meet virtually with City staff to discuss the outline and necessary modifications.
- »» Facilitate in-person Steering Committee Meeting #2 to review the Draft Recommendations Memo.

#### Deliverables:

- »» Final Recommendations Memo
- »» Final Phase 3 Budget

## SECTION 2: PROJECT APPROACH

### PHASE 3: CODE DRAFTING

#### Task 3.1: Draft Zoning Updates – Discussion Draft

Prepare draft zoning text amendments for City staff review and comment. Once the code writing process begins, TSW often identifies additional items that need confirmation from the City and Steering Committee. These will be identified in this Task and discussed in Task 3.2.

##### Deliverables:

- »» Draft Zoning Updates Version Zero (V0)

#### Task 3.2: Draft Zoning Updates V0 Review

After allowing adequate time to review the draft, TSW will meet with City staff to discuss comments and revisions. After staff review, Steering Committee Meeting #3 will be held to review it.

#### Task 3.3: Draft Zoning Updates V1

The draft zoning text amendments will be updated in response to comments received in Task 3.2.

##### Deliverables:

- »» Draft Zoning Updates Version One (V1)

#### Task 3.4: Public Review

After delivery of the Draft Zoning Updates V1, and after allowing adequate time for distribution and review, TSW will facilitate a Public Open House to present the draft and solicit input. TSW will conduct Steering Committee Meeting #4 after this to discuss any final outstanding items.

##### Deliverables:

- »» Public Open House materials, boards, etc.

#### Task 3.5: Draft Zoning Updates V2

Revisions based on comments from the City and the public will be made. Draft Zoning Updates V2 (a public hearing draft, ready for the formal public hearing process) will be provided.

##### Deliverables:

- »» Draft Zoning Updates Version 2 (V2) (Public hearing draft)

#### Task 3.6: Public Adoption Hearings

TSW will present Draft Zoning Updates V2 at up

to four public hearings, including the Planning Commission and City Council meetings. Any comments received will be incorporated into the drafts, as needed.

##### Deliverables:

- »» Up to three revised public hearing draft of the zoning updates

#### Task 3.7: Final Updates

After adoption, final revisions will be made, and a final copy of the updates will be delivered, including all photos, images, and graphics in both digital and paper format. A digital version of the updates will be provided.

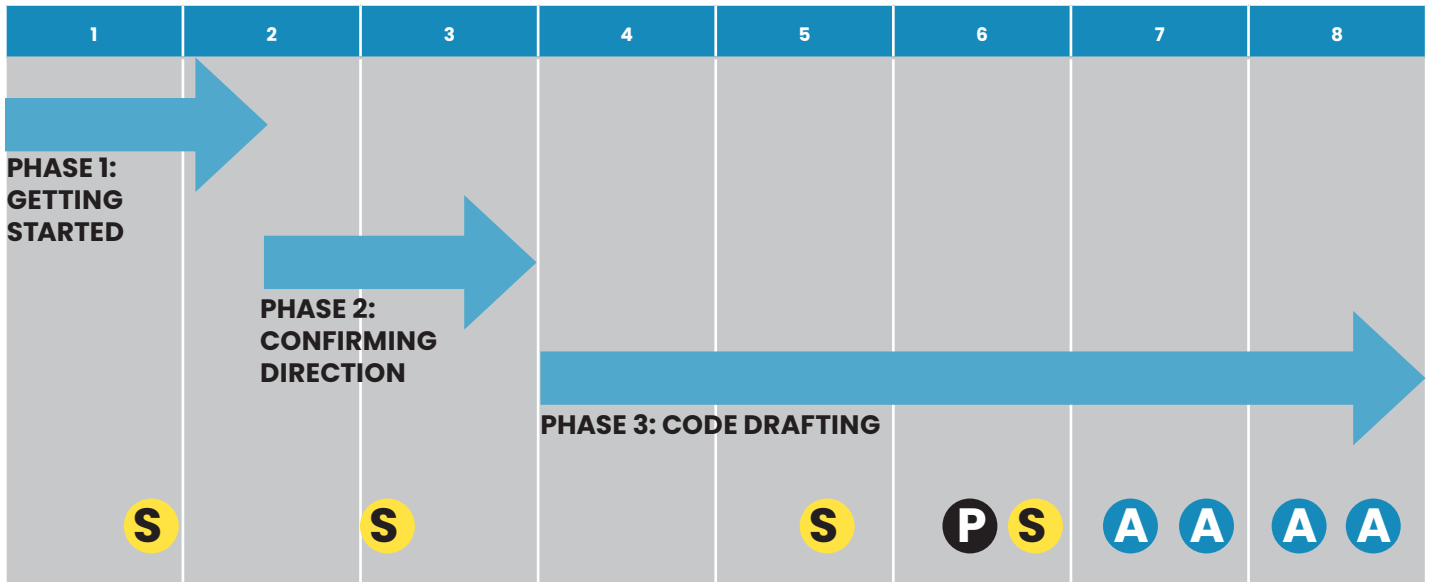
##### Deliverables:

- »» One digital PDF and one digital Word document of the zoning updates
- »» Digital copies of all graphics and tables



## SECTION 2: PROJECT APPROACH

### ESTIMATED SCHEDULE (in months)



**P** Public Meeting

**S** Steering Committee Meeting

**A** Adoption Meeting

NOTE: Based on previous experience with similar projects, we are estimating an 8-month process with flexibility for additional review periods or other unexpected circumstances. TSW will continue to work with City Staff to develop a more detailed schedule with meetings (dates and times), review periods, and deliverable dates.

### START DATE

Due to existing commitments, TSW would not be able to start on this project until after April 24, 2023.

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SECTION 3: **PROPOSED FEES**

# Proposed Fees

The following estimated fees are based on recent, similar projects, and our understanding of the needs of Dahlonega. Because it is difficult to accurately determine the cost of Task 3: Coding Drafting before finishing Task 1 and Task 2, we have provided a range of potential fees. If we have incorrectly estimated the effort required for any task, we are more than willing to adjust them after consultation with the City.

The fees include all labor and expenses for TSW and its subconsultants.

	FEES BILLED HOURLY NOT TO EXCEED [1]	
	LOW	HIGH
<b>Phase 1: Getting Started</b>	<b>\$17,500</b>	<b>\$17,500</b>
<b>Phase 2: Confirming Direction</b>	<b>\$11,000</b>	<b>\$11,000</b>
<b>Phase 3: Code Drafting [2]</b>	<b>\$20,500</b>	<b>\$50,000</b>
<b>Total</b>	<b>\$49,000</b>	<b>\$78,500</b>

[1] Any unused Phase 1 or Phase 2 fees could be applied to Phase 3.

[2] Phase 3: Code Drafting may include legal counsel, if desired by the City. The High fee includes \$15,000 in legal fees.

## FEE ADJUSTMENTS

TSW is more than happy to work with the City to adjust our Project Approach and fees. The greatest fee adjustment can be accomplished by converting and of the in-person meetings to virtual meetings. If the City is interested in converting any meetings to virtual, this will result in a significant reduction in travel-related expenses.







# City Council Agenda Memo

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**DATE:** April 11, 2023  
**TITLE:** Selection of Website Design Firm  
**PRESENTED BY:** Allison Martin, City Manager

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**AGENDA ITEM DESCRIPTION:**

Selection of Website Design Firm

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**HISTORY/PAST ACTION:**

The city issued a request for proposals and created a committee to review the proposals consisting of city staff, elected officials, and a citizen in 2022. Thirteen proposals were returned and evaluated. After a review of proposals, the committee's recommendation is Planeteria. The cost of the new website and features is \$39,650. The annual costs for hosting and maintenance are \$9,660 which is less than we are currently paying for these services.

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**FINANCIAL IMPACT:**

There are funds in the budget to cover this project and annual costs.

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**RECOMMENDATION:**

It is the recommendation of the committee that the city enter into an agreement with Planeteria for the design, implementation, hosting, and maintenance of a new city website.

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**SUGGESTED MOTIONS:**

n/a

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**ATTACHMENTS:**

Proposal

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## PLANETERIA MEDIA

# CITY OF DAHLONEGA

## WEBSITE DESIGN, DEVELOPMENT, AND HOSTING #2022-014

### QUALIFICATIONS PROPOSAL

PROPOSAL ISSUED: May 5, 2022

#### PREPARED FOR:

**Brittany Lee** - Purchasing Agent

**City of Dahlonega - Information Technology**

465 Riley Road, Dahlonega, GA 30533

**P:** 706.482.2721 **E:** blee@dahlonega.gov

#### PREPARED BY:

**Tyler Coffin** - Sales Director

**Brian Lee** - Account Manager

**Victoria Kovatch** - Sales Associate

#### CONTACT:

**Planeteria Media**

110 Stony Point Road, Ste 225, Santa Rosa, California 95401

**P:** 707.843.3773 **E:** sales@planeteria.com

**@planeteria\_media** **f**@planeteria **in**@planeteria

WWW.PLANETERIA.COM

## LETTER OF TRANSMITTAL

Planeteria is excited for the opportunity to provide website design and development for the City of Dahlongega's official public website. We read in your RFP that this project is part of a broad effort to strengthen and support the City of Dahlongega and modernize it's communication tools. That caught our interest because it tells us the City thinks about how to best serve its community. Planeteria's mission statement is to design digital experiences that support communities in having positive and productive interactions with their local government. Our approach to your City website is to create a virtual city hall, so your community can easily interact and engage using online resources. We understand the City would like the website to be a tools residents, businesses, and City staff can rely on to provide vital & easily navigable resources such as an events calendar, agenda management, activities & reservations, e alerts, payments and much more. The City of Dahlongega is choosing to redesign your website at a very interesting and unique point in time, and it is extremely important to provide a service centric website with online tools for your audience to rely on.

We recommend a revitalized digital presence that leverages enhanced functionality to allow for added online services, improved navigation/work flow, and a defined website style guide to dictate your visual style. We take extra time with art direction to select photos and imagery that represent the unique features of the City of Dahlongega. This is the type of project Planeteria excels at delivering. We will become your technology partner, just like we have done for the Town of Ithaca, Township of North Brunswick, City of Lacey, Clackamas County, and City of Pleasanton.

At Planeteria we believe in flexible and modular websites. That means that as the City grows and changes, the website can evolve easily with you. Utilizing an open-source, license free solution like WordPress or Drupal not only allows control of all content by non-technical staff, but also allows for global design and functionality changes without re-building the entire site. A flexible website keeps your brand fresh and your audience engaged without great expense or difficulty.

We are also excited to announce we have completed an exciting step to expand the services we provide you. We have merged with a company called Digital Deployment (DD) out of Sacramento, California making us the leading open source website provider in the government sector. We identified DD as an ideal partner several months ago based on our shared goals of developing unique websites and community-focused digital services for cities, counties, and other public organizations. The merger has boosted our resources in both customer support and hosting.

The Planeteria team is very pleased by this new chapter and we invite you to be a part of our journey. We are excellent at our craft and have an experienced team ready to deliver an exceptional web presence for the City of Dahlongega. Your website will become a pivotal resource for City staff and the community to lean on. We would be proud to help you launch your next website. This proposal will remain valid for 180 days.

WARM REGARDS,



**Tyler Coffin** - Sales Director

**P:** 707.843.3773 **E:** tyler@planeteria.com

110 Stony Point Rd Suite 225, Santa Rosa, CA 95401



**SECTION ONE:**

# Qualifications



# ABOUT PLANETERIA

Since 1999, Planeteria has been designing, developing and supporting community-focused websites for cities, counties, municipalities and other public agencies around the country. We've built over 500 sites serving millions of customers. We pride ourselves in offering modular solutions for local government organizations who want the ability to make adjustments to their website without needing technical support. Additionally, we build our sites with the ability to be comprehensively re-designed without requiring a full re-development effort. This helps save our clients money while keeping your website flexible as the needs of your community and organization change.

We're also highly focused on providing content support. Our content specialists personally work with you to understand, organize, edit, refine and migrate your content and its structure.

WE DESIGN WITH YOUR COMMUNITY AS THE PRIORITY. IN FACT, IT'S OUR MISSION STATEMENT:

*To design digital experiences that support communities in having positive and productive interactions with their local government.*

We find that WordPress or Drupal meet the needs of 90% of our projects. WordPress and Drupal are two of the most widely used solutions in the world. Through 23 years of developing government websites, our team has created and refined proprietary tools specific to the needs of the public sector.

For Planeteria to create positive and productive digital experiences, we uphold three core values: **service, diversity, and equity**. We consider those values when proposing solutions for our clients, and we have considered those values as we've built our team. We have 25 employees distributed around the country with our main office in Santa Rosa, California. Using a distributed work force allows us a broader access to talent with diverse life experience. It also provides our team with experience working in a wider variety of communities.

We leverage our staff size to provide excellent service. Our clients can speak directly with our technical director, our lead designer, and our content specialist without navigating a phone tree.

We are proud to say our team has won multiple design and development awards for work around the country.

## RECENT AWARDS



## MUNICIPAL EXPERIENCE

We have worked with cities, counties and other municipalities all over the country and below is a sampling. Each client below has their own unique technology stack and functionality requirements for their website. Often times Planeteria integrates third party functionality using best practices. In other times, we incorporate our own functionality stack such as calendar events, board meetings and more.



## ADDITIONAL RELATED PROJECTS

- City of Tucker, GA
- Ringgold CVB, GA
- City of Atascadero, CA
- City of Pleasanton, CA
- City of Sebastopol, CA
- Clackamas County, OR
- City of Tacoma, WA
- City of Lacey, WA
- City of Nixa, MO
- Township of North Brunswick, NJ
- City of Midway, UT
- Town of Ithaca, NY
- St. Johns County, FL
- Aleutians East Borough, AK
- Boston Housing Authority, MA
- Butler County Regional Transportation Authority, OH
- San Diego County Water Authority, CA
- Gold Coast Transit District, CA
- Denton County Transportation Authority, CA
- Solano Superior Court, CA
- Solano Transportation Authority, CA
- Tri-Valley Transportation Council, CA
- OC Local Area Formation Commission, CA
- Ben Franklin Transit, WA
- Sonoma Water, CA
- Lextran, KY
- AC Transit, CA
- SunTran, AZ
- Bend Parks & Rec, OR
- Basin Recreation District, UT

For a full list of our projects, visit [WWW.PLANETERIA.COM/GOVERNMENT](http://WWW.PLANETERIA.COM/GOVERNMENT)

# PLANETERIA VALUES

There are a lot of digital agencies on the planet for you to choose from. You should work with Planeteria because of our unique combination of Our Team, Our Designs, and Our Process. Our project managers run our projects with our three company values in mind.



## SERVICE

- We actively seek out opportunities to help.
- We are good listeners and are attentive to client needs.
- We actively research new technologies to support our clients' goals. We don't always have the answer but we work hard to uncover a path for project success.
- We respond thoughtfully and punctually in our communications.



## DIVERSITY

- We embrace and celebrate people different from ourselves and ideas unlike our own. We feel this is a key element to bringing fresh and effective ideas to any successful project.
- We work to understand other perspectives. Through active listening we work to understand what others are trying to communicate.
- We believe great solutions are born from gathering a wide variety of ideas.
- We understand our own experience is not the only experience.
- We seek feedback and input from all stakeholders in our projects.



## EQUITY

- We keep in mind that not all people have the same opportunities and resources.
- We actively remove barriers to using our products.
- We strive to understand the cultural components of inequity and fight against those components.



**SECTION TWO:**

# Management Philosophy





## CITY OF DAHLONEGA PROJECT TEAM

Planeteria is made up of a dedicated team of 25 experts who will be handling all aspects of your project. Our robust creative, technical, content, and management teams collaborate closely to ensure that projects are executed seamlessly, while our team leads remain committed to delivering quality work and facilitating communication. We have subject matter experts in project management, user experience, design, ADA, technology, customer service, SEO etc. Our team's versatility and concise project management process sets us apart from the competition. We will not require any subcontractors for this project.



**WYATT BENOIT | OPERATIONS MANAGER**

Wyatt has been Planeteria's lead project manager since 2015. Because of her abilities managing diverse stakeholder interests, she specializes in working with our Municipal clients. Wyatt is excellent at handling multiple projects, ensuring all timelines and goals are met. She is a very effective communicator, and makes sure that information is constantly flowing to the right person. Wyatt is organized, flexible, and strategizes to make sure all projects are executed on time. She has a degree in Arts and Communication Design from Pacific Northwest College of Arts, and has also completed a Cornell University Project Management Certificate.



**SANDEEP MEHTA | TECHNOLOGY DIRECTOR**

Sandeep has over 20 years of international experience managing creative technology projects. Before Planeteria he served as director for process Redesign at Citigroup and also as the managing director of a technology solutions company. Sandeep has built over 150 websites for organizations across the country. Sandeep manages a team of engineers on all technical elements of our projects.



## **TYLER COFFIN | SALES DIRECTOR**

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Tyler has over 15 years of technical website sales experience helping organizations turn project ideas into a reality. Communicating website design needs can prove to be difficult, but Tyler prides himself on educating clients so they are co-creators with input and buy-in on the final product. He will initiate the scope of work, project contract/agreement and payment terms and will be the point of contact for post-launch account management. Tyler is a graduate from University of California, Davis with a bachelors in Communication and Sociology.



## **HEIDI PEYSER | INFORMATION ARCHITECT**

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Heidi has been advising non-profits and government agencies about website development, digital communications and internal processes since 2001. Heidi serves as the bridge between content, design and programming by evaluating what clients already have vs. what they need. Heidi also plays a key role in evaluating the breadth of existing content and streamlining it to make it clear, consistent, and usable for audiences across generational divides. Heidi is a Sonoma State graduate, has a bachelors in Business and Psychology and a master's in Psychology with a focus on research.



## **CHLOE STEINHOFF-SMITH | LEAD VISUAL DESIGNER**

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For over a decade, Chloe has been committed to communicating clearly through compelling, user-focused design that is carefully crafted to enrich each clients' branding and aesthetic. As Planeteria's lead visual designer, Chloe has been instrumental in developing comprehensive design systems and experiences that are not only intuitive and effective for users, but flexible and easy for our clients to implement and maintain. She has a Bachelor of Fine Arts in Communication Design from Pacific Northwest College of Art.



**KEEGAN ORTIZ-DEKRAMER | SENIOR DEVELOPER**

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Keegan's philosophy in life is "talk a little, listen a lot, and then over-deliver on client expectations". Keegan is our lead ADA specialist. He has been programming websites for thirteen years, leading our development team since 2009, and brings a contagious enthusiasm to our projects. He has expertise in multiple programming frameworks and has also been involved in the development of CMS systems. Keegan graduated from University of California, Davis with a degree in Computer Science.



**VICTORIA KOVATCH | SALES ASSOCIATE**

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Victoria got her start working for a large consumer products distribution company in branding and marketing. At Planeteria, Victoria assists in identifying new leads, preparing proposals, and making sure all parts of the sales process are up to date. She also works on marketing initiatives, press releases, newsletters, social media, and SEO. Victoria primary roles bridge the gap between sales and marketing. She has a degree in sociology from Azusa Pacific University and recently completed a digital marketing certificate from Columbia University's Emeritus Business School.



**BILL OLSON | SENIOR SUPPORT SPECIALIST**

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Bill has over 12 years of web development experience, and is our main customer support lead. His primary role is making sure new project designs and functionality meet expectations upon launch and beyond. He also serves as a main point of contact for existing web site maintenance and technical support, and assists in content migration. Bill has an Associate degree in Interactive Media Design from the Santa Rosa Junior College and training as an Adobe Application Specialist.



**BRIAN LEE** | ACCOUNT MANAGER

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Brian has been building Planeteria's client list since 2009. He holds an MA in Journalism, a BS in Cell and Molecular Biology and has worked around the world as a professional photojournalist. Between his communication skills and his understanding of design strategy, he helps Planeteria understand what digital business tools will be of greatest value to our clients. He has been integral in establishing Planeteria's focus on serving the needs of our municipal clients by soliciting input from the community they serve. Brian enjoys bringing diverse thinkers together and seeing what unexpected ideas and unique solutions arise.



**KATRINA THOMAS** | LEAD PHOTOGRAPHER

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With a background in both audio engineering and photographic artistry, Katrina has spent the better part of the past two decades cultivating her technical expertise and creative vision. Earning her C.P.P. designation from the Professional Photographers Association in 2014 was a turning point in her career. Recognized for her technical skill as well as her artistic vision, Katrina began to shift her focus from general portrait photography to dynamic environmental portraits, and commercial imagery. Creating an image with a compelling photographic story is exciting and made possible only through mutual collaboration.



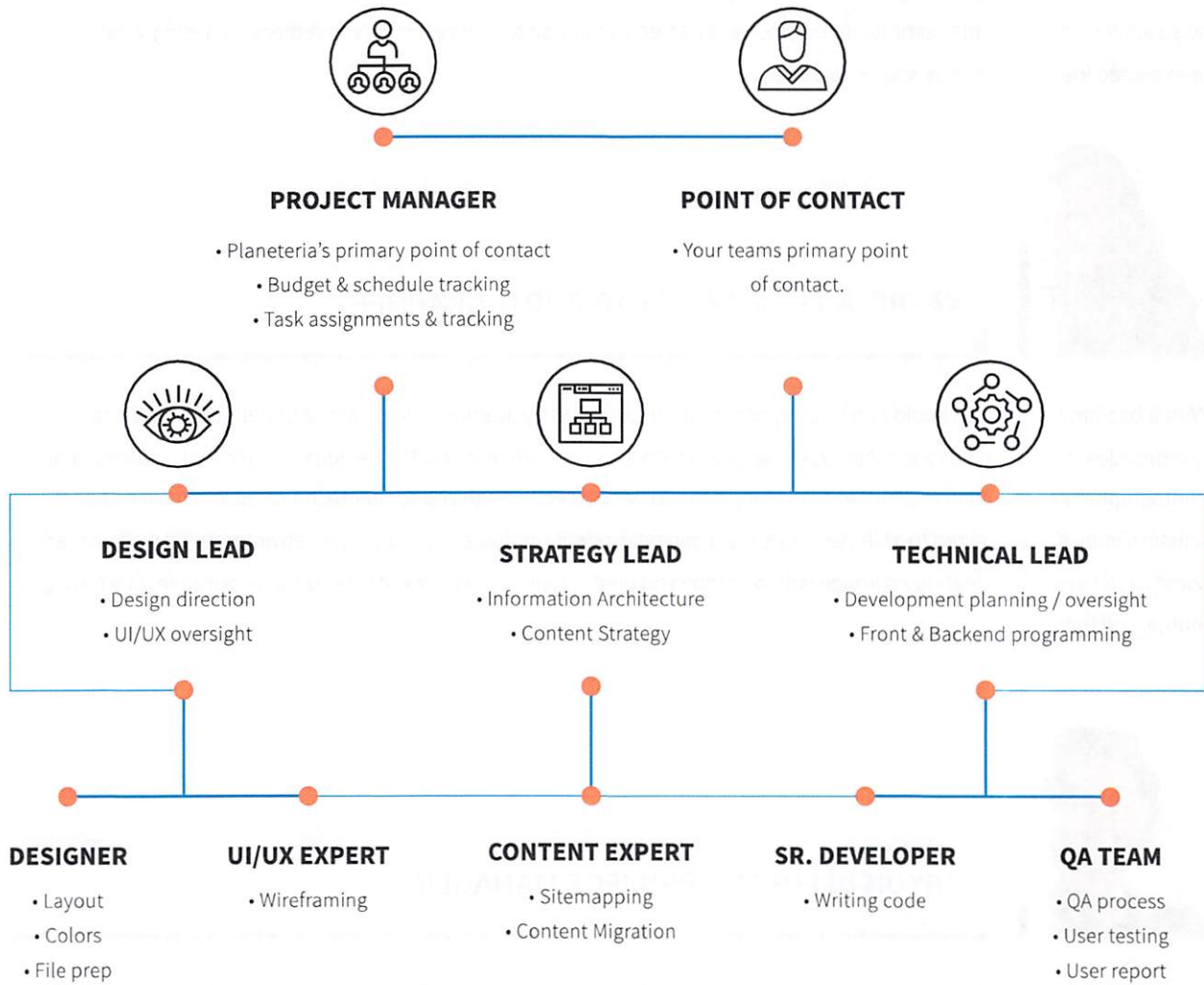
**BRYON DEISHER** | PROJECT MANAGER

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For more than a decade, Bryon has been in crucial roles for company management and client relations. Having a background in Graphic Design he brings a heightened scope and level of creativity to every project he works on. He is a skilled communicator and strategic problem solver, ensuring projects are completed punctually and efficiently. Combining this with diverse experience in team leadership, management and a goal-oriented focus gives Bryon a wide array of skills.

# PROJECT ORGANIZATION CHART

Our goal is to make our clients' websites truly beautiful. Functionality and navigability are essential components of a beautiful user experience. From project outset, we work carefully with our clients to ensure that every aspect of the design, development and launch process goes according to plan. Initial meetings establish client needs and expectations so that development can proceed based on well-defined parameters. We do not require any sub-consultants, all tasks will be done by Planeteria in-house. Below is the org chart that takes us from project concept to project creation.



# PROJECT APPROACH

The project approach is a key element of the overall project strategy. It defines the scope, objectives, and deliverables of the project. The project approach is a key element of the overall project strategy. It defines the scope, objectives, and deliverables of the project. The project approach is a key element of the overall project strategy. It defines the scope, objectives, and deliverables of the project.



DESIGN



BUILD



OPERATE

## SECTION THREE:

# Project Approach & Implementation Plan



707.843.3773

SALES@PLANETERIA.COM

WWW.PLANETERIA.COM

# PROJECT APPROACH

We begin by creating a clear project plan, identifying key players on both the client and Planeteria side. We clearly define roles, methods and systems for communication as well as clear timeline to keep the project on track and everyone in the loop. We understand that timelines can shift and plans can change; any adjustments to the project will be reflected in a modified Road Map. This ensures we all keep the project on time and on budget.



## DISCOVER

Through a kickoff meeting, we learn about your organizational goals and key elements of your project's success.

We also identify the diverse set of stakeholders who will guide the project through interviews, surveys, and review.



## DEFINE

From what we learn in discovery, we formulate measurable goals by which to evaluate deliverables. We also review and finalize the project plan.



## DESIGN

Our design process allows multiple opportunities for discussion, review, and revision. We mock up key functionality so you can test usability before we enter the programming phase.



## ORGANIZE

We have a staff member whose sole job is to establish an organizational strategy for your content. Editing, creating, and restructuring content can often be a project's heaviest lift and we support this effort.



## DEVELOP

In this phase we implement proprietary technologies within our CMS solutions, and oversee the integration of any existing online tools. We provide a beta environment for our client's to review and offer feedback.



## MIGRATE

Through manual labor as well as automation, we migrate your content to the new environment. Once it's there, our content editor reviews each page to make final adjustments and recommend refinements.



## REVIEW

Near the end of the project our QA team tests your new website on all major browsers and platforms. Once we have QA-ed the site, we turn the site over and provide tools for internal review.



## TRAIN

When the site is ready for launch, we host a training bootcamp for your website managers. To support ongoing learning we provide an online resource with searchable tutorial videos and written guidance.



## LAUNCH

During launch you have direct communication with key team members. Our team is on call 24 hours a day during the critical launch window. We establish fail safe protocols if any unforeseen issues arise.

# PROJECT MANAGEMENT & RESOURCES

As a company that serves customers all over the country, we have a streamlined project management process that allows for plenty of meeting time throughout the life cycle of the project. When it comes to weekly check-ins, bench mark reviews, and other checkpoints, we utilize video conferencing, where we can share wireframes, graphics, presentations, and mockups in real time.

We believe client engagement is critical to any projects success. All primary meetings and decision-making processes are overseen by the dedicated project manager assigned to your project. You'll also be able to communicate directly with design and technical leads, as well as any other key team members wherever appropriate. Throughout the project, we schedule weekly check-ins and communicate regularly between meetings. We establish a clear decision-making path early on. We are careful to define goals for each meeting, clearly record decisions, and frequently remind the team of feedback opportunities and deadlines. Below are a couple of tools we use to effectively manage our project communication with you:



## MONDAY

All the projects are managed through an online project tool called Monday. With Monday, both our teams can share documents and media, track to-dos, stay up-to-date with schedules, and easily manage discussion topics. This tool will be used for the duration of the project and you will receive a quick training during the kickoff.



## BUGHERD

For the Quality Assurance phase of the project, we use BugHerd. This online tool allows you to report issues by making annotations right from the site being worked on. It allows us to effectively turn your annotations into full reports with all the info we need to fix the problem and make sure your site is executed perfectly.



## FRESHDESK

Our commitment is to ensure your team is fully supported post-launch. We use a client portal called Freshdesk that enables your to easily submit support tickets, or you can send a simple email to [support@planeteria.com](mailto:support@planeteria.com) to reach our dedicated team. Either way, we are quickly and easily available to help. Before we reach the projects end, we provide a runthrough for you to learn the submission process.



# WEBSITE CONTENT MANAGEMENT SYSTEM

We have developed websites for municipal organizations using open-source technologies and they have proven to be powerful, flexible and scalable. WordPress (version 5.4) and Drupal (version 9) are both web based, open-source content management platforms that are the best solution for the City's new website. The functionality we incorporate will ensure that audiences and stake holders have easy access to information that is important to them and have the ability to interact with City staff in numerous ways on the website. As your technology partner, we are CMS agnostic. The main misconception is that WordPress and Drupal are template websites. While some website design companies use templates, ALL websites designed by Planeteria are 100% custom while using a CMS as the software. WordPress and Drupal do not have license fees.



Initially developed in 2003, WordPress is now the world's most popular content management system with over 62 million installs. Over 40% of the Internet is now powered by WordPress. WordPress has made significant gains with municipal organizations and political leaders; Whitehouse.gov is built on WordPress for both of the past two presidents.

**WHY WORDPRESS:** WordPress is great for organizations with non-technical editors. WordPress has the best user ratings when it comes administering content.



Drupal provides a back-end framework for at least 2.3% of all websites worldwide ranging from personal blogs to corporate, political, government sites and is the #1 platform for enterprise CMS's. The Drupal community is composed of more than 1.3 million members, including 109,000 users actively contributing to the core technology.

**WHY DRUPAL:** Drupal is a great solution for large organizations that require a fast, secure and scalable solution.



## VIRTUAL CITY HALL

Your website is the primary information source for your audience providing access to services and information 24 hours a day, 7 days a week. The Virtual City Hall likely sees more traffic than your physical City Hall and should have some of the same priorities; look fresh, welcoming, inviting, up-to date, ADA accessible and easy to find information. As part of our open source government CMS solution, we integrate calendars, agenda management, news, procurement and more. We can also integrate legacy third party softwares when relevant.

# FUNCTIONALITY FOR THE CITY OF DAHLONEGA

We understand you need a visually attractive, interesting, and dynamic website that represents your unique organization. From our experience the City's website will also need to be mobile, accessible, reliable, highly functional and provide useful, relevant and current information. Below is a list of functionality options we have integrated for other clients. We will provide best practices for the implementation for each option below.

## CORE CMS FUNCTIONALITY

### ADMINISTRATIVE FUNCTIONALITY

Admin Roles	User-Friendly URLs	Google Analytics
Content Approval Workflows	WYSIWYG Editor	Change Log
Feeds & RSS	Document Archive	SEO Tool
Page Builder & Templates	Media Upload & Asset Management	Broken Link Finder
Global Settings	Fillable Forms	Mobile Responsive
Content Scheduling	Multi Browser Support	User Roles & Permissions

### VIRTUAL CITY HALL FUNCTIONALITY

Historically City Hall has been a place for City officials and the public to meet and discuss the community. Our Virtual City Hall allows for an open and transparent government.

RFP & Procurements	Department Homepages	Audience Engagement Tool
Board Meetings and Agendas	Social Media Integration	E-communication Platform
Online Agenda Management System	GIS Mapping	Online Payments
Activities/Class Registration	In-site Predictive Search	City Laws and Building Codes
Facility Management	Utility Payment	E commerce
Calendar & Events	FAQ Tool	Request Tracking
News Syndication	Interactive Maps	Survey/Polling
Press Releases	Alerts, Emergency Notifications,	Mobile App
Third Party Widgets & APIs	Feeds & RSS	SMS Alerts
Email Subscriptions & E-Newsletter	Job Posting	Event Registration
Staff Directory & Contacts	Employee Intranet/Extranet	Virtual Assistant/Chatbot
City Service Directory	Printable Pages	ERP System
City Park Information	One Click Language Translation	Blog
Department Directory	Text Message/Email Alerts	

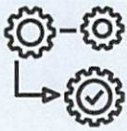
# E-ALERTS - MASS NOTIFICATION SYSTEM

Our E-Alerts solution keeps your community informed using the platform of their choice. You can schedule message delivery, allow your community to subscribe to notifications for any number of topics, and automate distribution to reduce your administrative burden. This a popular add on service that is optional. E-alerts will facilitate your goal of a *relentless focus on customer needs*.



## MULTI-CHANNEL SYNDICATION

Specific content types (news, calendar events, board meetings and others) can be configured to automatically syndicate new content to several channels (City website, Facebook, Twitter, text and email). You save time using one interface to manage several channels instead of managing each channel individually



## ADMINISTRATION

The most common problem we hear about content administration is that content needs to be administered in multiple places on the website and shared to several social platforms creating major inefficiencies. With E-Alerts, content can be scheduled to publish at specific date in the future through the CMS. These pieces of content will then be syndicated to the appropriate channels when published live. City staff can use mapping abilities to send notifications to different notification zones based on user location.



## USER PREFERENCES

Empower your community to customize the alerts they receive. They select the alerts that are important to them and can even receive notifications based on keywords. When new content containing the keyword is added to the website, the user receives a notification.



## REAL TIME DELIVERY

Alert your community promptly during emergencies. The E-Alerts system is robust and scalable to handle large user databases so that you can distribute your emergency message widely and efficiently. Have peace of mind knowing your audience is receiving current and time sensitive information.



## SECURITY

E-Alerts is administered through the City website CMS and utilizes the same security protocols as the CMS itself. The Planetaria managed maintenance plan and our 24/7 security protocols ensure all user data and communication remains secure.

# AGENDA MANAGEMENT

Planeteria provides a single platform for the complete management of the agenda, minutes, video, audio and records related to a meeting all administered with the City CMS website solution. The solution manages the critical functions of the clerk's office and secures it all within a central repository that also supports your public records responsibilities. The features make City staff more efficient and provide convenient access for constituents and elected officials.



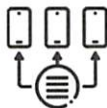
## AGENDA PACKET AUTOMATION

Automatic packet creation for constituents and council members: Take all approved items and supporting documents for each meeting and create public and executive session packets. With a few clicks, staff can publish and distribute these packets for constituents and City stakeholders to reference online.



## APPROVAL WORK FLOW

Agendas and packets are put together automatically based on approved items. This includes the necessary supporting documents. Next, the staff publishes and electronically distributes the meeting information to the proper people.



## ACCESS TO DOCUMENTS

Meeting attendees can access agendas on the go with mobile devices or through your website. Finding information for meeting isn't hard, either. The solution offers a fast, comprehensive search feature – no more shuffling through endless paper notes!



## VIDEO & AUDIO

Simplify the video and audio posting process through utilizing Zoom. Using Zoom's API after the meeting, the video can be posted to the agenda/meeting page on the website automatically saving the City staff time. *(Zoom or similar video solution is required)*



## AFTER THE MEETING

With the agenda management system, you can securely store all documents in one central electronic location. One central location and advanced search features make it easier to find what you need when you need it.

# PROCUREMENT

A robust RFP management function will be included. Post RFPs, addenda, and other documents as well as track and organize proposers and bidders. Your active and archived RFPs will be searchable and sortable.



## REGISTERED VENDORS

Vendors can register to receive notifications for new procurement opportunities that meet their preferences. Vendors can also fill out intake forms and submit proposals for procurement opportunities.



## NOTIFICATIONS

When vendors express interest in particular opportunities, the City can send automated notifications when addenda are released.

# JOB POSTING

Our job postings tool allows you to add listing information into your custom template, set an expiration date, feature the job post and receive applicant information and documents automatically into your email account.



## JOB BOARD

The human resource department will have control of the management of job postings to the website, including job description, salary range, experience required and other required details. Individual job postings can be syndicated to the appropriate department page on the City website for added exposure.



## APPLICATIONS

Registered users can fill out intake forms and upload resumes for submission. Users can also set settings to receive alerts for new or upcoming job postings from the City.



# ADA COMPLIANCE

The Americans with Disabilities Act (ADA) was introduced in 1990 to help the millions of Americans who live with disability. In everyday life, it ensures accessibility in public places and protects against discrimination. These requirements apply not only to public places, but cyber spaces as well.

## BENEFITS OF ADA COMPLIANCE

- **IT'S THE LAW.** It's better to be safe than sorry!
- **TOTAL ACCESSIBILITY.** Accessibility means everyone can visit your site and that content can be interpreted and consumed in various ways. It creates more visitors and an improved image for your firm or company.
- **ENHANCED USABILITY.** ADA compliance also requires that website content flows in a logical manner and meets the latest coding standards. It can even improve Search Engine Optimization (SEO).

## RISKS OF NON-COMPLIANCE

The City could face a lawsuit if a person with a disability claims they cannot access your website. The result of this can range from legal fees including possible settlements, PR problems, and the cost of rebuilding your website.

## HOW WE ACCOMPLISH COMPLIANCE

Accessibility often naturally flows from good design. This means that the City's website should be designed to deliver a great experience for all its visitors, whether or not they have a disability. We approach ADA compliance from a visual standpoint and a technical standpoint broken down below:

- **COLOR CONTRASTING.** Design for sufficient contrast between the color of the text and the color of the background; Avoid putting a light font color on a light background.
- **FONTS.** Use fonts that are easy to read; and make fonts larger
- **USE ALT IMAGE TEXT.** Make sure the images on your website have descriptive alt tags. Alt tags are used by screen readers, players, and voiceovers to describe elements on a website to users.
- **ANALYZE SITE LOGIC FLOW.** Make sure that forms on your site are labeled properly and make sure that form fields are in a logical tab order to make your site accessible to those who can't use a mouse.
- **HEADINGS.** Use headings correctly to organize the structure of your content.
- **LINKS.** Give your links unique and descriptive names.
- **ADD CAPTIONS FOR VIDEO & AUDIO CONTENT.** Videos or Audios on your site should be close captioned so that those with hearing disabilities can follow along
- **CONTENT MANAGEMENT SYSTEM.** If you are about to build a new website, choose a content management system that supports accessibility. Common examples include Wordpress, but there are many other options available.

## POST LAUNCH COMPLIANCE

ADA compliance does not end when your new website goes live. When new pages are added and content is edited, this new content needs to remain in compliance. This is accomplished with set guidelines for fonts and colors within the page templates. We also use automated tools to scan new content regularly to ensure compliance.

# QUALITY CONTROL

Website quality control is generally referred to as a list of tasks that assist in the launch of a functional and compliant website. These tasks include browser testing, mobile review, ADA confirmation, performance testing, broken link check and more. However, quality control does not stop once the website is launched. Quality control should continue post launch to ensure that your website is always functioning properly. We perform quality control practices using automated tools, manual and visual tests.

## BROWSER TESTING

- Your website will be viewable & responsive on different browsers including Firefox, Safari, Chrome, Opera, & Internet Explorer.
- We test to make sure your design layout works in every browser. We also check for consistency in the different elements of the layout.
- Planeteria tests all elements of the website like trip planners, calendars, news, links, and search to make sure all they function properly and consistently.
- Finally, we will open your website from all operating systems including Windows, Mac OS, Android, Linux, & iOS.

## MOBILE REVIEW

- Cross-test the website on mobile devices using a variety of browsers (Firefox, Safari, Chrome, Opera, Internet Explorer), and operating systems (Windows, Mac OS, Android, Linux, iOS).

## ADA CONFIRMATION

- ADA compliance is embedded in our design and development process, so during quality control, we are confirming compliance of: color contrast, fonts, technical code and image captions.

## PERFORMANCE TESTING

- It is important that page load times are within industry standards.
- Meta data, H1 tags, title tags and image alt text will be checked to ensure best exposure on search engines.
- All forms will be tested to confirm they are working properly and information is being delivered to the right the City staff member and also a record stored in the CMS database.
- All third party tools will be fully activated and confirmed to be working properly.
- Planeteria checks for broken links on your website. Broken links can lead to a poor user experience

A sound quality control plan ensures a successful launch of the new City website. We complete this comprehensive inspection prior to the launch of all our websites. After website launch our managed maintenance plan ensures on going quality control.

# HOSTING & SECURITY

## HOSTING

We have a partnership with Codero, and Pantheon and offer fully managed hosting solution. We will determine the appropriate hosting configuration to fit your needs (GB Storage, visitors per month, peak traffic availability, bandwidth). This includes Unlimited incoming bandwidth and 99.9% uptime guarantee. SSL Certificate is included. Multi environment set up: live site, staging site and development site.

## SECURITY & MONITORING

- The website will be backed up automatically every night
- Website and server are constantly monitored for Malware, intrusions and other incidents on a server level
- Firewalls will be deployed to block ports to virtual platforms and web resources
- Should a DDoS attack be detected and confirmed, we will provide a mitigation service
- This includes Antivirus protection from malware
- Staging environment, production environment and live environment

## CONTENT MANAGEMENT SYSTEM

- Roles, permissions and user groups will be created to allow different access levels for different editors
- Editors with the same access-level can edit, approve or make changes concurrently
- Two-factor authentication system (if requested)
- Change the pre-fix of the databases
- Restrict database user privileges
- Lock down directories when possible
- Remove default admin user and regular review of registered users
- Use well-known and trusted plugins and modules
- Install security related and monitoring plugins and modules



# MAINTENANCE & TECH SUPPORT

## POST LAUNCH MAINTENANCE & TECHNICAL SUPPORT

### WEBSITE MAINTENANCE

- Security updates, upgrades and patches for CMS, plugins, modules and third party tools
- Automated monitoring tools running 24/7 preventing intrusions and other incidents on a CMS level
- We will deploy updates across the platform, including 3rd party apps and modules

### SUPPORT

- We provide phone support (M-F 7 AM to 6 PM PST), online ticketing, and email support. Our ticketing portal can be used for non-emergency issues which allows your staff to open a ticket and track tickets
- Client-requested site modifications requiring less than 30 minutes of time (limit: 3 per month as part of the SLA. Limit can be increased upon request.)
- Unlimited training as requested by the City

### SUPPORT TICKET RESPONSE TIMES

- All urgent requests are responded to within 2 hours.
- High priority requests - one business day
- Medium priority requests - two to three business days
- Low priority requests - five to seven business days

### WARRANTY

Repair, at no additional charge, of all bugs in code for the lifetime of the site as long as:

- The code was not modified by a third-party (client included)
- The bug is not due to a change in technology including browser, plugin, and CMS updates
- The bug was not caused by the addition of content.

### SOFTWARE

- No licensing fees required
- Software Version upgrades during the life cycle of the website
- All source code, graphics and any other web content will be the property of the client.



# WEBSITE DESIGN PROCESS

Here is an overview of the project in its seven-phase project plan. We understand timelines overlap, we value flexibility and we are experts at balancing and prioritizing all of your needs. Throughout the lifetime of the project, we will provide deliverables and collect feedback with regular communication and documentation. Weekly meetings will help us stay on track.

## ROUND OF REVIEW:

Each round of review starts with a different versioned deliverable. The client is provided a time period to review the deliverable. Once feedback for the deliverable is posted and provided to the Planeteria team that round of review is closed.

**BELOW IS A SAMPLE SCHEDULE ESTIMATE:**

## PHASE ONE: DISCOVERY – 4 WEEKS

The Discovery Phase lays the foundation of the project by helping further identify the needs of your stakeholders, better define your audience and furthers clarify project goals.

### I. WEBSITE AUDIT & SITE WALK-THROUGH

With the City, Planeteria will conduct a site walk-through led by Planeteria's Information Architect, will be conducted to review and confirm the site audit findings. During the call, stakeholders will be guided through the existing site section by section to identify functionality needs, assess existing internal website processes, and clarify any remaining items to inform the website strategy.

**PLANETERIA DELIVERABLE:** *Site Walk-Through Meeting*

**CITY DELIVERABLE:** *Creative Brief Questionnaire & Google Analytics Access*

### II. MOODBOARD

Planeteria's web designer will create and present a Moodboard; a board that showcases specific examples of functionality and aesthetic elements from existing websites to demonstrate a vision for potential solutions and further define the goals for the site.

**PLANETERIA DELIVERABLE:** *Interactive Moodboard Link*

**CITY DELIVERABLE:** *Feedback*

## PHASE TWO: INFORMATION ARCHITECTURE – 5-6 WEEKS

The Information Architecture Phase's primary function is to streamline your navigation and content for the new sites.

### I. SITEMAP

Based on the findings from the Discovery Phase, the Information Architect will develop a sitemap flowchart to demonstrate your site's new navigation that clarifies and optimizes your visitors' user journey.

**PLANETERIA DELIVERABLE:** *Interactive Sitemap Link*

**ROUNDS OF FEEDBACK:** 1

**CITY DELIVERABLE:** *Feedback & Approval*

### II. WIREFRAMES

Wireframes (aka. website blueprints) will be developed to demonstrate page template functionalities and content placement to help determine the site's basic layout and information flow.

**PLANETERIA DELIVERABLE:** *Interactive Wireframe Link*

**VERSIONS:** 1

**CITY DELIVERABLE:** *Feedback & Approval*

## PHASE THREE: VISUAL DESIGN 4-5 WEEKS

The Visual Design phase establishes the overall design for the sites

### I. COLORS, TYPOGRAPHY & HOMEPAGE MOCKUPS

Based on the moodboard and existing branding, the web designer will produce three potential design directions for the site through the presentation of the homepage design.

**PLANETERIA DELIVERABLE:** *Interactive Homepage Design Link*

**ROUNDS OF FEEDBACK:** 2

**CITY DELIVERABLE:** *Feedback & Approval*

### II. PAGE TEMPLATE DESIGNS

The remainder of the identified page templates will be designed based on the approved site direction.

**PLANETERIA DELIVERABLE:** *Interactive Page Type Design Link*

**ROUNDS OF FEEDBACK:** 1

**CITY DELIVERABLE:** *Feedback & Approval*



## PHASE FOUR: CONTENT & BETA DEVELOPMENT – 10 WEEKS

The Content Strategy & Development Phase establishes the strategy for migrating and establishing content for the new sites and developing the beta site.

### I. CONTENT WORKBOOK

Multiple exercises for the City to map existing content migrating from the old site structure to the new website structure, based on the sitemap and wireframes, to better identify what written content stays and needs to be edited and developed.

**PLANETERIA DELIVERABLE:** *Content workbook onboarding*

**CITY DELIVERABLE:** *Content workbook*

### II. CONTENT CURATION

The provided content is refined with basic copy editing and applied design principles to ensure that the written content translates into easily readable and digestible information.

**PLANETERIA DELIVERABLE:** *Content curation*

### III. BETA

Planeteria creates the necessary accounts, sets up GIT (version control), installs plugins, creates a database, modifies CMS based on security best practices, develops the agreed-upon designs and functionalities. A test run development site will be presented to the City, ready for internal review.

**PLANETERIA DELIVERABLE:** *Beta presentation*

**CITY DELIVERABLE:** *Requested items for beta development*

## PHASE FIVE: QUALITY ASSURANCE & LAUNCH- 6 WEEKS

Planeteria will conduct internal quality assurance checks in addition to soliciting feedback from the City.

### I. TRAINING

Hands-on training session(s) in the beta environment teaches administrators how to interact with the site's backend to modify, edit, and upload content.

**PLANETERIA DELIVERABLE:** *Initial training*

**CITY DELIVERABLE:** *List and contact information of training attendees*

## II. BROWSER & MOBILE TESTING

The site is tested in the following browsers in order to ensure the sites quality across all platforms - IE 11+ (PC), Firefox/Opera/Safari/Chrome (Mac & PC). The site is tested on popular devices such as the iPhone and Andriod to determine the retention of the sites functionality as well as the correct implementation of the mobile designs.

## III. INTERNAL QUALITY ASSURANCE

The City will review all uploaded site content for accuracy and log any bugs, minor design edits, or functionality issues with our ticketing system as low, medium, or high priority.

**CITY DELIVERABLE:** *Bug reports logged & content refinement*

## IV. LAUNCH AND MONITORING

Prior to launch all high and medium tickets will be resolved and the site will be ready for public use and viewing. We carefully monitor the site and provide 24 hour support for any issues.

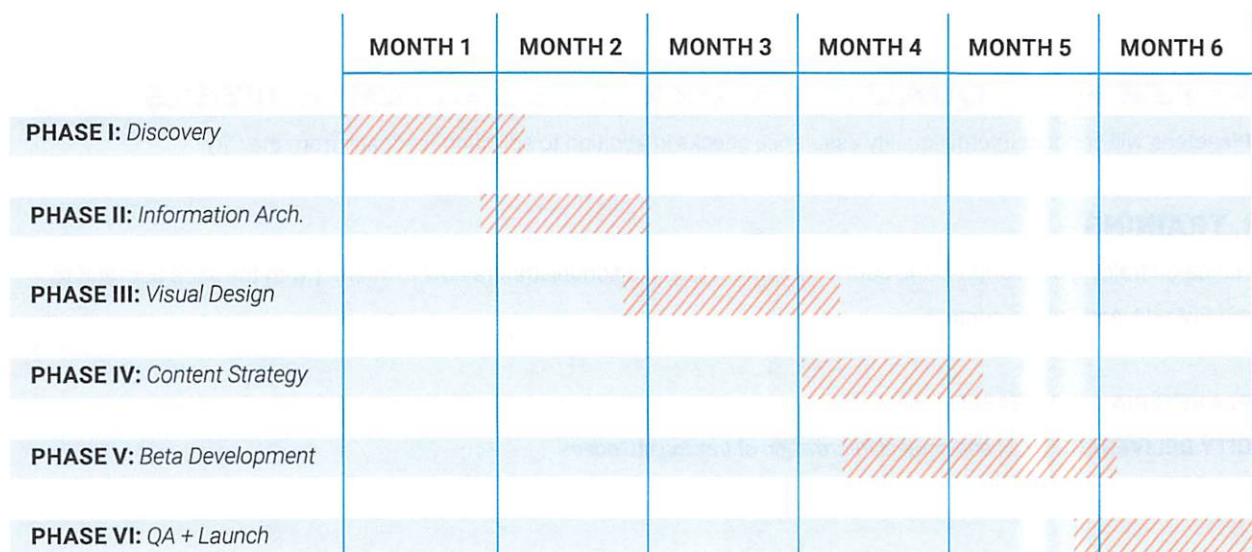
**PLANETERIA DELIVERABLE:** *Live site and monitoring of the site.*

## ESTIMATED IMPLEMENTATION PLAN

We estimate this project will take approximately 6-8 months to complete.

**BELOW IS A SAMPLE SCHEDULE ESTIMATE:**

Timely client feedback is required to keep the project on track.



# TRAINING

Planeteria offers training sessions and materials in a variety of format options for both your initial and ongoing training needs. While our overall solutions are generally consistent from project to project, the administrative details often are specific to the individual project and client needs.

## TRAINING FORMATS INCLUDE:

### LIVE & IN-PERSON:

**BOOT CAMP IN WINE COUNTRY:** Planeteria hosts a hands-on training where administrators interact and practice modifying content in a testing environment. For this training session, we invite City staff to our Santa Rosa offices in beautiful wine country for four hours per day, two-day long boot camp.

**ONSITE:** We are also happy to take the training to your offices for hassle-free, in-person learning.

### LIVE & VIRTUAL:

**PRIVATE ZOOM:** We also offer virtual (online) training using Zoom screencasting and participant management. These training sessions can be requested up to three times per year for new employees or as refreshers. These are recorded and shared on a private YouTube channel.

**PUBLIC ZOOM:** As client interest permits we offer cross-client technical user groups to provide a user community to our clients.

### SELF-SERVE TRAINING LIBRARIES:

**INSTRUCTIONAL VIDEOS ON YOUR OWN PRIVATE YOUTUBE CHANNEL:** Post training we record and host screen cast tutorials explaining CMS functionality for your reference and training new employees. These are hosted on a private, client-specific YouTube channel. They are generally topic/task specific and much shorter than a whole, initial training. We are happy to add additional videos on specific topics as unique client need arises.

*Drupal Training Videos:* [www.planeteria.com/drupal-training/](http://www.planeteria.com/drupal-training/)

*WordPress Training Videos:* [www.planeteria.com/wordpress-training/](http://www.planeteria.com/wordpress-training/)

**WRITTEN MANUALS:** For clients who prefer written documentation, we are glad to take the same steps broken out in videos and make them into written instructions.

- For WordPress clients, we have a solution where these instructions can be accessed, and updated, upon login.

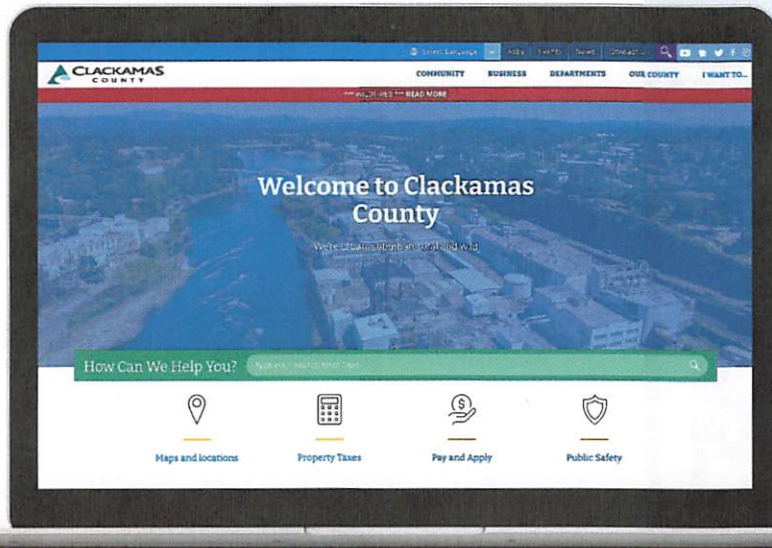


## SECTION FOUR:

# Company Experience



# MUNICIPAL EXPERIENCE



## CLACKAMAS COUNTY

WWW.CLACKAMAS.US

PROJECT DURATION: 9 months

YEAR LAUNCHED: May 2019

PROJECT CONTACT:

JESSIE KIRK | Web Content Editor

jkirk@clackamas.us | 503.742.5916

## BACKGROUND

Clackamas County is Oregon's third-most populous county. Since the county's creation, agriculture, timber, manufacturing, and commerce have been the principal economic activities.

## THE PROJECT

Planeteria was hired for website design and development services for the county's 2,000+ page website that receives more than 2 million visits per year. With a site over 2,000 pages, the content reorganization was essential. A unique challenge to this project was the County has over 40 different departments and divisions all of which needed unique department pages with an overall look and feel that created uniformity throughout the site but also provides levels of flexibility in what they could post and where. \$100,000 cost.



## THE SOLUTION

The solution for Clackamas county required an in depth audit of their immense content. We conducted an audience needs assessment with relevant stakeholders to determine the most essential components for the new website. From there, we created a new site map, wireframes, web style guide (colors/typography), mood-boarding, design mock ups, developed using Drupal CMS, and mobile responsiveness.

## SERVICES PROVIDED

News & events, social media integration, custom calendar integration, procurement, emergency alerts, in-site search functionality, video embedding/streaming, document archive, online forms, department directory, unique department home pages, ADA compliant, Google Analytics, mobile responsive, language translation, ongoing maintenance and hosting.



# CASE STUDY: CLACKAMAS COUNTY

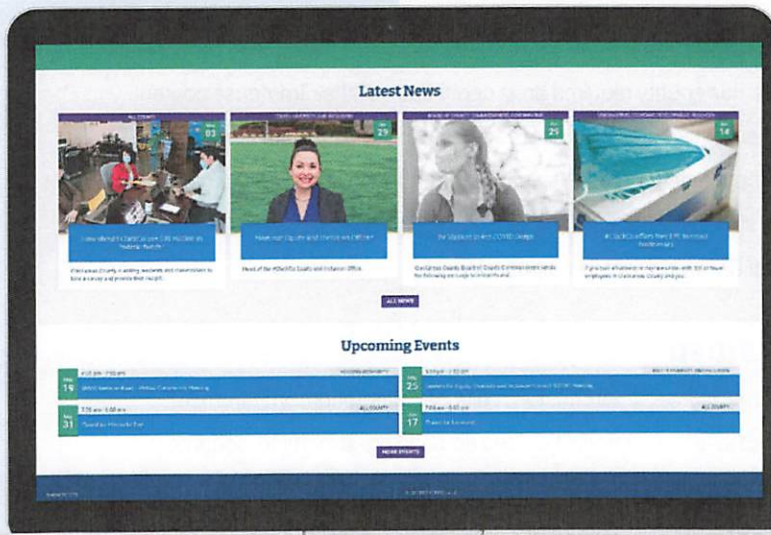


## EASY ACCESS TO KEY TOOLS AND SERVICES

On the home page we wanted to give citizens easy access to the most important information and resources and we wanted to display this information in a stackable format that is both aesthetically pleasing and scales easily for different screen sizes.

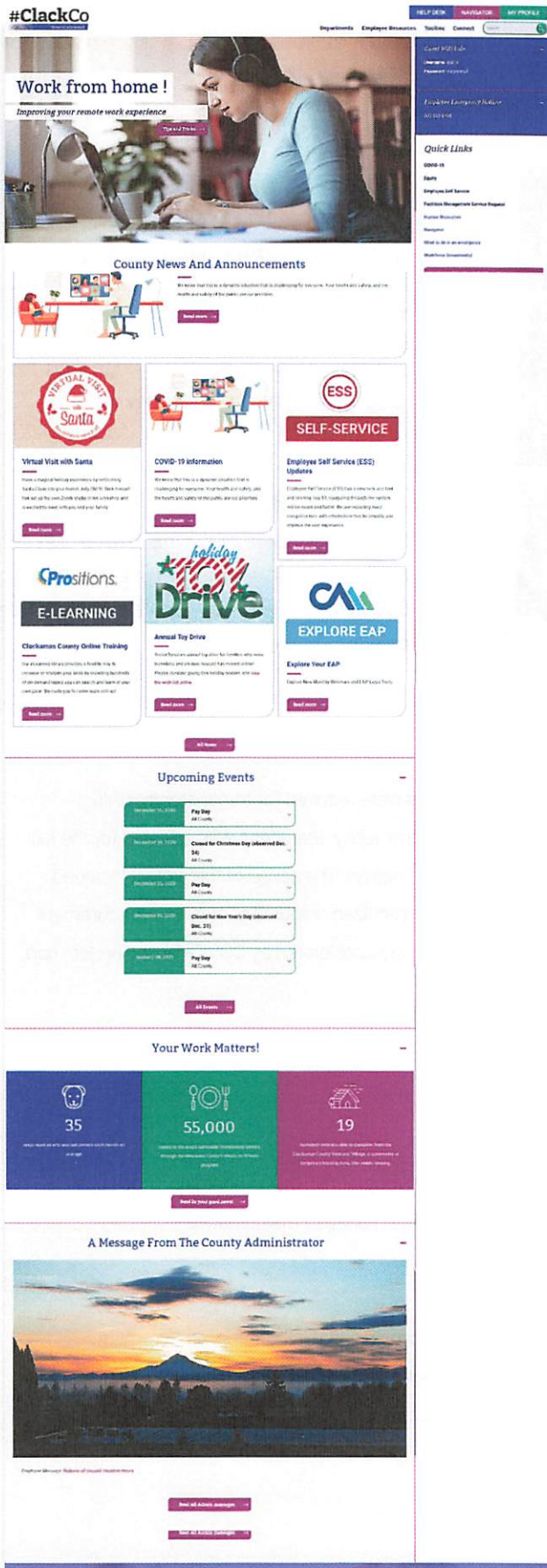
## FEATURED GUIDES

Clackamas County has several resource guides to help citizens identify which department they should be connecting with. There is easy access to these guides on the home page of the County website.



## SYNDICATION OF LATEST NEWS AND UPCOMING EVENTS

We believe municipal websites should be a tool that make staff more effective and efficient. One way to achieve this is through content syndication of News & Events. County staff updates News and Events in the CMS and the News articles and calendar Events are syndicated throughout the website with one administrative effort.



## COUNTY EMPLOYEE INTRANET

Following the completion of the public facing County website, Planeteria was retained to design and develop the staff facing County intranet.

## THE SOLUTION

The intranet allows county staff to collaborate internally using the same intuitive CMS as the main site and share content between instances to maximize efficiency. This password protected portal will gives county staff access to restricted documents, internal staff newsletters, articles, county internal calendars employee resources, HR documents and more information.

## SERVICES PROVIDED

Planeteria provided a discovery sessions with the different departments to understand the Intranet requirements and expectations. Then we completed wireframing, sitemaping, and mockups for the home page, and several internal pages. The Intranet was then developed in Drupal and was tested on various devices and browsers. The solution includes and API integration with DocHub for synchronized documents and synced with the employee database. The Intranet was be personalized, i.e it can show content on home page (example news/events) based on the department of user and the personal preferences set of the user. Users can also have personalized welcome messages and save personal bookmarks.

# MUNICIPAL EXPERIENCE

## TOWNSHIP OF NORTH BRUNSWICK

[WWW.NORTHBRUNSWICKNJ.GOV](http://WWW.NORTHBRUNSWICKNJ.GOV)

**PROJECT DURATION:** 4 months

**YEAR LAUNCHED:** November 2020

**PROJECT CONTACT:**

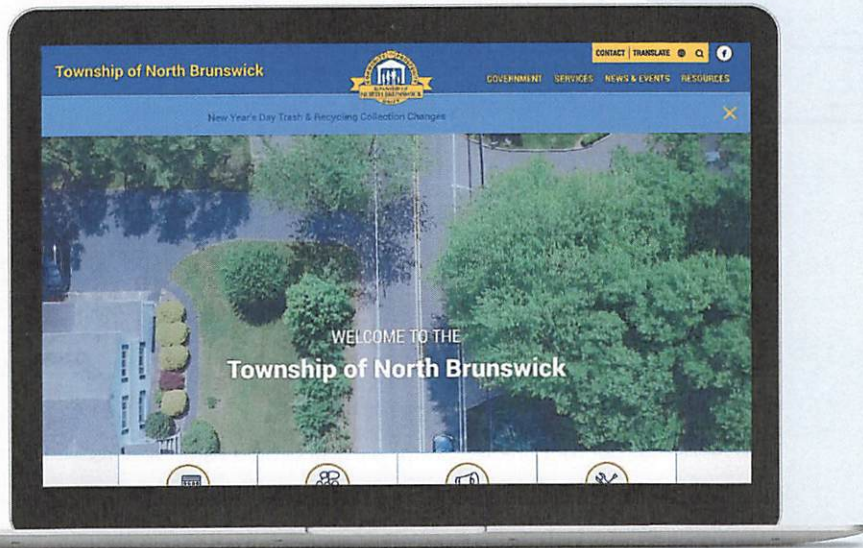
**JUSTINE PROGEBIN**

[jprogebin@northbrunswicknj.gov](mailto:jprogebin@northbrunswicknj.gov) |

732.247.0922 x 268

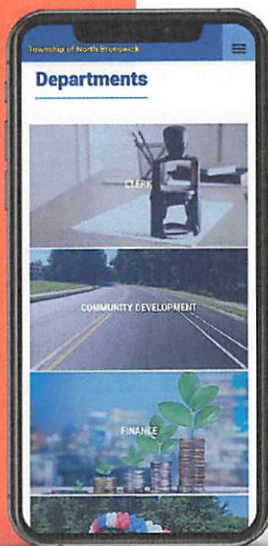
### BACKGROUND

North Brunswick is a township in Middlesex County, New Jersey with a population of approximately 40,000, 38 different departments and nearly 100 services and programs run by the City.



### THE PROJECT

In 2016 municipal officials reviewed their website and found several enhancements were required for transparency, civic engagement, and to meet the growing need for digital communications with the community. Planeteria was selected for the full Redesign of the website for the Township of North Brunswick with a service centric design. The scope of the project included interactive forms, expanded online payments, links to the cable studio for live stream, citizen resource center, new procurement portal and resident notifications. Because of a new communications initiative that was accelerated by COVID-19, the project had a quick turn around time. \$80,000 project cost.



### THE SOLUTION

Site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, WordPress CMS, mobile responsive, hosting and managed maintenance.

### SERVICES PROVIDED

News & events, social media integration, custom calendar integration, procurement, emergency alerts, site search functionality, video embedding/streaming, document archive, online forms, ADA compliant, Google Analytics, mobile responsive, language translation, ongoing maintenance and hosting.



707.843.3773

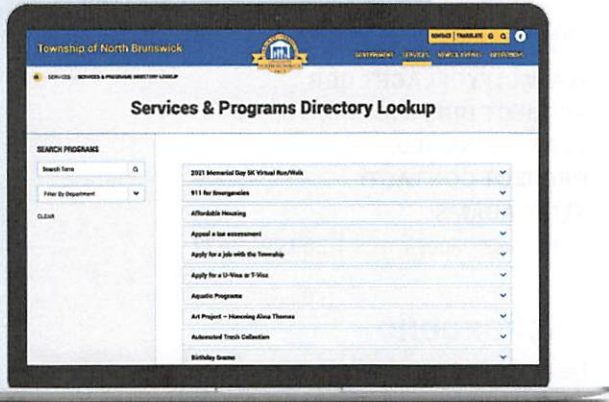
[SALES@PLANETERIA.COM](mailto:SALES@PLANETERIA.COM)

[WWW.PLANETERIA.COM](http://WWW.PLANETERIA.COM)

[@PLANETERIA\\_MEDIA](https://www.instagram.com/PLANETERIA_MEDIA)

[in PLANETERIA](https://www.linkedin.com/company/PLANETERIA)

# CASE STUDY: TOWNSHIP OF NORTH BRUNSWICK

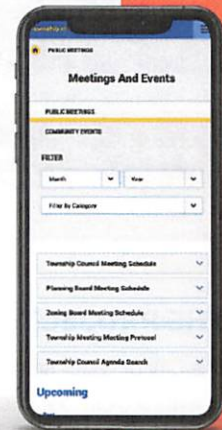


## SERVICES AND PROGRAMS SEARCH

It is very important for residents to have easy access to Township services. Because the Township provides so many services and programs it is critical to provide search options and filter options for residents.

## MEETINGS & EVENTS

The goal of the Meeting & Events page is to keep residents and other stakeholders informed on upcoming public meetings and community events. These can be filtered by meeting category and month/year. This tool allows the Township to look up future meeting dates and search for past meetings.



## PUBLIC NOTICES

Providing current news to citizens is very important to municipal organizations. News articles are written like a blog post and are syndicated to the home page and the news page of the website. This allows the website administrator to create and publish content in the website's CMS and the content can be updated throughout the website. We refer to this as data base driven architecture.

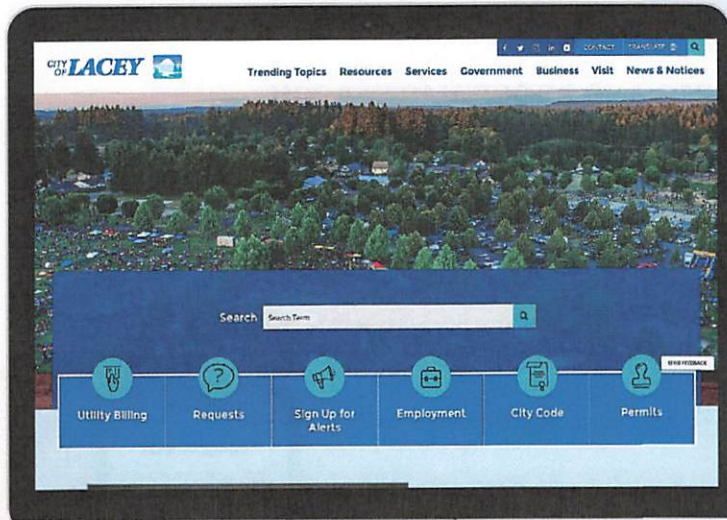


## CONTACT DIRECTORY

Residents have easy access to different departments, mayor, council members and other representatives.



# MUNICIPAL EXPERIENCE



## CITY OF LACEY

[WWW.CITYOFLACEY.ORG](http://WWW.CITYOFLACEY.ORG)

**PROJECT DURATION:** 18 months

**YEAR LAUNCHED:** April 2022

**PROJECT CONTACT:**

**KELLY ADAMS**

kadams@ci.lacey.wa.us | 360.790.4632

## BACKGROUND

Lacey is a city in Thurston County, Washington, and is a suburb of Olympia with a population of 42,393. Lacey is a safe, vibrant, and friendly community for all ages. Our residents and visitors enjoy one of the best municipal parks systems around.

## THE PROJECT

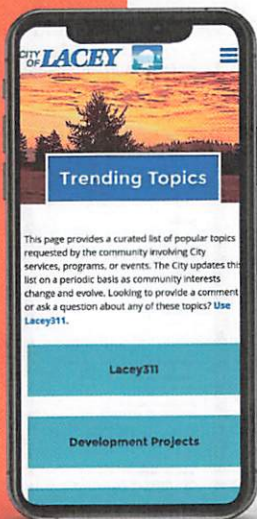
The City of Lacey selected Planeteria for a very ambitious project that began with a logo refresh for the Parks & Rec Department and the design of two independent websites for the official City website and the Parks & Rec website. The City museum also required a custom section within the Parks & Rec website to reflect the unique visual style that is different than the Parks & Rec visual style and functionality of the museum. The museum also required a new logo to accompany the new website. The project included extensive research and input from internal and external stakeholders. \$100,000 project cost.

## THE SOLUTION

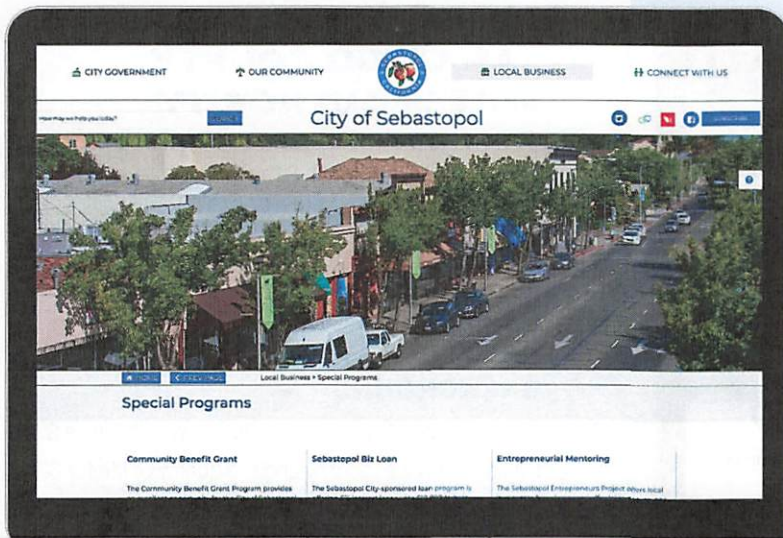
Project questionnaire, audience needs assessment, site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, WordPress CMS, mobile responsive, hosting and managed maintenance.

## SERVICES PROVIDED

Site search functionality, real time information, video embedding, site admin roles/permissions, document archive, procurement, utility billing, permits, employment, municipal codes, online forms, news/announcements, social media integration, rotating banners of photos/video, ADA compliant, multilingual and Google Analytics.



# MUNICIPAL EXPERIENCE



## CITY OF SEBASTOPOL

WWW.CI.SEBASTOPOL.CA.US

PROJECT DURATION: 7 months

YEAR LAUNCHED: 6 months

PROJECT CONTACT: Feb 2016

MARY GOURLEY

mgourley@cityofsebastopol.org |

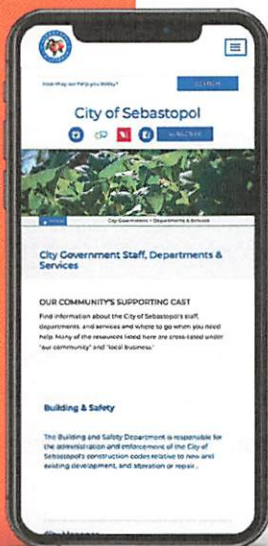
707.823.1153

## BACKGROUND

The City of Sebastopol is a small semi-urban community located in Sonoma County, CA with just over 7,000 residents. In this dynamic community, a small-town vibe blends with an international feel, creating a sophisticated rural atmosphere.

## THE PROJECT

The challenge faced during this project was reorganizing content, removing content that was duplicate and eliminating old/outdated content. To do this, Planeteria interviewed different City departments in order to have a better understanding of their specific needs. A comprehensive site audit was also conducted. During the Discovery Phase of the project, certain applications and functionality were identified as essential: local business directory, online bill pay, live stream City meetings, multi-department calendar creation, social media integration and live local weather. Kentico CMS was selected for its increased security.



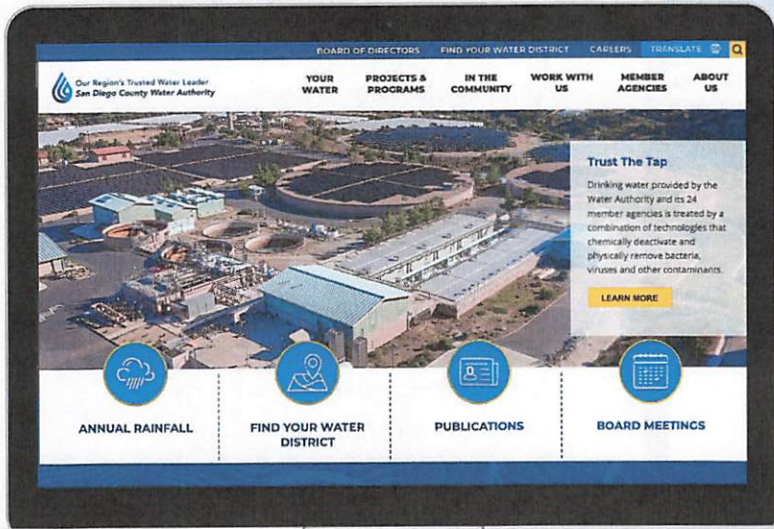
## THE SOLUTION

Audience needs assessment, site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, Kentico CMS, mobile responsive, hosting and managed maintenance.

## SERVICES PROVIDED

News & events, social media integration, custom calendar integration, procurement, emergency alerts, site search functionality, video embedding/streaming, document archive, online forms, ADA compliant, Google Analytics, mobile responsive, language translation, ongoing maintenance and hosting.

# CASE STUDY



## SAN DIEGO COUNTY WATER AUTHORITY

WWW.SDCWA.ORG

PROJECT DURATION: 8 months

YEAR LAUNCHED: March 2021

PROJECT CONTACT:

ANDREA MORA

amora@sdcwa.org | 858.522.6600

### BACKGROUND

The San Diego County Water Authority sustains a \$245 billion regional economy and the quality of life for 3.3 million residents through a multi-decade water supply diversification plan, major infrastructure investments and forward-thinking policies that promote fiscal and environmental responsibility.

### THE PROJECT

The site's focus is to better communicate with internal and external customers, including the public, member agencies, investors, media, contractors, water industry leaders and elected officials. The site serves as the primary source of information about the agency and regional water issues. Planeteria Media integrated interactive data and charts about water storage and usage from the present back to mid last century, Google-like predictive search with visual results, customized Google Maps to display current projects, member agency zip code search, and member agency clickable county map. The result is a visually appealing, mobile responsive ADA compliant solution. \$100,000 project cost.



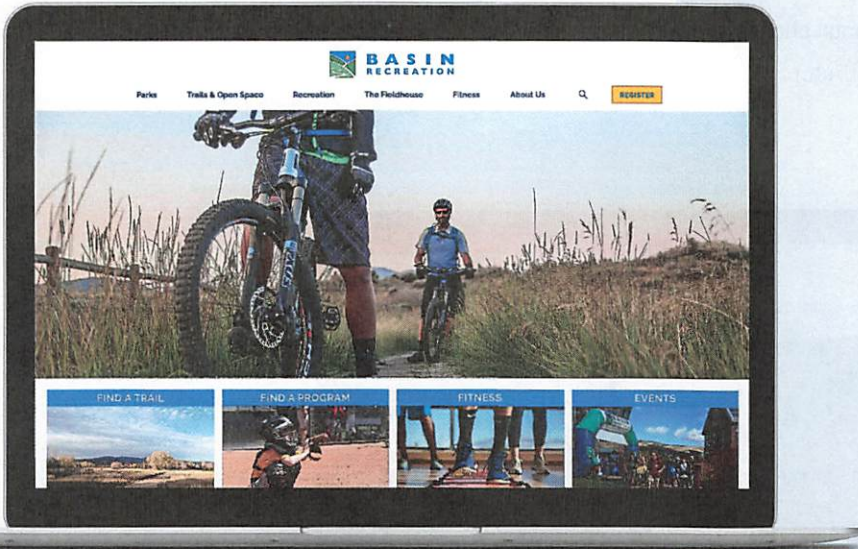
### THE SOLUTION

Site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, WordPress CMS, mobile responsive, hosting and managed maintenance.

### SERVICES PROVIDED

News & events, social media integration, custom calendar integration, procurement, emergency alerts, site search functionality, video embedding/streaming, document archive, -online forms, ADA compliant, Google Analytics, mobile responsive, language translation, ongoing maintenance and hosting.

# CASE STUDY



## BASIN RECREATION DISTRICT

[WWW.BASINRECREATION.ORG](http://WWW.BASINRECREATION.ORG)

**PROJECT DURATION:** 8 months

**YEAR LAUNCHED:** November 2017

**PROJECT CONTACT:**

**JUSTINE KADZIEL**

justine@basinrecreation.org | 435.649.1564 x 15

## BACKGROUND

Basin Recreation manages over 3,000 acres of open space, has built and/or maintains 150 miles of trails and works with Summit County and state and local organizations on planning and conservation issues. They also operate an 87,000-square foot indoor field house facility that serves over 168,000 patrons a year.

## THE PROJECT

After an in-depth onsite discovery session, information architecture was developed. The website was developed using WordPress CMS. We continue to provide hosting and website maintenance services to Basin Recreation. Much of the same functionality requested in the RFP website is included in the Basin Recreation website and is listed below. \$75,000 project cost.

## THE SOLUTION

Stakeholder feedback, site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, WordPress CMS, mobile responsive, hosting and managed maintenance.

## SERVICES PROVIDED

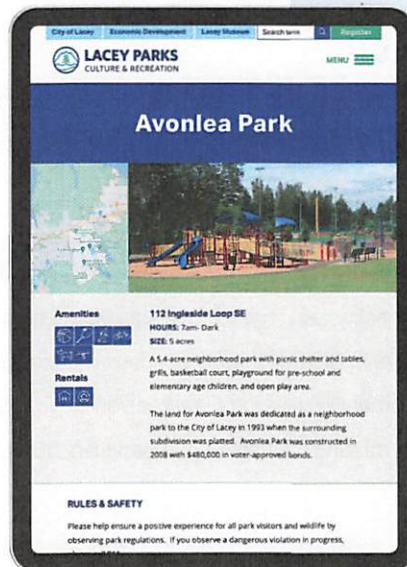
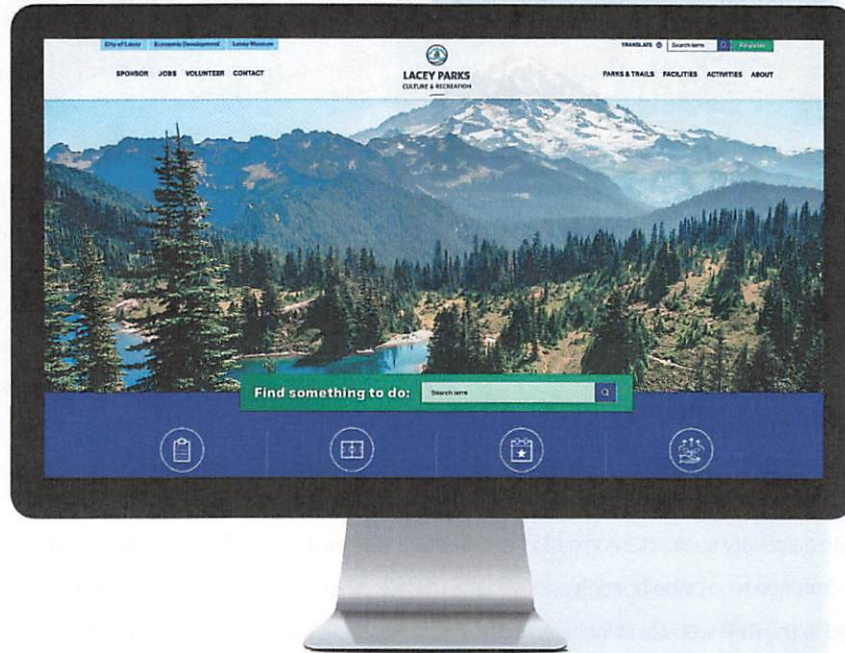
Site search functionality, real time information, Dash Parks & Rec Software, MindBody fitness class registration, ARC GIS trail mapping, video embedding/streaming, site admin roles/permissions, document archive, procurement, online forms, news/ announcements, social media integration, rotating banners of photos/video, ADA compliant, multilingual and Google Analytics.





# SAMPLE RESPONSIVE/MOBILE DESIGN

Below is a sample of responsive design completed for Lacey Parks & Recreation. Our mobile websites are built to respond to the device the website is being viewed on by using different design break points. The website is designed for laptops, desktops, horizontal tablets, vertical tablets, horizontal phones and vertical phones. The designs are tested in all formats in the most popular browsers (Chrome, FireFox, Safari, etc).



# REFERENCES



You have done a phenomenal job with all the twists and turns of this project! I know it was tough with the timeline.”

## TOWNSHIP OF NORTH BRUNSWICK

**Craig Yetsko** | Program Manager  
cyetsko@northbrunswicknj.gov | 732.247.0922

**PROJECT URL:** www.northbrunswicknj.gov (Launched Nov 2020)  
**SERVICES:** Website design, development, hosting & maintenance



There are about 3,000 moving pieces that have to come together in the right order to complete a comprehensive web design project for a large-scale website. Thanks to the wonderful team at Planeteria, all those moving pieces came together on time and on budget and we couldn't be happier with the end result.

## CLACKAMAS COUNTY, OR

**Justine Kadziel** | Content Editor  
jkirk@clackamas.us | 503.742.5916

**PROJECT URL:** www.clackamas.us (Launched May 2019)  
**SERVICES:** Website design & development



The experience working with Planeteria has been amazing. The team was easy-going, super flexible, and immediately responsive to all our needs.

## SOLANO TRANSPORTATION AUTHORITY

**Lloyd Nadal** | Programs Manager  
lnadal@sta.ca.gov | 707.399.3319

**PROJECT URL:** www.sta.ca.gov (Launched March 2019)  
**SERVICES:** Website design, development, hosting & maintenance



The upgraded site is a huge improvement both for internal and external users. We really appreciated not only the result but the fact that you and your team were so flexible and responsive along the way. Your team provided significant functionality improvements to simplify navigation, integrate Google maps, offer interactive charts, improve the search function and create a mobile-friendly platform.

## SAN DIEGO COUNTY WATER AUTHORITY

**Mike Lee** | Public Affairs Manager  
mlee@sdewa.org | 858.522.6600

**PROJECT URL:** www.sdcwa.org (Launched March 2021)  
**SERVICES:** Website design, development & maintenance



**SECTION FIVE:**

# Subcontractors

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**PLANETERIA MEDIA**

## **CITY OF DAHLONEGA WEBSITE REDESIGN**

**WE BELIEVE** our team, our process and our proven outcomes at Planeteria are uniquely aligned with the needs of the City of Dahlonega to address your website redesign in meaningful ways that add enduring value for you and the audience you serve. Our team is on standby to get started immediately upon award if we are selected.

# **THANK YOU**

**TYLER COFFIN** | Sales Director

110 Stony Point Road, Suite 225, Santa Rosa, California 95401

**P:** 707.843.3773 **E:** [tyler@planeteria.com](mailto:tyler@planeteria.com)

Align top

ORIGIN ID:NOTA (707) 843-3773  
 TYLER COFFIN  
 PLANETERIA MEDIA LLC  
 110 STONY POINT ROAD #225  
 SANTA ROSA, CA 95401  
 UNITED STATES US

SHIP DATE: 04MAY22  
 ACTWGT: 1.00 LB  
 CAD: 107972441/NET4490

BILL SCNDEF

TO BRITTANY LEE - PURCHASING AGENT  
 CITY OF DAHLONEGA - INFORMATION TEC  
 465 RILEY ROAD

DAHLOWEGA GA 30533  
 (706) 482-2721  
 INV: REF:  
 PO: DEPT:

577J5/1BD6FE4A



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WEBSITE DESIGN, DEVELOPMENT, AND HOSTING #2022-014  
 CITY OF DAHLONEGA  
 QUALIFICATIONS PROPOSAL  
 PROPOSAL ISSUED: May 5, 2022

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# City Council Agenda Memo

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**DATE:** April 10, 2023  
**TITLE:** District 2 Officers for 2023-2024  
**PRESENTED BY:** Allison Martin, City Manager

---

**AGENDA ITEM DESCRIPTION:**

Vote on the proposed slate of officers for 2023-2024 as presented to us by GMA.

---

**HISTORY/PAST ACTION:**

Annually, cities in each district are asked to vote on their officers (representatives) for the coming year. The final slate will be sent to each city in April. Voting begins April 26<sup>th</sup> and must be submitted to GMA by June 2<sup>nd</sup>. Due to the timing of our meetings, the council will need to vote at their May meeting. Once the slate is received, it will be added and shared with the council.

---

**FINANCIAL IMPACT:**

There is no budgetary impact.

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**RECOMMENDATION:**

There is no staff recommendation.

---

**SUGGESTED MOTIONS:**

Not applicable at the work session.

---

**ATTACHMENTS:**

None until the final slate is received.

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