BIRMINGHAM AREA CABLE BOARD MEETING

Wednesday, September 20, 2017 at 7:45 am

***Village of Beverly Hills

Council Chambers***

18500 West 13 Mile Road

1. Roll Call
2. Approve Meeting Minutes For Cable Board Meeting of August 16, 2017-M
3. Public Comments
4. PEG Grant Request - Village of Franklin- M
5. Municipal Support Services Grant Request- Village of Franklin-M
6. Committee Reports
    a. Cable Action Committee
    b. PEG Committee
7. Executive Director's Report
8. Provider Related Topics
    a. Comcast
    b. AT&T
    c. WOW
9. BAPA/BAMA Report
10. Old Business
11. New Business
12. Public Comments
13. Board Comments
14. Adjourn

PEG Committee meeting immediately following BACB meeting

BIRMINGHAM AREA CABLE BOARD MEETING MINUTES – August 16, 2017

Present: Abraham (alternate), Bozell, Eick, Fenberg, Heldt, McLain – Birmingham
                     Bayer, Borgon, Gugni, Maly, Delaney (alternate) – Village of Beverly Hills
                     Ettenson – Village of Bingham Farms
                     Stakhiv - Franklin
Absent: McAlear, Weller – Birmingham
Also Present: White – Executive Director
                     Currier – Attorney for Cable Board
                     Rota – Bloomfield Community Television
                     Levens – Executive Director of Technology for Birmingham Public Schools

McLain called the meeting to order at 7:45 AM in the Village of Beverly Hills Municipal Building at 18500 W. Thirteen Mile Road. She welcomed Rosemary Bayer, the newest member of the Cable Board.

APPROVE MINUTES OF CABLE BOARD MEETING HELD July 19, 2017

> Motion by Borgon, seconded by Maly to approve the minutes of the Regular Cable Board Meeting on July 19, 2017, as presented.

McLain corrected the spelling of her name on page 1. In the paragraph after the motion to approve the minutes, the sixth (6th) sentence should read, "…middle of page 5, *__McLain__* requested that on page 3…"

> Motion by Borgon, seconded by Maly to approve the minutes of the Regular Cable Board Meeting on July 19, 2017, as amended.

> Motion passed.

PUBLIC COMMENTS
None

PEG GRANT REQUEST FROM BIRMINGHAM PUBLIC SCHOOLS
Dwight Levens, Executive Director of Technology for the Birmingham Public Schools, expressed his and the School District's appreciation to the Cable Board for its continued support and giving him the opportunity to submit another PEG Grant request for the 2017-2018 school year. This particular request was specifically for new cameras up-graded to HD quality and up-graded software for the Tricaster systems which run a lot of the studio hardware, plus an intercom system for the students and other hardware devices which allow mobility with the system. The District wants to remain on the cutting edge of technology and this new system would "…extend the capability to capture footage and send it directly back to each high school TV studio in real-time directly over (its) network". Fortunately, with the passage of the Bond issue in 2015, the network infrastructure had been upgraded throughout the entire district. The possibilities are endless.

Levens apologized for the last minute submission. He explained that he had been waiting for additional information and thus the Board received this request per email from White last Friday.

McLain explained that McAlear, PEG Chair, was unable to be at this meeting but the subject had been discussed several times at the PEG level.

> Motion by Borgon, seconded by Heldt to approve the PEG grant request from the Birmingham Public Schools in an amount not to exceed $76,540.00 to upgrade the cameras and studio equipment in the high school TV studios.

Ettenson questioned if the requested amount of the grant was higher or lower than in previous years. White would speak to this issue later in the meeting.

Stakhiv inquired if multiple bids had been obtained. Levens affirmed that the whole project went out to bid and bids from six (6) vendors were submitted. He continued by explaining the process of vetting those vendors and the selection of the final two (2). The final decision was made by a team of teachers he had put together who would be working with this equipment in the classroom and members of the technology department who had the expertise.

White was aware that there would be a second request coming from the schools as there had been a meeting with Levens before this fiscal year began. The PEG grant amount budgeted for this year was $120,000 so the request fell within the Cable Board's budget. She clarified that the grant policy established by the Cable Board several years ago provided a rough guideline that PEG funds would be distributed 50% to the community, 40% to educational entities and 10% to libraries and other qualifying entities. McLain added that grants awarded to the schools were cyclical as they only make requests every few years, the last one being at the end of last year.

Fenberg was curious if there was any compatibility of Birmingham's equipment and technology with other communities for such events as sporting events in the Bloomfield area, where services could be integrated and used by and coordinated with those communities. Rota explained that the current BCTV truck equipment would need to be upgraded in order to coordinate with Birmingham's new equipment. Heldt, former PEG Chair, provided a brief history of how the BACB became involved in financing sports broadcasting. He explained that it was at a time when the combination of the financial resources and the equipment resources were not available within the schools.

Levens addressed the bid process and requirements that Michigan schools must follow.

McLain noted that the Cable Board partners with Michigan NATOA (National Association of Telecommunications Officers and Advisors) of which she is a Board member. Additionally, she pointed out that the Association shares what is happening in other Michigan communities to support or not support the "E" (Education) in PEG. She further noted the Cable Board's purpose and its public open meetings.

Delaney inquired if this completed the District's needs at this time or should the Cable Board anticipate any more requests. Levens responded that there were no other needs at this time. Responding to McLain's query about the student interest in technology programs, Levens stated

that there is a large student interest especially those who are motivated by the updated technology but there is still a need to teach the traditional podcasting techniques as a foundation.

> Roll Call Vote:
> Motion Passed (10-0).
> Mr. Bozell abstained from voting because his wife is a Trustee on the Birmingham Public Schools Board of Education.

TREASURER'S REPORT
Heldt distributed the Multi-Bank Securities (MBS) Statement as of July 31, 2017 and explained some of the investments holdings.

Ettenson inquired if BACB ever considered alternative investment firms other than MBS. Heldt replied that he was not aware of another firm that exclusively uses a ladder strategy which means they buy CDs with varying maturities to maximize interest rate earnings and to ensure liquidity needs. In addition, MBS does this for a vast number of communities in Michigan and all over the United States.

COMMITTEE REPORTS
Cable Action Committee
White reported that there was no meeting last month. The next meeting will be Thursday, September 7 at 5:30 PM in the Baldwin Public Library in Birmingham on the second (2nd) floor. She also mentioned that a social get-together was being planned which might be that same Thursday evening or Thursday, September 14.

PEG Committee
In McAlear's absence, White reported that BACB received an email from BCTV requesting authorization for the funding of seven (7) fall sporting events from September 14 to October 19, 2017 in the amount of $17,500.00 ($2,500 each).

> Motion by Fenberg, seconded by Stakhiv to approve payment to BCTV in an amount not to exceed $17,500.00 ($2,500 each) for the filming of seven (7) fall sporting events.

> Roll Call Vote:
> Motion Passed (11-0).

EXECUTIVE DIRECTOR'S REPORT
White referred to her monthly report dated August 11, 2017. This month there were six (6) formal complaints since the last meeting. A condominium complex in Birmingham wanted assistance in getting some WOW cables buried. This complaint was thought to have been resolved earlier. This matter is still pending. The second complaint was from a Birmingham resident who spends the summer Up North and had been told by Comcast that her account would be put on a "vacation hold" and her bill would reflect the seasonal suspension rate. Her bills did not reflect the reduced rate but this has now been resolved after an appropriate credit was applied to the resident's account. McLain advised residents who go away for an extended period of time to write down the name and ID of the person with whom they spoke about the special rate, the

date and time of the conversation and take detailed notes. The third complaint came from a Beverly Hills resident who was receiving only 30% of the channels in a Comcast package. The subscriber had signed up for a new promotion that did not include HBO, unlike his previous package. Comcast offered him HBO for 24 months at no cost. The complaint is closed. The fourth complaint came from a Representative and Cable Board member on behalf of the Village of Franklin. She had negotiated with Comcast for lower rates for both the Village Hall and Kreger House, but it was reflected only in the Village Hall's bill. This complaint has been resolved. Stakhiv noted that she was disappointed with the amount of time she had to spend on the phone with Comcast and the amount of time following up on this matter and tracking down people. McLain suggested that the providers should send an email confirming what had been discussed and agreed upon, i.e., in this case, lower rates. The fifth complaint was submitted by a Birmingham resident who was experiencing repeated problems with her Comcast internet service. This complaint is pending. The sixth complaint came from a Beverly Hills resident who requested that downed wires on her father's property be removed or repaired. Because the exact owner of the wires had not been identified, this complaint has been submitted to all three providers and is currently pending. McLain advised residents to get on the list to have wires buried before the winter sets in.

The account balances for the MBS, BBCU and Beverly Hills accounts were provided to the Board, in addition to the monthly Revenue and Expense Budget Reports, as of July 31, 2017. She is preparing for the Audit which will be in early October.

Since the last meeting White has written three (3) checks on behalf of the BACB, including the quarterly payment to the Charter Township of Bloomfield for BCTV, a Municipal Support Services Grant to the Franklin-Bingham Farms Fire Dept. for internet service and a Municipal Support Services Grant to the Franklin-Bingham Farms Police Dept. for internet service.

Additional Notes
BACB received insurance credits from Michigan Municipal Risk Management Authority for Net Asset Distribution for 2017 and a State Pool Loss Fund Distribution of Excess Assets.

White thanked Board Members for forwarding articles which might be of interest to the others. McLain sent an article from the National Cable Association which explained why internet speed was measured in bit per second but data itself was measured in bytes. Speed requirements are continually going to increase due to technological advancement such as virtual reality, telehealth, driverless cars and the "internet of things".

The State of Michigan has entered into an agreement with FirstNet in partnership with AT&T. FirstNet will build, operate and maintain a highly secure wireless broadband communications network for Michigan's public safety community at no cost for the state for the next 25 years. It will also provide broadband opportunities for many of the state's rural, underserved communities, such as the Upper Peninsula.

Ettenson sent an article from The New Yorker Magazine entitled, "Why We Despise Cable Providers." The article attributed this as being the product of extensive market consolidation which explained why this ire is ranked below that of the airlines, banks and the drug companies

in public opinion polls. Telecommunications service in the U.S. is dominated by five (5) companies: Spectrum and Comcast; the telephone-service providers Verizon and AT&T; and CenturyLink, which has a strong presence in the West. According to a Harvard Law professor, these companies have carved up the country so that cable is essentially a monopoly in urban areas. McLain noted that those providers who don't have representatives at this meeting disagree with that characterization.

Tech Insider reported on August 8, 2017 that Disney was breaking up with Netflix and would launch a streaming service that would be the "exclusive home" for its movies starting in 2019. This is an indication of what is to come with "streaming". Now the networks will have their own "streaming". Eventually channel-surfing will be out and app-streaming will be in.

From Maly came an article that Fastcompany.com has reported that cord-cutting was getting even worse as Pay-TV sees another quarter of historic declines. Dish Network, DirecTV and AT&T have been hit especially hard in the second quarter of 2017 with about 1 million subscribers cutting the cable cord. This follows the trend over the last two (2) years. In response to Ettenson's inquiry about what it meant to the Cable Board long term, White said that the Board keeps planning for a decline in Franchise fees and PEG fees revenues due to the loss of subscribers. However, as of yet the Board has not seen as big of an impact as anticipated because the cable rates were rising to compensate for the loss of subscribers. Eventually, there will be an impact.

White reported that she and McLain worked with a company that was putting together an ad about BACB in the Birmingham/Bloomfield Chamber of Commerce newsletter. It would help communicate with the public about the Board and its important mission. McLain reminded the Board that this was part of its "outreach" which was one of the Board's long-term goals. For the benefit of the public McLain read the banner ad. McLain listed all those recipients of the newsletter and locations where they are placed. Bozell suggested that it be placed in some local newspapers for the benefit of the residents. Fenberg added that maybe the Birmingham schools and the City of Birmingham could include it in their newsletters. Another source would be on the calendars that the cities and villages put out. Bayer had additional ideas for the formatting of the information which is her specialty.

McLain encouraged all Board Members to share their ideas and recommendations about the website with White.

PROVIDER RELATED TOPICS

 a. **Comcast**
There was no representative present.

 b. **AT&T/Uverse/Direct TV**
There was no representative present.

 c. **WOW**
There was no representative present.

McLain mentioned that even though none of the providers provided any updates, she has read in the papers that each one has new programs and new billing systems. Speaking to the public she suggested that this would be the time to scrutinize and analyze their bills. Don't forget to get the name and the ID number of the person with whom they are talking, keep notes and request an email confirmation of what was discussed.

BAPA/BAMA REPORT

Steve Rota referred to his memo to BACB dated August 8, 2017. He listed the completed **BAMA** Programs which were the seven (7) regularly scheduled municipal meetings, Board of Zoning Appeals meeting, BACB meeting, Advisory Board meeting, Parks and Rec Board meeting, Baldwin Public Library Board and Trust meeting.

For the **BAPA** Programs, from the BACB area individual producers and organizations, thirteen (13) programs were taped. He listed all the programs. Tonight is the last Concert in the Park for the summer.

Regarding the **VOLUNTEER PRODUCER and CAMERA WORKSHOPS**, Rota encouraged those who are interested in doing a workshop, producing their own show and/or volunteering on a program to give them a call. Residents can contact BCTV at 248-433-7790 to schedule a one-on-one appointment date and time. He encouraged all new Board members or existing Board members to call and set up a tour of the facility.

Starting in September the fall sporting events will begin with football games, volleyball, swim and dive, water polo, tennis and soccer.

Referring to an earlier discussion about drones, Borgon mentioned that BCTV had had some experiences with them when they were very new but they did not work out. Further discussion is warranted in the PEG committee meeting following this meeting. Currier stated that liability issues needed to be discussed.

OLD BUSINESS

McLain brought up the question of wires in the backyard and how to distinguish as to which provider they belong. According to Borgon, the color codings are different and in earlier years the placing of those wires on the poles indicated the provider. McLain suggested the providers submit pictures which could be posted on the website which, in turn, would help the public when submitting a complaint to White.

Currier updated the Board on the DAS issue: Bloomfield Township objected to the placement of DAS antennas in and around the Township. Verizon is of the opinion that since DTE has given them permission to be on their easement, they don't need local approval to do it. In some communities, such as Birmingham, DAS antennas are just showing up. There has not been any court resolution regarding whether permits are required. White will follow this issue.

NEW BUSINESS
McLain informed the Board about the NATOA (National Association of Telecommunications Officers and Advisors) Conference which will be in Seattle, WA, September 11-14, 2017. The BACB has not sent anyone in the last four (4) years because it was thought the agenda was not applicable to what the Board did on a local level. After doing some research McLain found out that, additionally, there are people at this meeting with whom the Cable Board needed to network to find out what the rest of the country was doing when revenues from franchise fees and PEG fees decrease. She felt it necessary to find out what the trends are.

McLain volunteered to attend. Borgon stated that there was a budget line item of $1,000 for such an event and $700 under outreach and advertising. Discussion ensued about the monetary issue.

> Motion by Borgon, seconded by Ettenson to authorize the BACB Chairman, Elaine McLain as the BACB representative to attend the NATOA Conference in Seattle, WA, September 11-14, 2017 and provide the funding for the airfare and expenses, the cost of which is to be determined.

Borgon noted that at the September meeting the budget could be changed to accommodate the costs. McLain will send all estimates to White.

> Roll Call Vote:
> Motion Passed (11-0).

(Borgon left at 8:53 AM)

PUBLIC COMMENTS
None

BOARD COMMENTS
Delaney inquired about the expectations if and when the providers become wireless and the obsolete wires are left throughout the communities. Are wires, other than those coming into the houses, going to be maintained? Currier explained that as a general rule there were two options for the cable companies: wires are required to be taken down or they are abandoned and they become the property of the communities. Public Act 480 allows companies to abandon them in place and not take them down. Further discussion with the companies about this issue of wire "pollution" is needed. Bayer remarked about the potential advantages in the future associated with those wires, i.e., wireless is more susceptible to security issues than wired. Therefore, in the long term, those wires could become extremely valuable. Currier mentioned that earlier some wires were installed by some of the cable companies and dedicated for municipal security purposes (fire and police), some of which were still in place. White and Currier will follow this issue.

Ettenson requested that when McLain returns from the NATOA meeting that she provides the Board with an update on what the sense is of the new FCC Commissioner and the deregulation of the FCC. McLain promised to get that information and much more.

BIRMINGHAM AREA CABLE BOARD MEETING MINUTES – August 16, 2017

There being no further business, the meeting was adjourned at 9:00 AM.

32325 Franklin Road, Franklin, Michigan 48025

FAX: (248-626-0538)   **(248) 626-9666**

Village
of
Franklin
— 1825 —

September 14, 2017

Ms. Cathy White
Birmingham Area Cable Board
P.O. Box 165
Birmingham, MI 48012

RE: Grant Request to Rebuild Franklin's Municipal Website

Dear Ms. White:

The Village of Franklin has a need to rebuild and update its website to be able to better communicate and deliver vital information to our citizens. Many residents have expressed their frustration because of difficulties in navigating the current website, and also the general opinion that the website is not user friendly. In addition, we have been notified that the software for the website will not be updated or supported beyond November 2017.

The Village requested proposals for this work and received 20 responses to our request. The evaluation criteria also included ability to grow the website in the future; services provided relative to the cost (bang for the buck); location of facilities; level of experience in working with municipalities; and maintenance costs.

At the September 11, 2017 Village Council meeting the Village Council voted unanimously to award this work to Revize out of Troy Michigan for an amount not to exceed $9,800, which includes the $150/month maintenance costs the first year.

A narrative of the process and recommendation has been provided by Intern, Marion Phillips who will be attending to present. Having done our due diligence, the Village of Franklin is asking for a Grant of $9,800 to cover the costs of transitioning, redesigning and rebuilding our website as well as adding new features, staff training, and other improvements and enhancements. .

The Village continues its support of the cable board. These efforts to utilize technology will help us provide information to the public, and is vital in our efforts to offer effective, efficient, service in our community.

Warmest Regards,

James V. Creech
Franklin Village Administrator

August 22nd, 2017

Dear Mr. Creech,

I am writing to you today to recommend a winning proposal for the Village of Franklin's website redesign. After carefully reviewing all 20 proposals we received, I have concluded that Revize, and the team led by Thomas Jean will be the best fit for the Village of Franklin.

In order to come to this conclusion, I used a very systematic process. Preliminarily, I read every Proposal and evaluated them based on the page of criteria in the original RFP. These criteria included government experience, costs associated with the project and the proposed system upgrade and how they addressed the Village of Franklin's needs. My first round of eliminations had to do specifically with cost (for the preliminary build and maintenance costs for the following years) and eliminating the two proposals we received from overseas. After that, I was left with 10 proposals reasonably within and slightly above our budget, which I re-read and took note of nuances between the proposals and specific benefits they offered the Village. Taking extra care to note when proposals felt personal vs. impersonal.

Finally, I arrived at the top three proposals, from MuniWeb, Virtual Atlantic, and Revize. These proposals all specifically address the needs of the Village of Franklin. All of their proposals felt personal in nature and addressed problems we had raised in the RFP. MuniWeb, our current provider, had the advantages of being local, specializing in municipal websites, and being our current website provider. However, at $8,500 and 250/month maintenance costs, the "premium" plan they offered us still lacked many things other proposals had included without an additional cost, limiting the potential to grow the website in the future. Virtual Atlantic offered different things including, many features to the website, everything we asked for plus additional items they thought we would need. They also felt the most personal of all the Proposals I read, which led me to believe they would really care about doing a good job with the website. However, the proposal was out of our original budget ($15,578) and also had high maintenance costs. The firm also wasn't located locally, which limits the person to person interaction.

Revize checks all the boxes. It falls within our price range at $9,800 in including the first year's maintenance cost, and they have the most functionality at that price. They are one of the leading firms specializing in municipal websites, with over 1,200 municipal clients. They are conveniently located in Troy, meaning that it will be incredibly easy to have meetings and get training. They offered a relatively low maintenance costs for the website and offer relatively cheap hourly rates for further improvement to the website. On top of that, Thomas has been reaching out repeatedly, expressing interest on taking on the Village of Franklin's website re-design.

When considering all of these factors, Revise is clearly the choice we should move forward with. They've offered us a modern, reworked and streamlined website design

that will meet all of our goals, and are clearly enthusiastic about the potential of working with the village.

Thank you,

Marion Phillips

Revize Quote

Phase 1: Project Planning and Analysis, SOW	$500
Phase 2: Discovery & Design from scratch - One concept, three rounds of changes, home page template and inner page design and layout, includes Responsive Web Design for great viewing on any size handheld internet viewing device complete with pictures and no need to zoom in on the text!	$2,200
Phase 3 & 4: Revize Template Development - Set-up all CMS modules listed on the following page with linking to any additional 3rd party web application. You also receive all updates to all CMS modules for the life of your Revize relationship. And you own the technology, design and content!	$2,400
Phase 5: QA Testing	$800
Phase 6: Site map development/content development for all the top tier department home pages and content migration from old website into new website including spell checking and style corrections – up to 150 webpages and 1,000 documents	$1,300
Phase 7: Content editing and site administration training (one day session in person)	$600
Phase 8: Go live!	$200
Annual tech support, CMS software updates (unlimited users), and website health checks. website hosting Included free of charge (Unlimited storage space): First Year Included!	$1,800
Grand Total (1st year)	$9,800
Second year and onward investment	$1,800/year

Revize The Government Website Experts

	Basic	Enhanced	Premium
Existing Templated Design	✓	✓	✓
Responsive Design	✓	✓	✓
Homepage Slideshow	✓	✓	✓
Standard Search	✓	✓	✓
Standard Calendar	✓	✓	✓
Online Contact Us form	✓	✓	✓
Polls	✓	✓	✓
Surveys	✓	✓	✓
Press Releases Module	✓	✓	✓
Custom Design		✓	✓
Premium Search		✓	✓
Premium Calendar		✓	✓
Agendas and Meetings		✓	✓
Bids and Proposals Module		✓	✓
Mailing List Setup (first mailing list) Add'l mailing lists - $200/list		✓	✓
Emergency Notifications Includes Email and Text		✓	✓
2 Hours Support/Mo		✓	✓
Image Gallery (unlimited images) Add'l Galleries are $300/ea		✓	✓
Multi-Layered Homepage Slideshow			✓
Blog			✓
Push to Social Media			✓
Document Library			✓
Action Center			✓
Business Directory Up to 50 business, 3 categories			
Available Buildings and Sites Up to 50 listings, 3 criteria			
Facility reservation and payment Add'l charge for payment processing		✓	
Event / Class registration and payment Add'l charge for payment processing			
Video on Demand Setup Min $10 storage and $12.50 bandwidth fee/month			
Video - Live Streaming Setup Min $10 storage and $12.50 bandwidth fee/month			
Intranet Utilizes same template and layout			

	Basic	Enhanced	Premium
One time Fee:	$ 3,500	$ 7,300	$ 8,500
Hosting / mo	$ 125	$ 200	$ 250

5 Emails included - $25 / mo for every 25 email blocks

Prepared for Franklin, MI on August 14, 2017
Prices Valid for 90 days

Cost Summary

Deliverables	Fixed Cost
Project Kickoff • Initial Kickoff Meeting	Free
Phase I: Discovery • Research & Discovery • Needs Assessment • Assessment of Technical Environment	$1,490
Phase II: Structure • Content Inventory • Content Audit • Branding • Navigation • Information Architecture • High-Fidelity Wireframes • Functional Specification	$6,854
Phase III: Visual Design & Implementation • Front-End UI Prototype • Front-End Development • Responsive Mobile Design • ADA Compliance • Content Integration • Content Management System • Video Streaming • Search • Search Engine Optimization • Social Media Optimization • Google Analytics	$7,748
Phase IV: Testing • Beta Testing • Compatibility Testing • Mobile Device Testing • User Acceptance Testing	$2,235
Project Management	Included
Training	Included
Delivery	Included
Fixed Cost Total	**$18,327**
Minus 15% Government Discount	**-$2,749**
Total Project Cost	**$15,578**

Jim Creech

Leading technologies are eventually outgrown by our needs ...

Your website still uses Microsoft's ExpressionWeb which had its last release December 4, 2012 and the last day of support was September 8, 2015. While Microsoft had promised extended support, their OS and other packages have stopped supporting Expression Web since Q1-2013. muniWeb will also stop supporting ExpressionWeb websites by November 30, 2017. This is a great opportunity for you to re-evaluate your website and what more it could be doing for you.

For planning purposes, we suggest that you initiate plans to develop a new website by April 15th and initiate a website development project by June 1st so that within 6 months your new website is ready for development.

You may want to consider muniweb's content management system or CMS. muniCMS has many great features that will put your website to work for you. Municipal websites are so much more than just information, they're your 24-hour City Hall, a place where your residents can watch a council meeting (live or on-demand), find and fill out forms, browse through employment opportunities, pay bills, receive emergency notifications, and push to social media, just to name a few.

Just as important as all a CMS can do for you, is ease of use. muniCMS is simple and intuitive to use for non-technical users. We have a number of modules designed for municipalities, entering the information easy for the editor, and finding the information easy for the visitor.

Do you have a few minutes? We would love the opportunity to show you the front-end and back-end of muniCMS.

Thanks,

Laura Hoffman
Web Steward
248-639-4445
www.muniweb.com

 muniweb

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Village of Franklin

REQUEST FOR PROPOSAL
Village Website Design and Development

Responses Due: 5:00 p. m. Monday, August 14th, 2017
Vendor Selected & Contacted: September, 2017
Project Kick-off: September, 2017
New Website Launch Target Date: December 2017

If you have any questions, please contact Jim Creech at administrator@franklin.mi.us

Introduction

The Village of Franklin is currently soliciting proposals to construct a new village website. The goal for the website includes, but is not limited to, the following:
- Improve communication between the Village Council and Village Administration with the constituents they serve.
- Provide quick access to information on ways to work with us if you are a builder, contractor, prospective business owner or resident.
- Promote community and economic development.
- Support special events within the community.
- Enhance the community image and identity.
- Reduce redundancies in current website and streamline access to information.

The village is soliciting a vendor that has the desire, experience, and talent to develop a superior plan or "blueprint" for its website. The vendor must be willing to come on site and work with the village staff. Most importantly, the website must be designed from the visitor's perspective.

Background

The Village is a historical community in south-east Michigan. As a government body, our goal for this project is to create a website that represents our historic and small town community in a larger suburban Metro-Detroit area. We pride ourselves on being a "different" kind of community and we want a website that represents that. We seek to provide current and prospective residents, visitors, and those who do business within the Village updated information about current events, news and details about the village council meetings, minutes, agendas, and services that the Village provides. Our visitors are generally not very tech-savvy, and we will require an intuitive design to help people find what they need. The current website contains pages for each of the Villages Departments that provides information about that department as well as forms and other documents each department has available for distribution. The site also serves as a repository for ordinances, news releases, and links to other related organizations.

Current Website

Our current website, franklin.mi.us, is almost 6 years old and does not serve us well anymore. The design doesn't reflect our community and the navigation is clunky, not intuitive and information is either redundant or hard to find. Employees cannot update the information with ease. We need to outsource any new information we need to add to the website, causing very high costs. As of October 2017, the software from our current website will not be supported, so we have an imminent need for a new website. Overall, it lacks a clear path for our visitors to follow to find what they want or contact us.

Objectives

Our website's number one objective is to allow for our residents and people who conduct business with the village to be able to access the information they need to do their jobs. We aim to improve communication between the village administration and the constituents they serve, promote community development, and enhance the community image and identity.

An additional objective for our new website is to inform, educate and engage current and potential residents of the village about the village community, environment and activities we have available.

Our website generally receives 2500 to 5000 clicks per month. One objective in the redesign is to increase web traffic to our website.

It is imperative that the initial website meet the following objectives:

1. **Easy to Expand**: Since the website will continue to evolve over several years, it is important that the site be designed with flexibility for future growth. For example, the village may require a change in server speed/bandwidth/storage, web page reorganization, page template redesigns, ability to add feature like RSS, etc. Vendor references that can attest to your firm's ability to do this are required. Indicate what toolsets will be used to develop the website.

2. **Easy to Maintain**: All content pages, including features of the website that requires frequent updating (e.g., agendas, minutes and event calendars), must be designed so that non-technical Village Staff will be able to update information on the site as needed. Templates (or administration screens in a dynamic interface) for each section should be created to ensure consistency as new pages are added. **However, vendors must include a fee schedule and/or monthly site maintenance plan in the RFP response for all maintenance items, especially those that are more technical in nature.**

Identify any software installation/initial setup requirements. Document the installation/configuration of any software.

Vendor must list any and all training requirements, including number of employees that will be trained and the cost of each, the courses and timeframe for training.

Vendor must include an estimated maintenance fee (per year) for costs and labor.

Vendor must provide their change control policy and notification for hardware and software changes.

3. **Easy to Use**: It is important that the site be designed so that residents and visitors, regardless of computer expertise and equipment, are able to easily navigate through this website. To that end, the vendor should conduct a usability test to ensure the design meets the Village's ease of use requirement. The Vendor must provide any design usability, information architecture and template documentation.

In general, the initial website will include the following features:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Clean and focused design
- All applicable content imported from current site
- Email update sign-up form
- Contact Form
- Social media integration (share buttons, follow buttons, etc.)
- A page where employees can post video recordings of past board meetings
- Support for both mobile and desktop view of the website
- A complete and accurate presentation of the Village of Franklin and all departments thereto and their related services, contacts, telephone numbers.
- Non-interactive forms from each department for user download in PDF format (with ability to readily download Adobe Acrobat). There may be a need to convert hardcopy documents to PDF; vendor should provide cost for this service.
- Links to relevant websites (Southfield Township, Birmingham School District, Fire Department, Library, Village Code, State of Michigan, etc.)
- Website must be secure. Secure servers and code, secure socket layer web pages, firewalls, anti-virus, penetration test, security patches, etc.

A general outline of information to be included in the initial website development is shown on Attachment One *(pg. 9). Note: The outline is not necessarily how the designer site should organize the site. Rather, it is provided to give vendors an indication of the scope of the initial website content desired.*

Optional New Website Functionalities/Wish List
We would love to have additional functionality in our website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Online form submission
- Online Payments

We are looking to be a forward facing website, so if there are any features we missing in writing this RFP, please feel free to recommend new features and include them (and the associated costs) in your proposal.

HOSTING
Please provide information for the following key features of your hosting service.

1. Reliability (including downtime, mirroring and recovery in quantifiable terms).
2. Amount of disc space allotted to the Village of Franklin, or whether a dedicated server would be used.
3. Data transmission speeds and method.
4. Identify your web server platforms and architecture.
5. Hardware/software usage and license policy.
6. Identify your server hosting building(s) site security.
7. Provide backup and disaster recovery documentation. Do you have a disaster recovery plan to restore lost data and is it tested?
8. Backup and offsite storage procedures.
9. How often is equipment replaced.
10. Indexing.
11. Provide an encryption plan including SSL (Secure Socket Layer).
13. Support for google analytics.
14. Provide communication plan for customer information and routine maintenance notifications. This should include an escalation policy for production support issues.
15. Pricing.
16. Bandwidth: network bandwidth out of the server and at the internet connection point minimum and maximum.
17. Other pertinent considerations.

Content of Proposal

Please structure your proposal as follows:

Summary: Brief narrative describing your company, what makes you different and how you will meet our objectives.

Company Background: The proposal should include this information in order for the Village of Franklin to evaluate the Vendor's stability and ability to support commitments set forth in response to the RPF. The Village, at its option, may require a Vendor to provide additional documentation to support and/or clarify requested information.

- How long the company has been in business
- A brief description of the company, including past history, present status, future status, etc.
  - Note any parent/subsidiary relationships
  - Note any name changes/acquisitions
- Company size and organization
- Location of company headquarters
- Total number of employees. Number of technical staff and certifications.
- Identify specific vendor representatives that will be assigned to this project.

Software/Design Details
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy

As previously described above:
  - Initial Website
  - Hosting Information
  - Long-Term Plan: Ability for the vendor to update and adapt the website going forward as the Village of Franklin's needs may change.

Implementation Plan and Timeline: The Vendor must provide a detailed implementation plan for the entire project. It should include evaluation, design process, development, testing, conversion, and training. The vendor shall provide a completion date and timeline. Implementation will not occur until all contracts are signed.

Support and Maintenance: The Vendor must provide a detailed description of all the support options to be provided during and after the implementation of the proposed site. Support refers to software support, updates, and any ongoing costs. This should also include any information related to training prior to the website going live and how it will be handled after the website is live.

References: The Vendor should include a list of all pertinent references for whom the vendor has provided similar services. The Village of Franklin is specifically interested in other similar projects with non-profits, government agencies, or related agencies that the vendor has taken on. Information should include the following:
- Name of client contact, with phone and email address
- Description and date of service that the vendor provided
- Internet link to published website

Cost: The proposal should include a price breakdown of both the initial website build (either per hour or a total amount) and estimated costs for maintenance for subsequent years. The breakdown should include: the cost for the purchase for the software (if any), the itemized cost for development of the website, any expenses associated with the maintenance of the site.

Terms and Conditions: Any terms and conditions you may have when considering taking on a new website.

Submission Information:
Responses Due: 5:00 p. m. Monday, August 14th, 2017
Winner Selected & Contacted: September, 2017
Project Kick-off: September, 2017
New Website Launch Target Date: December 2017

Please send proposals to: administrator@franklin.mi.us or
Jim Creech
32325 Franklin Road
Franklin, MI, 48025

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Jim Creech at administrator@franklin.mi.us

Contract Specifications

The terms of the contract will be decided during negotiations with at least an annual review based upon the needs of the community and direction given by the Village of Franklin Village Council and Village Administration.

1. In the event that the website developer does not also host the website, the proposed contract must provide for the Village to take over hosting the site should the Village choose to do so. The dollar amount for this transfer should be stipulated in the RFP response.

2. The Village of Franklin will own the copyright to the web site. The Village of Franklin will own the code to the site. All licensed and customer software used, or developed, for the site must be made known to the Village along with the associated function. Should the Village decide to host the site in-house, this information will be necessary for the continuous operation of the site.

3. The Village retains ownership and rights of any and all graphic design elements and text provided.

4. The URL used for the site will be registered to and owned by the Village of Franklin.

Process for Reviewing Proposals

Proposals will be reviewed and evaluated according, but not limited to, the following criteria.

Qualifications
- Years in business
- Experience of Staff assigned to the Village's project
- Experience in technology strategy and planning
- Service capability
- Local government expertise

Understanding of the Project
- Demonstration of understanding the Village's objectives
- Examples of other sites developed
- Suggestions for ease of maintenance, expansion and use of the website
- Ideas/suggestions for efficiency of layout and design for both the end user and those charge with website maintenance

Cost, including:
- Time for proposed build
- Rates for the website build
- If proposal costs include training for village staff
- Whether fee proposed is a "not-to-exceed" amount

Maintenance (and associated costs)
- Options for a monthly website maintenance plan
- Use of readily available tools (e.g., Microsoft, Adobe, etc.) so that non-technical village employees may update information as needed
- Guaranteed turnaround time
- Quality control process

ATTACHMENT ONE

The following is an outline of information that should be included in the initial website to better define the scope of the Request for Proposal. Content information will be provided by the Village.

Note: The outline is not necessarily how the designer site should organize the site. Rather, it is provided to give vendors an indication of the scope of the initial website content desired.

Please Reference http://franklin.mi.us to see the current version of the Village of Franklin website

I) Welcome to the Village of Franklin
    A) Welcome Note
    B) News and Announcements
    C) Event Calendar
    D) Village Office Location and Hours
II) Government
    A) Village Officials
        1) Village Council
            (a) Biographies
                (i) Pictures of Each Official
                (ii) Contact Information
            (b) Village Meeting Minutes/Agendas
            (c) Videos of Past Village Council Meetings
        2) Village President
            (a) Biography/Contact Information
        3) Village Administrator
            (a) Biography/Contact Information
        4) Village Treasurer
            (a) Biography/Contact Information
    B) Village Departments
        1) Village Clerk
            (a) Overview
                (i) Biography including picture
                (ii) Contact Information
            (b) Elections
                (i) Village Elections
                (ii) Voter Registration Information
                (iii) Permanent Absentee Ballot Application
            (c) Other Information

- (a) Pick Up Schedule
- (b) Complaints
- (c) Household Hazardous Waste
- (d) Information
- 9) Fire Department (hyperlink)
  - (a) Join the Fire Department (hyperlink)
- 10) Birmingham Area Cable Board (hyperlink)
- C) Boards and Commissions
  - 1) Planning Commission
    - (a) Members and Contact Information
    - (b) Agenda and Minutes
    - (c) Master Plan (pdf)
    - (d) Zoning Map (pdf)
    - (e) Parking Analysis
  - 2) Historic District Commission
    - (a) Members and Contact Information
    - (b) Agenda and Minutes
    - (c) Design Standards (pdf)
    - (d) Historic District Map (pdf)
    - (e) Historic District Commission Ordinance (pdf)
  - 3) Zoning Board of Appeals
    - (a) Members and Contact Information
    - (b) Agenda and Minutes
    - (c) Zoning Map (pdf)
  - 4) Sign Board of Appeals
    - (a) Agenda and Minutes
  - 5) Wastewater Board
    - (a) Agenda and Minutes
- D) Village Charter
- E) Village Municipal Code
- F) County, State and Federal Officials
  - 1) Contact Information
- G) Rouge Watershed Information
- III) About Franklin
  - A) History of Franklin
    - 1) Kreger House (hyperlink)
    - 2) Franklin Historical Society (hyperlink)
  - B) Activities
    - 1) Art in the Village (hyperlink)
    - 2) Franklin Cider Mill (hyperlink)

       3) Franklin Garden Club (hyperlink)

       4) Franklin Baseball League (hyperlink)

       5) Franklin Public Library (hyperlink)

       6) Franklin Community Church (hyperlink)

   C) Greater Franklin Area

       1) Birmingham Bloomfield Community Coalition (hyperlink)

       2) Birmingham School District (hyperlink)

       3) 46th District Court (hyperlink)

       4) Birmingham-Bloomfield Chamber of Commerce (hyperlink)

       5) Birmingham School District (hyperlink)

       6) Franklin-Bingham Farms Fire Department (hyperlink)

       7) Road Commission of Oakland County (hyperlink)

       8) Southfield Township (hyperlink)

       9) Water Resource Commission (hyperlink)

   D) Franklin Community Association

       1) Dues/Donations

       2) Newsletter

   E) Franklin Arts Council

       1) About

       2) Contact Information

   F) Main Street Franklin

   G) Franklin Cemetery Association

IV) Services

   A) Report Code or Blight Violations

       1) Administrator Contact Information

   B) Tree Removal FAQ

   C) Village Directory / Website Feedback

32325 Franklin Road, Franklin, Michigan 48025

FAX: (248-626-0538)   **(248) 626-9666**

September 14, 2017

Ms. Cathy White
Birmingham Area Cable Board
P.O. Box 165
Birmingham, MI 48012

RE: Kreger House and Village Hall Grant Request

Dear Ms. White:

Late in 2015, the Birmingham Area Cable Board generously approved a grant award for Comcast services at the Kreger House in the Franklin Municipal Complex, and the Village Hall.   This year the Village would like the Cable Board to again consider the Village's request for a $3,800 grant to fund the Comcast services being provided at these locations.

Comcast Services at Kreger House at $185/mo	$2,200
Comcast Services at Village Hall at $135/mo	$1,600
	$3,800

The Village continues its support of the cable board. These efforts to utilize technology will help us provide information to the public, and is vital in our efforts to offer effective, efficient, service in our community.

Warmest Regards,

James V. Creech
Franklin Village Administrator

MEMORANDUM

DATE: September 14, 2017

TO: Board Members

FROM: Cathy White

Re: Monthly Report

CUSTOMER COMPLAINTS

Complaint No. 2017-29, which was pending on the date of my last report, appears to have been resolved. This complaint was filed by a Beverly Hills resident who was seeking to get some low-hanging cable wires on his father's property either removed or repaired. A Comcast team investigated and determined that the lines belonged to AT&T. The resident was given this information and indicated that he would contact AT&T to address this concern. This complaint is now closed.

There have been two (2) complaints filed since the date of my last report. Complaint No. 2017-30 was submitted by a Beverly Hills resident who also was concerned about some low-hanging wires on her property. The complaint was submitted to all three cable providers since it was unclear which company owned the wires. Comcast determined that the lines belonged to WOW. A new mainline was installed by WOW and this complaint is now closed.

Complaint No. 2017-31 was received from a Birmingham resident who has had ongoing problems with her Comcast internet service. This complaint is pending.

FINANCIAL

The account balance for the MBS, BBCU and Beverly Hills accounts as of August 31, 2017 will be e-mailed to all Board members. This information will also be provided via hard copies at the meeting, as well as budget to actual figures.

CHECK DISBURSEMENT

 Since the date of our last meeting, I have written two (2) checks as follows:

1. Town Square Publications (Birmingham Bloomfield Chamber ad): $1,046.00

2. Birmingham Public Schools (PEG Grant): $76,540.00

ADDITIONAL NOTES:

1. The Detroit Free Press reported on August 20, 2017 that some state and local governments are looking at imposing a tax on streaming service plans as a way to offset declining sales taxes and other revenue shortfalls. Chicago, Pennsylvania and Florida have already passed a so-called Netflix tax and cities such as Pasadena, California have broached the issue.

2. A survey of risk managers has found that a majority (61 percent) are cautious about the use of unmanned aerial vehicles, or drones, primarily due to concerns about privacy invasion. Drone video is increasingly used in news coverage and was seen extensively in reporting on Hurricanes Harvey and Irma. State and federal laws have not caught up with the technology increasingly deployed by business and government and private drone use poses even greater risk.

3. In connection with the recent hurricane in Florida, it has been reported that Xfinity and Charter Communications opened numerous Wi-Fi hotspots across the state for free use during the emergency.

4. Comcast is expanding its Internet Essentials program in Detroit to include low-income residents 62 and older. The program, which offers high-speed Internet service for $9.95 per month, was previously available to low-income households with school-age children and adults who receive federal Housing and Urban Development assistance. It is now extending the program to include seniors in Detroit as well as in 10 other cities. In addition, the program will boost Internet speeds from 10 megabits per second to 15 Mbps to enhance video quality and will offer customers the ability to use Comcast's Wi-Fi hotspots outside the home at no charge. So far, Comcast has said that there are about 13,000 low-income families in Detroit in the program and 49,000 statewide.

5. Comcast and Google have just announced the nationwide launch of YouTube on Xfinity X1. YouTube content will be accessible via the X1 voice remote and YouTube videos will be featured throughout Xfinity on Demand.

6. Comcast has notified us of a change to the channel lineup. Effective on or about October 10, 2017, WeatherScan will no longer be available as part of the Xfinity Digital Preferred service.

Memo

To: **BACB**

From: Greg Black

cc: Greg Kowalski, Steve Rota, Cathy White & Elaine McLain

Date: 9/14/17

Re: Report August 17th, 2017 through September 20[h], 2017.

BAMA Programs

During this time period we've completed seven regularly scheduled municipal meetings, Board of Zoning Appeals meeting, the BACB meeting, Parks and Rec Board Meeting, Multi Model Board Meeting, Special Birmingham Commission and Planning Board Workshop and two Baldwin Public Library Board and Trust Meetings.

BAPA Programs

From BACB area individual producers and organizations we've taped 24 programs. From individuals:

- ❖ *Inside Birmingham City Hall* September Edition hosted by City Manager, Joe Valentine.
- ❖ Three *Tough Talk's* hosted by Paul Taros.
- ❖ Three *Making a Difference @ TCH* hosted by William Seklar.
- ❖ Four *Michigan Entrepreneur's* hosted by Tara Kachaturoff.
- ❖ Six *Eye on Oakland's* hosted by David Potts and Chuck Moss.

From BACB area organizations:

- ❖ Two *TCH Women's Club* Lectures.
- ❖ *Birmingham Republican Women's Club* Lecture.
- ❖ *Franklin Labor Day Parade.*
- ❖ *Patriot Week 9/11 Commemoration & Political Leader Forum*.
- ❖ *Boys Tennis*
- ❖ *Boys Soccer*.

PRODUCER WORKSHOP

We are offering a one on one session for those who are interested in producing their own show and to those who want experience behind the scenes. Please call 248-433-7790 and we can schedule a date and time with you.