Woodbury County, Iowa

Website Development Proposal

November 2, 2022

| PREPARED BY	PREPARED FOR
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Neapolitan Labs LLC	Woodbury County, Iowa

Overview

Neapolitan Labs will develop and implement a new, mobile-optimized, user-friendly website built for the citizens of Woodbury County. The website will be powered by the proprietary and easy-to-use *Mint Chip Lab* platform.

## Key Features & Functionality

Fully Responsive Designs

The Woodbury County website will be built for every device break-point, from high-resolution 4K monitors to the most dated smartphones. No technology, plugins, or features will be utilized that limit compatibility with modern browsers or devices. High-resolution photos can be set to rotate in the featured homepage spot or HD videos can be curated to appear behind welcome messages when users arrive on the website.
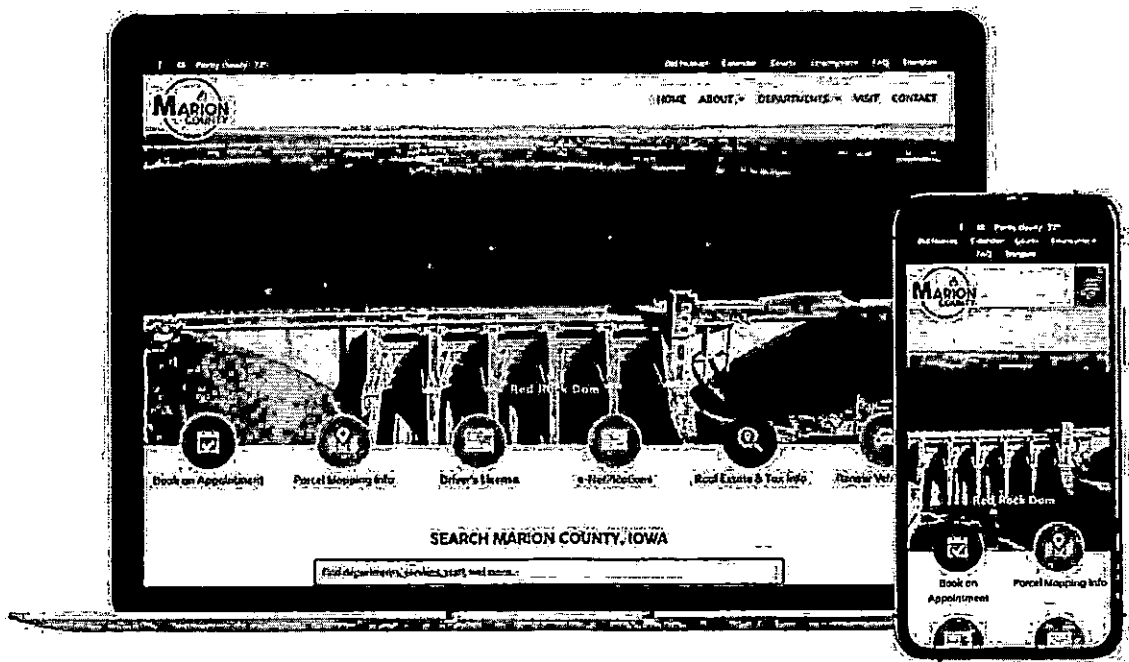
Marion County's website is built for all devices, including desktops and smartphones.

Site Search

Search will be a prominent part of the website, either on the homepage or reached via the header, to let visitors quickly find the content they are looking for. The *Mint Chip Lab* platform is built to allow easy assignment of search keywords to pieces of content, from election results to department landing pages to township section corners. Search terms will be tracked via Google Analytics.
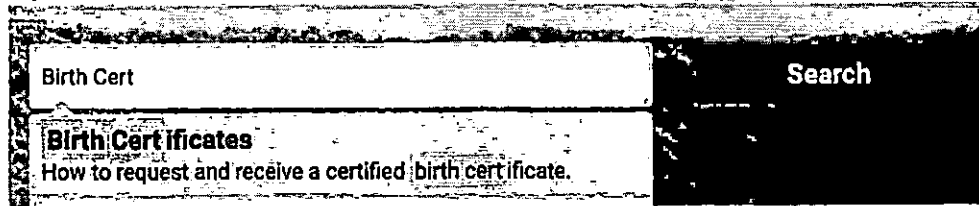

Birth certificates search excerpt from Pottawattamie County.

Departments

Each department in Woodbury County will have a consistent landing page highlighting key content:

- Basic department details (name, hours, location, phone numbers, key staff members)
- Introduction of department responsibilities and key services
- Highlighted links (including local site content, external website links)
- Social media profiles will be presented in a consistent manner
- Contact form directed to the specified departmental contact or contacts to generate an email without exposing direct department emails

Departments will be able to create additional pages within their sections, such as *Tax Information*, *Birth Certificates*, or *Sales Reports*. Site administrators will be able to customize the placement of these sections within their lists of services and/or highlighted links. Sections of heightened importance can be promoted on the website homepage when applicable. No duplicate editing or maintenance processes will be required. Finally, users will be able to easily navigate through each department, not having to use the back button to proceed through department sections.

| Elections and Voting | Real Estate | Alcohol & Tobacco Licenses | FAQ |
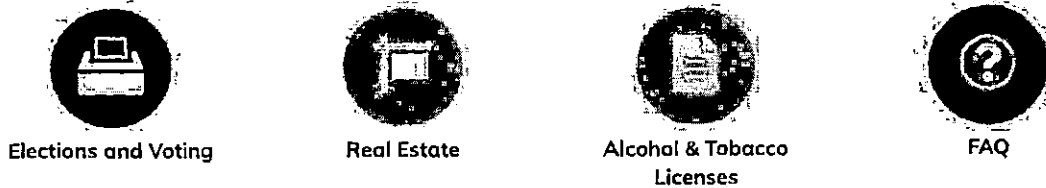
Example display of department services from Marion County, Iowa.

Department Content

Neapolitan Labs will meet individually with each department to identify content to be added to their section of the website. Information from the existing website can be transferred to the new site in the most user-friendly format possible and/or other content from other county websites could be adopted/adapted to meet Woodbury County needs. Neapolitan Labs has built features for section corners, agriculture reports, sheriff sales, frequently asked questions, and more.

Alerts

An Alerts module will be implemented to allow users with appropriate access to add an alert to the top of all pages on the website. These alerts could inform of closures, elections, and snow or flood events and are programmable to display indefinitely or for a defined length of time. All alerts can be set up to take users to a webpage, press release, or other links to find more details.

Sample standard alert box from Southwest Valley Schools.

Calendar

Upcoming meetings, elections, and other county events will be a part of the website.

Calendar module from Benton County

Agendas and Minutes

The *Agendas and Minutes* module will be implemented, allowing for easy posting of Board of Supervisor meeting information. Agendas and/or minutes can be uploaded individually and directly to the website as PDF files or as formatted text, as noted below. All minutes from the current website will be transferred to the new site, retaining their current styles but in a new, user-friendly list.

May 2, 2022 · 8:30am	Agenda	Minutes	Video
Apr 25, 2022 · 8:30am	Agenda	Minutes	Video
Apr 18, 2022 · 8:30am	Agenda	Minutes	Video
Apr 11, 2022 · 8:30am	Agenda	Minutes	Video
Apr 4, 2022 · 8:30am	Agenda	Minutes	Video
Mar 28, 2022 · 8:30am	Agenda	Minutes	Video

Example listings of agendas and minutes from Worth County.

Neapolitan Labs will work with Woodbury County to retain their current process of posting minutes in HTML format for easy searchability and readability, especially on mobile devices. A powerful minutes search will be implemented for website visitors to search meetings by topic(s).

Minutes for additional boards and commissions can also be added to the website if desired for boards like Conservation and Zoning. Links to packets and/or videos can be added as desired, and email notifications can be set up so users (internal and/or external) can receive a notification with a link each time a new agenda or minutes are added.

Bid Notices

A section will be introduced to list bid notices for county projects. Notices can be assigned a deadline date and automatically removed from the website once the date has passed. If desired, contractors can be required to insert basic information (e.g. business name and address) before downloading plans or information. A deadline can be assigned for all bid notices and they will not appear on the website after the deadline.

Boards & Commissions

The *Committee Information* page will be maintained, with a fresh landing page that is searchable for users looking for specific committee information. Like the current website, each committee will have a dedicated landing page with information, members, and space for agendas and minute uploads.

Community Information

If desired, a Communities page will be built to provide a directory of Woodbury County's cities. A photo and basic information will be included for each community, with links to view elected officials and the community's website or Facebook page, if applicable.

Dow City
117 N Franklin Street · P.O. Box 315
Dow City, IA 51528

Officials   History

Kiron
12 N Grove
Kiron, IA 51448-0215

Officials   Website   Facebook   History

Manilla
P.O. Box 398
Manilla, IA 51454-0398

Officials   Website   Facebook   History
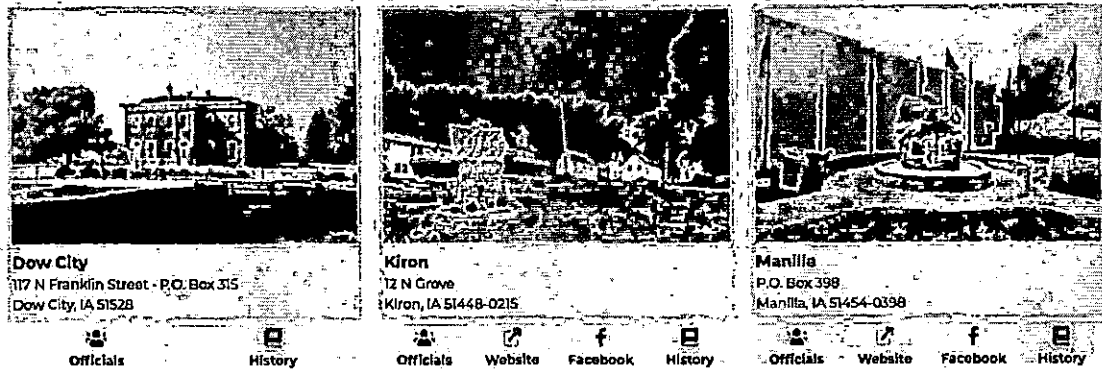
Excerpt of community listings from the Crawford County website.

Contacts

The Department Directory will be enhanced to include key contacts and email addresses. Information will be produced from the Department and Staff modules in Neapolitan Labs so no duplicative work is required.

Education

If desired, an Education page will be created to highlight the county's school districts, including links to the current elected officials (via the Elections website) and school district website.

Public School Districts

Knoxville
309 W. Main
Knoxville, IA 50138

Officials   Website

Melcher-Dallas
210 SW Main Street · P.O. Box 489
Melcher-Dallas, IA 50163

Officials   Website

Pella
210 E. University Street
Pella, IA 50219

Officials   Website

Excerpt of school listings from the Marion County website.

Elections

Neapolitan Labs will ensure tight integration with the existing Elections website, ensuring news articles are cross-posted and quick links and instant search are available to drive users directly to the section(s) of the Elections website they are looking for.

Frequently Asked Questions

A FAQ module will be installed to allow departments to post and maintain lists of frequently asked questions (and answers.) The FAQs will dynamically display within each department section plus be findable via the website search and an overall page of sitewide FAQs.

Search Frequently Asked Questions

Q. Can an independent vote in a primary election?

A. Yes and No. In Iowa, you must be a member of a political party (in 2020: Republican and Democrat) to vote in a primary election. However, anyone can change parties on Election Day and vote. For independents to vote they must declare a political party.

Searchable FAQ excerpt from the Clinton County Elections website.

Job Opportunities

Neapolitan Labs will integrate with Government Jobs / NEOGOV to show any active employment opportunities directly on the Woodbury County website.

When a job posting has expired or is taken down from Government Jobs, it will be automatically removed from the County website. Users will be able to click through to the Government Jobs site to read full details and/or apply.

Front Office Manager

Conservation · Mt. Crescent Ski Area; 17026 Snowhill Lane, Honey Creek, IA 51501

Seasonal · Posted 10/13/2022 · Closes 10/24/2022

Current job openings excerpt from the Pottawattamie County website.

News and Announcements

The homepage will include real estate for news and announcements to be posted. This provides an avenue for County staff to communicate updates to the public in a consistent fashion, including countywide announcements like weather-related closures or news around absentee ballot requests, non-discrimination notices, or openings on citizen boards or commissions. Job openings, sheriff sales, and bid notices could also be highlighted in this section.

Notifications

Neapolitan Labs will work with Woodbury County to build and implement a notifications system that allows residents to subscribe to receive alerts on specific topics. Examples include board meeting minutes and agendas, road closures, and job openings. Email messages will be delivered through SendGrid. The sign-up and management process will be simple, without requiring visitors to create a log-in. They will be able to easily update their settings via a link included at the bottom of each email sent. Current subscribers to minutes agendas and minutes can be imported, and the new notifications process should save the *Auditor* department a step each week.

ADAMS COUNTY
Iowa

Hello,

The agenda for the next Board of Supervisors meeting has been posted to the Adams County website.

Agenda - Monday, October 24, 2022 at 9:00 am

Please contact us if you have any questions.

Thanks,
Adams County Auditor's Office

Auditor's Office
500 Ninth St.
Corning, Iowa 50841
Phone: 641-322-3340

An email is sent to subscribers each time a new board agenda is posted in Adams County.

Department heads will be able to tie notifications to website updates (e.g. adding meeting minutes, posting news) or send notifications to their lists via a new *Emails* module in Mint Chip Lab, built for Woodbury County. Lists will be customizable and can grow following launch. There are no costs or limitations to emails sent via this notifications tool.

Translate
Google Translate will be integrated into the website header allowing users to convert content to Spanish (or other languages) with the click of a button.

Technology

Mint Chip Lab
The website will be powered by *Mint Chip Lab*, the proprietary content management system developed and maintained by Neapolitan Labs. Since its inception in 2004, Neapolitan Labs has focused on the development and implementation of content management systems to make website updates easy and efficient even for non-technical users. The *Mint Chip Lab* platform was officially launched in 2017, built to incorporate all of the best features built for clients over the past 15 years.

Modules will be customized and/or built to meet Woodbury County's needs. Information is stored in databases where content is dynamically retrieved and presented on the website. All long-form content is maintained via the well-respected, WYSIWYG CKEditor. The platform is regularly updated and upgraded to improve user experience. Granular permissions can be assigned to each user to restrict updates to specific modules or content within their specific site sections.

∨ ▣ Physical Address

Location Name   Pottawattamie County Courthouse

Location Subtitle   Second Floor

e.g. Second Floor

Address   227 S 6th St

City   Council Bluffs

State   IA

Zip   51501

Office Hours   8:00am to 4:30pm
Monday through Friday

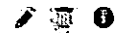Individual department management excerpt from Pottawattamie County.

4/27/22 · 8:30am
Board Of Health · Agenda ▣ · Minutes ▣

4/25/22 · 8:30am
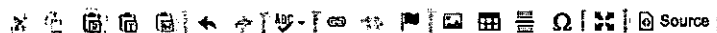Board Of Supervisors · Agenda ▣ · Minutes ▣ · Video ▣

4/18/22 · 8:30am
Board Of Supervisors · Agenda ▣ · Minutes ▣ · Video ▣

Meeting agendas, minutes, packets, and/or video management excerpt from Worth County.

Copy

B I S I_x ≔ ≔ ≡ ≡ ,, E ≡ ≡ ≡ Styles · Normal · ?

At this time, some in-person events are beginning to take place as originally planned. However, if you are sick or feeling you are getting sick, the event planners ask that you please stay home. The CDC recommends that people in high-risk groups consult with their healthcare provider about attending any large gatherings. If you do choose to attend an in-person event, please keep in mind the CDC's recommendations on how to keep yourself and others healthy and safe:

- Cover your mouth and nose with a cloth face covering when you go out in public
- Practice social distancing and stay at least 6 feet away from others
- Avoid close contact with people who are sick

body p

Rich text editing capabilities excerpt from Council Bluffs Convention & Visitors Bureau.

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| Announcements | FAQ | Forms | Links | Meetings | Resources |

Sample modules within Mint Chip Lab.

Recorder

Birth Certificates ⚓   🔍 ✏ 🏛 ❶

Boats, ATVs & Snowmobiles ⚓   🔍 ✏ 🏛 ❶

Death Certificates ⚰   🔍 ✏ 🏛 ❶

Formatting Standards (for Recording Documents) 📄   🔍 ✏ 🏛 ❶

List of department services excerpt from Pottawattamie County.

Accessibility

The website will be developed to be compliant with core 508 accessibility standards, using Monsido. While all core code and images will be fully compliant, the County will be responsible for verifying PDFs uploaded to the website meet accessibility standards. An accessibility statement and contact information for accessibility questions is recommended for the website footer.

Hosting

Neapolitan Labs will utilize its proprietary *Mint Chip Lab* platform for the Woodbury County website. This requires external hosting via Amazon Web Services for security, maintenance, and efficiency reasons. Neapolitan Labs directly monitors the security and health of all of its hosted client websites, including the Woodbury County website, which will be part of an independent hosting instance. *Mint Chip Lab* and Neapolitan Labs client websites are powered by PHP code with mySQL databases storing the majority of website content.

CDN and Virus Protection

Cloudflare will be utilized to both protect the website from bots and DDoS attacks and improve site performance. SiteLock protection, including automatic malware scanning and removal, will be installed immediately after the hosting account is established during the development process. The entire site and accompanying database are backed up daily. Access to Mint Chip Lab is restricted to Woodbury County employees with login credentials, with password rules and 2-factor authentication policies set to meet County IT requirements.

While Neapolitan Labs retains rights to its *Mint Chip Lab* platform, Woodbury County is the owner of all website content and can request exports of database information and design files at any time.

Search Engine Optimization

The website will be built with readable URLs such as woodburycountyiowa.gov/supervisors to meet search engine best practices. Page titles and META tags will be customizable via *Mint Chip Lab* for all pages throughout the website. Existing sites powered by *Mint Chip Lab* have received very high scores in Google's benchmarks, as site security, page speed, and mobile-friendly design standards have become increasingly important in search algorithms.

Web Tools

Mint Chip Lab incorporates a number of tools for site maintenance and accuracy. All content editor sections are powered by the well-respected and well-documented CKEditor, which has built-in spell-check capabilities. An orphaned files and images report allows for lists to be generated on-demand of files and images which have been uploaded to Mint Chip Lab but are not linked anywhere within the website.

Analytics

Google Analytics will be integrated so the Client can continue to monitor website users, visits, and page views. Custom code will be added to track PDF downloads, for the most complete look at website usage. Regular email reports will be established for delivery to IT department staff and/or department heads as desired.

Site Transition

Neapolitan Labs will collaborate with the Client to ensure a smooth transition from the current to the new website, from both a user perspective and search engine optimization. The most important element of this transition will be ensuring all current website URLs are mapped to the equivalent URLs on the new website as part of the Redirects module within Mint Chip Lab. Following the launch, an automated site map will be established and submitted to Google so the search engine is aware of the updated website content and structure.

Additional Features

Neapolitan Labs is committed to providing solutions and executing any features outlined in the RFQ submitted to Woodbury County on September 15, 2022. A copy of the RFQ is attached to the end of this proposal as Addendum A.

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Training & Services

User Training
Each department should assign one or more employees to be trained on the *Mint Chip Lab* platform. Neapolitan Labs will provide individual department training prior to the website launch. Documentation for key features is built into the *Mint Chip Lab* platform.

Manage Featured Races
Home > Featured Races > Manage

Module help links are built into Mint Chip Lab.

Super User Training
Woodbury County should assign one or more super users to have access to manage and maintain the full website. A detailed training session will be provided to cover all *Mint Chip Lab* modules prior to the website launch.

Content Transfer
Neapolitan Labs will meet with Woodbury County departments to review current website information, along with anything that needs to be added to the new website. All information needed for the website launch will be imported by Neapolitan Labs to minimize county time requirements for the project. This could include archived board minutes, past election history, and more.

Recurring Training
As part of the annual hosting and support agreement, Neapolitan Labs will host webinar training with new hires or website support staff upon request.

> The *Mint Chip Lab* platform is built with users in mind. While
> Neapolitan Labs is committed to ample in-person and webinar
> trainings, many users find themselves comfortable making
> website updates with minimal formal training time.

Neapolitan Labs Advantages

Research-Driven, Customized Design

Neapolitan Labs expects to create a best-in-class website for Woodbury County. A data-driven approach will be taken to the design and development, ensuring the entire website is easy to navigate on all devices. Websites from counties across Iowa and the Midwest will be reviewed by the Neapolitan Labs team with distinctive features highlighted to consider for inclusion with the new site. Frequent communication and regular in-person meetings and discussions will help ensure the new website meets the needs of all project stakeholders.

Powerful, Flexible Content Management System

The website will be powered by the aforementioned Mint Chip Lab platform, which makes website management as efficient and easy as possible. The platform is database-driven, with customized tables established for each client and function, from the site's proposed community listing to the standardized set of information needed for each department page. The easy-to-use platform is designed to allow complete customization of the website front-end, yielding a "best-of-both-worlds" situation for clients. A choice doesn't have to be made between modern design and a reliable content management system.

Experience with County Governments

Neapolitan Labs powers the primary websites for 16 Iowa counties, including Pottawattamie, and hosts election-specific websites for more than 25 Iowa counties. Neapolitan Labs is committed to meeting individually with department heads in Woodbury County as part of this project to ensure all needs are met leading up to the new website launch.

Synergy with Elections Website

Because Neapolitan Labs will power the Woodbury County Elections website, relevant information can be displayed on both sites by being updated in a single place (e.g. the directory of appointed and elected officials). Additionally, the Auditor's Office would have a single point of access to update content on both sites, e.g. minutes on the primary site and election results on the standalone site.

Support

Neapolitan Labs is Iowa-based and committed to providing great support to its clients. A ticketing system in Mint Chip Lab allows users to ask questions directly while they are logged in and working on website updates. Staff is available by phone and email and after hours in case of emergency support is needed.

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Start Date and Timeline

With quick approval, Neapolitan Labs expects to build and launch the new Woodbury County website over an accelerated timeline, with launch targeted for Thursday, January 12, 2023.

Major project milestones include:

- **Week 2 > Kickoff Meeting** will be scheduled as quickly as possible with project stakeholders to review best-in-class county websites and review all content on the existing websites. Combined with input from Woodbury County, Neapolitan Labs expects to leave the meeting with a preliminary site map and game plan for new website development.

- **Week 4 > Department Meetings** will be held, as Neapolitan Labs meets 1:1 with each key Woodbury County department with a presence on the new website. We'll review content to transfer from the existing site and new content that can be gathered to add to the new site.

  Additionally, **Design Mockups** will be shared with project stakeholders to showcase concepts based upon findings from the kickoff meeting. Neapolitan Labs will gather feedback and create up to two design revisions to meet County needs.

  Simultaneous to design work and department meetings, Neapolitan Labs will be establishing needed functionality within *Mint Chip Lab* to power the website.

- **Weeks 5-8 >** Neapolitan Labs will lead the **Content Transfer** process, moving all relevant information from the current website to the new website, along with any additional information provided by officials and department heads, such as interactive forms.

- **Weeks 9-11 > Design Preview and Training** A fully interactive site will be built for desktop and mobile devices based upon the agreed-upon designs completed, with the website available for review. Project stakeholders and department heads will be provided with access information and Mint Chip Lab training to prepare for launch.

- **Week 12 > Website Launch.** Neapolitan Labs will work with Woodbury County to launch the updated website. Team members will be available for extended support hours during the week of website launch to address any issues and/or provide guidance on *Mint Chip Lab* questions that may arise once the website is launched.

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Costs

Neapolitan Labs prices the entire website development package, as outlined above, and first-year secure hosting and support, at **$40,000**. Beginning at the launch anniversary, the annual website hosting and support cost is **$5,000**.

Development, Design, and Deployment		
Mint Chip Lab	• Provisioning of all features and modules, from Departments to Images to Staff. • Creation of new modules specific to Woodbury County including searchable minutes.	$10,000
Website Design	• Mockups and interactive previews • Up to 3 rounds of revisions • Fully-responsive design	$10,000
Website Development	• Custom website development based upon selected design • Import of relevant content • Website transition	$15,000
Hosting and Security		
Server and Services	• Private hosting instance • SSL certificate • CloudFlare CDN, WAF • SiteLock virus/malware protection • Monsido accessibility/broken links	$5,000
Training		
Mint Chip Lab Training	• Super user training • In-person training • Mint Chip Lab Documentation	Included
Total First-Year Cost		**$40,000**

Hosting and Support

As part of this agreement, Neapolitan Labs will continue to adhere to the hosting standards specified earlier in this proposal. In addition:

- Website support directed to Neapolitan Labs will receive a response within 24 hours. At a minimum, the response from Neapolitan Labs will acknowledge the email and provide a timeline for addressing the issue(s) and/or question(s) contained within the email. Neapolitan Labs will provide phone and email contact information for urgent after-hours support.

- In cases where a technical website issue has been identified, and the website does not function as expected or previously promised, a firm timeline will be presented and the required development work.will be completed at no cost. With this agreement, ten hours of annual website updates and development to the front-end website and/or Mint Chip Lab modules are provided at no cost.

- In scenarios where new features or functionality are requested which require significant development work, Neapolitan Labs will provide a statement of work including cost and a firm deadline for completion. Development work will proceed if approved by the client.

A website review will be scheduled annually, where Neapolitan Labs will present key website metrics from heat maps and analytics.

The annual cost for website hosting and support, as outlined above, is **$5,000.**

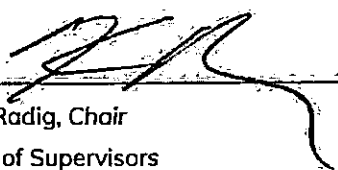| Annual Hosting and Support		
Server and Security	• Private hosting instance • SSL certificate • CloudFlare CDN, WAF • SiteLock virus/malware protection	
Website Development	• Up to 10 hours	
Support	• 24 hours standard response • 24/7 emergency support • On-demand training • Extended hours on Election Days	
Annual Cost		**$5,000**

Terms & Conditions

Payment Terms

The total first-year cost ($40,000) will be divided into two equal invoices, to be paid by Woodbury County. The first invoice ($20,000) will be submitted following proposal acceptance. A final invoice for the balance ($20,000) will be submitted following the project launch, on or before January 26, 2023.
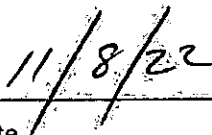
Launch Timeline

Neapolitan Labs has proposed an aggressive timeline that includes launch by January 12, 2023. With multiple county holidays and year-end deadlines between the proposal date and the planned project finish, a 'latest launch date' has been established. The latest launch date for a fully functional website that contains all features from this proposal and the accompanying RFQ will be January 26, 2023. If the website is launched after this date, a $1,000 credit will be applied to the final invoice for each week the launch is delayed.
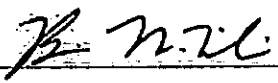
Proposal Acceptance

With signature, Client agrees to the cost and payment terms, and the developer will adhere to stated project solutions and turnaround times.
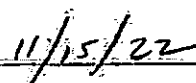
_____   11/8/22
Keith Radig, *Chair*   Date
Board of Supervisors
Woodbury County, Iowa

_____   11/15/22
Brian McMillin, President   Date
Neapolitan Labs

Woodbury County, Iowa

Website Development, Design, Maintenance & Hosting Project

Request for Qualifications

Submitted by:

Neapolitan Labs
Brian McMillin, President
500 Locust Street, Suite 125, Des Moines, IA 50309
https://www.neapolitanlabs.com
brian@neapolitanlabs.com
515-999-5221

Thursday, September 15, 2022

Applicant Authorized Signature   Date

Introduction

In Iowa, Neapolitan Labs currently powers 15 countywide websites, 24 elections-specific websites including for Woodbury County, and sites for public health and sheriff's offices. In addition, Neapolitan Labs is contracted with 3 additional Iowa counties to build and launch new websites by the end of 2022.

Neapolitan Labs has identified its experience working with Pottawattamie County as the best comparison to highlight as part of this RFQ response. The County is similar in both size and population. However, following the list of team members, additional County website projects are included for reference.

Featured Project: Pottawattamie County, Iowa

Website URL:

https://www.pottcounty-ia.gov
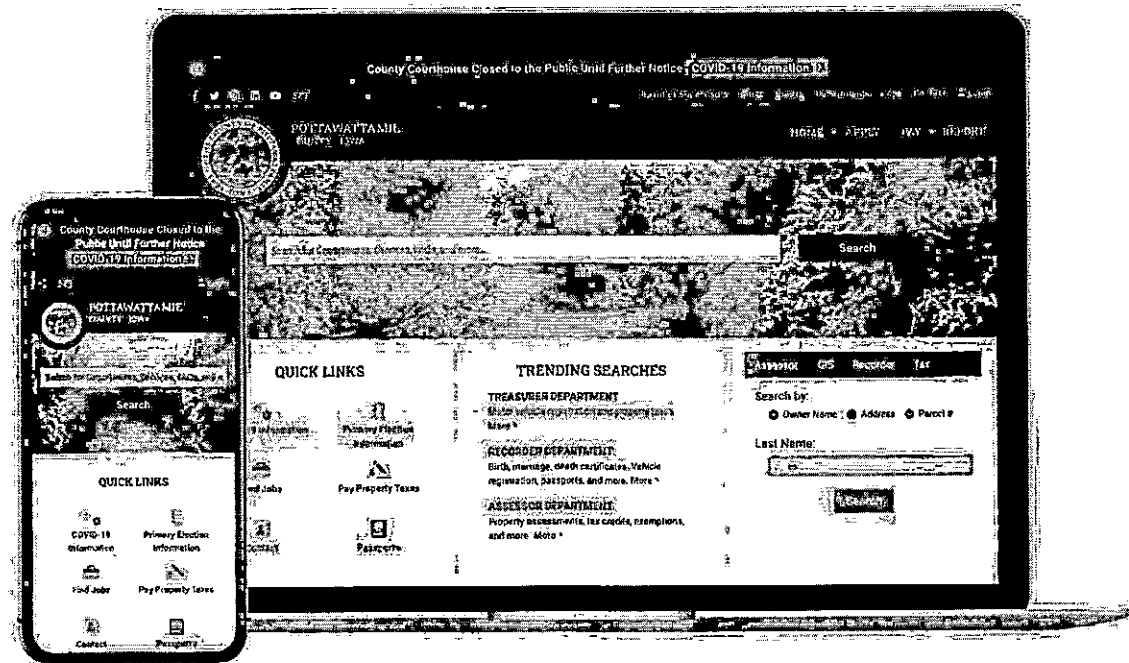
Description of the project including size and scope:

Neapolitan Labs signed its first website development contract in Pottawattamie County in 2015, working with the Council Bluffs Convention & Visitors Bureau, building a site that has won three statewide Iowa Tourism awards. Experience with the city organization led to an

opportunity to create an award-winning tourism website, which was followed up by an Elections-specific website created for the Auditor's Office.

In late 2019, Neapolitan Labs embarked on a project to rebuild the countywide website, which it continues to power and support to this day. New websites have since been built for the Conservation and Public Health departments, and a new project was completed in 2022 to provide a digital directory of nearly 150 years of scanned index books for the Recorder.

The primary Pottawattamie County website was built over a 5-month timeframe, with the launch in May 2020. It included a number of new features including a prominent homepage search tool, interactive quick link icons, a dynamically-generated list of trending topics, and a "Things to Know" section that consolidates news, job openings, and bid notices into a single rotating display area.

The site's department pages feature visual icons for users to click through to learn about services and resources. These icons can be configured to link to informational pages on the website, external links such as statewide websites, interactive forms, and/or uploaded documents in PDF format. Department-specific social media links can be incorporated into department page headers, and all external links are configured to open in a new window.

The site is fully-responsive and website visitors can be confident they'll find the same information on mobile devices as they do on desktop computers. Other website features include a *Watch Live* button that appears in the site header when Board of Supervisor meetings are being streamed and integrations with third parties like Neogov to display job listings without dual-work.

When vaccines were rolled out in late 2020, Neapolitan Labs worked with the Public Health department to create an online sign-up solution, which included QR codes and text and email confirmations and reminders. Other site enhancements have been pushed out since launch such as a new page with at-a-glance department *Hours* and a notifications feature that allows the Board of Supervisor secretary to quickly email subscribers when a new agenda is posted.

In addition to front-end development, Neapolitan Labs refined its proprietary *Mint Chip Lab* platform to be optimized for county government. The secure system provides super users access to manage nearly every element of the website while regular users can be restricted to updating content only using specific modules or for specific departments.

Mint Chip Lab is easy to use, making website updates efficient even for non-technical users. Behind the scenes, information is stored in databases where content is dynamically retrieved

and presented on the website. All long-form content includes the capability for rich text editing. The platform is regularly updated and upgraded to improve user experience.
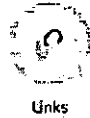
| Announcements | FAQ | Forms | Links | Meetings | Resources |

Example Mint Chip Lab modules

Role of the firm(s)

Neapolitan Labs was integral in the website development from start to finish. After a contract was signed, in-person meetings were held to kick off the website development project and share design mockups. Neapolitan Labs led multiple 1:1 meetings with department heads and elected officials to confirm their section content and design, and in-person training sessions to give super users and departmental web editors interactive tutorials to use the proprietary *Mint Chip Lab* platform.

Any sub-consultants utilized:

While Neapolitan Labs does not utilize sub-consultants for the website development process, a handful of trusted third parties are used for website services, including the Pottawattamie County project. Those are Amazon Web Services for hosting, SendGrid for email notifications, Twilio for text notifications, FontAwesome for visual icons, SiteLock for website security, and Monsido for accessibility compliance monitoring.

Project start and completion dates (planned and actual)

The project kickoff meeting was held in November 2019 with an original project launch planned for the week of March 16, 2020. The project was ultimately delayed by two months, launching in May 2020. It was the first county website project completed by Neapolitan Labs on the new *Mint Chip Lab* platform with more time than expected required to build the new website and set up users with proper management access. The launch also coincided with the start of the COVID-19 pandemic.

Include hosting capability for large scale government websites, examples of sites developed for mobile platform (e.g. tablets and smartphones), sites that function as a hub for social media activities, and social apps that provide additional value for residents, where applicable:

Neapolitan Labs hosted the Pottawattamie County website through a virtual private server installation, separate from clients. In the summer of 2022, County websites are being moved to Amazon Web Services, a process that started with the move of the Elections site in May.

From day one, the site was built to be fully responsive and tested on multiple browsers and devices to ensure content and function translated properly from desktop to tablet to mobile.

While social media is a small part of the Pottawattamie County website, a social icon is included in the header that links to a directory of county and department links. The county maintains a presence on YouTube and LinkedIn while several individual departments have profiles on Facebook, Twitter, and/or Instagram.

The Woodbury County Elections website is hosted on Amazon Web Services, and the proposed countywide website will have the same underlying technology with the same emphasis on full device compatibility.

Reference Information 1:

Name: David Bayer, Chief Information Officer
Phone Number: (712) 328-4882
Email: david.bayer@pottcounty-ia.gov
Website: Pottawattamie County

Reference Information 2:

Name: Melvyn Houser, Auditor
Phone Number: (712) 328-5700
Email: melvyn.houser@pottcounty-ia.gov
Website: Pottawattamie County

Reference Information 3:

Name: Andrew Moats, Deputy Recorder
Phone Number: (712) 328-5612
Email: andrew.moats@pottcounty-ia.gov
Website: Pottawattamie County

Initial project budget and final completion costs:

The core website development project was approved at a cost of $35,000. Final completion costs were just over $40,000, inclusive of the buildout of an Intranet website and new features not part of the original agreement.

Experience and Qualifications of Key Personnel and Sub-consultants

> Describe your approach to overall team formation and coordination of team members. Discuss the experience and qualifications of the specific project team members in providing the services outlined in this RFQ (particularly the Project Manager, and the managers of the key disciplines) including any sub-consultant experience:

Neapolitan Labs was founded as Web Development by Brian McMillin, LLC, in Mt. Vernon, Iowa, in 2004. In 2016, the new Neapolitan Labs name was adopted and the team grew with the additions of Chief Business Officer, Lead Developer, and Graphic Designer. Since 2016, Neapolitan Labs has continued to grow with more than 15 team members supporting more than 150 websites and apps for counties, cities, organizations, and small businesses.

Neapolitan Labs is committed to developing modern, responsive websites that are easy to use. Iowa counties are especially a focus area for Neapolitan Labs, whose client portfolio includes 15 of the state's 99 counties, with 3 additional county websites currently in development. Neapolitan Labs team members have spent time inside every county client's courthouse kicking off each project, meeting individually with department heads and officials, and providing training before or after the website launch.

In addition to the four key team members highlighted below, Neapolitan Labs has additional design, content, and technology specialists who will be involved in the Woodbury County website development project.

Team member:

Brian McMillin, President

Experience and qualifications (Length of Time with the Firm):

Brian has developed more than 100 websites for businesses and organizations for nearly 20 years, all as part of Neapolitan Labs. Holding a bachelor's degree from Cornell College, he has extensive background in web development, search engine optimization, and social media strategy, including over 10 years working in a digital strategy role at a major national media company. He's involved in every county project participating during key milestone meetings and ensuring a successful website launch.

Team member:

Caleb Lewis, Lead Developer

Experience and qualifications (Length of Time with the Firm):

Caleb is the lead developer for the proprietary Mint Chip Lab platform which powers Iowa county websites. He's responsible for building any content management solutions unique to each client, plus adapting features from past county projects to meet the needs of our newest clients. Caleb has worked on all 41 countywide or department websites Neapolitan Labs has launched to date. He has been with the company since 2016.

Team member:

Ashley English, Managing Director of Client Success

Experience and qualifications (Length of Time with the Firm):

Ashley joined Neapolitan Labs in 2020 with a background in content writing and marketing. As managing director of client success, Ashley ensures that all desired content is added or transferred to the Mint Chip Lab platform by the Neapolitan Labs content team during the website development process. She also assists with any content writing needed, including META tags for search engine optimization. Ashley has served in a project manager role during website development projects with several of our county clients, including Cedar County, Lucas County, and Lyon County, and she has worked on the content side of the development process with the majority of our county clients.

Team member:

Kimber Box, Senior Project Manager

**Experience and qualifications (Length of Time with the Firm):**

As senior project manager, Kimber meets with county staff in kick-off and 1:1 department meetings to understand what features and content are needed to develop the new website. She keeps track of deadlines to ensure we hit our target due dates. Kimber's strong graphic design background makes her the perfect lead for the website redesign process. She has worked with Neapolitan Labs since 2017 and served as project manager on the majority of our county website development projects, including Pottawattamie County, Marion County, and Worth County. Her homepage designs can be seen across our county websites.

Additional Project: Marion County, Iowa
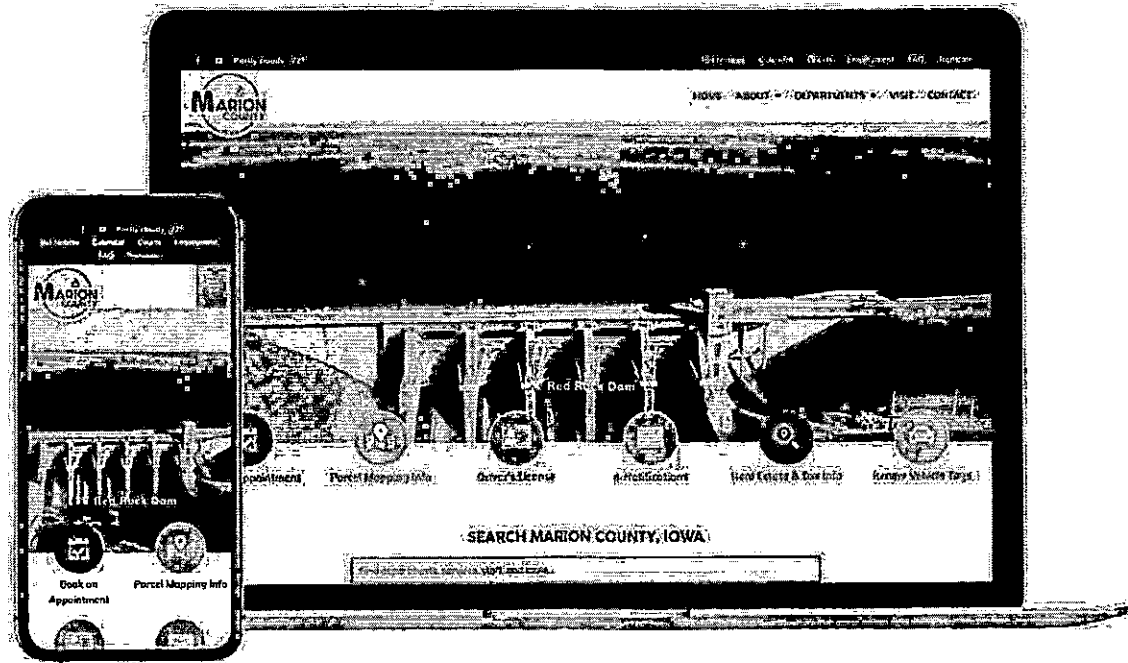
Website URL:

https://www.marioncountyiowa.gov

Description of the project including size and scope:

Neapolitan Labs worked with Marion County's IT Director and 19 departments to transition a dated, desktop-only website into a fully-responsive, easy-to-update website. Launched on schedule in June 2021, the colorful homepage features an array of appealing drone video clips, much-used quick links, and the same search technology that is a central feature of the Pottawattamie County website.

Since the countywide website launch, Neapolitan Labs has completed additional projects for the county government highlighting tourism and economic development.

Role of the firm(s)

As with Pottawattamie County, Neapolitan Labs was committed to in-person, regular communication and support via the website development process. New features like the visual scrolling news items on the homepage and online employment application were built for Marion County and powered by the same *Mint Chip Lab* technology.

Marion County was the first county to feature e-Notifications, an easy-to-use system that allows the public to sign up to be notified when agendas, minutes, job openings, and news articles are posted to the website.

Project start and completion dates:

The Marion County website was built over a 14-week process, launching in May 2021.

Initial project budget and final completion costs:

The project was budgeted and completed at a cost of $25,000.

Project References

Reference Information 1:

Name: Andrew De Haan, IT Director
Phone Number: (641) 828-2231 ext. 105
Email: adehaan@marioncountyiowa.gov
Website: Marion County
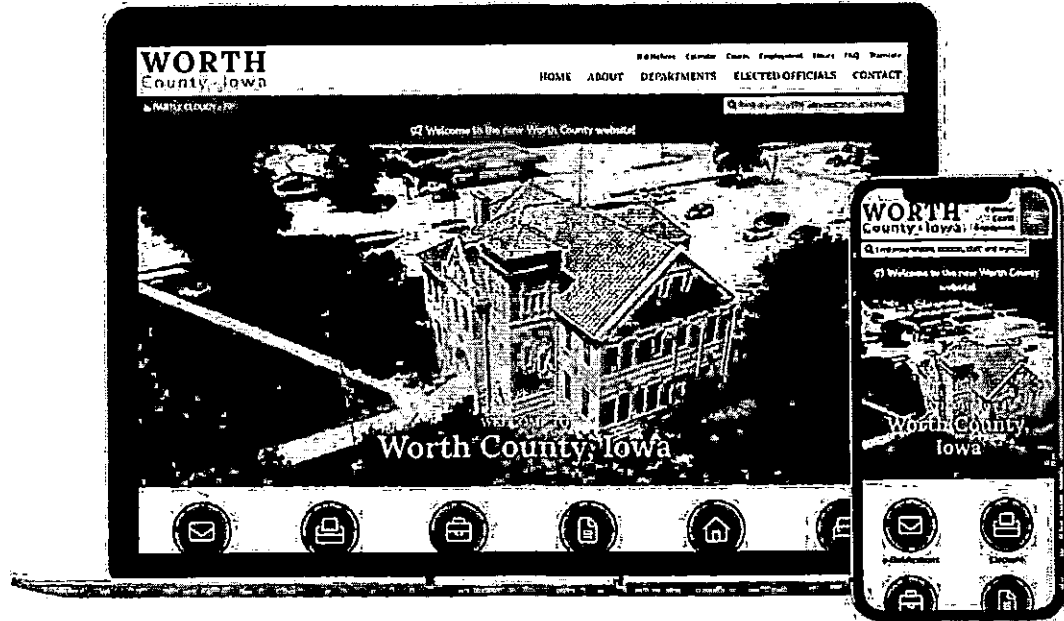
Reference Information 2:

Name: Jake Grandia, Auditor
Phone Number: (641) 828-2217
Email: jgrandia@marioncountyiowa.gov
Website: Marion County

Reference Information 3:

Name: Michaela Bigaouette, Treasurer
Phone Number: (641) 828-2202
Email: mbigaouette@marioncountyiowa.gov
Website: Marion County

Additional Project: Worth County, Iowa

Website URL:
https://worthcountyiowa.gov

Description of the project including size and scope:
Neapolitan Labs has built countywide websites for counties as large as Pottawattamie and as small as Worth (population 7,443.) While accommodating a smaller budget, Neapolitan Labs was still able to build a robust, fully-responsive website that serves the county's 17 departments. The homepage features the familiar drone video and quick link icons, while the site search was moved into the top bar to be accessible from every page on the site.

Role of the firm(s)
Neapolitan Labs worked with closely the Worth County IT and Auditor departments to develop a new website for the County. During that process, the Neapolitan Labs team met with each county department to transfer desired content to the new website.
As with other county projects, the design was created to be fully-repsonsive and user-friendly, powered by *Mint Chip Lab*. Neapolitan Labs was responsible for converting the approved design into an interactive experience that serves users across devices.

NEAPOLITAN LABS   11

Project start and completion dates:

The project started and launched on schedule, with a kickoff meeting held on April 7, 2022, and the site launch on June 21, 2022.

Initial project budget and final completion costs:

The project was budgeted and completed at a cost of $15,000. The lower cost is reflective of fewer departments, less content to be transferred, and all in-person meetings held in a single day at the Worth County Courthouse.

Project References

Reference Information 1:

Name: Joel Rohne, IT Director*
Phone Number:
Email: jrohne@iowacounties.org
Website: Worth County
* now Technology Service Bureau Program Manager at the Iowa State Association of Counties

Reference Information 2:

Name: Jacki Backhaus, Auditor
Phone Number: (641) 324-2316
Email: auditor@worthcounty.org
Website: Worth County

Project Approach

Describe your firm's project management approach and team organization for the provision of the services outlined in this RFQ.

Neapolitan Labs wants to make the website development experience as easy as possible for Woodbury County. Once a formal proposal is approved, a kickoff meeting is scheduled where Neapolitan Labs meets in person with Woodbury County staff to discuss design and layout ideas and confirm the project timeline and deadlines.

Our senior project manager, Kimber Box, will serve as a dedicated point of contact for the project, sending invites for meetings and communicating lists of follow-ups to Woodbury County department heads and officials. Key project milestones include completion of design mockups, content transfer, and a rollout of an interactive preview website, available for internal review before public launch.

Describe your firm's plan for accomplishing the objectives listed above for this project and provide a proposed timeline.

The foundation for a successful project is a successful kickoff meeting to confirm all parties are aligned with the Woodbury County website development project. Following the meeting, 1:1 department meetings are held to ensure they understand the project goals and deadlines and have sufficient time to gather any content needed to be a part of the new website. Neapolitan Labs will regularly follow up with its county contacts when deadlines are approaching to ensure the project stays on track.

Behind the scenes, Neapolitan Labs team members will be focused on the development of the front-end site and provisioning and/or building *Mint Chip Lab* modules and features to support the new website. Ashley English, the managing director of client success, manages a team of content and design specialists to bring content to the new website.

By powering websites for 15 Iowa counties, Neapolitan Labs is very familiar with county government and county government websites. A library of features can be easily adapted or repurposed including streamlined text and functionality for everything from a transfer tax calculator, utilized by County Recorders, to pages for passports, weapons permits, and other services commonly offered by county departments.

The timeline presented in the RFQ is ambitious. Neapolitan Labs was able to launch a new Adair County website in less than a week, but that county is much smaller than Woodbury and the previous site had less content to be transferred. While Neapolitan Labs believes a 2022 launch is doable, a launch in early 2023 is preferred. The typical county website development timeline is 12 weeks from project kickoff to website launch.

Addendum A

Detail the current capacity of key team individuals and the firm's capabilities to complete the services outlined herein.

Neapolitan Labs is actively working with 3 Iowa counties to build new websites, with anticipated launch dates of October 7 (Adams County), October 28 (Boone County), and December 9 (Des Moines County.)

With more than 15 team members, Neapolitan Labs has the resources needed to manage all aspects of the website development process in late 2022 and early 2023 if needed.

Additional Notes

In reviewing the RFP, the following project goals and requirements may not have been specifically addressed in the above narrative:

- **Easy Maintenance and Training:** Department users will have the ability to maintain and update their sections of the website on a 24/7 basis. Super users will have the same access to maintain sitewide content. Training will be provided by Neapolitan Labs prior to and after the website launch with virtual trainings provided on-demand for new employees or county employees new to the website management process.

- **Accessibility:** The website will be developed to be compliant with core 508 accessibility standards, using the WAVE compliance test and Monsido platform. All core code and images will be fully compliant, the County may be responsible for verifying content that is added to the website after launch (e.g. PDFs) meet accessibility standards. An accessibility statement and contact information for accessibility questions will be incorporated into the website footer.

- **Hosting Services:** Neapolitan Labs will host the Woodbury County website, and the accompanying *Mint Chip Lab* platform, with a dedicated set of resources and IP address using Amazon Web Services. Neapolitan Labs guarantees 99.9% uptime.

  Cloudflare will be utilized to optimize site load times via its CDN and provide DDoS protection, web application firewall, and bot management. Neapolitan Labs' enterprise agreement with SiteLock allows for daily backups and scanning for viruses and malware plus regular scanning for XSS/SQL injection vulnerabilities.

- **Organized, Engaging Content:** As built for all Iowa county clients, the powerful search will help website visitors find the information they are looking for. The use of icons on the homepage and department pages makes it easy for users to navigate if they're browsing content from a specific department. The Neapolitan Labs team will work with department heads to organize their website content in a way that works best for county staff and the public.

- **Integration with Elections Website:** While not referenced as a requirement in the RFQ, Neapolitan Labs currently powers the standalone elections website for Woodbury County, online at elections.woodburycountyiowa.gov. While the design is more basic than what is envisioned for the countywide website, it is fully responsive and powered by the same *Mint Chip Lab* platform.

  Working with Neapolitan Labs for a county website will allow for easy integration into the countywide website for search, quick links, and alerts leading up to elections.

Appendix

Current Clients
Neapolitan Labs powers the following governments for Iowa counties:

County Government Websites
- Adair
- Benton
- Cedar
- Chickasaw
- Clinton
- Crawford
- Jones
- Lucas
- Lyon
- Mahaska
- Marion
- Pottawattamie
- Poweshiek
- Wapello
- Worth

In Development
- Adams
- Boone
- Des Moines

County Public Health Websites
- Des Moines (Board of Health)
- Pottawattamie

County Sheriff Website
- Marshall

County Election Websites
- Allamakee
- Benton
- Black Hawk
- Buena Vista
- Cedar
- Chickasaw
- Clayton
- Clinton
- Delaware
- Des Moines
- Franklin
- Jasper
- Jones
- Louisa
- Lucas
- Mahaska
- Marshall
- Pottawattamie
- Poweshiek
- Ringgold
- Wapello
- Wayne
- Woodbury
- Worth

In addition, Neapolitan Labs built sites for Southwest Iowa Region Mental Health & Disability Services, County Social Services, and Rolling Hills Community Services.

Searchable Minutes
While active Neapolitan Labs websites include minutes uploaded in PDF format, Neapolitan Labs will work with Woodbury County to retain their current process of posting minutes in HTML format for easy searchability and readability, especially on mobile devices. A powerful minutes search will be implemented for website visitors to search meetings by topic(s).

Cover Letter

Dear Dan,   September 15, 2022

It is with great gratitude that we provide you with our Neapolitan Labs proposal for Woodbury County's website. We are confident you will find our solutions to your requests to be streamlined, modern, unique to your county, and above all easy to use for both county employees and residents.

We are committed to providing you with an exceptional website that is powered by a content management system that is extremely easy to use. We will partner with your County's departments, via 1:1, in-person meetings, to ensure the website allows them to easily and effectively communicate information to residents and visitors. We've enjoyed meeting with you, Pat, and Matthew to share about our website solution and look forward to the prospect of working with your colleagues in the county.

Neapolitan Labs currently powers websites for 15 Iowa counties, with three additional in development. We have a great library of ideas that can be leveraged and repurposed to improve the Woodbury County website, from instant search results to reorganized information about resources and services provided by the Supervisors, Auditor, Recorder, Sheriff, and other offices and departments.

Woodbury County's website is an extension of county business, but also an extension of the community. While design, function, and ease of use are important, we believe nothing is more important than data compliance and security. You will find that our platforms are built on proprietary technology using PHP as our main language. We have experience powering .GOV domains and provide further protection via SiteLock and Cloudflare to meet IT requirements.

We understand you have the ability to choose any company as your web developer and those you receive proposals from should at a minimum be able to fulfill your requirements and requests. However, while development work is commoditized, Neapolitan Labs stands apart from the competition because of our exceptional service, local history and roots, and the availability to meet with someone regularly for formal updates or informal coffee chats. We are invested in Iowa, and we want to build something that we all can be proud of today, tomorrow, and years from now.

Please feel free to ask any and all questions you may have while reviewing our proposal. Our goal with the proposal is to make you feel as comfortable and knowledgeable about what we are offering as possible. Thank you for your time and consideration!

Brian McMillin, President and Founder
(515) 999-5221

Kimber Box, Senior Project Manager
(641) 680-1422