

[CITY OF PENSACOLA WEBSITE REDESIGN]

the 1559 group [confidential work product]



marketing | graphic & web design | social media management

226 South Palafox Place, Suite 106
Pensacola, Florida 32502
1559group.com | info@1559group.com

[CITY OF PENSACOLA WEBSITE REDESIGN]

the 1589 group [confidential work product]

[the design team]

David Ishaw, Project Manager
 Bachelor's Degree in
 Computer Information Systems
 University of West Florida
 Technologies:
 HTML, CSS, JavaScript, XML,
 PHP, Ajax, ColdFusion,
 PostgreSQL Databases
 Environment:
 Windows
 Adobe Master Collection CS4

Nick Hodkins, Front-End Design
 Bachelor's in
 Communication Studies
 Public Administration
 University of Central Florida
 Technologies:
 HTML, CSS, JavaScript
 Environment:
 Mac
 Adobe Master Collection CS4

Scott Vrealley, Back-End Design
 Bachelor's in
 Business Administration
 University of North Carolina
 at Charlotte
 Technologies:
 HTML, CSS, JavaScript
 Installation:
 Environments:
 Mac
 Adobe Master Collection CS4

Ralph Harvey, Lead Programmer
 Bachelor's Degree
 in Computer Science
 University of West Florida
 Technologies:
 HTML, CSS, JavaScript, XML,
 PHP, Ajax, ColdFusion,
 ActionScript, MySQL
 Environment:
 Mac
 Adobe Master Collection CS4

Ivan O'Keefe, Video Production
 Bachelor's Degree
 in Mass Communication
 Studies
 Eastern Michigan University
 Technologies:
 High Definition Video,
 Multiplatform Video
 Integration
 Environment:
 Mac/Windows/OS/Android
 Video Capture: Canon
 Professional Cameras and Glass,
 Panasonic Professional Cameras



marketing | graphic & web design | social media management

[CITY OF PENSACOLA WEBSITE REDESIGN]

the 1559 group [confidential work product]

[project goals]

Mayor's Stated Goals:

- * Complete re-design and re-branding of city's "digital image"
- * Update to current web standards compliance
- * Better engage citizens through easy information access
- * Increase interaction between city staff, elected officials and citizens
- * Utilize social media outlets (facebook, twitter, youtube)
- * Be a single-point source of information during emergencies
- * Disseminate the mayor and city's policy initiatives and accomplishments

The 1559 Group's Goals

- * Open-Source development platform
- * W3C Standards & HTML 5 back-end
- * Cross-Platform compatibility
- * Train & equip staff to utilize new digital portal



[CITY OF PENSACOLA WEBSITE REDESIGN]

the 1559 group [confidential work product]

[benchmarks/metrics]



WebAward-Government

Each year the WebAward Marketing Association names the Best Government websites as part of the annual WebAward Competition. Now in its 14th year, the WebAwards are recognized as the premier industry based Website Award program in the world.



Digital Government Achievement Awards

The Digital Government Achievement Awards (DGAA) recognize outstanding agency and department websites and projects at the application, user interface, infrastructure level, and content levels and all countries may enter their active functioning fully operational applications and projects. The contest is held concurrently with the Best of the Web Awards (BOW) contest which has recognized excellence of official Web portals of United States cities, counties and states for the past 15 years. Nominations for both contests can be made April 1 - June 1 annually.



Digital Cities Survey

The survey recognizes municipalities that have successfully incorporated information technology into operations. Winners receive recognition and have the opportunity to realize operational objectives despite financial challenges. Strategically investing to maximize dollars and effectively conduct the business of government.

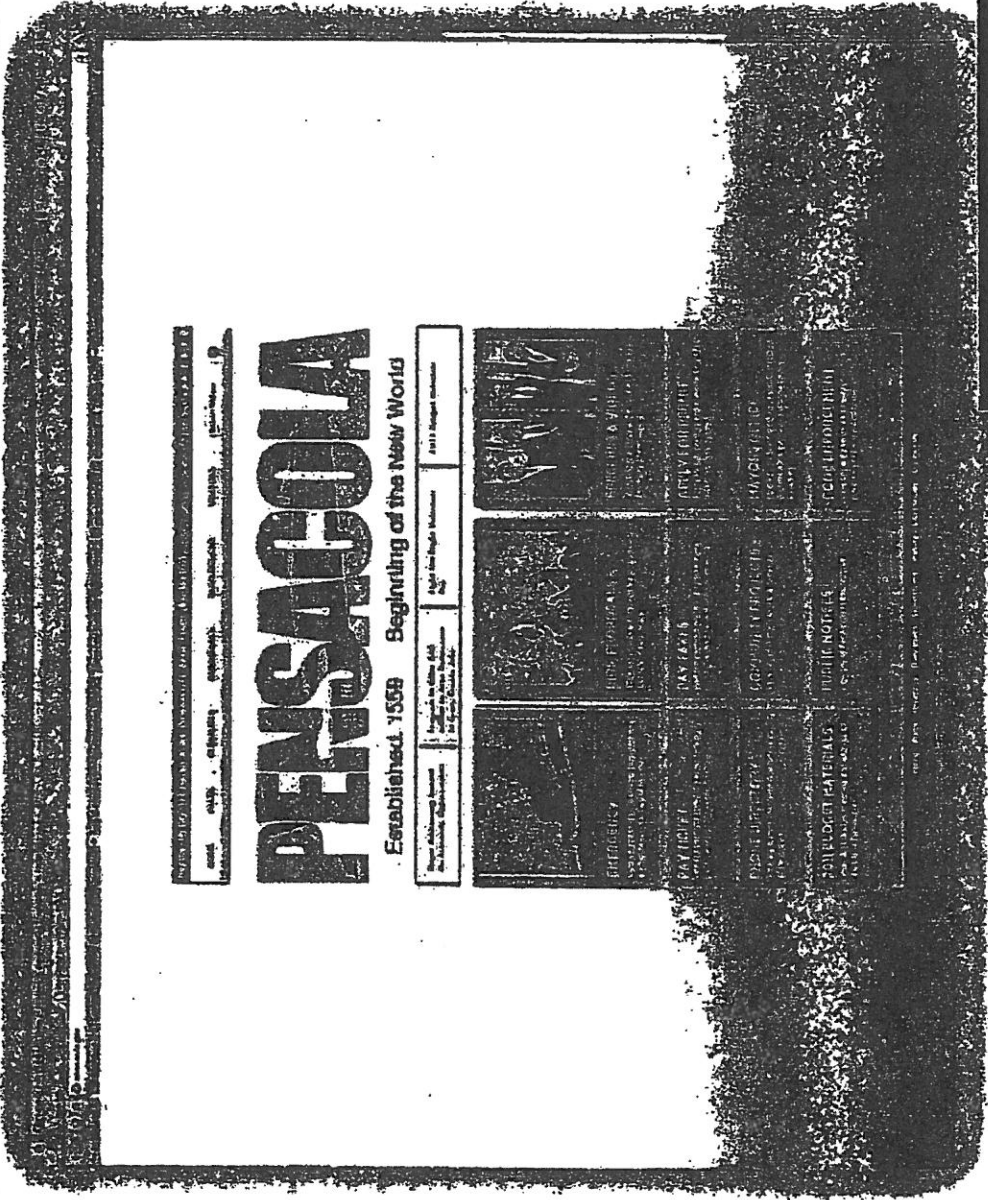


1559 group | graphic & web design | social media management

[CITY OF PENSACOLA WEBSITE REDESIGN]

the 1588 group [confidential work product]

[main page mockup]

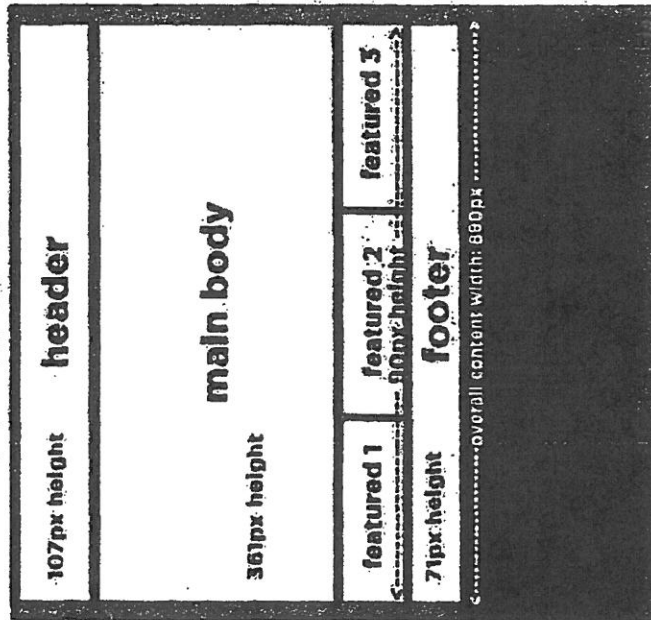


[PAGE 4]
main page mockup

[CITY OF PENSACOLA WEBSITE REDESIGN]

the 1559 group [confidential work product]

based on 960 grid system.



header: (this header changes based on what section of the site the user is on) email updates signup, header image with transparent png cutout of PENSACOLA, two color social media icons, adjustable font size, ada accessibility (screen reader functionality), site search, bottom of header drops to include navigation breadcrumbs (where am I?), two color site customized local weather forecast (today featured, next two days, links to averages)

main body: (this section features links & images, linking to each section's pages) tabs: (all of these are links or featured items within the main body that link to actual pages)

- home
- about the city, mayor's office, city information, contact us
- residents
- city services (more subheadings), doing business (more subheadings), taxes & incentives (more subheadings), small business resources, culture & recreation, health & social services
- visitors
- [subheadings: travel, stay here, to do, go out, useful information]
- government
- mayor (subheadings: mayor's proclamations, statements, videos, executive orders, speeches, requests, executive staff, budgets, city council)
- press
- city government press releases, police press releases, fire press releases, other department press releases, videos

featured 1,2,3: these featured boxes will be customizable to allow for certain departments or sections of the site to be featured on the main page

footer: smaller version of menu and links, city logo links, back to top (click for complete list of departments and agencies)

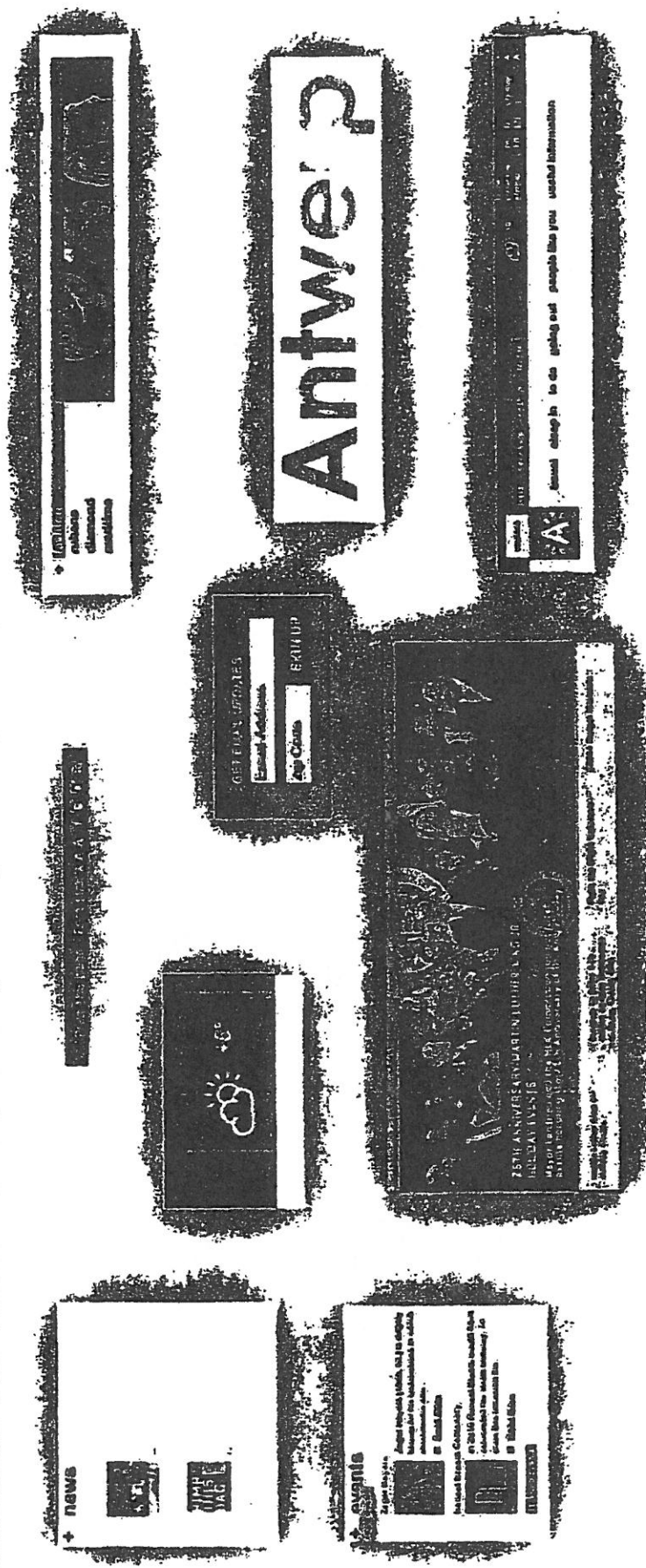


[CITY OF PENSACOLA WEBSITE REDESIGN]

the 1559 group (confidential work product)

[site features]

The site will pull design and features from outstanding city government sites all over the United States and around the world. Key design features will pull from the City of New Orleans official site, which was awarded the title of the outstanding government site of 2000, as well as the city of Antwerp, Belgium. Both sites are outstanding examples of functionality, and usability, and they exemplify the features and attributes each city has to offer. The sites also feature extremely easy-to-find explanation of city departments, city services, city press releases, other services accessible to residents and visitors.



[PAGE 6]
the specifications and overview (normal view)

1559 GROUP
www.design1559.com

[CITY OF PENSACOLA WEBSITE REDESIGN]

the 1559 group [confidential work product]

[site features]

PENSACOLA PENSACOLA
PENSACOLA PENSACOLA
PENSACOLA PENSACOLA

front page and subsequent pages will all feature a masked "PENSACOLA" with different relevant images or videos across the header image.

this HIGHLY impactful imagery will brand Pensacola's most visited sites, interesting historical areas and citizens.

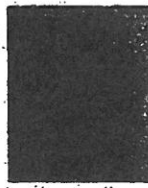
in addition to highlights within the CITY of Pensacola, imagery will be included that highlights other areas of the Pensacola metro area.

1559 GROUP
marketing | graphic & web design | social media management

[CITY OF PENSACOLA WEBSITE REDESIGN]

the 1859 group [confidential work product]

[site colors]



Body Background
 RGB VALUE:
 R: 3
 G: 33
 B: 69
 HEX Value:
 032145

This is the primary color used at all levels for the site operation. This color will be used for all sidebar menu items, navigation items, etc.



Featured Color #1
 RGB VALUE:
 R: 39
 G: 154
 B: 214
 HEX Value:
 279ad6

This is a featured color used for featured items, highlighted boxes, etc.



Featured Color #2
 RGB VALUE:
 R: 24
 G: 110
 B: 183
 HEX Value:
 186a99

This is another featured color which will be used for featured boxes, highlight colors, etc.



Body Box Background
 RGB VALUE:
 R: 225
 G: 229
 B: 213
 HEX Value:
 e1e6d5

This color will be used at location of main body box background as well as sidebar menu backgrounds.



Text Box Body Text
 RGB VALUE:
 R: 130
 G: 180
 B: 218
 HEX Value:
 02b4da

This color will be used for featured box text descriptions.



Body Box Text (before rollover)
 RGB VALUE:
 R: 102
 G: 102
 B: 102
 HEX Value:
 666666

This is a rollover text against body box background. This is also used for sidebar menu items.



Body Box/Pages Body Text
 RGB VALUE:
 R: 0
 G: 51
 B: 102
 HEX Value:
 003366

This is main body box description text as well as sidebar menu text for all pages.



Emergency Site Featured Box/Bg
 RGB VALUE:
 R: 204
 G: 51
 B: 0
 HEX Value:
 cc3300

This color will be used for featured items only pages. This color will be used for all sidebar menu items where the site is in emergency information mode.

[site fonts]

The site will utilize a standards-forward font replacement system that will allow the site to use new web standards to replace "web standard fonts" with customized fonts by utilizing a javascript function called CLIFON. This allows the site to look more like a printed page, rather than fonts that limit creativity. This font replacement technology will be built to degrade if the browser doesn't support the functionality, but almost all desktop browsers (Safari 2+, Firefox 2+, IE 7+, Chrome, Opera) as well as mobile devices (iPhone, iPad, Android, Windows Mobile 7) support this functionality.

custom preferred:

Gotham HTF Medium Condensed
 Gotham HTF Book
 Gotham HTF Black
 Gotham HTF Book

font uses:

menu items, section headers
 body text; section description
 featured headers
 biggest headings; pensacola feature

degrades to:

Helvetica Light 80% width reduced spacing
 Helvetica Light
 Helvetica Bold
 Helvetica Bold (+ Bold)



marketing | graphic & web design | social media management

[CITY OF PENSACOLA WEBSITE REDESIGN]

the ISS9 group | confidential work product

[site features]

mayor's office // section page:

- bio
- mayor's budget priorities
- capital projects
- event request form (online or pdf)
- executive orders
- mayor's office/staff
- proclamation request form (online or pdf)
- welcome letter request form (online or pdf)
- contact the mayor (ask the mayor feature)
- speeches by the mayor (text/video options)
- executive orders/proclamations (text/video options)

ISS9 GROUP
working together to create the web | design | social media management

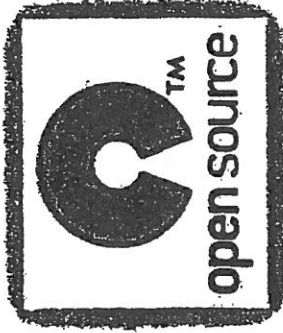
mayor's section // main page

- welcome from the mayor
- about the mayor link
- bio link
- budget priorities link
- requests link
- executive staff link
- executive orders link
- ask the mayor link

[CITY OF PENSACOLA WEBSITE REDESIGN]

the ISS9 group [confidential work product]

[standards]



open source

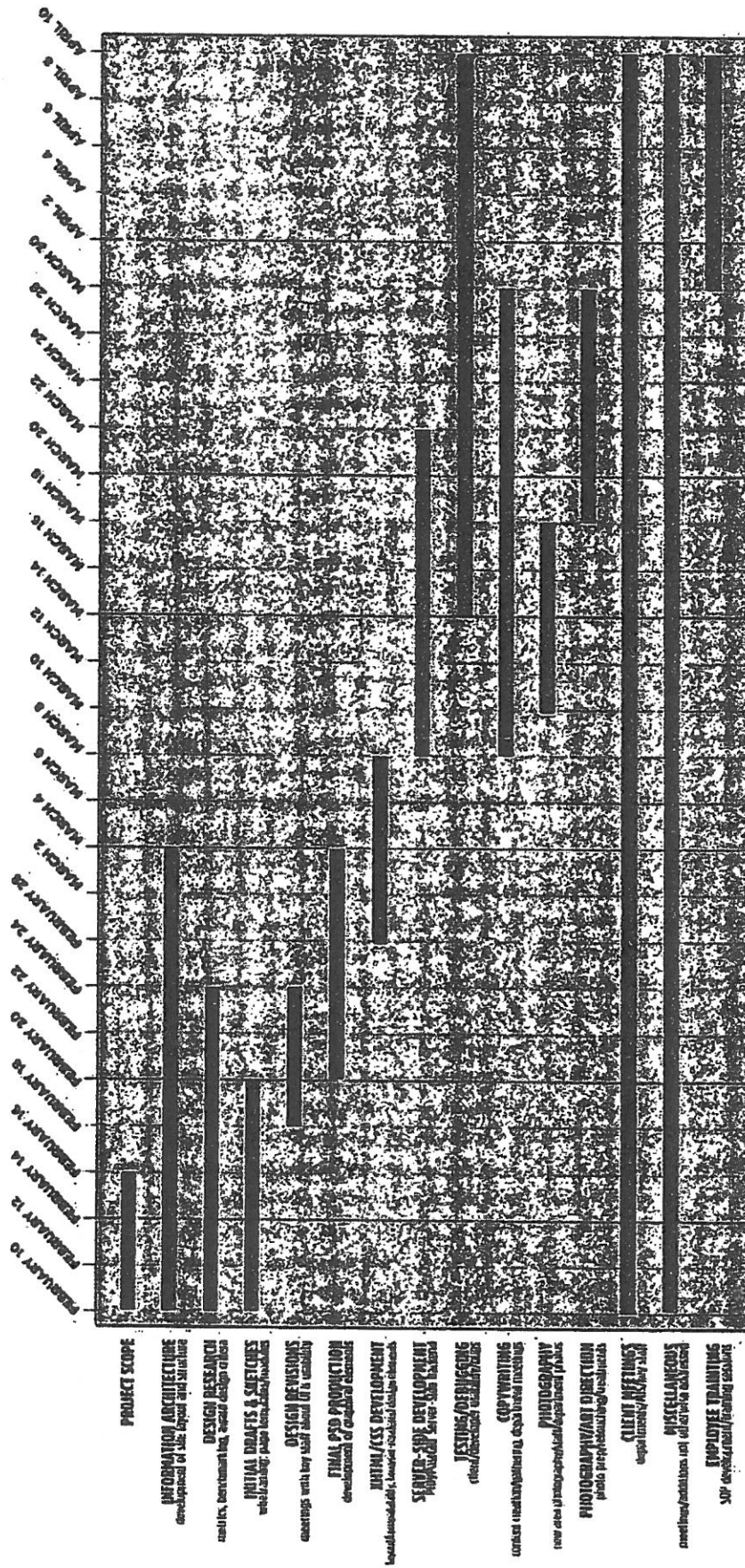
ISS9 GROUP
marketing | graphic & web design | social media management

[PAGE 10]
p10 standard

[CITY OF PENSACOLA WEBSITE REDESIGN]

(the 1999 group [confidential work product])

[work schedule]



FINAL DOCUMENT REVIEW FORM
(blue)

USER AGENCY

Document AGREEMENT FOR WEB DESIGN ASSISTANCE

Project Contract Lease Other (Check One)

Name/Description: AGREEMENT WITH THE 1559 GROUP

User Agency: MIS. Contact Person: SHUTRYA AGEM

Approved By Council: NIA Send to Contract Administration 2/14/11

TWR # 1 SRE

RECEIVED
FEB 14 2011

CONTRACT ADMINISTRATOR

Date Received

Debarment Check

BY: _____

Pending (See comments below): _____
(Signature)

Send to User Agency ___/___/___

Approved: Memo
(Signature)

Send to Risk Management Agency 2/14/11

Comments: _____

RISK MANAGER

Date Received 2/14/2011

Pending (See comments below): _____
(Signature)

Send to User Agency ___/___/___

Approved: Memo
(Signature)

Send to Mayor 2/14/2011

Comments: _____

CITY ADMINISTRATOR

Date Received 2, 15, 11

Approved: [Signature]
(City Administrator)

Pending (See comments below): _____
(City Administrator)

Document Executed: _____
(Signature)

Send to User Agency ___/___/___

Send to Mayor's Office ___/___/___

Comments: _____

MAYOR'S OFFICE

Date Received ___/___/___

Approved: _____
(Mayor)

Pending (See comments below): _____
(Mayor)

Document Executed: [Signature]
(Signature)

Send to User Agency ___/___/___

Send to City Clerk 2, 15, 11

Comments: _____

CITY CLERK

Send Original to City Attorney 2, 16, 11

CITY ATTORNEY

Date Received ___/___/___

Pending (see comments below): _____
(Signature)

Approved as to Form: [Signature]
(Signature)

Send to User Agency ___/___/___

Send Original to City Clerk 2, 17, 11

Comments: _____

CITY CLERK

Retained 1 original(s)/copies

Returned 2 original(s) to GEORGE MAIBERGER

Returned to User Agency 2, 17, 11

Initials: RT