city hall online™ **local i-government by and for public administrators**
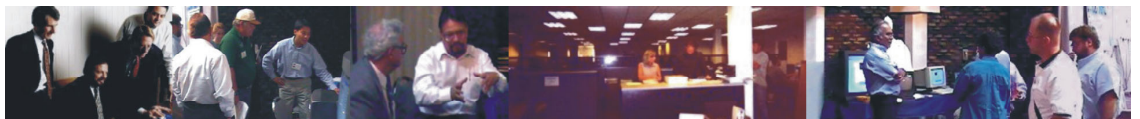
Alpha Internet Systems, Inc.
is a firm of experienced municipal government public administration professionals formed exclusively to provide Internet site development and maintenance services for the local government sector.

It was formed in 1996 by its parent firm, D'Amico & Associates, that has provided public administration, economic development and urban planning services to cities in the United States and the Pacific Rim from its inception in 1967.

The management and staff of AIS includes former elected and appointed city officials, department directors and staff, city consultants and municipal attorneys with a cumulative **150 years** of city public administration experience.

city hall online^{tm} local i-government by and for public administrators

This extensive city government experience has been key to the development and success of our proprietary **City Hall Online^{tm}** software and program. City Hall Online^{tm} is an Internet based, comprehensive and fully interactive local government business system providing a city's constituents with access to their city government's processes, programs and services, full time, from the comfort of their homes. **City Hall Online^{tm} has been successfully utilized by cities throughout California, Utah and Arizona since 1996.**

Municipal government in the United States is in the midst of a silent revolution resulting from the literal explosion of the Internet as a pervasive and ubiquitous vehicle of government/constituent connectivity that is changing local government administration forever.

Although enlightened cities have grasped this reality, most still treat their web sites as technological stepchildren to be administered by Information Technology departments in isolation from the overall city administration.

As citizens experience the power of the Internet in their business dealings they are coming to expect the same sophistication of interaction when dealing with their municipal government. No longer is the provision of this interactive communication tool, by senior city administrators, an option.

THE INFORMED CITY GOVERNMENT APPROACH

In recognition of the above, informed **local government administrators** have taken the initiative to join the silent Internet revolution by providing comprehensive and interactive web sites for their constituents improving citizen/government communications in-addition-to:

- Amplifying the community's image for economic development purposes;
- providing access to official documents and current events information and;
- delivering outstanding customer service including interactive forms, on-line bill payment, and a full complement of other e-commerce transactions.

Alpha Internet Systems, Incorporated, a firm dealing **exclusively** with the development and implementation of interactive city government web sites, is proud to submit its proprietary **City Hall Online**[tm] software and program as the most **customizable** and **cost-effective** solution to a city's needs.

The basic City Hall Online[tm] installation facilitates **over 250 Internet based government/constituent transactions** utilizing a simple, intuitive navigation system that readily scales to include such enhanced features as streaming audio/video, "smart" permitting and e-commerce billing.

It is important to note that City Hall Online[tm] has been developed by a team of experienced, professional, local government administrators and is a thoroughly tested, proven and **functioning reality** that is readily customized for the specific needs of any city. It is **not a "vision"** waiting to be developed and tested by a web designer that the City staff must educate in city operations.

In addition to the issues of navigational and content strategy (which will be discussed later in this document), Alpha Internet Systems' team of former elected officials, department directors, public administration consultants and municipal attorneys understands that the development of city government web sites is funded by a city's taxpayers and, as such, must be responsive to unique considerations that do not impact private sites.

CRITICAL CITY SITE POLICY CONSIDERATIONS

Addressing these issues is a major **City Hall Online**[tm] development objective:

The "Digital Divide" – the Financially Disadvantaged and Disabled

One of the most perplexing problems confronted by public administrators in the implementation of their City's Internet program is that the site, as a direct extension of local government operations, **must be accessible to all constituents** irrespective of whether they are financially disadvantaged or physically disabled. To do anything less creates a **"digital divide."**

Financially Disadvantaged: Ironically, site access can more easily be provided for the very poor, who cannot afford a computer, than for the financially disadvantaged who can only afford to own an obsolete system.

Those who can't afford a computer can simply be provided access at up-to-date library or police and fire station kiosks. On the other hand, those with obsolete computer systems must be considered in the selection of the technology to be utilized in the implementation of the site itself. The use of technological "bells and whistles" for their own sake, often prevents users of obsolete systems from accessing site features. Generally, new technology should be adopted only to increase citizen/government interaction, not for displaying **"techno-vanity."**

Physically Disabled: Local governments are both ethically and legally obligated to provide access to constituents with a variety of physical challenges. Technological accommodations such as screen readers, touch screens, braille printers, etc. continue to be developed in response to **Section 508 of the Federal Rehabilitation Act**. These critical technologies are integral to City Hall Online[tm].

Alpha Internet Systems is intensely aware of the obligation to make every effort to eliminate the **"digital divide"** by continually updating City Hall Online[tm] and adopting emerging technologies that address this problem.

Security – the Site, the Firewall and the City's Legacy Systems

Obviously, as major public investments, the City's legacy information systems and new Internet site need to be secure from unauthorized penetration. The web site itself should be on a platform that minimizes **"hacker" vulnerability**. For this reason Alpha Internet Systems provides our client cities with the option of having their sites hosted, at no additional cost, on the **Unix servers** of a national ISP (Verio) rather than the more ubiquitous **NT servers that are more vulnerable to malicious intrusion**. (J.S. Wurzler Underwriting Managers recently announced fee increases for hacker insurance on NT servers.)

In addition, while City Hall Online[tm] has been configured to integrate with the City's behind-the-firewall database systems (i.e. planning/building application and fine payment control databases systems), every effort is made to utilize firewall security protection techniques when web-enabling City legacy systems.

Privacy – City Employee and Constituent Information

Local governments have always been a virtual storehouse of employee and constituent personal information with the resulting obligation to handle this information **without breaching the public trust**. The status of such information varies, ethically and legally, from public to completely confidential.

City Internet sites provide a wide window for the potential mis-dissemination of such private information through the transaction and publication components. Alpha Internet Systems' team of city government administration professionals (including a municipal law attorney) is cognizant of this fact. Consequently, **City Hall Online[tm]** makes every effort to secure its web-enabled transmission of private information through the use of **privacy maintaining systems** such as secure-socket technology. Also, our technicians are sensitive to the potential Internet publication of confidential content and, when possible, will alert client cities to a questionable publication request so the City Attorney may vet it.

Technical Obsolescence – Dodging the Upgrade Fandango

One of the vexing problems facing local government administrators is the speed at which city computer systems become obsolete. Alpha Internet Systems tries to relieve that burden by providing client cities with the **no-cost** option to have their Internet sites hosted by a national ISP (Verio) and **shifting the server upgrading problem** to the ISP. This strategy also places the daily server maintenance on the ISP's staff.

For as long as anyone can remember, city governments have sought to expand the access of their citizens to local governmental processes and services without adding staff. Until the advent of widespread personal computing and the Internet, this goal remained little more than a vision. With Alpha Internet Systems' development of CITY HALL ONLINE^{tm} the attainment of that goal is within reach.

THE CITY HALL ONLINE^{tm} SOLUTION

Most cities have already established a "web page" containing a potpourri of general interest information, demographic data and some City business applications. The problem is that City personnel are already too busy with day-to-day activities to be able to design and maintain a comprehensive and interactive city government web installation. This is the problem that **CITY HALL ONLINE^{tm}** addresses.

CITY HALL ONLINE^{tm} is a customizable, city Internet installation that will quickly establish a new, comprehensive Internet presence **for any City regardless of size**. It is based upon a multi-level, pre-linked, system consisting of more than 60,000 screens and one million interlocking "information and communications sites" **logically integrating a city's information base and business operations**. It cost-effectively provides a **simple and intuitive navigation system**.

- Intensify citizen participation in local governmental deliberations.
- Enhance citizen access to city services and information.
- Broaden city access to potential vendors, redevelopers and service providers.
- Improve the efficiency of existing city staff.

Because of its comprehensiveness and ease of development, CITY HALL ONLINE^{tm} has been characterized as "city hall in a box," **allowing citizens to conduct virtually any citizen/government transaction** that the City's senior administration chooses to activate including:

- "Smart" permitting and licensing.
- Utility bill and fine payment
- Park and Recreation sign-up and payment.
- Viewing streaming and on-demand video of meetings
- Reviewing agendas and minutes archives.
- Reporting infrastructure and public safety problems.

It may be the best money we have ever spent on communications for our citizens…"
Rod Diridon, Jr.
Councilmember
City of Santa Clara

"I'm really pleased with the results…"
Jim Lawson
Councilmember
City of Milpitas

"I've seen a couple of your sites. Nicely done."
Brian Kirking
Association of Bay Area Governments (ABAG)

"Terriffic web page, really well done, congrats to all involved."
Ron Pimentel
Citizen
City of Larkspur

APPROACH AND RETURN ON INVESTMENT (ROI)

Alpha Internet Systems has developed a project implementation approach that **maximizes the effectiveness of city staff participation** in the Internet site development and maintenance while **minimizing additional staff effort.** This concept utilizes a set of interrogatory forms coupled with a concerted effort to make **maximum usage of existing city work products** for the majority of basic site content.

All work is directed by Michael D'Amico, CEO of Alpha Internet Systems, with **35 years of experience as a city administrator and consultant.** Knowledgeable support is supplied by a team of former department directors, municipal attorneys and elected officials, with **150 cumulative years of local government public administration experience.** This combination of **respect for city staff work load,** the provision of **highly qualified Alpha Internet Systems personnel** and the resulting **comprehensive citizen access,** insures that client cities can expect the **highest possible return on investment (ROI)** when implementing **CITY HALL ONLINE^{tm}**.

TYPICAL CITY HALL ONLINE^{tm} CONTENT

As shown on the following charts, **CITY HALL ONLINE^{tm}** is a comprehensive program which may be **implemented in three phased levels**. **Level I** contains the **basic foundation for all municipal sites**. It provides constituents with a **local government news page** and 12 arrays or sections comprising **all the basic administrative functions to be found in City Hall**. Critical information concerning **elected officials, appointed bodies, departments, programs and processes** is presented in addition to **official documents and on-line forms for permit applications, program sign-ups and citizen requests. E-mail capability** on each screen **allows the citizen to communicate with city administrators.**

The system is structured to accommodate **a streaming audio greeting and various enterprise-wide directories and schedules.** A site search engine is provided as-well-as a third party local map system. **Level II**, at the City's option, expands the site, through **interactive forms** and **multi-media** enhancements. **Level III** further enhances the site through the **implementation of full e-commerce systems** on an as-needed basis.

"Great job, its about time the City in the center of Silicon Valley and home to some of the biggest names in high-tech, actually has a web site with useful info and e-mail communications."
Barry Engel
Project Marketing
InXight Software Inc.
A Xerox New Enterprise Company

TYPICAL SITE CONTENT
ANY CITY USA

CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS	CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS
NEWS PAGE				**ARRAY 2: COMMISSIONS & BOARDS**			
a. 3-5 Changeable News Items	■			**1. Commissions & Boards**	■		
b. 3 Linked Headline Banners				a. C & B Vacancy Announcements			
c. Link to Interactive City Maps	Map Quest	GIS		b. C& B Membership App. Form	Online	Submittable	
d. Link to City Video		■		**2. Planning Commission**	■		
e. Link to Main City Government Services Navigation	■			a. Current Agenda	■		
f. Link to Phone Directory				b. Minutes Archive	■		
g. Link to Annual Events Calendar	■			**3. Commission or Board 2**	■		
h. Link to Site Search Engine	■			a. Current Agenda	■		
				b. Minutes Archive	■		
MAIN GOV. SERV. NAVIGATION SCREEN				**4. Commission or Board 3**	■		
a. 12 Array Navigation System	■			a. Current Agenda	■		
b. Link to Site Search Engine	■			b. Minutes Archive	■		
c. Graphic "Branding"	■			**5. Commission or Board 4**	■		
d. Welcome to City & History Text	■			a. Current Agenda	■		
				b. Minutes Archive	■		
ARRAY 1: CITY COUNCIL				**6. Commission or Board 5**	■		
1. City Council	■			a. Current Agenda	■		
a. Current Council Agenda	■			b. Minutes Archive	■		
b. Council Minutes Archives	■			**7. Commission or Board 6**	■		
c. Council Meeting Video Streaming			■	a. Current Agenda	■		
d. Council Meeting Video Archive			■	b. Minutes Archive	■		
2. Mayor	■			**8. Commission or Board 7**	■		
a. Mayor's Audio/Video Message	Audio	Video		a. Current Agenda	■		
3. Vice Mayor (or Mayor pro-tem)	■			b. Minutes Archive	■		
4. Council Member 1	■			**9. Commission or Board 8**	■		
5. Council Member 2	■			a. Current Agenda	■		
6. Council Member 3	■			b. Minutes Archive	■		
7. Current Council Issues	■			**10. Commission or Board 9**	■		
8. Council Public Notices	■			a. Current Agenda	■		
9. Public to Council Forms	Online	Submittable		b. Minutes Archive	■		
				11. Commission or Board 10	■		
				a. Current Agenda	■		
				b. Minutes Archive	■		

CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS	CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS
ARRAY 3: CITY MANAGER & SR. ADMIN.				**ARRAY 5: RECREATION & LIBRARY SERV.**			
1. City Manager	■			**1. Parks & Recreation**	■		
a. Assistant City Manager	■			a. Parks	■		
b. Information Technology	■			1.) Parks Use Matrix and Map	■		
c. Public Information	■			b. Recreation Programs	■		
d. IGO	■			1.) Aquatics	■		
2. City Attorney	■			2.) Sports			
3. Finance Department (Admin. Services)	■			3.) Children's Programs			
a. Budget	■			4.) Teen Programs			
b. Fee Schedules	■			5.) Senior's Programs			
c. CAFR	■			6.) Classes			
d. Business License Procedures/Fee Schedule	■			7.) Golf			
1.) Business License Forms (Permit/License Ctr.)	Online	Submittable		8.) Etc.			
2.) License Control Database			■	9.) Activity and Program Sign-up Form	Online	Submittable	
3.) e-commerce payment			■	a.) Recreation Prog. Control Database			■
4. City Clerk	■			b.) e-commerce payment			■
a. Election information	■			c. Facility Reservations & Rentals	■		
b. Candidate Finance Reports	■			1.) Facility Descriptions and Rates	■		
c. Request for Public Records Form	■			2.) Facility Reservation Form	Online	Submittable	
d. City Boutique	Online	Submittable		a.) Facility Reservation Control Database			■
				b.) e-commerce payment			■
ARRAY 4: EMPLOYMENT OPPORTUNITIES				**2. Library**			
1. Human Resources Main Screen	■			a. Library Book Lists	■		
a. Current Job Openings	■			1.) New Books	■		
b. Job Application	Online	Submittable		2.) Talking Books	■		
c. Job Descriptions	■			b. Library News	■		
d. Salary Schedule	■			c. Connection to existing e-catalogue		3rd Party	
e. Benefit Information	■			1.) E-catalogue Database			■
f. Volunteer Opportunities	■						
g. Job Descriptions, Compensation & App. Database			■				

TYPICAL SITE CONTENT (page 2)
ANY CITY USA

ARRAY 6: PUBLIC SAFETY

CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS
1. Public Safety			
a. Police Department			
1.) Administrative Services			
2.) Patrol Services			
3.) Investigative Services			
4.) Traffic Bureau			
5.) Community Relations			
a.) D.A.R.E.			
b. G.A.I.N. Neighborhood Watch			
c.) Megan's Law			
d.) Crime Prevention			
6.) Personnel & Training			
7.) Crime Alert			
a.) Wanted Posters			
b.) Sex Offenders			
c.) Police Audio Emergency Field Reports			
d.) Police Scanner Audio Streaming			
8.) Online Police Forms	Online	Submittable	
a.) Officer Complaint Form	Online	Submittable	
b.) Officer Recognition Form	Online	Submittable	
c.) House Check Form	Online	Submittable	
d.) Traffic Trailer Form	Online	Submittable	
e.) Citizen Service Request Form	Online	Submittable	
b. Fire Department			
1.) Administrative Services			
2.) Fire & Medical Response			
3.) Disaster Preparedness			
4.) Hazardous Materials			
a.) Information and Environmental Services			
b.) HAZMAT Fee Schedule (Finance)			
c.) HAZMAT Forms (Permit/License Ctr.)	Online	Submittable	
d.) HAZMAT Application Control Database			
e.) e-commerce fee payment			
5.) Life Safety			
a.) Fire Inspections			
6.) Public Education Programs			
7.) Fire Permits			
a.) Fire Permit Fee Schedule (Finance)			
b.) Fire Permit Forms (Permit/License Ctr.)	Online	Submittable	
c.) Fire Permit Application Control Database			
d.) e-commerce fee payment			
c. Emergency Comm. - 911 Main Screen			

ARRAY 7: DEVELOPMENT SERVICES

CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS
1. Development Services			
a. Planning			
1.) General Plan Amendment Procedures			
2.) Subdivision Procedures			
3.) Zoning Amendment Procedures			
4.) Zoning Variance Procedures			
5.) Use Permit Procedures			
6.) Architectural Review Procedures			
7.) Planning Permits			
a.) Planning Fee Schedule (Finance)			
b.) Planning Permit App. Form (Permit/Lic. Ctr.)	Online	Submittable	
c.) Planning Permit Control Database			
d.) e-commerce fee payment			
b. Building			
1.) Building Codes (Codes & Ordinances)			
2.) Building Permit Procedures			
3.) Building Permits			
a.) Building Permit Fee Schedule (Finance)			
b.) Building Permit App. Forms (Permit/Lic. Ctr.)	Online	Submittable	
- Minor Permit App. Form (Permit/License Ctr.)	Online	Submittable	
- Major Permit App. Form (Permit/License Ctr.)	Online	Submittable	
c.) Building Permit Control Database			
d.) e-commerce fee payment			
c.) Engineering			
1.) Plan Review Submittals			
2.) Design & Construction Standards			
3.) Encroachment Permits			
a.) Encroachment Permit Fee Schedule (Finance)			
b.) Encroach. Permit App. Forms (Permit/Lic.Ctr.)	Online	Submittable	
- Street App. Form (Permit/License Ctr.)	Online	Submittable	
- Sidewalk App. Form (Permit/License Ctr.)	Online	Submittable	
c.) Encroachment Permit Control Database			
d.) e-commerce fee payment			
2. Zoning, Fire & General Code Enforcement			

ARRAY 8: PUBLIC WORKS

CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS
1. Public Works			
a. Fleet Management			
b. Streets			
c. Sanitation			
d. Grounds Maintenance			

ARRAY 9: PERMIT CENTER & LICENSES

CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS
1. Permit & License Center			
a. Business License Forms	Online	Submittable	
b. Police License Forms	Online	Submittable	
c. Fire License Forms	Online	Submittable	
d. Planning Application Forms	Online	Submittable	
e. Building License Application Forms	Online	Submittable	
f. Encroachment Permit Application Forms	Online	Submittable	
g. HAZMAT Application Forms	Online	Submittable	

ARRAY 10: CODES & ORDINANCES

CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS
1. Codes & Ordinances			
a. Municipal Code	Third Party		
b. General Plan	Summary	Complete	
c. Redevelopment Plan	Summary	Complete	

ARRAY 11: ECONOMIC DEVELOPMENT

CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS
1. Economic Development			
a. City Economic Development Programs			
b. Developer Requests			
c. Housing Programs			
1.) First Time Buyer Programs			
2.) Housing Rehabilitation Programs			
3.) Homeless Housing Assistance Programs			
4.) Disabled Persons Housing			
5.) Affordable Senior Housing			
6.) Mobile Home Programs			
d. City Demographics			
1.) New resident information/Census data			

ARRAY 12: UTILITIES:

CONTENT	LEVEL I SITE CONTENT	LEVEL II CONTENT UPGRADES	AS DESIRED E-COMMERCE DATABASE SYSTEMS
1. Utilities			
a. Water Utility			
1.) Water Utility Hook-up Procedures			
2.) Water Utility Rate Schedules (Finance)			
3.) Water Utility Bill Presentment Database			
a.) Water Bill e-commerce Payment			
b. Wastewater Utility			
1.) Wastewater Utility Hook-up Procedures			
2.) Wastewater Utility Rate Schedules (Finance)			
3.) Wastewater Utility Bill Presentment Database			
a.) Wastewater Bill e-commerce Payment			

CITY HALL ONLINE^{tm} MAINTENANCE SERVICES

Alpha Internet Systems offers two distinct programs for the maintenance of a city's **CITY HALL ONLINE^{tm}** site as follows:

Full Service: A complete maintenance service that places the entire site maintenance responsibility on Alpha Internet Systems. In this case, all site amendments, content additions and deletions are **e-mailed to us by the City's staff as simple MS Word, or WordPerfect documents**. Our staff completes most of the site changes the same day as received. Emergency announcements are posted upon receipt. Agendas are placed online the same day and minutes are generally posted within twenty-four hours. Since our maintenance professionals work **seven days a week**, they are available on weekends to upload **emergency information** to the site.

Customer Service: This program provides customer service support for the City staff's site maintenance efforts. In this case, Alpha Internet System's staff is available seven days per week to provide as-needed assistance for your staff.

CITY HALL ONLINE^{tm} ENHANCEMENTS

In order to assure that third-party enhancements are properly integrated into **CITY HALL ONLINE^{tm}**, Alpha Internet Systems offers them as a value-added provider. The following describes the enhanced services offered by Alpha Internet Systems under this arrangement:

^{Alpha}INTERNET VIDEO & Audio

On-demand video for:

1. City news casts
2. Indexed Council video
3. Departmental presentations
4. Citizen education programs
5. Staff training programming

Real time audio/video streaming of:

1. Council, Commission meetings
2. Emergency announcements
3. Public event broadcasting

Real time audio streaming of:

1. Police/Fire radio scanner activity

"Smart" Permit & License Components

1. Permit application control database systems
2. AutoCad document mark-up capability (white lining)
3. AutoCAD document storage and transmission
4. Public online review and comment capability
5. E-Payment for smart permitting and licensing

AWARDS & COMMENDATIONS

CITY HALL ONLINEtm has received **statewide and national recognition** for its client cities. Among these are:

Smart Permit Commendations (2):
Joint Venture Silicon Valley Network

Showcase Award:
National Recreation & Park Association

Showcase Awards (2):
California Parks & Recreation Society

Conference Award:
International Personnel Association

National Top 15 City Gov't Sites:
MuniNet Guide and Review

Solutions Award:
Public Technology Incorporated (PTI)

State of California Commendation:
California Lieutenant Governor's Office

Program & Event Registration Control Components

1. Park & Recreation registration and sign-up control database programs
2. Community Outreach registration and sign-up control database programs
3. E-Payment for program and event sign-ups

Utility Bills

1. Utility bill presentment and payment database systems
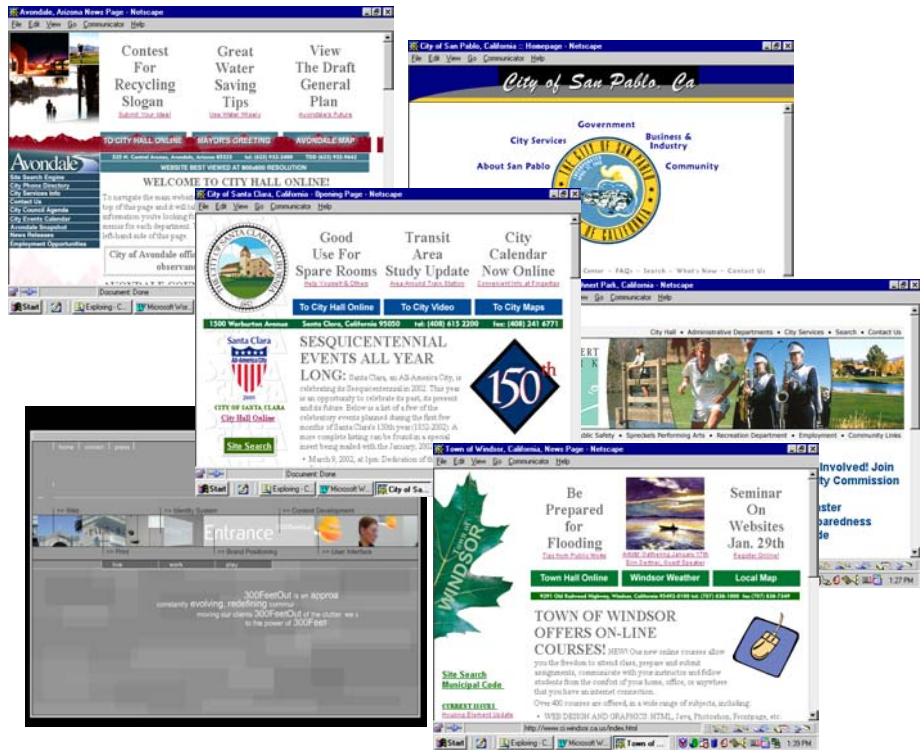
AlphaBUYHUB

1. Local government Internet vendor control and purchasing system

Translation Services

1. Translation and duplication of sites into several languages

Associated Services

1. Information technology strategy development
2. Internal networking services

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