

**COMMITTEE OF THE WHOLE AGENDA
WYOMING CITY COUNCIL MEETING
CITY HALL WEST CONFERENCE ROOM**

Monday, October 19, 2015 at 5:30 p.m.

Agenda:

1. Review of Investments and Cash Management
 - Presentation by Brian Quinn from PFM Asset Management LLC
2. Website Redesign Proposal



City of Wyoming

Investment Update – Operating Funds

October 19, 2015

PFM Asset Management LLC
305 E. Eisenhower Parkway, Suite 112
Ann Arbor, MI 48108
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(734) 994-9710 Fax

Economic Summary

Economic Conditions

- Second quarter gross domestic product (“GDP”) was revised upward to 3.9% as strong consumer spending continued to drive improving U.S. economic conditions, but more recent economic releases suggest the U.S. economy is slowing from this pace
- The labor market exhibited surprising weakness as average job creation over the past two months has been 142,000, down from the recent pace of adding more than 200,000 new jobs per month
- Despite continued market volatility and global economic uncertainty, consumer confidence has reached its second highest level since 2007; a welcomed development given the consumer’s impact on growth
- The FOMC chose not to raise the Federal Funds target rate at its September meeting – although the U.S. economy has avoided the recent global volatility, the FOMC cited concern about “recent global economic and financial developments;” however, FOMC officials continue to condition investors for a rate hike before the end of the year

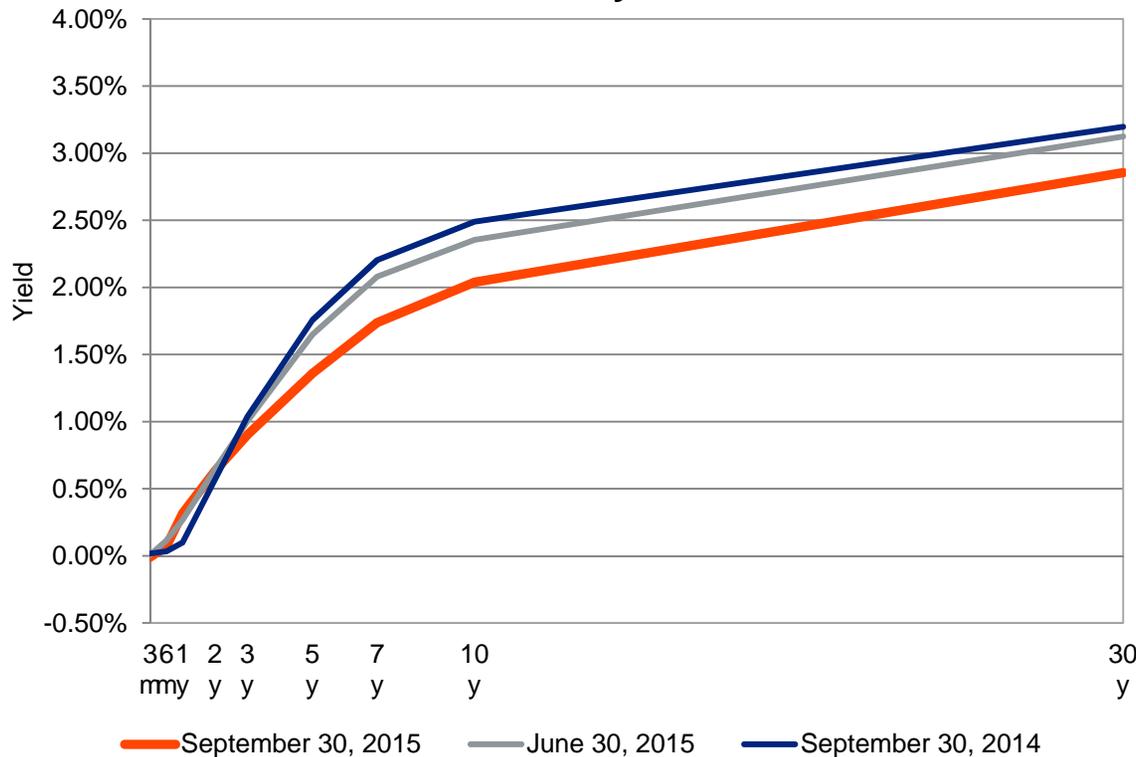
Market Reaction

- A sharp increase in yields ahead of the FOMC meeting was quickly reversed after the “no hike” decision and Treasury yields ended the month lower; intermediate maturities were impacted most
- Federal Agency yield spreads widened modestly during the month, causing the sector to underperform comparable maturity Treasuries
- Increased market volatility combined with growing global economic uncertainty caused credit spreads to widen sharply; as a result, most corporates underperformed comparable maturity government securities, with lower quality bonds performing the worst
- Notwithstanding generally positive U.S. economic news, domestic equity markets saw a continuation of the prior month’s volatility, ending September with further declines

U.S. Treasury Yield Curve

- The yield curve flattened over the past three months as short-term yields rose in anticipation of a Fed rate hike this year while low inflation kept long-term yields subdued

U.S. Treasury Yield Curve



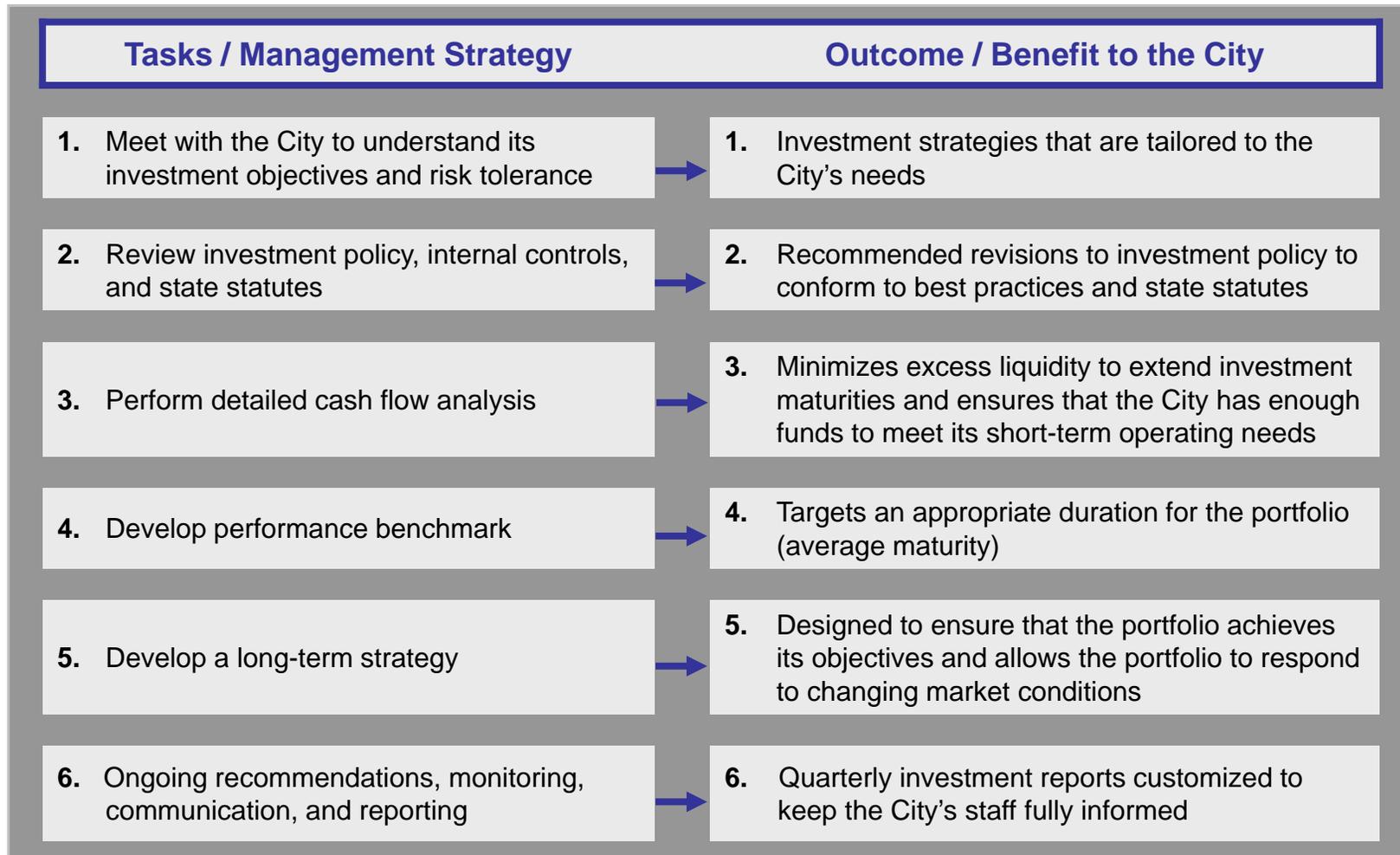
Yield Curve History

	09/30/14	06/30/15	09/30/15
1-Mo.	0.01	-0.01	-0.02
3-Mo.	0.02	0.01	-0.01
6-Mo.	0.03	0.11	0.07
1-Yr.	0.10	0.27	0.32
2-Yr.	0.57	0.65	0.63
3-Yr.	1.04	1.01	0.90
5-Yr.	1.76	1.65	1.36
7-Yr.	2.20	2.08	1.74
10-Yr.	2.49	2.35	2.04
30-Yr.	3.20	3.12	2.86

Source: Bloomberg

Investment Process

- The following tasks are representative of the processes we have implemented to help the City of Wyoming meet its investment objectives:



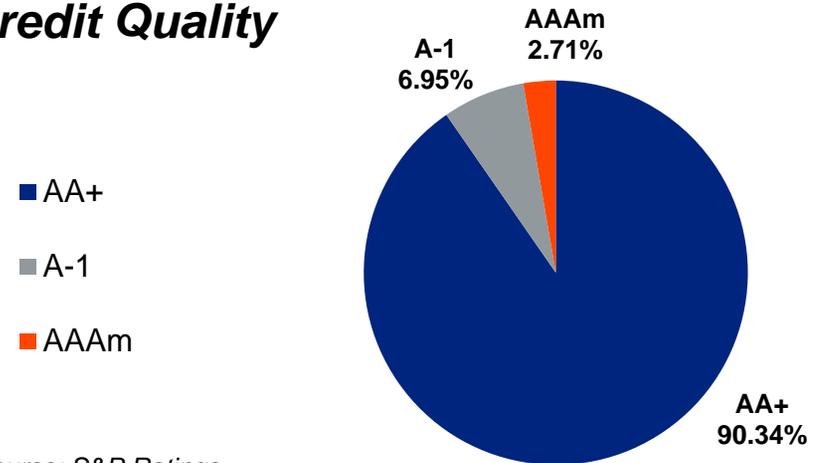
City of Wyoming Investment Fund

As of September 30, 2015

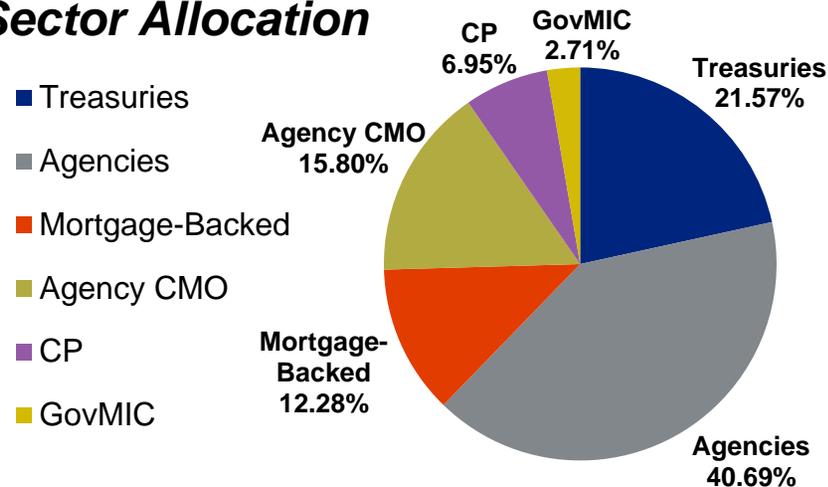
Summary Statistics

	Portfolio
Total Market Value	\$71,024,144
YTM at Cost	1.29%
YTM at Market	1.02%
WAM (Years)	4.42
Average Credit (S&P)	AA+
Duration to Worst	2.50 Years

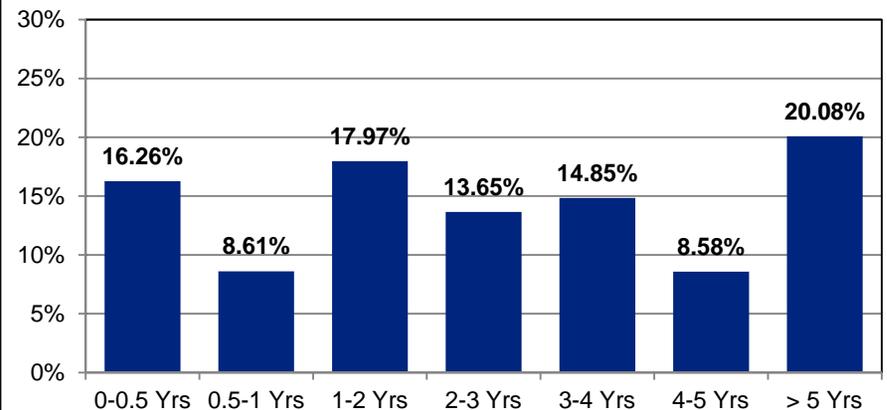
Credit Quality



Sector Allocation



Maturity Distribution



Portfolio Composition

- The portfolio is very diversified and is in compliance with the City's investment policy and Michigan Public Act 20.

Security Type	Market Value as of September 30, 2015	Percent of Portfolio
U.S. Treasury Notes	\$15,322,049.68	21.57%
Federal Agency Notes	\$28,895,824.14	40.69%
Federal Agency Mortgage-Backed Securities	\$8,723,001.21	12.28%
Federal Agency Collateralized Mortgage Obligations	\$11,224,047.88	15.80%
Commercial Paper	\$4,937,648.10	6.95%
GovMIC MMF Fund	\$1,921,572.61	2.71%
Total	\$71,024,143.62	100.00%

Investment Portfolio Returns

(as of 6/30/2015)

- The portfolio has returned 1.20% since its inception, exceeding the benchmark by 0.07%
- Portfolio performance has exceeded the return of the benchmark for the past year, 2 years, 3 years, 4 years, and since inception

Total Return

	Duration (years)	2 nd Quarter 2015	Annualized Returns					
			Past 6 Months	Past Year	Past 2 Years	Past 3 Years	Past 4 Years	Since Inception
Workers' Compensation Fund	2.27	0.004%	0.656%	1.122%	1.112%	0.790%	1.031%	1.196%
BoA / ML 0 - 5 Year U.S. Treasury Index	2.18	0.032%	0.771%	1.117%	1.031%	0.693%	0.959%	1.129%

**Notes:*

1. Performance on trade date basis, gross (i.e., before fees), in accordance with the CFA Institute's Global Investment Performance Standards (GIPS).

2. Bank of America / Merrill Lynch Indices provided by Bloomberg Financial Markets.

3. Includes money market fund/cash balances in performance and duration calculations.

4. Quarterly returns are presented on an unannualized basis. Performance numbers for periods greater than 1 year are presented on an annualized basis.

As of June 30, 2015

Sector Preferences – October 2015

Sector	PFMAM Investment Preference	Sector Considerations
MMF/LGIP		<p>CP/CDs Levels have increased recently with a potential Fed hike looming. Most large issuance behind 6 months has been floating rate.</p> <p>Treasuries New issuance shrinking as federal deficit improves; 1-5 year maturities offer value near the upper end of recent trading ranges.</p> <p>Federal Agencies Housing GSEs continue to reduce issuance as they shrink their balance sheets; result is diminished supply and shrinking spreads. Front end spreads remain elevated relative to spreads further out the curve. The 4yr sector also offers value, giving accounts decent pickup in yields and positioning them well for roll-down.</p> <p>Corporates Supply and potential rate hike has contributed to wider spreads. Credit fundamentals in industrial sector appear to be weakening. Financials are favored over industrials.</p> <p>Municipals Supply has increased of late as issuers look to lock in low rates; taxables offer occasional value compared to other spread products.</p> <p>ABS Economic outlook supports incremental value in AAA senior fixed-rate auto loan and credit card tranches. New issue and secondary supply offer value across the curve as swap spreads have slightly widened.</p> <p>MBS Although valuations have moderately cheapened recently, the sector remains vulnerable to a spike in volatility. Extension risk concerns are likely to pressure lower coupons. The anticipated prepayment slowdown enhances the attractiveness of higher coupons.</p>
Commercial Paper/CDs		
Treasury: T-Bill		
T-Note		
Agency: <= 3 years		
> 3 Years		
Corporates: Financials		
Industrials		
Municipal Bonds		
Asset-Backed		
Mortgage Backed		

Source: PFMAM., as of September 30, 2015. This material is for general information purposes only and is not intended to provide specific advice or a specific recommendation. Analysis is subject to changes in the market environment, and may vary based on the client's particular circumstances.

Opportunities to Enhance Interest Earnings

- We expect the U.S. economy to continue to expand, but at a slightly slower pace
 - An open question is how much evolving market conditions – the slowdown in global emerging market economies, more volatile equity markets, and falling commodity prices – will impact the U.S. economy
 - This is important because it could delay Fed action or affect yield relationships between sectors
- Duration management in this environment will be particularly tricky
 - PFM started the quarter with portfolio durations generally shorter and more conservative than their respective benchmarks
 - We believe this is appropriate given the potential for a Fed rate hike over the next few months
- We will continue to monitor the spread relationship between Treasuries and comparable maturity Federal Agencies, adding to the Agency sector when attractive issues are identified, and reducing exposure when the benefit diminishes
 - PFM does not expect the Agency sector to be a significant driver of performance as the sector's yield advantage remains near historically low levels
- Yields on commercial paper investments remain very attractive compared to government-related money market securities
 - In this area, yields will be even more driven by Fed rate expectations
 - We will continue to utilize these sectors as part of our overall duration and yield curve strategy

FOMC Statement Highlights

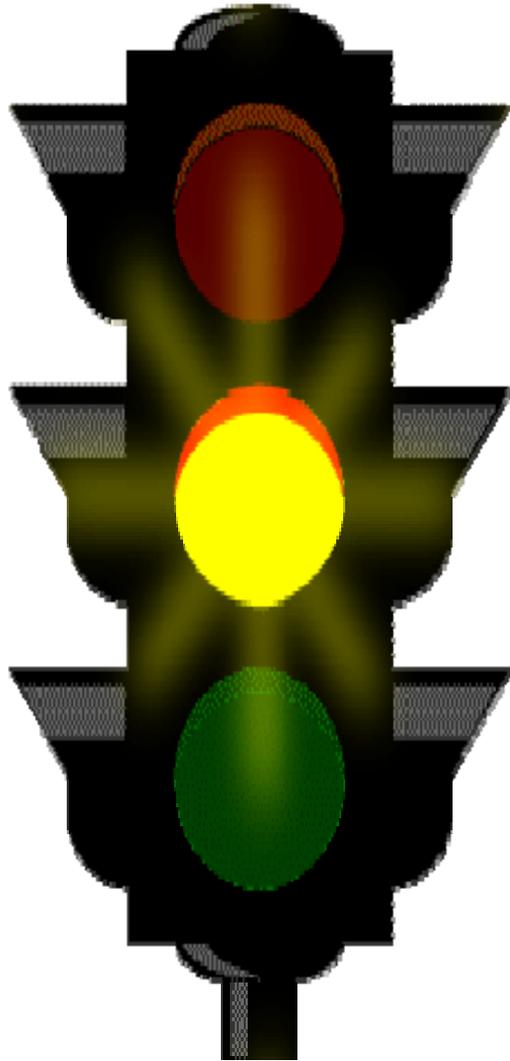
September

17

- Economic activity is expanding at a moderate pace. Household spending and business fixed investment have been increasing moderately, and the housing sector has improved further... ***The labor market continued to improve, with solid job gains and declining unemployment.***
- ***Recent global economic and financial developments may restrain economic activity somewhat and are likely to put further downward pressure on inflation in the near term...*** The Committee continues to see the risks to the outlook for economic activity and the labor marks as nearly balanced ***but is monitoring developments abroad.***
- The current 0 – 0.25% target range for the federal funds rate remains appropriate ...the Committee will **assess progress - *both realized and expected* - toward its objective** of maximum employment at 2% inflation
- Committee anticipates that it will be **appropriate to raise the target range for the federal funds rate** when it has seen further improvements in the labor market and is ***reasonably confident that inflation will move back to its 2% objective over the medium term.***

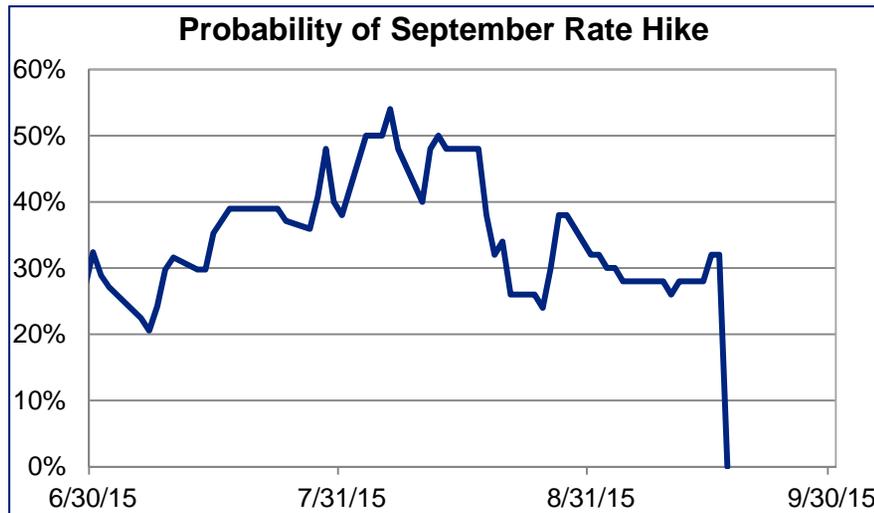
Source: Federal Reserve.

FOMC: Stop or Go?

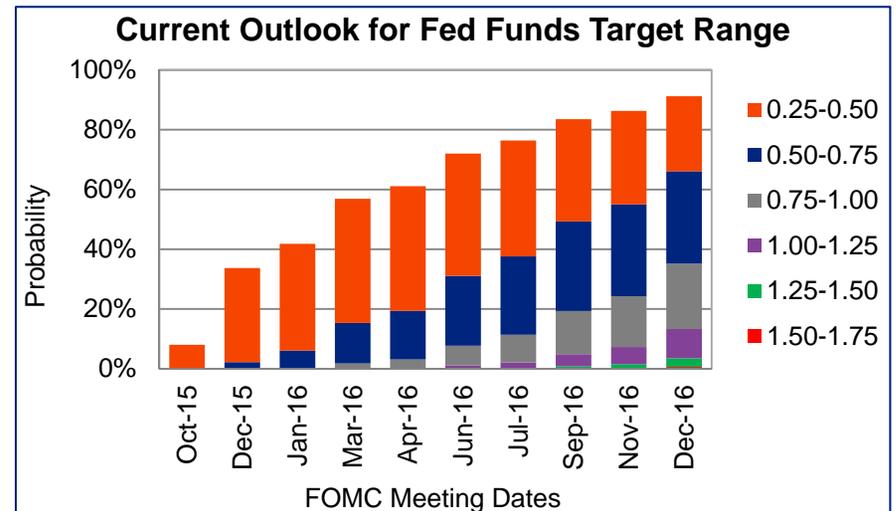
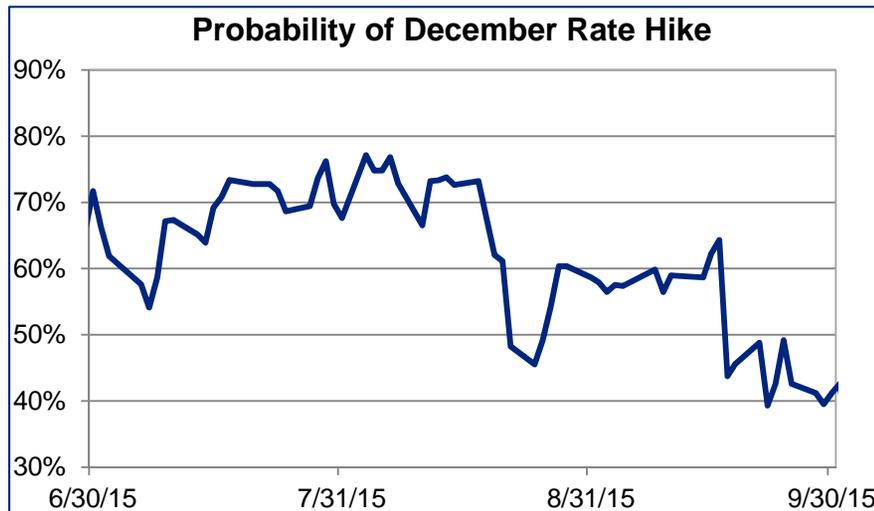


- **Market Volatility: Stop**
Huge plunge in the Chinese stock market triggered a global sell-off in equity markets, as well as heightened volatility in global bond and currency markets; Fed is concerned about financial stability and market liquidity
- **Inflation: Caution**
Core PCE running well below Fed's 2.0% target; some Fed officials expect inflation to move back to the target over the medium term – falling commodity prices are keeping broad inflation metrics low
- **Full Employment: Go**
Unemployment rate of 5.1%, average job gains of 228K per month over the past year

Outlook for the Fed Funds Target Rate



- Market expectations for a September hike fluctuated as participants digested the impact that deteriorating economic data would have on the FOMC's view of progress towards its goals
- While investors are torn on the timing of an initial rate hike, the expectations for subsequent hikes remains tempered



Source: Bloomberg, "Current Outlook" as of 10/7/15.

Contact Information

If you have any questions or need additional information,
please contact us:

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Brian Quinn

Director

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RESOLUTION NO. _____

RESOLUTION TO ACCEPT A PROPOSAL FROM
REDHEAD DESIGN STUDIO FOR WEBSITE REDESIGN,
DEVELOPMENT AND MAINTENANCE SYSTEM
AND TO AUTHORIZE THE CITY MANAGER TO SIGN THE ACCEPTANCE

WHEREAS:

1. On February 9, 2015, City Council approved resolution #25042 to accept the proposal from Redhead Design Studio (RDS) in the amount of \$22,560 for website development services.
2. Redhead Design Studio has provided to date \$5,640 of design and analysis services.
3. In the course of analysis, and beginning stages of design, Redhead Design Studio informed City staff that the scope of work for the desired product was much larger than the original proposal, and that the project required additional technical expertise their firm did not possess.
4. The staff on the website improvement team met with Redhead Design Studio and asked them to develop a new proposal, using a third party vendor for additional technical expertise, which would accurately cover the entire scope of work to design and build the desired website product.
5. Staff on the website improvement team were unanimous in their belief that Redhead Design Studio had the design and communication expertise, and cultural understanding of the City of Wyoming that was the best available for the project.
6. Redhead Design Studio submitted a new proposal, attached, for \$88,125.00.
7. It is in the best interests of the City of Wyoming to develop a modern, well-designed website that delivers timely services and accurate information to residents and businesses in the most efficient and effective manner possible.
8. A budget amendment transferring funds from the General Fund balance to the Information Technology Department – Capital Outlay – Computer Equipment account (101-258-25800-984.017) in the amount of \$83,080, to provide for funds for the proposal and contingencies, is requested.

NOW, THEREFORE, BE IT RESOLVED:

1. The proposal from Redhead Design Studio for Website Redesign, Development and Maintenance System is hereby approved, and the City Manager is authorized to sign the acceptance, and Budget Amendment No. 22 is approved.

Moved by Councilmember:

Seconded by Councilmember:

Motion Carried Yes

 No

I hereby certify that the foregoing Resolution was adopted by the City Council for the City of Wyoming, Michigan at a regular session held on October 19, 2015.

Kelli A. Vandenberg, Wyoming City Clerk

ATTACHMENTS:
Budget Amendment No. 22
Proposal

Resolution No. _____

STAFF REPORT

DATE: October 6, 2015

SUBJECT: Website Redesign

FROM: Paul Gerndt, Information Technology Supervisor
Heidi A. Isakson, Deputy City Manager
Erin Nemastil, Communications Specialist

MEETING DATE: October 19, 2015

Recommendation:

It is recommended that the City Council accept the proposal for services from Redhead Design Studio (RDS) to redesign and rebuild the City website. Rebuilding the website will address several longstanding issues inherent to the current site. The new site will be more efficient, giving visitors access to any content in the fewest possible clicks. It will also be compliant with accessibility rules such as the Americans with Disabilities Act (ADA), federal Section 508, and W3 Accessibility Guidelines. Translation services will be incorporated in the site to extend content to our non-English reading visitors. Finally, the site will be developed on a Content Management System platform named DotNetNuke (DNN) which provides a framework for service delivery at the level expected by today's society. Staff recommends the approval of \$100,000 budgetary authority for this project, allowing \$88,125 as outlined in the proposal and the remainder for contingencies.

Sustainability Criteria:

Environmental Quality – This recommendation does not appreciably impact environmental quality.

Social Equity – The Americans with Disabilities Act (ADA) generally requires that state and local governments provide qualified individuals with disabilities equal access to their programs, services, or activities unless doing so would fundamentally alter the nature of their programs. This recommendation promotes social equity by incorporating compliance with ADA rules and regulations, W3 accessibility guidelines, and will be Section 508 compatible. Further, the proposal includes translation features for our non-English reading citizens, and extends City services to citizens with mobility challenges.

Economic Strength – Because of the volume and complexity of content (data) stored on the City website, implementing the DotNetNuke solution or another similar platform for web content management is highly desirable. The CMS makes the site more efficient and promotes decentralization of site maintenance. Society has demonstrated a preference for self-service. This project works to serve that expectation by providing services 24 hours per day, seven days per week, free from staff participation.

Discussion:

The first City of Wyoming website went live in 1999. The first site contained static data representing all City Departments. In 2001, City Council approved a proposal from Capital Consultants to build a modern website with real-time data features. Resulting from this project was an exemplary website that received the 2004 3CMA Award of Excellence for government websites. City staff has continued to maintain the site. Today, the site is based on the same technologies that were prevalent in 2001, and hence is cumbersome to maintain. Furthermore, the current site does not meet current standards for accessibility, nor does it gracefully conform to

modern mobile hardware platforms such as smart phones and tablets.

In addition to technical changes in website design and hosting, there has been a significant shift in how our customers use websites. Currently, our website is designed to provide the information we want to share; we need a website that is designed to provide the services our residents and business owners want, when they want them, using a number of different devices, 24 hours a day.

On February 9, 2015, City Council approved resolution #25042 to accept the proposal from Redhead Design Studio (RDS) in the amount of \$22,560 for website development services. After meeting with City staff, thoroughly analyzing our current site, and developing a plan to develop a new site, RDS requested to terminate the agreement, citing our project was too complex to complete under the terms of the agreement in place. City staff subsequently met with RDS to explore options for completing the project and RDS proposed a partnership with Web Ascender, a technically stronger website development company. Staff agreed to entertain this new proposal. The proposal before you reflects a partnership between the City of Wyoming, Redhead Design Studio, and Web Ascender. RDS brings expertise in design, ensuring excellent user experience and site usability. Web Ascender's strength is in the development of services to solve business problems on the DotNetNuke platform. The City of Wyoming will retain responsibility for maintaining the site and its information.

DotNetNuke products and technology are the foundation for over 750,000 websites worldwide. The platform is designed to provide customer (social) engagement, marketing, e-commerce, and customer support features. The DNN Platform product is a free, open source solution. DNN is an industry leader in Content Management Systems.

Here is some sample data for calendar year 2014 that shows the importance of the availability of website information and services to our residents and businesses

Total Visits:	646,421
Page Views:	2,676,000 (not including spiders)
Daily Page Views:	7,331
Average Page Views per Visit:	4.41
Visits between 7AM and 5PM:	45.4% (54.6% outside of office hours)
Visits Monday thru Thursday:	64.9% (35.1% outside of office hours)
Top 3 Visited Months:	July, October, August
Most Visited Content:	Current Job Postings Bid Opportunities Assessor Feedback Parks & Rec
Browsers:	Desktop 77% Phone 19% Tablet 4%
Search Engine:	Google >80% Bing 11.7%

Budget Impact:

Under the original agreement for \$22,560, the City has paid Redhead Design Studio \$5,640 for the analysis and design concepts provided to the city. \$16,920 has been reappropriated from FY2015 in the Information Technology Department - Capital Outlay – Computer Equipment account (#101-258-25800-984.017). A budget amendment in the amount of \$83,080 is requested from General Fund balance to complete the project.

PROPOSAL FOR SERVICES



Prepared for:

City of Wyoming
Purchasing Department
Wyoming City Hall
1155 28th Street SW
PO Box 905
Wyoming, MI 49509

Website Redesign, Development &
Maintenance System

Submitted by:

Redhead Design Studio
1135 North Washington
Lansing, MI 48906
virtualredhead.com
(517) 853-3681

Our Rates

Redhead Design Studio's estimates are based on a standard hourly rate of \$120/hour. This includes consultative services, conceptual design work, meetings and communications with your leadership, strategic thinking and planning, graphic design services and web development services. It also includes time for administrative services, pre-press and production services, photo correction, web maintenance services and technical assistance.

You will find our rates to be competitive for established, proven and award-winning creative shops.



ESTIMATE for SERVICES

July 8, 2015, August 28, 2015

City of Wyoming
Purchasing Department
Wyoming City Hall
1155 28th Street SW
PO Box 905
Wyoming, MI 49509

CITY OF WYOMING WEBSITE RE-DESIGN

Redhead Design Studio will work in conjunction with a third party web developer, Web Ascender, to provide a complete and finalized website for the City of Wyoming. Redhead Design Studio and City of Wyoming will work on finalizing the project outline based upon a content audit previously developed by Redhead Design Studio. Redhead Design Studio will direct and manage the project from start to finish, as well as provide strategic, visual and creative oversight. while working with Web Ascender for technical development the website.

During this process Redhead Design Studio will operate as the lead contact with City of Wyoming personnel and be the lead on the graphic design for the project. Web Ascender will facilitate development and design of site by taking cues from Redhead Design Studio and their direction on user interface and to develop templates for the new content management system.

Web Ascender will build the site via Microsoft .NET based CMS called DNN for municipality websites. Once the design templates are completed, Web Ascender will begin build of site based on finalized outline provided by Redhead. Web Ascender will build each page of the site and add newly provided content or migrate relevant content from the existing website into the new website.



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Stage 1: Site Planning & Visual Design

80 hours

Consultation with client for finalization of planning for structure and function of website.

- Redhead Design Studio and the city of Wyoming to finalize content organization and navigation outline.
- Codify which custom functions will be implemented in Stage 2.
- Develop two concepts for look and feel of the website.
- Finalization of chosen concept.
- Implementation of site-wide graphic layout, including applicable html, scripts, and css.
- Visual beta review where the client will review site for overall look, user experience and accessibility concerns.

Please note: Upon finalization of the audit process, Redhead Design Studio reserves the right to adjust hourly needs for Stage 2, should anything outside of scope be discovered.

Stage 2: Web Application Construction

560 hours

All applicable programming and development to construct functioning web application and data presentation for a website. This stage includes development and implementation of the following:

- Content Management System (CMS) initial setup and configuration
- Implement Bidding System- DNN Module that gives visitors the ability to create accounts, find details on bids, mark an interest in bids. Access DB exists to add the data and send notification to bidders. Create modules to display the data on the new site.
- Implement Employment Opportunities
- Implement Calendar of Events
- Implement E-Notification/Subscription Service (\$50/month additional fee)
- Implementation of Press releases, blog, news modules
- Implementation of IT announcements
- Implementation of Tax Estimator - Custom coded DNN module/query module that queries internal SQL Server databases. Behaves similarly to how it behaves now, but improved aesthetic.
- Implementation of Understanding Tax Bill - Custom coded DNN module/query module that queries internal SQL Server databases. Behaves similarly to how it behaves now, but improved aesthetic.
- Development of Meetings & Minutes Archive
- Development of Sports League Standings- Handled similarly to how it is now, with PDF uploads
- Build out of sitemap pages, excluding content

Please note: Significant changes in scope at this point may increase cost and delay development. The fundamental aspects of the project should have been significantly worked out during Stage 1.



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- Implementation of Emergency notice for homepage & throughout site
 - Implementation of current weather
 - Implementation of Donations function - set up links to an online platform or "pay now" type of links for organizations associated with City of Wyoming that is nonprofit and can collect donations. May require the use of a 3rd party platform like Stripe.com or Paypal
 - Setup of DNN Document Exchange, replacement for Secure FTP
 - Development of 5-10 online forms and train client to build their own
 - Google Translate widget to change page languages
 - Content migration
 - ADA compliance review and internet marketing review
 - Beta testing
 - Deployment assistance and live push of website
-

User Training & Manual Development

20 Hours

Webinar training with recorded videos and training manual.

Project Management

45 Hours

Hours include consultation with primary contacts, associated project management time, and all associated administrative time.

Additional Notes

- Social Media : Feeds and links to social media sharing can be included.
- Publishing / Approval: DNN has publishing approval in select modules such as the standard text/HTML module and also has a publishing workflow for news/blog posts.
- Security: Web Ascender can train your internal IT team on upgrading DNN and keeping it on the latest version.
- SSL Secure Certificate: SSL certificate ensures ensure that transactions within certain areas of the website is encrypted and secure. This is crucial when credit card transactions are in process directly on your website or if you are transferring sensitive information like social security numbers, medical information, financial information or data. Purchase of SSLs for a minimum of 3 years for \$100/year.



ESTIMATE for SERVICES

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WEBSITE DESIGN DETAILS

Site Compatibility & Validity

- Site to be programmed to meet W3 accessibility guidelines and be section 508 compliant.
- Site to be mobile-device compatible.
- Site to be developed for a Microsoft Windows based server and to be Microsoft SQL compatible.
- Site to be developed, to the best of our ability, so that integrity of the website is intact within language translation processes, in mobile and electronic devices.
- Site to be developed to comply with ADA rules and regulations.
- Site to be developed for optimal function in current versions of Chrome, Firefox, Safari and the most recent 2 versions of Internet Explorer. For older browser versions, we ensure appropriate content presentation. Full function and graphic presentation for older browser versions may result in additional charges.
- Site to be developed to include Google Analytics—account information will be provided to whomever you designate as the touch-person for analytic reports.

Assumptions

- Client is responsible for all proofreading, including confirming spelling of proper names and contact information (addresses, web sites, phone numbers, technical specifications, etc.).
- Client to provide necessary background material and final copy in digital format (such as MS Word).
- Copy/content and rounds of edits from the client shall be provided in aggregate. Providing copy/content and/or edits piecemeal may result in additional project management charges.
- Proofreading services can be estimated at your request.
- Copy writing services can be estimated at your request.

Launch Maintenance

Estimate allots up to two hours over the course of two months for website maintenance and minor tweaks after live date. It does not allow for development of additional functions or sweeping changes in the function or organization once the site is live. Updates beyond this scope may be estimated at your request and ordered as needed.

Hosting

Hosting of website is assumed to be handled internally by the City of Wyoming.



ESTIMATE for SERVICES

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WEBSITE DEVELOPMENT	\$ 88,125.00
E-NOTIFICATION SUBSCRIPTION	\$50.00/MONTH
SSL CERTIFICATE	\$100.00/YEAR

Estimate is valid until September 30, 2015

Terms

- A signed estimate and purchase order are required to begin work.
- Deposit of 25% due upon acceptance of estimate, additional billings will be made monthly or according to progress made on the project.
- If the client is unable to adhere to the approved production schedule, a new/revised schedule will be outlined, which may cause the end date of a project to change.
- Client alterations and/or additional rounds of edits above what is included in this estimate will be billed at Redhead Design Studio's hourly rate of \$120/hour.
- In the event of a client's cancellation of project, or absence of progress or communication of more than 1 month, we will invoice for work completed to date, including expenses.
- Additional stock photography needed beyond stated budget, will be billed, separately.
- Domain name purchases and web hosting will be billed separately, unless outlined in the estimate.
- All unfinished work or unused concepts remain property of Redhead Design Studio.
- Client retains rights of reproduction of all completed concepts and/or finished creative products.
- Redhead Design Studio reserves the right to use all work for our own promotional materials.
- Invoices due Net 30. 1.5 interest (compound) added to account over 30 days. Annual percentage 18%.
- A 4% surcharge will be applied to credit card payments.

I accept this estimate and the project scope as outlined within this document. I authorize Redhead Design Studio to begin work.

Client Signature

Department

Title

PSC/PO Number

Date

