

	A	B	C	D	E	F	G
1	<b>Work Prioritization - Websites</b>						Draft v1 10/24/2012
2					<b>Total Cost</b>	<b>\$2,037,000</b>	
3	<b>Priority</b>	<b>Item</b>	<b>Focus Area</b>	<b>Description</b>	<b>Benefit</b>	<b>Cost</b>	<b>Type of Cost</b>
4	<b>START-UP COSTS</b>						
5	1	<b>Parks &amp; Rec website</b>	Website	Main point of info for citizens about Cary PRCR	7 out of the 10 most visited links on ToC current site go to PRCR.	\$100,000	One time cost
6	2	<b>PRCR Registration site</b>	Website	Allow easy search & registration for PRCR programs	Current system of a pdf and program book and clunky website frustrates users	\$50,000	One time cost
7	3	<b>Page-Walker website</b>	Website	Highlight offerings, programs and news. Enable online exhibitions.	Extend the reach of Page-Walkers mission. Good opportunity for public-private partnership	\$25,000	One time cost
8	4	<b>Cary Arts Center website</b>	Website	Highlight schedule programs and ticket sales Enable online exhibitions.	Almost criminal to have the resource and no website promoting it	\$60,000	One time cost
9	5	<b>Ad Server Website</b>	Website	An ad server allows us to rotate ads on all ToC web properties. It's closed to outside sources, clicks through to other content and provides robust stats	Cross-pollination of content across ToC web properties. Creates saleable benefit for sponsors and partnerships.	\$7,500	One time cost
10	6	<b>Public Works website</b>	Website	Pay utility bills, other Public Works news & info	Top 10 item on visited pages at ToC.org. Drive more people to electronic payment, saving on paperwork, postage and late collections.	\$35,000	One time cost
11	7	<b>Police Website</b>	Website	News & info from CPD.	Top 10 item on visited pages at ToC.org. Police website dovetails with the CPD mission of engagement and community policing.	\$55,000	One time cost
12	8	<b>Engagement Website</b>	Website	A mashup of See Click Fix, Ask Cary and Tell Cary	Saves time discovering issues, decreases telephone responses, promotes community engagement	\$15,000	One time cost
13	9	<b>Open Data site</b>	Website	A place where citizens can go to get open data from ToC for reference or to build apps	Fulfills our commitment to Sunshine in government. Creates easy access to town information.	\$12,000	One time cost
14	10	<b>CaryNC.org</b>	Website	Finally, after the above named properties are up and running, a generation 2013 ToC website can be built as a top level aggregator of information	More information in an easily accessible format. Major upgrade from current ToC.org site.	\$500,000	One time cost
15						<b>\$859,500</b>	
16	<b>ANNUAL COSTS</b>						
17	1a	<i>Parks &amp; Rec website</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$20,000</i>	<i>Annual Cost</i>
18	2a	<i>PRCR Registration site</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$10,000</i>	<i>Annual Cost</i>
19	3a	<i>Page-Walker website</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$5,000</i>	<i>Annual Cost</i>
20	4a	<i>Cary Arts Center website</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$15,000</i>	<i>Annual Cost</i>
21	5a	<i>Ad Server Website</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$2,500</i>	<i>Annual Cost</i>
22	6a	<i>Public Works website</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$7,500</i>	<i>Annual Cost</i>
23	7a	<i>Police Website</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$12,500</i>	<i>Annual Cost</i>
24	8a	<i>Engagement Website</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$7,500</i>	<i>Annual Cost</i>
25	9a	<i>Open Data site</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$4,000</i>	<i>Annual Cost</i>
26	10a	<i>CaryNC.org</i>	<i>Website</i>	<i>Annual maintenance &amp; training</i>	<i>Extend life and efficacy of the property</i>	<i>\$75,000</i>	<i>Annual Cost</i>
27						<b>\$159,000</b>	

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