Website Development, Hosting and Maintenance Services
Terms and Conditions

1. This Terms and Conditions, and any attachment signed by the Parties attached hereto, represent the complete agreement and understanding ("Agreement") between Vision Internet Providers Inc. ("Contractor"), a California corporation, and the City of Agoura Hills ("City"), and supersedes any other written or oral agreement with regard to the website development services provided for herein. Any modification of this Agreement is valid only if the modification is in writing and signed by both Parties. City and Contractor are sometimes individually referred to as "Party" and collectively as "Parties."

2. Contractor will provide the following services to City in exchange for payment of fees and compliance with the Terms and Conditions of this Agreement. This Agreement, City activities and all discussions regarding City website development shall be treated as confidential and shall not be disclosed to parties other than representatives of Contractor and the authorized representatives of City. It is agreed that a designee of City, Nathan Hamburger will be project manager, with decision making authority on behalf of City, for purposes of this Agreement.

3. Contractor agrees to perform Website Development as described in "Attachment A – Scope of Work" at a price of $40,000 including $1,340 for additional services not covered in "Attachment A – Scope of Work".

(a) City agrees to pay Contractor as follows:

> (i)   An initial payment equal to 20% of the total cost;
>
> (ii)   A payment equal to 40% of the total cost upon implementation of the Vision Content Management Tool on a Contractor's server;
>
> (iii) A payment equal to 40% of the total cost upon completion of the website and City approval.

4. <u>Documents & Data; Licensing of Intellectual Property:</u> This Agreement creates a non-exclusive and perpetual license for City to copy, use, or modify for its own use, any and all copyrights, designs, and other intellectual property embodied in this website, which are prepared or caused to be prepared by Contractor under this Agreement ("Documents & Data"), to which Contractor retains ownership of all intellectual property rights.

5. Contractor shall provide for one unique domain at no charge, monthly website hosting and database hosting on a shared server ("Hosting") for a period of three months commencing on the date of the website launch. Hosting after the first three months will be billed to City at the rate of $200 per month for a period of nine months ("Initial Term"). With respect to the Initial Term, unless one party has given written notice to the other party of its intent not to renew this agreement at least thirty (30) days prior to expiration of the Initial Term, this Agreement will continue in effect on a year-to-year basis thereafter until one party gives written notice to the other of its intent not to renew this Agreement at least thirty (30) days prior to the expiration of any renewal term.

6. Contractor shall provide at no charge, monthly website maintenance and updates ("Maintenance") for up to five hours each month for a period of three months commencing on the

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date of the website launch. Maintenance beyond five hours per month in the first three months is optional. Optional services and maintenance after the first three months are considered Extra Work as described in Paragraph 7.

7. Additional services not covered in this Agreement and extra hours will be presented to City for approval prior to commencement of work ("Extra Work"). Extra Work will be billed at Contractor's prevailing hourly rates, which are currently as follows: Data Input, $75/hr; Graphic Production $85/hr; Quality Assurance, Testing, Debugging, Technical Support, Webmaster Services, $95/hr; Consulting, Project Management, Database Design, Dynamic Programming, $125/hr; Graphic Design, Training, $100/hr; Straight flatbed scanning will be billed at $10 per scan. Touch up work to images will be billed at the Graphic Design hourly rate. City shall be responsible for any or all additional fees including, without limitation: photography, stock images, illustration, scanning, software, applications, online promotion, marketing, copy writing, redesign, change orders, mailings, and fees to any third party vendors if applicable.

8. Contractor will invoice via U.S. Mail.

9. City shall supply all information to Contractor in digital format including without limitation copy, text, audio files, video files, pdf files, photographs, artwork and preexisting graphics.

10. City understands that Contractor will develop website frontend to be compatible with Netscape 6.1 and above and Internet Explorer 5.5 and above. Website backend will be compatible with Internet Explorer 5.5 and above. Website may not be compatible with previous versions. Website will be optimized for 800 x 600 pixels resolution or above. City understands that the website will be developed with Hypertext Markup Language ("HTML"), JavaScript, and Microsoft Active Server Pages 3.0 or Microsoft ASP.NET ("MS-ASP") interfaced with a database created in Microsoft SQL Server 2000 ("MS-SQL"). City understands that the website is developed to run on a Microsoft Windows 2000 Server or Microsoft Windows 2003 Server ("MS-Server"). City is responsible for the costs of all software licensing.

City understands that the website frontend will be designed to be compliant with Section 508 guidelines on accessibility. Content migrated into the website by Contractor will also be compliant. Compliance standards will be verified via Watchfire's Bobby™ software prior to Completion. City understands that website backend and third party tools may not be Section 508 compliant.

11. <u>Limited Warranty</u>: Contractor does warrant that all of the deliverables included in this Agreement will be conveyed to City. All programming code developed by Contractor within the project is warranted for a period of twelve (12) months from the date of the completion of the website ("Completion"). Contractor will create a back up of the website on the date of Completion. If any warranted problem arises while City or its designee is maintaining the website, Contractor will restore the website back to its condition as it existed at Completion. If Contractor is maintaining and hosting the website, Contractor shall restore the website back to its condition as it existed at the day of the most recent backup. Contractor shall only be responsible for any costs associated with correcting any unmodified programming code during this twelve (12) month period following the Completion.

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Except as expressly set forth in the immediately preceding paragraph, CONTRACTOR MAKES NO WARRANTY OF ANY KIND, WHETHER EXPRESS OR IMPLIED, OF MERCHANTABILITY OR FITNESS OF THIS SERVICE FOR A PARTICULAR PURPOSE WHATSOEVER.   In no event, at any time, shall the aggregate liability of Contractor exceed the amount of fees paid by City to Contractor and Contractor shall not be responsible for any lost profits or other damages, including direct, indirect, incidental, special, consequential or any other damages, however caused.

12. Contractor does not warrant any results from the use of any web pages created under this Agreement, including but not limited to, the number of page or site visitations, download speed, database performance, or the number of hits or impressions.

13.   Although Contractor may offer an opinion about possible results regarding the subject matter of this Agreement, Contractor cannot guarantee any particular result.   City acknowledges that Contractor has made no promises about the outcome and that any opinion offered by Contractor in the future will not constitute a guarantee.

14.   Contractor may use any web pages developed for the City in any of its own promotional materials as examples of its work. City agrees that Contractor may place in the website footer an unobtrusive text link reading "Developed by Vision Internet" or the equivalent. Contractor's footer text credit shall always be linked to a Contractor web page.

15. Each Party warrants that it holds all rights necessary to display all the images, data, information or other items being displayed at the City's web pages during the effective period of this Agreement. City expressly authorizes Contractor to display and/or modify any City supplied images, data, information and other items in connection with the services provided herein.

16. City agrees to use the website in strict accordance with, but not limited to, all local, state, and federal laws. City hereby agrees that any text, data, graphics, or any other material published by City on its website is free from violation of or infringement upon copyright, trademark, service mark, patent, trade secret, statutory, common law or proprietary or intellectual property rights of others, and is free from obscenity or libel.

17. Intentionally left blank.

18.   With regard to web hosting, the Parties agree to the following:

(a) Contractor shall not be responsible for limitations including but not limited to service interruptions, server down time, loss of data, or access speed. The reliability, availability and performance of resources accessed through the Internet are beyond Contractor's control and are not in any way warranted or supported by Contractor. Except as expressly set forth in this Agreement, it is City's responsibility to maintain the website and make back-ups of all hosted files.

(b) City agrees not to use any process, program or tool via Contractor for gaining unauthorized access to the accounts of other Contractor clients, customers or account holders or other Contractor systems. City agrees not to use Contractor services to make unauthorized attempts to access the systems and networks of others. Any attempt to do so will result in immediate termination of Contractor services at

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Contractor's discretion.

19. Contractor will defend, hold harmless and indemnify City from and against all liability, loss, cost, damage, or expense, including reasonable attorney's fees, resulting from any claim of injury to person, damages to property, or monetary damages arising solely out of Contractor's negligence or intentional misconduct or failure to perform obligations under this Agreement.

20. City will defend, hold harmless, and indemnify Contractor, its officers, directors, shareholders, employees, and agents from and against all liability, loss, cost, expense, including reasonable attorney's fees, resulting from any claim of injury to person, damages to property, or monetary damages arising out of City's negligence or intentional misconduct or failure to perform obligations under this Agreement.

21. Estimated times are included for convenience. Actual times will vary depending on City interaction and participation. However, the Parties agree to reasonably cooperate with one another in the construction and design of the website in a timely manner.

22. This Agreement shall be governed by and construed in accordance with the laws of the United States of America, and the State of California. Any cause of action of City with respect to the services provided hereunder must be instituted within one year after the claim or cause of action has arisen or be forever barred. Except as required to be arbitrated under Paragraph 29, jurisdiction and venue for any cause of action or claim with respect to the services provided hereunder shall be exclusively in the City of Los Angeles.

23. The waiver by one Party of any term or condition of this Agreement, or any breach thereof, shall not be construed to be a general waiver by said Party or as a waiver of any other term or breach.

24. Neither the course of conduct between the Parties nor any trade practice shall act to modify the provisions of this Agreement except as expressly stated herein.

25. With the intent to be legally bound, each of the undersigned hereby covenants and acknowledges that he, she or it (a) has read each of the terms set forth herein, (b) has the authority to execute this Agreement for such person or entity, and (c) expressly consents and agrees that the person or entity upon behalf of which the undersigned is acting shall be bound by all terms and conditions contained herein.

26. It is understood and agreed that if any interpretation is to be made of this Agreement, the same shall not be construed for or against any of the Parties.

27. The Parties have each been advised to seek independent legal counsel in entering into this Agreement and the transactions described herein. In the event a Party chooses not to seek independent legal counsel, that Party does so freely and knowingly and waives any such rights to counsel.

As a result, the Parties do not believe that the presumptions of California Civil Code section 1654 relating to the interpretation of contracts against the drafter of any particular clause should be applied in this case and therefore the Parties knowingly and freely waive its effects.

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28. Should a dispute, including but not limited to any litigation or arbitration be commenced (including any proceedings in a bankruptcy court) between the Parties hereto or their representatives concerning any provision of this Agreement, or the rights and duties of any person or entity hereunder, the Party or Parties prevailing shall be entitled to reasonable attorney's fees and court costs incurred by reason of such action.

29. Except for any injunctive relief or similar remedy, which may be sought in any court of competent jurisdiction subject to Paragraph 22 above, any controversy, dispute, claim or counterclaim, whether it involves a disagreement about this Agreement or its meaning, interpretation, or application; the performance of the Agreement; questions of arbitrability as to subject matter of the dispute; whether an agreement to arbitrate exists and, if so, whether it covers the dispute[s] in question; or any other question of arbitrability or form of disagreement or conflict among the Parties to the Agreement, shall be submitted to final and binding arbitration at the request of either Party, in accordance with the Commercial Arbitration Rules of the American Arbitration Association. The arbitration shall take place in the City of Los Angeles. The arbitrators shall apply California substantive law and the California Evidence Code to the proceeding. The arbitrators shall have the power to grant all legal and equitable remedies and award compensatory damages provided by California law. The arbitrators shall prepare in writing and provide to the Parties an award including factual findings and the reasons on which the decision is based. The arbitrators shall not have the power to commit errors of law or legal reasoning, and the award may be vacated or corrected pursuant to California Code of Civil Procedure sections 1286.2 or 1286.6 for any such error. In the event the Parties are unable to agree as to the arbitrator, each shall select an arbitrator who shall, in turn, select the third and sole arbitrator. Each Party shall be responsible for one-half of the costs for the arbitrator(s) and arbitration.

30. This Agreement may be executed in counterparts, each of which shall be an original and all of which together shall constitute one and the same Agreement. This Agreement becomes effective upon Contractor's receipt of an executed copy of this Agreement.

31. Force Majeure: Any delay in the performance by either Party hereto of its obligations hereunder shall be excused when such delay in performance is due to any cause or event of any nature whatsoever beyond the reasonable control of such Party, including, without limitation, any act of God; any fire, flood, or weather condition; any computer virus, worm, denial of service attack; any earthquake; any act of a public enemy, war, insurrection, riot, explosion or strike; provided, that written notice thereof must be given by such Party to the other Party within ten (10) days after occurrence of such cause or event.

32. In the case of any conflict between the Terms and Conditions, Proposal, and Attachment A, the following order of priority shall be utilized: Attachment A, Terms and Conditions, Proposal.

33. If any portion of this Agreement is declared invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.

34. The titles and headings of the paragraphs of this Agreement have been inserted for convenience of reference only and are not intended to summarize or otherwise describe the subject

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matter of such paragraphs and shall not be given any consideration in the construction of this agreement.

35. All notices under this Agreement shall be in writing and effective on the date of delivery if delivered by personal service, Federal Express, or facsimile; or effective three (3) days after deposit in first class U.S. mail, postage prepaid, to each Party as follows:

        (a) City: City of Agoura Hills
                     30001 Ladyface Court
                     Agoura Hills, CA 91301

                     Attn: _____

                     Fax:_____

        (b) Contractor:
                     Vision Internet Providers, Inc.
                     2530 Wilshire Boulevard, 2nd Floor
                     Santa Monica, California 90403
                     Attn: Steven Chapin
                     Fax: (310) 656-3103

                                          CITY OF AGOURA HILLS

DATE:_____By: _____

          Print Name_____ Print Title_____

                               VISION INTERNET PROVIDERS, INC.

DATE:_____By: _____
                        STEVEN CHAPIN   Title: President

                                                 ]

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Attachment A - Scope of Work

The scope of work included in the project will include:

- **Attractive Design:** A website design that reflects the City of Agoura Hills, draws people in, and makes it immediately obvious that the website is the best place to get information and access resources.

- **Intuitive Navigation:** The information should be easy to find with the most important information accessible from the homepage to make it easier for website visitors.

- **Content Management Solution:** The City will implement a content management tool to facilitate management of content to non-technical staff.

- **Integrated Interactive Components:** Interactive components will be implemented to make the website more engaging and useful for website visitors.

- **Integration of Third-Party Applications and Databases:** The City has third-party e-government applications plus intends to add others. These can integrate into the overall look and feel of the website.

Each of these is discussed in more detail in the sections that follow.

Attractive Design

The City of Agoura Hills will have a design that makes it stand out among cities on both a regional and national basis. The website will be inviting, easy to use, and reflect the City's unique identity. This will be accomplished through the following design characteristics:

- Creative design that incorporates custom design elements and the most important information easily accessible from the homepage.

- Photos and collages of recognizable landmarks and scenery of the city and the local area.

- Consistent look and feel throughout the site by using a singular theme thus making it easier for visitors to navigate the site and find information they need.

- Use of Cascading Style Sheets to ensure future consistency as well as separation of content and design. This makes it much easier to apply a new design theme in the future without the need to redevelop the underlying website.

- Section 508 Compliant making it accessible by persons with disabilities.

It may also incorporate the following design elements to make it easier for users to navigate the site:

- Easy to use drop down menus helping users to quickly understand navigation and locate information.

- Breadcrumbs to show the user's current path to let them know exactly where they are on the website.

Intuitive Navigation

For the City's website, Contractor recommends organizing information by department, by topic or services, and/or by target users. Contractor's approach allows users to find the information in a variety of ways that are most important to them. This is an approach the Contractor uses on many of its government websites making it easy for visitors to find information. This is largely because content is available through multiple "paths" making it simple for users to find information regardless of the way they prefer to navigate the website.

Content Management Solution

The project will include implementing the Vision Content Management Tool. The City will not

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be locked into the Contractor or any other company because it is based upon standard technologies, and Contractor will provide the City with all the source code for its own use. Contractor's content management tool includes a number of functions that make it extremely easy for non-technical staff to manage website content including:

- ❑ Browser-Based Administration allows for easy management of content by anyone versed at surfing the Internet and using basic word processing programs. There is no need for staff to know programming when updating content. This allows authorized staff to update, delete, and create new pages based on a predefined template, and insert them into the website's navigation.

- ❑ WYSIWYG Text Editor based upon standard document creation tools make it easy for non-technical staff to edit and format text. With the WYSIWYG (What You See Is What You Get) editor, they can change font styles, colors, sizes, and formatting such as bold, italics, and underlining.

- ❑ Spell Check to help make sure content is free of spelling errors.

- ❑ Styles give web pages a consistent look because styles can be applied to such elements as text, headers, and lists.

- ❑ Paste from Microsoft Word tools to make it easier to add content to the website. The tool should strip out MS Word formatting and convert it to HTML.

- ❑ Search and Replace tool for replacing a word or phrase within the page.

- ❑ Secure Administration offering password protection to content management functions. Contractor's tool allows the City to grant management rights to specific users or groups of users. Administration rights can be granted to the entire site or restricted to specific areas or types of content.

- ❑ Single-Source Web Publishing permits administrators to update a single web page yet changes will be reflected on multiple pages throughout the site.

- ❑ Navigation Control allows adding new pages or move pages anywhere within the website.

- ❑ Page Linking enables creating links to any page in the website or to other websites.

- ❑ Email Address Masking to prevent spammers from getting the email addresses of employees when crawling the site.

- ❑ Document Central for storing a single version of each document in a central place and linking to them from virtually any page in the website.

- ❑ Image Library for storing a single version of each image in a central place and subsequently adding them to virtually any page in the website.

- ❑ Content Scheduling saves time and money because all standard pages and specific predefined component content can be set up to publish ahead of time and be automatically removed or archived when it will no longer be relevant.

- ❑ Printable Pages enables website visitors to print out virtually any page on the website for reading off line.

- ❑ Content Approval Cycle allowing staff persons to create content that passes through multiple levels of review and approval before going "live."

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Interactive Components

In addition to the creative design, effective navigation, and easy to use Vision Content Management Tool, Contractor will provide the City with interactive components for managing special types of content. The Interactive Components to be provided by Contractor include:

- ❑ Calendar
- ❑ Document Central
- ❑ Dynamic Homepage and Dynamic Department Homepages
- ❑ e-Notification

- ❑ Image Library
- ❑ News and Newsletters
- ❑ Site Search
- ❑ Sitemap Generator

Each of these interactive components is described in detail below.

Contractor offers customization of the Vision Content Management Tool to include the front-end graphic design and layout plus adding or subtracting fields.

Calendar

The interactive calendar allows staff to post all events from a single location while enabling users to filter the calendar to find those events of greatest relevance to their needs. Contractor's calendar is filterable by category, department, and date. It also includes:

- ❑ Reoccurring events function
- ❑ HTML editing capabilities (including ability to include photos and links)
- ❑ Automatic archiving
- ❑ Integration with e-notification
- ❑ Ability to create and assign filtering categories to events.
- ❑ Ability to restrict use of categories by specific staff.
- ❑ Ability to control which events to include on the homepage of the site.
- ❑ Ability to insert calendar page anywhere in the site navigation.

Document Central

One of the main reasons people visit a local government website is to get information and download important documents and forms. With the Document Central, website visitors can easily find the information they need, and the City can slash the printing or distribution costs for all types of documents.

Based on our extensive experience in content management, Contractor recommends a centralized location for all documents. This allows website visitors to browse for documents from a single, categorized location as well as to access the information from individual pages within the website. Furthermore, it allows easier administrator management of the documents, thus preventing confusing links and ensuring there are not multiple versions of the same document throughout the site. The City can also replace a file in the Document Central and eliminate the need for updating links to documents from within pages throughout the website.

Contractor recommends all documents be stored in Adobe Acrobat PDF format to enable everyone to view, regardless of platform. However, City may upload most types of files including Microsoft Word, Excel, graphics files, and audio or video clips.

Dynamic Homepage and Dynamic Department Homepages

It is important on a city website to list the most current news, press releases, or events. This keeps the community informed while ensuring the website is fresh and timely. It also exposes website visitors to important information they may not necessarily be looking for.

A Dynamic Homepage automates this process for staff by displaying the most recent information and automatically removing it when it is no longer relevant. It will save staff time while guaranteeing that the homepage is up to date.

While the Dynamic Homepage would provide information for the city overall, the Dynamic Department Homepages would provide the same functionality for individual departments. The system should be implemented in a way that information could be posted on both the homepage and a department homepage simultaneously without duplication of effort.

e-Notification

While a news component will allow the City to post news onto the site, the e-notification tool will enable broadcasting the news to subscribed users. The e-notification system provides the following functions:

- ❑ Ability to broadcast news, newsletters, events, and other types of content from the website to subscribed users (without a duplication of effort).

- ❑ Ability to preview content prior to email broadcast.

- ❑ Mechanism for verifying email addresses as part of the subscription process.

- ❑ Subscriber management tools including ability to add and remove subscribers, change their preferences, and export all subscribers in a .CSV format.

Image Library

The Image Library is a centralized place where all images used in the website are stored. This saves space as there is a single version of each image used on the website. This also provides greater control, as the City can restrict the ability to add new images to specific staff members within the organization. When deleting images from the Image Library, they are archived to prevent accidental broken links within the website.

The Image Library also incorporates several tools that make managing images much easier. They include <u>automatic scaling and sizing of photos</u> to the maximum size recommended for the website plus <u>automatic alt-tag insertion</u> for images added to pages to ensure future Section 508 compliance.

News and Newsletters

The City will want to display current information on its website. It may be called news, press releases, what's new, or announcements. In either case, the City will want an interactive news tool that users can filter by topic/category and possibly date and/or department.

The News tool includes:

- ❑ HTML editing capabilities (including ability to include photos and links)

- ❑ Automatic archiving

- ❑ Integration with e-notification

- ❑ Ability to create and assign filtering categories to news articles.

- ❑ Ability to restrict use of categories by specific staff.

- ❑ Ability to control which news items to include on the homepage of the site.

- ❑ Ability to insert filtered news list page anywhere in the site navigation.

Newsletters are very similar except they tend to incorporate several feature type articles.

Site Search

Many people prefer to use the site search as the primary method of locating information on a

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large government website. The Contractor will implement the dtSearch Site Search with the following capabilities:

- ❑ Ability to search all pages of the site including page content and meta data

- ❑ Ability to search all types of files in the site including PDF, Excel, and Word files

- ❑ Support for Boolean key word searching

- ❑ Support for highlighting search terms in content of search results

Sitemap Generator

For improving accessibility for persons with disabilities, the Contractor will implement its Sitemap Generator that lists pages by structure in addition to alphabetically.

Integration of Third-Party Tools and Databases
As part of the project, the Contractor will provide an HTML style sheet that third-party application providers may use to give the third-party applications the same overall look and feel as the City's website.

The Implementation Process
To ensure the project meets the City's expectations, each stage of the implementation process has formal review and approval points to give the City full control of the project and ensure the final website meets expectations.
Below is a description of the Contractor's six step implementation process.

Stage 1: Vision Stage

In the Vision Stage, the Contractor will work with the City to create the vision for the website. The Vision Stage places heavy emphasis on the objectives of the website and how it supports the overall organizational goals.
To create the vision, Contractor will:

- ❑ Prepare and tabulate surveys of key decision makers.

- ❑ If desired, Contractor can also perform an online survey that collects input from website visitors. There would be a link on the existing website that directs visitors to a quantitative survey that collects information on the website visitors' needs and desires.

- ❑ Review existing website and the websites of other cities.

- ❑ Study examples of other websites the City's staff like.

- ❑ Hold a brainstorming session with City's web team.

- ❑ Collect all content and materials for the new website.

The heart of this stage is the brainstorming sessions where Contractor discusses City's current website, the results of surveys, the needs of users and staff, and possible approaches for the future. This serves to gain insights and create support for the project.

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Stage 2: Concept Stage

In the Concept Stage, Contractor will create the blueprint for realizing the vision. To do this, Contractor will develop the site infrastructure that includes:

- ❑ Creation of a navigation strategy that supports easy access to information.

- ❑ Categorization of pages according to the navigation strategy.

- ❑ Creation of a conceptual sitemap. The navigation or information architecture will take into account current needs plus allow for future expansion and growth.

- ❑ Recommendation of interactive components to support easy navigation through special types of content, such as events and news.

- ❑ Drafting of a homepage layout wireframe that shows the placement of key information and dynamic content.

The Concept Stage will end with the City's approval of the sitemap and homepage layout.

Stage 3: Design Stage

In this stage, Contractor's creative team will continue with the creative graphic design for the homepage, based on the approved homepage layout wireframe. Contractor's creative ability and expertise will allow the Contractor to develop a compelling graphic design to make the website look great, while maintaining its usability. Contractor will work very closely with City staff to establish a look and feel for the website that reflects the City's unique identity.
Website/Graphic Design will include:

- ❑ Up to three homepage design concepts to establish direction.

- ❑ Design of custom icons, buttons, screen elements, and backgrounds, if desired.

- ❑ Efficient and streamlined navigation and site architecture.

- ❑ Optimization for speed.

- ❑ Section 508 Accessibility Compliance

- ❑ Consistent graphics, structure, and navigation design.

Towards the end of this stage, Contractor will present final homepage design concepts for City approval. The City will select one for implementation in the new website.

Stage 4: Development Stage

This stage includes the interior page design and programming the website according to the approved specifications and creative design. Programming will include the implementation of the content management tool and development of the interactive components. Contractor's creative team will give direction for the sub-level page design. The project will also include migration of up to 200 pages into the new website; however, Contractor can migrate additional pages for an additional budget.

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Stage 5: Quality Assurance, Documentation, and Training Stage

While quality assurance is an integral part of every stage of the project, in the Quality Assurance Stage Contractor does extensive testing and reviewing of the website code. Contractor will thoroughly follow an exhaustive checklist of all pages and functions created during the development stage. City will have a staff representative participate in this process to verify the site fulfills the expectations for the project.

Within this stage, Contractor will also provide training for the content authors from each of the departments in addition to an overall system administrator. For content authors, Contractor will train them on how to create and update content using the content management tool and for the administrator Contractor will instruct on managing security, system configuration, and other advanced topics. <u>A custom training manual and reference is provided</u> for updating the website. The <u>manual incorporates screenshots from the City's website,</u> making it easy for staff to understand and use.

Stage 6: Launch Stage

In the Launch Stage, the website is moved to the City's production server. Contractor will again go through the final quality assurance process, ensuring the site transfers correctly. After the City approves that the website is ready to launch, the website will be made available to the public. Contractor will continue to monitor the website over the next three months to make sure that the entire site is functioning properly.

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