



Memo for the
City of Independence, MO
January 4, 2022


Richelieu Sese
City of Independence
111 E. Maple Ave
Independence, MO 64050

RE: Additional Follow Up for City of Independence, MO - Content Mgmt System and Website Audit Project

Dear Mr. Sese and the City of Independence web team,

Thank you for your email from Wednesday, December 29, 2021. We look forward to an additional demonstration with your team. To support our discussion next week, we have provided feedback on each item from your email. You can find this information on the following pages of this memo.

Sincerely,

A handwritten signature in black ink, appearing to read "Harish R. Rao", with a stylized flourish at the end.

Harish R. Rao
Founder | CEO



Performance Expectations

Request: Audit all existing website pages

Response: Yes, we will audit all existing website content during Phase 1: Discover. We collaborate with you to inventory all existing content and determine what will move to the new site. We use a tailored deliverable called an Initial Content Manifest that enables us to clearly track what will happen with existing content (keep it, revise it, or leave it behind) and what new content will need to be created.

Request: Work with staff to determine what pages should be brought over to the new website

Response: Confirmed. See the answer above. Early in the project we will meet with your team and provide tools and guidance to help with this review.

Request: Convert/copy all identified content over to the new website

Response: Our database experts first assess whether anything can be migrated programmatically—this is typically limited to large amounts of data stored in a database or in a structured format (press releases, newsletters, etc.).

Manual content migration is woven into our training strategy. We have found that this collaborative effort is the most budget-friendly way to approach content migration and allows your staff to become familiar with the new site and how to use it. Once your new CMS is ready for content entry, your dedicated I.F. trainer will help your city web editors get to know the new site and the content entry and audit process. These trainings are conducted live via video conference and are recorded for reuse in bite-size, topical segments for future reference. Coursework includes:

- **Content Editor Training:** A detailed overview of the content editor experience and best practices for entering, revising, and maintaining content on the new site.
- **Site Administrator Training:** A separate, more in-depth training for your site administrators, customized to their level of expertise.
- **Content Audit Training:** Discovery of the process and tool to audit your content prior to launch, including training on the types of issues to look out for, easy fixes, and how to prioritize.

Then, with our support, your team enters content identified for manual migration and reviews all content to ensure it is ready for launch. Most clients prefer this approach, in which we provide detailed training and support, but your staff is responsible for the actual migration of content.

You can also select our optional Expanded content services for increased support to your team for additional content migration and writing support services.



Request: New content will be drafted with support from City staff

Response: We train you on best practices for creating web content, help write content for new high-level pages and revise high-priority content to support user success. Any additional new content will be written by City staff, with feedback from I.F. available, and using content tools that we will tailor for your specific needs.

For additional support, we recommend our optional Expanded Content Services, which can include us drafting or editing content directly or providing additional in-depth coaching for your staff. The reason for this is straightforward: We want you to be self-sufficient when it comes to content on your site. But we are always available to help, either through the Expanded Content Services option (during implementation) or through our Evolution & Support plan.

Request: Provide html templates, css and graphics that can be used to make our in house developed applications match the new website

Response: Yes, we will provide you with HTML, CSS, and graphics that the City can use to make in-house applications match the new website. Our scope of work excludes, however, the implementation of these components on your applications. We can assist with this if you so desire and are open to discussion on how. Note we haven't included this in our recommended options at this time.



Follow-Up Questions

Question: Now that you have learned more about the project are there any changes to the proposed project schedule?

Answer: No. We anticipate being able to launch your new website in approximately 36 weeks from kickoff.

Q: The City would like to be the account holder for the AWS hosting account. We would like to confirm that this will not be a problem.

Answer: Fulcrum is a fully managed municipal-specific hosting solution that utilizes AWS as the underlying infrastructure. There are multiple layers of functionality integrated with AWS to provide a highly available, secure platform. Direct access to AWS is not allowed at a client level. This allows us to provide both superior uptime guarantee and performance. It is a fully managed service, including security updates and patches. Your team can rest assured that we have you covered.

If direct access to the servers is necessary, we recommend you to explore either:

- self-host, which we are able to support as an option already provided in the proposal, or;
- dedicated Fulcrum hosting instance where we would be able to share AWS login credentials.

Over the last ten years, we have had only two customers needing a dedicated instance of Fulcrum—both large government entities (including a state government) many times the City's size which needed specific security measures to interoperate (ATO) with US federal government systems. As such, the cost for dedicated Fulcrum instances was higher.

Should you be concerned with continuity of operations, for other clients we have created backups (of the Drupal codebase and files) in a compressed format; such backups could be created and provided to you on a regular basis via the I.F. Evolution & Support plan.



Best and Final Price

Below and on the following pages, you'll find our best and final price for all items listed in our original proposal. Items in **red text** have been modified to reflect a discount or alternative pricing approach for the City. Should the City be willing to sign a multi-year (minimum 3 year) agreement with Interpersonal Frequency, we would be happy to waive the annual 5% cost increases so long as the City renewed at the same or higher levels on both Fulcrum cloud hosting and the Evolution & Support plans.

Totals

I.F. Standard Scope of Work	\$135,500
Recommended Optional Features (descriptions further below) <ul style="list-style-type: none"> • Expanded Site Search • Advanced Integration Services • Third-party Webforms • Advanced Mapping • Advanced CRM/Email • Structured Content • Expanded Content Services (40 hours) 	TBD, see recommendations
Hosting Year 1 (Fulcrum + WAF/DDoS/CDN Protection)	\$17,000
Evolution & Support Year 1 (Accelerate Plan Level)	\$37,200



I.F. Standard Scope of Work (unchanged from Proposal)

Discover	
<ul style="list-style-type: none"> • Project Kickoff meeting • Initiate Voice of Citizen® data collection • Content Manifest initiated • Initiate In Depth Interviews • Discovery Workshops • Project Communication Plan & Schedule 	\$33,750
Define	
<ul style="list-style-type: none"> • Experience Outline delivered • Deliver Content Toolkit • Deliver Sitemap • Wireframes initiated 	\$33,750
Design	
<ul style="list-style-type: none"> • Style Tile approved • Design Concept approved • Design comps initiated • Final Feature Set approved • Design comps approved • Style Guide delivered 	\$40,500
Develop	
<ul style="list-style-type: none"> • Deliver configuration of standard Drupal 9 site features on I.F.-provided Fulcrum cloud servers • Build out Style Tile / Pattern Library • Deliver Trainings • Open Access for Content Entry • Initiate site User Acceptance Testing • Initiate Launch Planning & Collaboration 	\$13,500
Launch	
<ul style="list-style-type: none"> • Complete site launch • Initiate Bug Remediation following site launch • Fully transition website to Solutions & Support team 	\$13,500
Total:	\$135,000



Optional Features

The below are our recommendations based on your questions and the interview, as well as common requests from other comparable city customers.

Recommended Optional Features	
Expanded Site search: This option is for more advanced search features, such as including the contents of PDF documents in site search, and potentially other file types (e.g., MS Word). Note: this option requires further technical scoping and may require additional subscription software expenses not listed here.	\$7,500
Advanced Integration Services: For example, making an API call to display information on the website natively and allow users to perform certain functions. Note: these services may require enabling additional functionality in your hosting environment, including AuthScale in our Fulcrum cloud. Pricing for this additional functionality would be determined separately. Based on our review of your current integrations (RecTrack, CitySourced, CIS Infinity Link, Validity, Lucity, YouTube, Google Maps and several in-house developed applications) we recommend accounting for several possible advanced integrations.	\$10,000 per API (Recommended for advanced seamless integrations for RecTrack, CitySourced, CIS Infinity Link, Validity, Lucity)
Third-Party Webform Integration: Our Standard Scope of Work includes the creation of up to 3 forms and training on how to create more within Drupal. This option is for our team to create integrate with a third-party service that enables even easier form creation and is accessible by default. There is a small monthly usage fee that is waived if you select Fulcrum Cloud Hosting.	\$12,500
Advanced Mapping: Customized integrations that would allow a better display from a custom embed widget to a fully customized, API-based mapping solution.	\$1,200
Advanced CRM or Email Marketing: Advanced notification and/or subscription services. Note: this price is for integration only. Monthly SMS/bulk email fees would be charged separately.	\$1,200



Structured Content: Create a structured content approach to website information, allowing that information to be utilized by screenless devices such as voice-based agents (e.g., Amazon Alexa, Google Home), chatbots, and voice-based search. Note: the cost range accounts for additional content strategy and content migration services.	\$15,500
<p>Expanded Content Services: Our Standard Scope of Work includes extensive content strategy and assistance through our content-forward approach. This option is for additional content migration and writing support services from our team. Note: the cost range (40 hours) encompasses the facilitation of migration services by content focals/departments, remote content support, and drafting, writing and uploading services.</p> <p><i>Item moved to recommended optional features based on 12/29 follow-up questions.</i></p>	\$150 per hour (@40 hours for \$6,000)
Total:	TBD
Additional Available Features	
Advanced Events: Our Standard Scope of Work includes a simple display of events-related information. This option is for more advanced features such as recurring events, event entry, and event registration type functionality.	\$15,500
Multilingual Translation Support: Our Standard Scope of Work includes integration of an existing Google Translate account. This option is to integrate a non-Google multilingual translation service (such as WeGlot or equivalent). Note: this fee is for one-time setup only. A separate monthly/annual subscription fee for the service applies.	\$5,500
Siteimprove / Broken Link Notification/ Accessibility Audits: This option includes integration with Siteimprove. This would enable you to have automated accessibility audits, as well as broken link automatic management/notification of broken links. Note: this price does not include a subscription to these services.	\$2,250
Expanded Content Services: Our Standard Scope of Work includes extensive content strategy and assistance through our content-forward approach. This option is for additional content migration and writing support services from our team. Note: the cost range encompasses the facilitation of migration services by	\$150 per hour



content focalis/departments, remote content support, and drafting, writing and uploading services.	
Advanced Authentication: This option addresses integration with an existing Identity and Access Management (IAM) service, via LDAP or SimpleSAML. This option is subject to further technical scoping.	\$13,500
CitizenAssist Multichannel (CAM)™: CAM is an AI digital assistant based on Google Dialogflow™ technology. This feature would make select City website content available via an intelligent chat technology on screen and screenless devices. This fee is an estimate to enable CAM on City website and related content only. System integrations are priced separately and not included here.	\$18,500 / Year



Hosting

Fulcrum & Fulcrum-related options	Cost
<p>Fulcrum Cloud Hosting: Premier Service Level Agreement (SLA)</p> <ul style="list-style-type: none"> • 99.9% uptime guarantee. • Includes 450,000 pageviews per month, 200GB database and file storage, and up to 1TB of data transfer per month (not metered). • Includes hosting maintenance. This does not include changes to the CMS platform itself other than security updates and patches. Additional developer support is covered by Evolution & Support plans. • Includes Voice of Citizen® Subscription with Semi-Annual Reporting. • I.F. SLA, Privacy Policy, Terms of Service apply, see https://goo.gl/5m7xbQ. 	<p>\$12,500 / year + 5% increase for renewal years</p>
<p>Cloudflare (or equal-or-better) Enterprise WAF/DDoS/CDN Protection</p> <ul style="list-style-type: none"> • Increases SLA uptime guarantee to 99.95% 	<p>\$4,500 / year + 5% increase for renewal years</p>
<p>Optional Fulcrum Large File Uploads: Our Standard Scope of Work includes uploading and managing files 14MB or less through the Drupal core and media module. This option is for the ability to upload large files (greater than 14MB and up to 5GB).</p>	<p>\$1,250 plus \$500 per year</p>
<p>Optional Extended Backup Retention: Our Standard Scope of Work includes retention of backups from production and other environments on a rolling 7-day basis, with the oldest backups automatically deleted. The Fulcrum 6 Month backup extends retention: the one (1) weekly backup is preserved each week for 6 Months, on a rolling basis.</p>	<p>\$750 per year</p>
<p>Additional (or Standalone) Voice of Citizen® Subscription</p>	<p>\$12,500 per year</p>



Evolution & Support Plans

Evolve	
<p>Sustain Level Support Package provides ad-hoc Drupal development and related website support, including but not limited to CMS feature upgrades, system assistance, or visual design/graphic design/content needs. Suitable for organizations with internal web developer staffing and other technical resources.</p> <ul style="list-style-type: none"> • Includes up to 10 hours of consulting & support monthly, with unused hours expiring monthly. • Support is available via our toll-free phone number or support portals for any request. • Additional time may be “borrowed” from future months (with the expectation that planned work will be coordinated in advance). • Up to 4 named support users will be allowed to submit tickets. 	<p>\$19,200 / year + 5% increase for renewal years</p>
<p>Accelerate Level Support Package Provides expanded Drupal support and digital strategy to grow online impact and viewership. Suitable for organizations who have some internal web developer staff but wish to augment internal resources.</p> <ul style="list-style-type: none"> • Includes up to 20 hours of consulting & support monthly, with unused hours expiring monthly. • The stipulations from Sustain (above) apply. • <i>This is our recommended level for the City of Independence.</i> 	<p>\$37,200 / year + 5% increase for renewal years</p>
<p>Realize Level Support Package Provides our most extensive Drupal support, including online digital strategy, and expanded ideation and insights to help you realize the potential of your online users. Suitable for organizations who wish to utilize support team members on a dedicated basis.</p> <ul style="list-style-type: none"> • Includes up to 40 hours of consulting & support monthly, with unused hours expiring monthly. • The stipulations from Sustain (above) apply. 	<p>\$72,000 / year + 5% increase for renewal years</p>
Additional Hours	
I.F. Staff Hourly Rate	\$175 / hour
DevOps Staff Hourly Rate	\$400 / hour
Content-Related Services	\$150 / hour

