



Memo #2 for the
City of Independence, MO
May 4, 2022

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

RE: City of Independence Content Management System and Website Audit Follow Up
email 4/26/2022

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

Thank you for your email from Tuesday, April 26, 2022. Based on our discussions with your team, we have responded to your questions on the following pages of this memo.

Sincerely,

/signed/

Eric Burgess
Chief Growth Officer
eric@ifsight.com



Follow-Up Questions

Request: Our team has indicated we should pull additional websites into the scope of this project. The additional websites are <https://visitindependence.com>, <https://www.vailemansion.org/>, <https://www.bwestate.net/>. Visit Independence.com is a general tourism website and the Vaile Mansion and BW (Bingham-Waggoner) Estate .net websites are for historic homes run by the City's Tourism Division. The two home sites would not require any unique design templates, as they would use the design that is decided upon for the main website.

Answer: We are providing a preliminary cost estimate for porting the Visit Independence site into the new City website. We are including the cost of a sub-theme and design remediations to resolve accessibility issues. Note that this will allow the City to maintain the separate URL ([VisitIndependence.com](https://visitindependence.com)) and "look and feel" of the website, but within the new City website software codebase. This means that this website will be managed alongside the City's new website.

We are also revising our Standard Scope of Work cost to include integrating the [VaileMansion.org](https://www.vailemansion.org) and [BWEstate.net](https://www.bwestate.net) websites with a new template, but not a new subtheme. This is the most economical approach. These two (2) websites will continue to have their own URLs but will be managed as part of the City website.

Additionally, we have adjusted the number of pageviews afforded through the Fulcrum cloud hosting plan to accommodate this increase in usage.



Q: Another focus point we would like incorporated into the contract, Scope of Work and Master Service Agreement is to get IF's assistance with migrating the City website over to a City managed AWS hosting account at any point in the future upon request. While we intend to use IF's hosting option, we want to ensure that transferring the website over to the city is an option in the future. This was touched upon based upon a Question-and-Answer response, but we want to have further assurance on this topic.

Answer: We are happy to include such language in a resulting contract, although the mechanism already exists via the Evolution & Support plan. Should you choose to terminate services with Interpersonal Frequency while you are using our Fulcrum cloud hosting services, there would be two options for you to transition the website to a new hosting server. As touched upon in the 1.4.2022 memo, there are backups of the website(s):

“... we have created backups (of the Drupal codebase and files) in a compressed format; such backups could be created and provided to you ... via the I.F. Evolution & Support plan.”

Using a backup, you are able to reconstitute the website on new hosting servers by either:

- A. Using Interpersonal Frequency engineers, via the Evolution & Support plan, to transfer the website backup to a new host. The cost of such a transfer would be borne by the Evolution & Support plan hours. Note that we charge a higher rate for DevOps¹ engineering support, which would be applicable in the case we are attempting to transfer your site to a third-party hosting provider.
- B. Using City of Independence staff or contractors to transfer the website to a new host. In this scenario, we can provide you upon request assistance as needed (again, through your Evolution & Support plan) should your staff, engineers, or contractors need clarification or help transitioning the website.

As you can see, you are covered multiple ways if you require at a future date to transition to other systems.

¹ per proposal page 50, DevOps are currently billed at \$400 per hour and subject to annual escalation.



Pricing

Below and on the following pages, you'll find our updated price for all items listed in our original proposal. Items in **red text** have been modified since our previous memo from January 4th to reflect a discount or alternative pricing approach for the City.

Totals

I.F. Standard Scope of Work	\$135,500
2 Heritage Sites (Vailemansion.org, Bwestate.net)	\$10,000
VisitIndependence.com website	\$50,000
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)	\$19,500
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 	\$33,750



<ul style="list-style-type: none"> • Wireframes initiated 	
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
2 Heritage Sites (Vailemansion.org, Bwestate.net) <ul style="list-style-type: none"> • 1 Template for both sites • Migration into main website • Excluded from content-forward approach for main website • <i>Note: these 2 sites will be part of the main city website (i.e., same codebase)</i> 	\$10,000
VisitIndependence.com website <ul style="list-style-type: none"> • Adaptation of existing design, architecture, and user experience (no user research) • Includes accessibility remediation • 4 templates (including wireframes and comps) • 1 Drupal subtheme • Integrated into the City's main website • Centralized administration 	\$50,000



- Excluded from content-forward approach for main website
- *Note: this site will be part of the main city website (i.e., same codebase)*

New Total:**\$195,000**

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

<p>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.</p>	\$7,500
<p>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.</p> <p>Based on our review of your current integrations (RecTrack, CitySourced, CIS Infinity Link, Validity, Lucy, YouTube, Google Maps and several in-house developed applications) we recommend accounting for several possible advanced integrations.</p>	<p>\$10,000 per API (Recommended for advanced seamless integrations for RecTrack, CitySourced, CIS Infinity Link, Validity, Lucy)</p>
<p>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.</p>	\$12,500
<p>Advanced Mapping: Customized integrations that would allow a better display from a custom embed widget to a fully customized, API-based mapping solution.</p>	\$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
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. <i>Item moved to recommended optional features based on 12/29 follow-up questions.</i>	\$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
Advanced Authentication: This option addresses integration with an existing Identity and Access Management (IAM) service,	\$13,500



via LDAP or SimpleSAML. This option is subject to further technical scoping.	
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
Fulcrum Cloud Hosting: Premier Service Level Agreement (SLA) <ul style="list-style-type: none"> 99.9% uptime guarantee. Includes 500,000 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. 	\$15,000 / year + 5% increase for renewal years
Fastly (or equal-or-better) WAF/DDoS/CDN Protection <ul style="list-style-type: none"> Increases SLA uptime guarantee to 99.95% 	\$4,500 / year + 5% increase for renewal years
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).	\$1,250 plus \$500 per year
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.	\$750 per year
Additional (or Standalone) Voice of Citizen® Subscription	\$12,500 per year



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. This is our <i>minimum</i> level for the City of Independence <i>given the updated request for additional sites.</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

