



# Statement of Work

for **City of Independence, Missouri**

# Table of Contents

<b>Recitals</b>	3
<b>Summary</b>	3
<b>Process</b>	4
Discover	4
Define	4
Design	4
Develop	4
Launch	4
<b>Standard Billing Milestones &amp; Deliverables</b>	5
<b>Feature Set</b>	8
Content Management	8
Event Management	11
Media Management	11
Mapping & Geo Services	11
Search	11
Third-party Services	11
Analytics	13
SEO & Social Media	13
Migration	13
Theming	13
Security	15
Hosting and Infrastructure Maintenance	15
Web Access Logs	15
Capacity	15
Subdomains & server Redirects	15
Client Access to Fulcrum Infrastructure	15
<b>Client Responsibilities</b>	16
<b>Assumptions</b>	17
<b>Exclusions</b>	18
<b>Statement of Work Change Orders</b>	19
<b>Acceptance</b>	19



# Statement of Work

## Recitals

This Statement of Work ("SOW") is an exhibit to the Interpersonal Frequency LLC Master Services Agreement ("Contract," "MSA" or "Agreement") dated \_\_\_\_\_ and between Interpersonal Frequency LLC ("Interpersonal Frequency" or "I.F.") and City of Independence, MO ("Client," "City," or "CIMO"), which is incorporated herein by reference. This SOW supersedes any previous agreements, written or oral. In case of conflict between this SOW and the Contract, the SOW will prevail.

This Statement of Work is active for work undertaken on CIMO website project during the Period of Performance of \_\_\_\_\_, and subsequent one-year terms by mutual agreement of both parties.

This Statement of Work, and all aspects of it, may be modified and amended by mutual written consent via email by authorized representatives of Interpersonal Frequency and CIMO.

This SOW includes ongoing services, including web hosting provided I.F.'s Fulcrum cloud (with WAF/DDoS/CDN protection), I.F.'s Voice of Citizen® analytics software, and I.F.'s Evolution and support plan. These services are governed by the Interpersonal Frequency Software-as-a-Service Agreement ("Fulcrum Premier SLA," "Voice of Citizen®," and "Evolution plan"), executed separately and incorporated herein by reference.

## Summary

The objective of this SoW is to build a user-centric web presence on a modernized infrastructure for CIMO. CIMO and I.F. will partner to complete an end-to-end rebuild of the site with focus on Discovery, Content Strategy, Information Architecture, User Experience, Design, Development, Migration, Testing, and Deployment.

The primary goals of the project are to:

- Replace current content management system,
- Increase usability through Expanded Site Search and Structured Content, and
- Build microsite: [visitindependence.com](http://visitindependence.com).



## Process

I.F. follows a five-step iterative process to build content-forward, data-driven digital solutions.



### Discover

This is where we gather as much information as possible to understand the project, users, organization, problems we need to solve, opportunities, and gaps in knowledge or functionality. Objectives should be focused on exploring all relevant opportunities and avenues of information gathering.

### Define

Building on a thorough exploration and research foundation, we shift to define the specific problems we aim to solve and identify potential solutions. This is when we will begin to define success and how we will measure it, and document technical requirements. As we prototype potential solutions, we will further explore unanswered questions through additional user research and testing to validate proposed solutions.



### Design

With a clearly outlined plan from Define, we begin to finalize our proposed solutions with design. Prototypes will take on a higher fidelity as we get closer to a fully detailed solution. Higher definition prototypes allow for deeper testing in various areas to validate our design concepts and requirements.

### Develop

Once design wraps, site build begins. This encompasses a wide swath of content strategy and technical items which includes: site configuration, technical architecture work, front end development, back end development, testing, training, content entry, and content migration.



### Launch

All core development stage activities are complete and the site is ready to launch. This is a key stage to prepare for launch and ensure announcements, communication, third-party coordination and more are ready to go. Immediately following launch a close monitoring period is needed to catch critical bugs, missing redirects or other issues requiring immediate attention.



## Standard Billing Milestones & Deliverables

Note - Timing and schedule included here are for planning purposes only. Mutually agreed upon final schedule to be determined after contracting and during project planning. At Launch, we will invoice first year Hosting fees. At 7/1/2023, we will invoice the Evolution and Support annual fees (accelerate). In the event the site launch is completed after 7/1/2023, we will prorate the Evolution and Support annual fees on a monthly basis so that the plan expires on 6/30/2024.

Request	Fees
<b>Discover</b>	
<b>Milestone 1:</b> - Project Kickoff meeting - Initiate Voice of Citizen® data collection	TBD
<b>Milestone 2:</b> - Content Manifest initiated - Initiate In Depth Interviews	TBD
<b>Milestone 3:</b> - Discovery Workshops - Project Communication Plan & Schedule	TBD
<b>Define</b>	
<b>Milestone 4:</b> - Experience Outline delivered - Deliver Content Toolkit	TBD
<b>Milestone 5:</b> - Deliver Sitemap - Wireframes initiated	TBD
<b>Design</b>	



<b>Milestone 6:</b> - Style Tile approved - Design Concept approved	TBD
<b>Milestone 7:</b> - Design comps initiated - Final Feature Set approved	TBD
<b>Milestone 8:</b> - Design comps approved - Style Guide delivered	TBD
<b>Develop</b>	
<b>Milestone 9:</b> - Deliver configuration of standard Drupal 9 site features on I.F.-provided Fulcrum cloud servers - Build out Style Tile / Pattern Library	TBD
<b>Milestone 10:</b> - Deliver Trainings - Open Access for Content Entry	TBD
<b>Milestone 11:</b> - Initiate site User Acceptance Testing - Initiate Launch Planning & Collaboration	TBD
<b>Launch</b>	
<b>Milestone 12:</b> - Complete site launch - Initiate Bug Remediation following site launch	TBD





## Feature Set for Main Site

The Drupal production site will incorporate the features and functionality outlined in the table below. Feature sets that were not selected and are not included are explicitly identified as “not included”. Adjustments to this feature set may require a change order. ✓ items are included, and items marked with ⊘ are excluded.

Feature or Functionality	Description	Included (✓/⊘)
<b>Content Management</b>		
<b>Client Drupal User Roles</b>	Standard user roles (Anonymous, Authenticated, Content Editor, Content Publisher, Admin).	✓
	Custom Drupal user roles for the purpose of custom permissions.	⊘
<b>External User Authentication</b>	Client staff can authenticate to the website using Drupal accounts for the purpose of content or site management.	✓
	External, non-Drupal authentication such as Single Sign On (SSO) integration with Active Directory, LDAP or other IAM.	✓
<b>External User Registration</b>	Non-client user accounts and registration.	⊘
<b>Content Templates</b>	Content types overall will not exceed eight (8).	✓
<b>Content Scheduling Workflow and Moderation</b>	Drupal Core content moderation and workflow to create a live content publication workflow. States and transitions to be defined during requirements gathering, but includes email notification.	✓





<b>Alerts and Messaging</b>	Editable emergency alert that appears on the production website. Feature supports three alert levels: Low, Medium, High. Display is limited to one alert at a time.	✓
	Displaying multiple sitewide alerts.	✗
	Dismissable alerts.	✗
<b>Text Editor</b>	WYSIWYG editor that allows embedding of rich-media such as images or videos from the Media Library.	✓
<b>Icon Library</b>	The site will make use of an icon library to provide iconography for use in content.	✓
	Custom iconography.	✗
<b>iFrame Support</b>	The site will provide a mechanism using Paragraphs to allow for the embedding of third-party iFrames.	✓
<b>Webforms and Data Collection</b>	Drupal Webforms with CAPTCHA enabled.	✓
	Anonymous form file uploads.	✗ (not permitted)
<b>Event Management</b>		
<b>Basic Events</b>	Basic Events that allows for standalone events with a start and end time that can span multiple days.	✓
<b>Recurring Events</b>	Recurring Events that allows for a series of events that repeat on a scheduled pattern.	✗
	Event Types: that allow site editors to distinguish between different varieties of events.	✗
	Events Cloning: that copies an existing event into a new, editable event.	✗
	Events Registration: that allows users to register for an event, or a series of events; Ability to set a	✗



	registrant limit on an event, add a waitlist option and notify people if a spot opens up.	
	Events Calendaring: that allows for displaying events in a calendar view.	⊘
<b>Media Management</b>		
<b>File Storage</b>	File uploads to the Drupal Media Library are included and limited to the following types: <ul style="list-style-type: none"> <li>• Audio - mp3, wav, aac</li> <li>• File (document) - txt, rtf, doc, docx, ppt, pptx, xls, xlsx, pdf, odf, odg, odp, ods, odt, fodt, fods, fodp, fodg, key, numbers, pages</li> <li>• Image - png, gif, jpg, jpeg</li> <li>• Remote Video - YouTube, Vimeo</li> <li>• Video - None</li> </ul> File size is limited to 14 MB.	✓
	Drupal Media Library will store all files.	✓
	Large File Upload for files larger than 14 MB.	⊘
<b>File Upload</b>	The site will allow for a single upload at a time.	✓
	Bulk file upload supporting multiple uploads at a time.	⊘
<b>Mapping &amp; Geo Services</b>		
<b>Mapping Service Support</b>	The site will make use of the open source mapping services such as Leaflet JS.	✓
	LeafletJS and OpenStreetMap mapping services for interactive maps.	⊘
<b>Geocoding</b>	GeoCoding service OpenStreetMap.	⊘
<b>Geolocation</b>	Geolocation to determine site visitor location.	⊘



Search		
Site Search	Site search.	✓
Elastic Site Search	Within-File Content Indexing - Indexing the 'File' Media type uploads which are .doc(x) or .pdf files.	✓
	Autocomplete feature (provides suggestions while typing based on what has been indexed or is being typed). Limited to 5 items.	✓
	Automated spellchecker (showing results it thinks you want).	✓
Third-party Services		
Web App Chatbot	Web App Chatbot with voice-to-text.	⊘
Language Support & Translation	The site will be built to support only the default language of English (US).	✓
	Third-party translation with Google Translate, not to exceed 10 languages.	⊘
	Third-party translation with Weglot, not to exceed 10 languages.	⊘
Third-Party Custom Integrations	Third-party custom integrations.	⊘
Third-Party CRM or Email Marketing Integration	Third-party contributed Drupal module integration to enable email signup via either Mailchimp or Constant Contact, a subscription to which will be provided by the client.	⊘
E-Commerce & Payment Integrations	E-commerce or payment integrations.	⊘
Analytics		
Voice of Citizen®	Voice of Citizen®/Patron® data collection.	✓



<b>Third-Party Analytics</b>	Client-provided Google Analytics.	✓
<b>SEO &amp; Social Media</b>		
<b>Social Media</b>	YouTube or Vimeo embeds for video streaming.	✓
	Social sharing functionality that allows content posting to social networking sites such as Twitter, Facebook, etc.	✓
	Linking to third-party social media sites including Facebook, Twitter, LinkedIn, Pinterest, Flickr, Vimeo and YouTube.	✓
	Embedding social media streams.	⊘
<b>Redirects and Path Aliases</b>	Ability to create URL redirects and auto-URL paths.	✓
	The ability to create custom URLs (i.e., URLs that are editable by content editors).	✓
<b>Metatags &amp; Schema.org Tags</b>	Ability for administrators to configure the metatags to improve SEO compatibility.	✓
	Structured data and schema.org integration.	✓
<b>Sitemap</b>	Automated XML sitemap generation using a simple XML sitemap module.	✓
<b>Menus &amp; Breadcrumbs</b>	Site navigation and breadcrumbs.	✓
<b>Third-Party Tag Management</b>	Tag Management (for example Google Tag Manager).	⊘



Migration		
One Time Content Migration	Automated content migration.	⊘
One Time User Migration	Drupal User migration.	⊘
One Time Other Migrations	Any other content, file, entity, user or custom migration.	⊘
Ongoing/Continuous Migrations	Scheduled, ongoing or continuous migration.	⊘
Theming		
Theming	I.F. site theming based on client-approved, I.F. provided Design.	✓
Third-party Design Comps	Design comps from a third-party vendor to be used for development.	⊘
Co-Development	Co-development with client or third-party vendor.	⊘
Third-party Theming	Theming or reskinning any third-party sites outside of the primary client site. (With exception of <a href="https://visitindependence.com">visitindependence.com</a> , as described herein)	⊘
Web Content Accessibility Guidelines (WCAG)	Compliance with WCAG 2.1 AA	✓
	Compliance with WCAG 2.1 AAA.	⊘
Security		
Web Application Firewall (WAF)	I.F. managed WAF (e.g., Cloudflare or Fastly) services to make use of the WAF ruleset.	✓
Distributed Denial of Service (DDoS) Protection	I.F. managed DDoS mitigation services to make use of DDOS protection.	✓




<b>SSL Certificates</b>	I.F. provided auto-renewing certificates will be generated and served as part of the Fulcrum hosting platform service.	✓
<b>IP Address Allow Lists</b>	All the lower environments (dev, test, train) are protected via IP address allow lists, and any /admin or /user paths on the production site are also protected. The Fulcrum Streamlined Whitelist module will allow client users to add their IP address to the allowlist.	✓
<b>CAPTCHA</b>	CAPTCHA field on all forms to ensure that the site cannot be used as a spam relay or that spam messages be stored. If an advanced CAPTCHA implementation is desired (e.g., reCAPTCHA by Google or hCAPTCHA), then API keys will need to be provided by the client.	✓
<b>Hosting and Infrastructure Maintenance</b>		
<b>Cron Jobs</b>	Cron jobs will be configured to run on the site every 1 minute. Most cron tasks will not run this frequently. Cron tasks shall be managed using Ultimate Cron in Drupal.	✓
<b>Content Distribution Network (CDN)</b>	Fastly and/or Cloudflare edge servers CDN.	✓
<b>Email Deliverability</b>	Emails will not be sent directly from the server, instead the site will leverage the SMTP module to deliver emails via Amazon's SES. The client will need to provide the sender/ from email address to be used when sending emails from Drupal.	✓
<b>Standard Backup &amp; Retention</b>	Hourly backup of the Drupal database and daily backup of Drupal files and code in the production (live) environment. Production server data is retained for a week on a rolling basis.	✓
<b>Extended Backup Retention</b>	Backup retention beyond standard. The one (1) weekly backup is preserved each week for 6 (six) months, on a rolling basis.	✓



Web Access Logs		
DDoS	Logging data can be made available on request and will be delivered in “JSON lines” format.	✓
Non-DDoS	Fulcrum logging data can be made available on request and will be delivered in multiple, separate NCSA-like log file formats.	✓
Capacity		
Yearly Bandwidth	6 TB of bandwidth transfer annually (inbound and outbound) (.50 TB of bandwidth transfer per month, not metered)	✓
Yearly Pageviews	3M pageviews annually (250,000 pageviews per month)	✓
Total Content Asset Size	20GB database and file storage	✓
Subdomains & server Redirects		
Subdomains	Subdomains.	✗
Client Apex URL 1:1 Redirects	Server-level redirects (e.g. <a href="http://example.com/staff">example.com/staff</a> redirects to <a href="http://www.example.com/staff">www.example.com/staff</a> ).	✓
Client Legacy URL 1:1 Redirects	Server-level redirects (e.g. <a href="http://www.example.com/about-us">www.example.com/about-us</a> redirects to <a href="http://www.newexample.com/about-us">www.newexample.com/about-us</a> ).	✗
Client Legacy Content Maps	Content-level redirects (e.g. <a href="http://www.example.com/contact">www.example.com/contact</a> maps to <a href="http://www.example.com/hello">www.example.com/hello</a> ).	✓
Multiple Domain Consolidation Redirects	Multiple Domain Consolidation Redirects.	✗
Client Access to Fulcrum Infrastructure		
Clients Who Code	Client access to develop Drupal in the Fulcrum Development environment.	✗



CDN Access	Client access to CDN administration dashboard.	
------------	--	---

## Feature List for [visitindependence.com](https://visitindependence.com)

- 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 (i.e., same codebase)
- Centralized administration
- Excluded from content-forward approach for main website

## Client Responsibilities

CIMO is responsible for the following tasks to be outlined with specific deadlines in the Project Communication Plan & Schedule.

- Identify in-depth interview participants, review and approve interview scripts in a timely manner, and provide assistance with scheduling interviews.
- Install Voice of Citizen® on the current Client site.
- Designate a content team of Content Focals, Migration Focals, Editing Focals and Trainers who are responsible for:
  - Participating in a virtual Content Workshop
  - Gathering, writing, editing, and approving final site content.
  - Reviewing current site content and updating the Content Manifest to identify content to be migrated, content to be abandoned and new content to be created/content requiring updates.
  - Content migration focals are responsible for loading staged content onto the new Drupal site.
  - Content editing focals are responsible for editing and finalizing migrated content.
  - Content trainers are responsible for participating in I.F. led trainings and subsequently training/assisting colleagues in content-related tasks.
- Identify members from stakeholder departments/organizations to act as the Core Team to complete the following tasks:
  - Participate in the Discovery Workshops.
  - Participate in weekly meetings, discussions, and reviews.
  - Conduct User Acceptance Testing (UAT) across device platforms, browsers and operating systems following the testing training. The goal is to identify bugs or launch critical issues to be addressed prior to launch. Issues will be reported via a secure form. Core Team will work with I.F. to identify issues that are critical to resolve before launch. *Please note that if requests and requirements for new features or functionality arise as part of the user acceptance testing process that are outside the approved technical scope document, these issues will be inventoried and considered separate from the*





*Statement of Work. Such items can be addressed either via a separate statement of work and resolved via a change order post launch, or be resolved as part of the I.F. Evolution & Support plan.*

- Designate an authoritative decision maker to give final approval on deliverables by but no later than the specific deadline as outlined in the Project Communication Plan & Schedule.
- Provision of high-availability, preferably via an external cloud-based, DNS provider and for supporting DNS updates and changes. Failure to provide highly available DNS may invalidate SLA uptime commitments.

## Assumptions

The project fee and SOW delivery are contingent upon the following assumptions:

1. This statement of work for the main site includes:
  - a. Project kickoff meeting with key stakeholders.
  - b. Up to 5 (five) stakeholders for In-Depth Interviews.
  - c. Discovery Workshops as part of the Virtual Discovery Summit.
  - d. Delivery of a user-centric sitemap and 2 (two) wireframes with 1-2 revisions.
  - e. Style tile with up to 2 design concepts that apply to all pages with 1-2 revisions.
  - f. Our visual design comps extend the approach from Wireframes and Style Tile to 5 (five) key page templates (up to 2 revisions) with 3 responsive breakpoints (mobile, tablet, desktop).
2. The project schedule, timeline and fees are predicated on prompt Client responses, active participation in the project, adequate Client staff resource commitments, and requested data delivery in a timely manner from the Client. Excessive delays will cause schedule and cost increases. If the client requests or causes time delays that extend the project beyond the agreed-upon time frames a change order will be necessary.
3. The statement of work above assumes approximately 1,118 hours of effort occurring over 9 months. If the statement of work requires more than 103% of the estimated hours (1,152 hours or more), such effort is not included in this proposed budget and will be invoiced separately at the following rates:
  - a. I.F. Staff: \$175/hour
  - b. DevOps Staff: \$400/hour
  - c. Content-Related Services: \$150/hour
4. If CLIENT requests or causes time delays that extend the project beyond the 9-month period, each additional week will be invoiced at a rate of \$3,500 per week.
5. I.F. will provide content strategy, content training, and migration planning assistance. CLIENT will be responsible for providing adequate staff to migrate content to the new site in a timely manner, including writing, editing, and uploading content. Content editing or writing is excluded from our Standard Statement of Work.
6. The system will be built using the Drupal 9 Content Management System and related Drupal modules as described in this SOW.
7. Training and training materials provided are as stated in the Statement of Work. Additional training and/or training materials will be billed at our hourly rate.



8. During development, I.F. will ask for feedback on specific designs and features at weekly client meetings. Formal User Acceptance Testing (UAT) will occur prior to launch. Any post-launch issues will be reported, prioritized, and resolved during the Post-Launch Bug Fix Sprint.
9. During the website bug-testing window, any client-reported bugs should be entered into I.F. provided bug tracking system (not emailed or slacked) to ensure a prompt response.
10. The site will be tested to work with the latest versions of Microsoft Edge, Mozilla Firefox, Google Chrome, and Apple Safari, as well as the most recent iOS and Android mobile device browsers (the last 2 major revisions as of the contract date unless otherwise indicated). However, because Internet browsers constantly undergo significant changes, some browsers may have trouble rendering critical content from your website—I.F. cannot guarantee your website will function properly on those browsers if this occurs. This is particularly true if the content at issue is beyond your control (e.g., data derived from an API). IE11 Excluded.
11. CLIENT is responsible for implementation of the new website style on third-party applications (“re-skinning”).
12. HTTPS must be enforced throughout the website and related CLIENT applications. CLIENT is responsible for ensuring this with other web applications.
13. Pricing above assumes use of our Fulcrum Premier hosting and an I.F. evolution and support plan. Fulcrum Premier SLA applies, see this link: <https://goo.gl/5m7xbQ>
14. CLIENT agrees that Interpersonal Frequency may use CLIENT’s name, trademarks and captured graphic and video images, along with a general description of the Services performed, in the promotion and advertising of Interpersonal Frequency. CLIENT also agrees to enable an unobtrusive hyperlink with the words, “Powered by Interpersonal Frequency” at the bottom of the website. The hyperlink shall direct to the I.F. corporate website.

## Exclusions

In addition to the features listed as NOT INCLUDED in the table above, the following are excluded:

1. Expenses, including travel.
2. Content writing, editing, and manual content migration work performed directly by I.F.
3. Providing for the payment toward third-party systems, including mapping systems such as Google Maps or ESRI ArcGIS.
4. Integration with payment processing systems not explicitly called out above.
5. Custom Drupal module development not explicitly called out above.
6. Changes to information architecture, website design, or technical scope after approval.
7. Additional Drupal user roles not explicitly called out above.
8. Changes adding more than one calendar month to the project timeline.
9. Extra revisions for deliverables not explicitly called out above.



## Statement of Work Change Orders

This Statement of Work, and all aspects of it, may be modified and amended by mutual written consent via email by authorized representatives of Interpersonal Frequency and CLIENT, subject to the terms of the Contract and consistent with the specifications and requirements contained therein.

## Acceptance

The parties have accepted each and every statement and term stated herein. Each of the two parties must sign below and initial every page.

IN WITNESS WHEREOF, the parties hereto have executed this Statement of Work ("SOW").

	Interpersonal Frequency LLC ("I.F.")	Client Name ("City of Independence, Missouri")
Name	Harish R. Rao	
Position	CEO	
Date		
Signature		

