

Agenda Report Reviewed by:
City Manager: 

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: March 15, 2022
To: Honorable Mayor and City Councilmembers
From: City Administration
Subject: Approval of Award of Contract for City Web Site Redesign- Awardee: Planeteria
Recommendation: That the Mayor and City Council Consider Approval of Award of Contract to Planeteria for the City of Sebastopol Web Site Redesign
Funding: Currently Budgeted: X Yes _____ No _____ N/A
Net General Fund:
Contract Services
Amount: \$35,000
Net General Fund Cost:

Account Code Number: 100-13-01-4210 \$35,000 - Authorized in City Approved Budget (if applicable) _AK___ (verified by Administrative Services Department)

INTRODUCTION:

This item is to request City Council Consider Award of Contract for City Web Site Redesign to Planeteria.

BACKGROUND:

On November 16, 2021, City staff released the Request for Proposals for the redesign of the City Web site. The City of Sebastopol was seeking the best proposal that would be equipped to integrate additional features that may be needed or new technologies that may be developed in the future for the site. The City is seeking a redesigned site that centralizes content management, is easier for the public to navigate, and allows for any City Staff member to manage the daily, weekly, monthly and beyond inputs.

DISCUSSION:

The City of Sebastopol received three proposals as listed below:

- Jesse James \$35,000.00/ Maintenance would be billed at a rate of \$125/hr./
\$6,000.00 Yearly Hosting (Not part of Contract)
- Mobikasa \$35,000.00/Yearly Managed Maintenance \$8,000.00/
\$2,000.00 Yearly Hosting (Not part of Contract)
- Planeteria \$34,650.00 /Yearly Managed Maintenance \$2,400.00/
\$600.00 Yearly Hosting (Not part of Contract)

An interview panel was created containing a staff member from each City department, as well as the City’s community outreach coordinator staff. Interviews were conducted with each proposal and a follow up interview was conducted with the two highest nominated proposals based upon the input from each panel member. Second interviews were conducted with Mobikasa and Planeteria.

Based upon the interviews conducted, and follow up clarifications with each proposal, discussion and understanding of development of a more attractive contemporary look and improved site security; as well as compliance with the City's local purchasing policy *"Whenever possible, the City wishes to support, promote the use of local businesses, suppliers and services providers to help create a sustainable economy, preserve local businesses, and make a commitment to circulate tax dollars within city limits"*, Planeteria, a local company (located in Santa Rosa, CA) (the other two proposals are located on the East Coast), and who provided the best submittal to the City, it is recommended that the City Council consider award of contract for the City Web Site Redesign to Planeteria. The City Council could also reject all proposals and direct staff to re-issue the Request for Proposal.

CITY COUNCIL AND/OR GENERAL PLAN GOALS:

5.3.3 Encourage and increase public awareness of City Policies, decisions, programs and all public processes and meetings, by investigating effective methods of communication and obtaining feedback from the community.

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, if staff receives public comment from interested parties following the publication and distribution of this staff report such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of this item.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

FISCAL IMPACT:

There is no fiscal impact with this action tonight as this item was approved in the FY 21-22 budget in the amount of \$35,000 for City Web site redesign.

RECOMMENDATION:

That the City Council Approve Award of Contract for City Web Site Redesign to Planeteria, in an amount not to exceed \$35,000.

Attachment(s):

Contract Template
Proposal – Planeteria

AGREEMENT FOR PROFESSIONAL SERVICES

THIS AGREEMENT, made and entered into on _____ by and between the City of Sebastopol, located in the County of Sonoma, State of California (City), and Planeteria. (Consultant).

RECITALS:

A. City desires to employ Consultant to furnish professional services in connection with the project described as Professional Audit Services.

B. Consultant has represented that Consultant has the necessary expertise, experience, and qualifications to perform the required duties.

NOW, THEREFORE, in consideration of the mutual premises, covenants, and conditions herein contained, the parties agree as follows:

SECTION 1 – BASIC SERVICES

Consultant agrees to perform the services set forth in **Exhibit A, “Scope of Services”** and made part of this Agreement.

SECTION 2 – ADDITIONAL SERVICES

Consultant shall not be compensated for any services rendered in connection with its performance of this Agreement which are in addition to or outside of those set forth in this Agreement or **Exhibit A, “Scope of Services”**, unless such additional services and compensation are authorized in advance and in writing by the City Council or City Manager of the City.

SECTION 3 – TIME FOR COMPLETION

The time for completion of services shall be as identified in **Exhibit A, “Scope of Services”**.

SECTION 4 – COMPENSATION AND METHOD OF PAYMENT

A. Subject to any limitations set forth in this Agreement, City agrees to pay consultant the amount specified in Exhibit A, page 30, “Proposed Pricing”, attached hereto and made a part hereof. Total compensation shall not exceed a total of \$35,000 and shall be completed per attached proposed schedule unless additional compensation is approved in accordance with Section 2.

B. Consultant shall furnish to City an original invoice for all work performed and expenses incurred during the preceding month. The invoice shall detail charges by the following categories if applicable: labor (by sub-category), travel, materials, equipment, supplies, subconsultant contracts, and miscellaneous expenses. City shall independently review each invoice submitted to determine whether the work performed and expenses incurred are in compliance with the provisions of this Agreement. If no charges or expenses are disputed, the invoice shall be approved and City will use its best efforts to cause Consultant to be paid within 30 days of receipt of invoice. If any charges or expenses are disputed by City, the original invoice shall be returned by City to Consultant for correction and resubmission. If the City reasonably determines, in its sole judgment, that the invoiced

charges and expenses exceed the value of the services performed to date and that it is probable that the Agreement will not be completed satisfactorily within the contract price, City may retain all or a portion of the invoiced charges and expenses. Within thirty (30) days of satisfactory completion of the project, City shall pay the retained amount, if any, to Consultant.

C. Payment to the Consultant for work performed pursuant to this Agreement shall not be deemed to waive any defects in work performed by Consultant.

SECTION 5 – STANDARD OF PERFORMANCE

Consultant represents and warrants that it has the qualifications, experience and facilities necessary to properly perform the services required under this Agreement in a thorough, competent and professional manner. Consultant shall at all times faithfully, competently and to the best of its ability, experience and talent, perform all services described herein. In meeting its obligations under this Agreement, Consultant shall employ, at a minimum, generally accepted standards and practices utilized by persons engaged in providing services similar to those required of Consultant under this Agreement.

SECTION 6 – INSPECTION AND FINAL ACCEPTANCE

City may inspect and accept or reject any of Consultant's work under this Agreement, either during performance or when completed. City shall reject or finally accept Consultant's work within sixty (60) days after submitted to City, unless the parties mutually agree to extend such deadline. City shall reject work by a timely written explanation, otherwise Consultant's work shall be deemed to have been accepted. City's acceptance shall be conclusive as to such work except with respect to latent defects and fraud. Acceptance of any of Consultant's work by City shall not constitute a waiver of any of the provisions of this Agreement including, but not limited to, the sections pertaining to indemnification and insurance.

SECTION 7 – INSURANCE REQUIRED

Consultant shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, or employees. Refer to **Exhibit B**, Insurance Requirements for IT Vendor Services.

SECTION 8 – INDEMNIFICATION

A. Consultant shall indemnify and hold harmless City, its agents, officers, officials, employees, and volunteers from any and all claims, demands, suits, loss, damages, injury, and/or liability (including any and all costs and expenses in connection therewith), incurred by reason of any negligent or otherwise wrongful act or omission of Consultant, its officers, agents, employees and subcontractors, or any of them, under or in connection with this Agreement; and Consultant agrees at its own cost, expense and risk to defend any and all claims, actions, suits, or other legal proceedings brought or instituted against City, its agents, officers, officials, employees and volunteers, or any of them, arising out of such negligent or otherwise wrongful act or omission, and to pay and satisfy any resulting judgments.

B. When Consultant under this Agreement is duly licensed under California Business and Professions Code as an architect, landscape architect, professional engineer, or land surveyor (“design professional”), the provisions of this section regarding Consultant’s duty to defend and indemnify apply only to claims that arise out of or relate to the negligence, recklessness, or willful misconduct of the design professional.

C. If any action or proceeding is brought against Indemnitees by reason of any of the matters against which Consultant has agreed to indemnify Indemnitees as provided above, Consultant, upon notice from City, shall defend Indemnitees at Consultant’s expense by counsel acceptable to City, such acceptance not to be unreasonably withheld. Indemnitees need not have first paid for any of the matters to which Indemnitees are entitled to Indemnification in order to be so indemnified. The insurance required to be maintained by Consultant shall ensure Consultant’s obligations under this section, but the limits of such insurance shall not limit the liability of Consultant hereunder. The provisions of this section shall survive the expiration or earlier termination of this Agreement.

D. The provisions of this section do not apply to claims to the extent occurring as a result of the City’s sole negligence or willful acts or misconduct.

SECTION 9 – INDEPENDENT CONTRACTOR STATUS

A. Consultant is and shall at all times remain a wholly independent contractor and not an officer, employee, or agent of City. Consultant shall have no authority to bind City in any manner, nor to incur an obligation, debt or liability of any kind on behalf of or against City, whether by contract or otherwise, unless such authority is expressly conferred under this Agreement or is otherwise expressly conferred in writing by City.

B. The personnel performing the services under this Agreement on behalf of Consultant shall at all times be under Consultant’s exclusive direction and control. Neither City, nor any elected or appointed boards, officers, officials, employees or agents of City, shall have control over the conduct of Consultant or any of Consultant’s officers, employees or agents, except as set forth in this Agreement. Consultant shall not at any time or in any manner represent that Consultant or any of Consultant’s officers, employees or agents are in any manner officials, officers, employees or agents of City.

C. Neither Consultant, nor any of Consultant’s officers, employees or agents, shall obtain any rights to retirement, health care or any other benefits which may otherwise accrue to City’s employees. Consultant expressly waives any claim Consultant may have to any such rights.

SECTION 10 – CONFLICTS OF INTEREST

A. Consultant covenants that neither it, nor any officer or principal of its firm, has or shall acquire any interest, directly or indirectly, which would conflict in any manner with the interests of City or which would in any way hinder Consultant’s performance of services under this Agreement. Consultant further covenants that in the performance of this Agreement, no person having any such interest shall be employed by it as an officer, employee, agent, or subcontractor without the express written consent of the City Manager. Consultant agrees to at all times avoid conflicts with the interests of City in the performance of this Agreement.

B. City understands and acknowledges that Consultant is, as of the date of execution of this Agreement, independently involved in the performance of non-related services for other governmental agencies and private parties. Consultant is aware of any stated position of City relative to such projects. Any future position of City on such projects shall not be considered a conflict of interest for purposes of this section.

SECTION 11 – OWNERSHIP OF DOCUMENTS

A. All original maps, models, designs, drawings, photographs, studies, surveys, reports, data, notes, computer files, files and other documents prepared, developed or discovered by Consultant in the course of providing any services pursuant to this Agreement shall become the sole property of City and may be used, reused or otherwise disposed of by City without the permission of the Consultant. When requested by City, but no later than three years after project completion, Consultant shall deliver to City all such original maps, models, designs, drawings, photographs, studies, surveys, reports, data, notes, computer files, files and other documents.

B. All copyrights, patents, trade secrets, or other intellectual property rights associated with any ideas, concepts, techniques, inventions, processes, improvements, developments, works of authorship, or other products developed or created by Consultant during the course of providing services (collectively the “Work Product”) shall belong exclusively to City. The Work Product shall be considered a “work made for hire” within the meaning of Title 17 of the United States Code. Without reservation, limitation, or condition, Consultant hereby assigns, at the time of creation of the Work Products, without any requirement of further consideration, exclusively and perpetually, any and all right, title, and interest Consultant may have in the Work Product throughout the world, including without limitation any copyrights, patents, trade secrets, or other intellectual property rights, all rights of reproduction, all rights to create derivative works, and the right to secure registrations, renewals, reissues, and extensions thereof.

SECTION 12 – CONFIDENTIAL INFORMATION; RELEASE OF INFORMATION

A. All information gained or work product produced by Consultant in performance of this Agreement shall be considered confidential, unless such information is in the public domain or already known to Consultant. Consultant shall not release or disclose any such information or work product to persons or entities other than City without prior written authorization from the City Manager, except as may be required by law.

B. Consultant, its officers, employees, agents or subcontractors, shall not, without prior written authorization from the City Manager or unless requested by the City Attorney of City, voluntarily provide declarations, letters of support, testimony at depositions, response to interrogatories or other information concerning the work performed under this Agreement. Response to a subpoena or court order shall not be considered “voluntary” provided consultant gives City notice of such court order or subpoena.

C. If Consultant, or any officer, employee, agent, or subcontractor of Consultant, provides any information or work product in violation of this Agreement, then City shall have the right to reimbursement and indemnity from Consultant for any damages, costs and fees, including attorney’s fees, caused by or incurred as a result of Consultant’s conduct.

D. Consultant shall promptly notify City should Consultant, its officers, employees, agents or subcontractors be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions or other discovery request, court order or subpoena from any party regarding this Agreement and the work performed thereunder. City retains the right, but has no obligation, to represent Consultant or be present at any deposition, hearing or similar proceeding. Consultant agrees to cooperate fully with City and to provide City with the opportunity to review any response to discovery requests provided by Consultant. However, this right to review any such response does not imply or mean the right by City to control, direct, or rewrite such response.

SECTION 13 – SUSPENSION OF WORK

City may, at any time, by ten (10) days written notice suspend further performance by Consultant. All suspensions shall extend the time schedule for performance in a mutually satisfactory manner and Consultant shall be paid for services performed and reimbursable expenses incurred prior to the suspension date.

SECTION 14 – COMPLIANCE WITH LAW

Consultant shall keep itself informed of and comply with all applicable federal, state and local laws, statutes, codes, ordinances, regulations and rules in effect during the term of this Agreement. Consultant shall obtain any and all licenses, permits and authorizations necessary to perform the services set forth in this Agreement. Neither City, nor any elected or appointed boards, officers, officials, employees or agents of City, shall be liable, at law or in equity, as a result of any failure of Consultant to comply with this section.

SECTION 15 – COMPLIANCE WITH CIVIL RIGHTS

During the performance of this contract, Consultant agrees as follows:

A. Equal Employment Opportunity. In connection with the execution of this Agreement, Consultant shall not discriminate against any employee or applicant for employment because of race, religion, color, ancestry, age, sexual orientation, physical handicap, medical condition, marital status, sex, or national origin. Such actions shall include, but not be limited to, the following: employment, promotion, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rate of pay or other forms of compensation; and selection for training including apprenticeship.

B. Nondiscrimination Civil Rights Act of 1964. Consultant will comply with all federal regulations relative to nondiscrimination to federally-assisted programs.

C. Solicitations for Subcontractors including Procurement of Materials and Equipment. In all solicitations, either by competitive bidding or negotiations, made by Consultant for work to be performed under a subcontract, including procurement of materials or leases of equipment, each

potential subcontractor, supplier, or lessor shall be notified by Consultant of Consultant's obligations under this Agreement and the regulations relative to nondiscrimination.

SECTION 16 – RECORDS

A. Records of Consultant's direct labor costs, payroll costs, and reimbursable expenses pertaining to this project covered by this Agreement will be kept on a generally recognized accounting basis and made available to City if and when required for a period of up to 3 years from the date of Consultant's final invoice.

B. Consultant's records and design calculations will be available for examination and audit if and as required. The cost of any reproductions shall be paid by City.

C. Records/Documents. All records produced by CONSULTANT during the course of your work under this agreement are and at all times shall remain the property of the CITY. CONSULTANT shall assemble these records in an orderly fashion and store same, for at least three years, in a mutually agreed upon location so that they may be reasonably available to the public or to the officials of CITY as required. Copies of records shall be provided to the City from time to time, as requested.

SECTION 17 – COOPERATION BY CITY

All public information, data, reports, records, and maps as are existing and available to City as public records, and which are necessary for carrying out the work as outlined in the Exhibit A, "Scope of Services", shall be furnished to Consultant in every reasonable way to facilitate, without undue delay, the work to be performed under this Agreement.

SECTION 18 – NOTICES

All notices required or permitted to be given under this Agreement shall be in writing and shall be personally delivered, or sent by facsimile or first class mail, addressed as follows:

To City: City Manager
7120 Bodega Ave
Sebastopol, California 95472

To Consultant: Consultant Name
Address
City, State, Zip Code

Notice shall be deemed effective on the date personally delivered or transmitted by facsimile, or, if mailed, three (3) days after deposit in the custody of the U.S. Postal Service.

SECTION 19 – TERMINATION

A. City may terminate this Agreement, with or without cause, at any time by giving ten (10) days written notice of termination to Consultant. If such notice is given, Consultant shall cease immediately all work in progress.

B. If either Consultant or City fail to perform any material obligation under this Agreement, then, in addition to any other remedies, either Consultant, or City may terminate this Agreement immediately upon written notice.

C. Upon termination of this Agreement by either Consultant or City, all property belonging to City which is in Consultant's possession shall be delivered to City. Consultant shall furnish to City a final invoice for work performed and expenses incurred by Consultant, prepared as set forth in this Agreement.

SECTION 20 – ATTORNEY FEES

If litigation or other proceeding is required to enforce or interpret any provision of this Agreement, the prevailing party in such litigation or other proceeding shall be entitled to an award of reasonable attorneys' fees, costs and expenses, in addition to any other relief to which it may be entitled. In addition, any legal fees, costs and expenses incurred to enforce the provisions of this Agreement shall be reimbursed to the prevailing party.

SECTION 21 – ENTIRE AGREEMENT

This Agreement, including the attached Exhibits, is the entire, complete, final and exclusive expression of the parties with respect to the matters addressed therein and supersedes all other agreements or understandings, whether oral or written, or entered into between Consultant and City prior to the execution of this Agreement. No statements, representations or other agreements, whether oral or written, made by any party which are not embodied herein shall be valid and binding unless in writing duly executed by the parties or their authorized representatives.

SECTION 22 – SUCCESSORS AND ASSIGNS

This Agreement shall be binding on the heirs, executors, administrators, successors and assigns of the parties. However, this Agreement shall not be assigned by Consultant without written consent of the City.

SECTION 23 – CONTINUITY OF PERSONNEL

Consultant shall make every reasonable effort to maintain the stability and continuity of Consultant's staff assigned to perform the services required under this Agreement. Consultant shall notify City of any changes in Consultant's staff assigned to perform the services required under this Agreement, prior to any such performance.

SECTION 24 – DEFAULT

In the event that Consultant is in default under the terms of this Agreement, the City shall not have any obligation or duty to continue compensating Consultant for any work performed after the date of default and may terminate this Agreement immediately by written notice to Consultant.

SECTION 25 – WAIVER

Waiver by any party to this Agreement of any term, condition, or covenant of this Agreement shall not constitute a waiver of any other term, condition, or covenant. Waiver by any party of any breach of the provisions of this Agreement shall not constitute a waiver of any other provision, nor a waiver of any subsequent breach or violation of any provision of this Agreement. Acceptance by City of any work or services by Consultant shall not constitute a waiver of any of the provisions of this Agreement.

SECTION 26 – LAW TO GOVERN; VENUE

This Agreement shall be interpreted, construed and governed according to the laws of the State of California. In the event of litigation between the parties, venue in state trial courts shall lie exclusively in the County of Sonoma. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Northern District of California, in San Francisco.

SECTION 27 – SEVERABILITY

If any term, condition or covenant of this Agreement is declared or determined by any court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions of this Agreement shall not be affected thereby and the Agreement shall be read and construed without the invalid, void or unenforceable provision(s).

SECTION 28 – SPECIAL PROVISIONS

This Agreement is subject to the following special provisions: none.

IN WITNESS WHEREOF, the parties hereto have accepted, made, and executed this Agreement upon the terms, conditions, and provisions above stated, the day and year first above written.

Consultant:

City:

By: _____
Name:
Title:

By: _____
Name: Larry McLaughlin
Title: City Manager

Approved as to Form:

By: _____
Name: Larry McLaughlin
Title: City Attorney

Insurance Requirements for IT Vendor Services

IT Vendor shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Vendor, its agents, representatives, or employees. Vendor shall procure and maintain for the duration of the contract insurance claims arising out of their services and including, but not limited to loss, damage, theft or other misuse of data, infringement of intellectual property, invasion of privacy and breach of data.

MINIMUM SCOPE AND LIMIT OF INSURANCE

Coverage shall be at least as broad as:

1. **Commercial General Liability (CGL):** Insurance Services Office Form CG 00 01 covering CGL on an “occurrence” basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than **\$2,000,000** per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 or 25 04) or the general aggregate limit shall be twice the required occurrence limit.
2. **Automobile Liability:** Insurance Services Office Form Number CA 0001 covering, Code 1 (any auto), or if Consultant has no owned autos, Code 8 (hired) and 9 (nonowned), with limit no less than **\$1,000,000** per accident for bodily injury and property damage.
3. **Workers’ Compensation** insurance as required by the State of California, with Statutory Limits, and Employer’s Liability Insurance with limit of no less than **\$1,000,000** per accident for bodily injury or disease. (Not required if consultant provides written verification it has no employees)
4. **Cyber Liability Insurance**, with limits not less than **\$2,000,000** per occurrence or claim, \$2,000,000 aggregate. Coverage shall be sufficiently broad to respond to the duties and obligations as is undertaken by Vendor in this agreement and shall include, but not be limited to, claims involving infringement of intellectual property, including but not limited to infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or destruction of electronic information, release of private information, alteration of electronic information, extortion and network security. The policy shall provide coverage for breach response costs as well as regulatory fines and penalties as well as credit monitoring expenses with limits sufficient to respond to these obligations.

If the Vendor maintains broader coverage and/or higher limits than the minimums shown above, the City of Sebastopol requires and shall be entitled to the broader coverage and/or the higher limits maintained by the contractor. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City of Sebastopol.

Other Insurance Provisions

The insurance policies are to contain, or be endorsed to contain, the following provisions:

Additional Insured Status

The City of Sebastopol, its officers, officials, employees, and volunteers are to be covered as additional insureds on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the Vendor including materials, parts, or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the Consultant’s insurance (at least as broad as ISO Form CG 20 10 11 85 or both CG 20 10, CG 20 26, CG 20 33, or CG 20 38; and CG 20 37 forms if later revisions used).

Primary Coverage

For any claims related to this contract, the Vendor’s insurance coverage shall be primary insurance primary coverage at least as broad as ISO CG 20 01 04 13 as respects the City of Sebastopol, its officers, officials, employees, and volunteers. Any insurance or self insurance maintained by the City of

Sebastopol, its officers, officials, employees, or volunteers shall be excess of the Vendor's insurance and shall not contribute with it.

Notice of Cancellation

Each insurance policy required above shall state that coverage shall not be canceled, except with notice to the City of Sebastopol.

Waiver of Subrogation

Vendor hereby grants to the City of Sebastopol a waiver of any right to subrogation which any insurer of said Vendor may acquire against the City of Sebastopol by virtue of the payment of any loss under such insurance. Vendor agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the City of Sebastopol has received a waiver of subrogation endorsement from the insurer.

Self-Insured Retentions

Self-insured retentions must be declared to and approved by the City of Sebastopol. The City of Sebastopol may require the Vendor to provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention. The policy language shall provide, or be endorsed to provide, that the self-insured retention may be satisfied by either the named insured or the City of Sebastopol.

Acceptability of Insurers

Insurance is to be placed with insurers authorized to conduct business in the state with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City of Sebastopol.

Claims Made Policies

If any of the required policies provide coverage on a claims-made basis:

1. The Retroactive Date must be shown and must be before the date of the contract or the beginning of contract work.
2. Insurance must be maintained, and evidence of insurance must be provided ***for at least five (5) years after completion of the contract of work.***
3. If coverage is canceled or non-renewed, and not ***replaced with another claims-made policy form with a Retroactive Date*** prior to the contract effective date, the Vendor must purchase "extended reporting" coverage for a minimum of ***five (5) years*** after completion of contract work.

Verification of Coverage

Vendor shall furnish the City of Sebastopol with original Certificates of Insurance including all required amendatory endorsements (or copies of the applicable policy language effecting coverage required by this clause) and a copy of the Declarations and Endorsement Page of the CGL policy listing all policy endorsements before work begins. However, failure to obtain the required documents prior to the work beginning shall not waive the Vendor's obligation to provide them. The City of Sebastopol reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

Subcontractors Vendor shall require and verify that all subcontractors maintain insurance meeting all the requirements stated herein, and Vendor shall ensure the City of Sebastopol is an additional insured on insurance required from subcontractors.

Special Risks or Circumstances The City of Sebastopol reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

All certificates and endorsements shall reference the appropriate policy number, names of insured, and shall be signed by an authorized representative of the insurer.



PLANETERIA MEDIA

THE CITY OF SEBASTOPOL

WEBSITE REDESIGN

PROPOSAL ISSUED: DECEMBER 29, 2021

PREPARED FOR:

Office of the City Manager

City of Sebastopol

7120 Bodega Avenue, Sebastopol, CA 95472

P: 707.823.1153 **E:** info@cityofsebastopol.org

PREPARED BY:

Tyler Coffin - Sales & Business Development Director

Brian Lee - Strategy Director

Victoria Kovatch - Sales & Marketing Analyst

CONTACT:

Planeteria Media

110 Stony Point Road, Ste 225, Santa Rosa, California 95401

P: 707.843.3773 **E:** sales@planeteria.com

@planeteria_media **f** @planeteria **in** @planeteria



HELLO CITY OF SEBASTOPOL PROJECT TEAM,

Planeteria is excited for the opportunity to extend our website services for the City of Sebastopol's by redesigning the City's public facing website. We have had the pleasure of designing the previous version of the City's website in 2016 and have provided continued tech support and maintenance since the launch. We are uniquely positioned to understand your functional/technical needs, in addition to your content requirements. At Planeteria we believe in flexible and modular websites. That means that as the City grows and changes, the website can evolve easily with you. This is why we recommend utilizing an open-source, license free solution like WordPress that not only allows control of all content by non-technical staff, but also allows for global design and functionality changes without re-building the entire site. A flexible website keeps your brand fresh and your audience engaged without great expense or difficulty.

We also read in your RFP that this project is part of a broad effort to strengthen and support the City of Sebastopol and modernize the it's communication tools, while also highlighting your diverse and dynamic community. That caught our interest because it tells us the City thinks about how to best serve its audience. Planeteria's mission statement is to design digital experiences that support communities in having positive and productive interactions with their local government. Our approach to your City website is to create a virtual city hall, so your community can easily interact and engage using online resources. We understand the City would like the website to be a tools residents, businesses, tourists and City staff can rely on to provide vital & easily navigable resources such as an events calendar, alerts, department pages, forms, news, directories, Covid-19 updates and much more. The City of Sebastopol is choosing to redesign your websites at a very interesting and unique point in time, and it is extremely important to provide a service centric website with online tools for your audience to rely on.

We recommend a revitalized digital presence that leverages enhanced functionality to allow for added online services, improved navigation/work flow, and a defined website style guide to dictate your visual style. We take extra time with art direction to select photos and imagery that represent the unique features of The City of Sebastopol. This is the type of project Planeteria excels at delivering. We will become your technology partner, just like we have done for the City of Lacey, Clackamas County, City of Pleasanton, Township of North Brunswick, and San Diego County Water Authority.

We are excellent at our craft and have an experienced team ready to deliver an exceptional web presence for The City of Sebastopol. Your website will become a pivotal resource for City staff and the community to lean on. We pride ourselves on long term relationships and would be proud to help you launch a second website with the City of Sebastopol.

WARM REGARDS,



Tyler Coffin - Sales & Business Development Director

P: 707.843.3773 **E:** tyler@planeteria.com

110 Stony Point Rd Suite 225, Santa Rosa, CA 95401

SECTION ONE:

Company Profile



ABOUT PLANETERIA

Since 1999, Planeteria has been designing, developing and supporting community-focused websites for cities, counties, municipalities and other public agencies around the country. We've built over 500 sites serving millions of customers. We pride ourselves in offering modular solutions for local government organizations who want the ability to make adjustments to their website without needing technical support. Additionally, we build our sites with the ability to be comprehensively re-designed without requiring a full re-development effort. This helps save our clients money while keeping your website flexible as the needs of your community and organization change.

We're also highly focused on providing content support. Our content specialists personally work with you to understand, organize, edit, refine and migrate your content and its structure.

WE DESIGN WITH YOUR COMMUNITY AS THE PRIORITY. IN FACT, IT'S OUR MISSION STATEMENT:

To design digital experiences that support communities in having positive and productive interactions with their local government.

We find that WordPress meets the needs of 90% of our projects. WordPress is one of the most widely used solutions in the world. Through 22 years of developing government websites, our team has created and refined proprietary tools specific to the needs of the public sector.

For Planeteria to create positive and productive digital experiences, we uphold three core values: **service, diversity, and equity**. We consider those values when proposing solutions for our clients, and we have considered those values as we've built our team. We have 25 employees distributed around the country with our main office in Santa Rosa, California. Using a distributed work force allows us a broader access to talent with diverse life experience. It also provides our team with experience working in a wider variety of communities.

We leverage our staff size to provide excellent service. Our clients can speak directly with our technical director, our lead designer, and our content specialist without navigating a phone tree.

We are proud to say our team has won multiple design and development awards for work around the country.

RECENT AWARDS



MUNICIPAL EXPERIENCE

We have worked with cities, counties and other municipalities all over the country and below is a sampling. Each client below has their own unique technology stack and functionality requirements for their website. Often times Planetaria integrates third party functionality using best practices. In other times, we incorporate our own functionality stack such as calendar events, board meetings and more.



ADDITIONAL RELATED PROJECTS

- City of Nixa, MO
- City of Pleasanton, CA
- City of Sebastopol, CA
- Township of North Brunswick, NJ
- Clackamas County, OR
- City of Tacoma, WA
- City of Lacy, WA
- City of Tucker, GA
- City of Midway, UT
- Town of Ithaca, NY
- Aleutians East Borough, AK
- Sonoma Water, CA
- Boston Housing Authority, MA
- Butler County Regional Transportation Authority, OH
- San Diego County Water Authority, CA
- Lextran, KY
- AC Transit, CA
- Solano Superior Court, CA
- Solano Transportation Authority, CA
- OC Local Area Formation Commission, CA
- Bend Parks & Rec, OR
- Basin Recreation District, UT

For a full list of our projects, visit WWW.PLANETERIA.COM/GOVERNMENT

PLANETERIA VALUES

There are a lot of digital agencies on the planet for you to choose from. You should work with Planeteria because of our unique combination of Our Team, Our Designs, and Our Process. Our project managers run our projects with our three company values in mind.



SERVICE

- We actively seek out opportunities to help.
- We are good listeners and are attentive to client needs.
- We actively research new technologies to support our clients' goals. We don't always have the answer but we work hard to uncover a path for project success.
- We respond thoughtfully and punctually in our communications.



DIVERSITY

- We embrace and celebrate people different from ourselves and ideas unlike our own. We feel this is a key element to bringing fresh and effective ideas to any successful project.
- We work to understand other perspectives. Through active listening we work to understand what others are trying to communicate.
- We believe great solutions are born from gathering a wide variety of ideas.
- We understand our own experience is not the only experience.
- We seek feedback and input from all stakeholders in our projects.



EQUITY

- We keep in mind that not all people have the same opportunities and resources.
- We actively remove barriers to using our products.
- We strive to understand the cultural components of inequity and fight against those components.

FINANCIAL STABILITY & HISTORY

Planeteria was established in 1999 and has survived 2 recessions and has grown steadily. We started in Santa Rosa, Northern California, and now have a distributed work force all over the county. We also have clients all over the country and have a strong client base in California. Planeteria is privately owned, financially stable and has no outstanding business loans or mortgages.

DUNS & BRADSTREET NUMBER: 079196688

BALANCE SHEET

	Ending 12/17	Ending 12/18	Ending 12/19	Ending 12/20	Forecast 12/21
ASSETS					
Current Assets	\$81,360	\$91,655	\$150,000	\$200,000	\$300,000
Fixed Assets	\$181,456	\$402,645	\$525,000	\$750,000	\$1,200,000
Total Assets	\$262,816	\$494,300	\$675,000	\$950,000	\$1,500,000
LIABILITIES					
Current Liabilities	\$16,700	\$23,655	\$25,000	\$35,000	\$50,000
Equity	\$246,116	\$470,645	\$650,000	\$915,000	\$1,450,000
Total Liabilities & Equity	\$262,816	\$494,300	\$675,000	\$950,000	\$1,500,000

PROFIT & LOSS

	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
Total Income	\$951,000	\$1,100,525	\$1,600,000	\$3,200,000	\$5,000,000
Total Expenses	\$818,500	\$945,245	\$1,300,000	\$2,500,000	\$3,900,000
Net profit	\$132,500	\$155,280	\$300,000	\$700,000	\$1,100,000

- There are no past of pending litigations against Planeteria alleging failure to perform in accordance with contractual obligations.
- There have been no projects which have resulted in time extensions and/or the assessment of liquidated damages against any member of the project team during the last ten (10) years.

SECTION TWO:
Project Team



CITY OF SEBASTOPOL PROJECT TEAM

Planeteria is made up of a dedicated team of 25 experts who will be handling all aspects of your project. Our robust creative, technical, content, and management teams collaborate closely to ensure that projects are executed seamlessly, while our team leads remain committed to delivering quality work and facilitating communication. We have subject matter experts in project management, user experience, design, ADA, technology, customer service, SEO etc. Our team's versatility and concise project management process sets us apart from the competition. We will not require any subcontractors for this project.



WYATT BENOIT | PROJECT MANAGER

Wyatt has been Planeteria's lead project manager since 2015. Because of her abilities managing diverse stakeholder interests, she specializes in working with our Municipal clients. Wyatt is excellent at handling multiple projects, ensuring all timelines and goals are met. She is a very effective communicator, and makes sure that information is constantly flowing to the right person. Wyatt is organized, flexible, and strategizes to make sure all projects are executed on time. She has a degree in Arts and Communication Design from Pacific Northwest College of Arts, and has also completed a Cornell University Project Management Certificate.



SANDEEP MEHTA | TECHNOLOGY DIRECTOR

Sandeep has over 20 years of international experience managing creative technology projects. Before Planeteria he served as director for process Redesign at Citigroup and also as the managing director of a technology solutions company. Sandeep has built over 150 websites for organizations across the country. Sandeep manages a team of engineers on all technical elements of our projects.



TYLER COFFIN | SALES & BUSINESS DEVELOPMENT DIRECTOR

Tyler has over 15 years of technical website sales experience helping organizations turn project ideas into a reality. Communicating website design needs can prove to be difficult, but Tyler prides himself on educating clients so they are co-creators with input and buy-in on the final product. He will initiate the scope of work, project contract/agreement and payment terms and will be the point of contact for post-launch account management. Tyler is a graduate from University of California, Davis with a bachelors in Communication and Sociology.



HEIDI PEYSER | INFORMATION ARCHITECT

Heidi has been advising non-profits and government agencies about website development, digital communications and internal processes since 2001. Heidi serves as the bridge between content, design and programming by evaluating what clients already have vs. what they need. Heidi also plays a key role in evaluating the breadth of existing content and streamlining it to make it clear, consistent, and usable for audiences across generational divides. Heidi is a Sonoma State graduate, has a bachelors in Business and Psychology and a master's in Psychology with a focus on research.



CHLOE STEINHOFF-SMITH | LEAD VISUAL DESIGNER

For over a decade, Chloe has been committed to communicating clearly through compelling, user-focused design that is carefully crafted to enrich each clients' branding and aesthetic. As Planeteria's lead visual designer, Chloe has been instrumental in developing comprehensive design systems and experiences that are not only intuitive and effective for users, but flexible and easy for our clients to implement and maintain. She has a Bachelor of Fine Arts in Communication Design from Pacific Northwest College of Art.



KEEGAN ORTIZ-DEKRAMER | SENIOR DEVELOPER

Keegan’s philosophy in life is “talk a little, listen a lot, and then over-deliver on client expectations”. Keegan is our lead ADA specialist. He has been programming websites for thirteen years, leading our development team since 2009, and brings a contagious enthusiasm to our projects. He has expertise in multiple programming frameworks and has also been involved in the development of CMS systems. Keegan graduated from University of California, Davis with a degree in Computer Science.



VICTORIA KOVATCH | SALES & MARKETING ANALYST

Victoria got her start working for a large consumer products distribution company in branding and marketing. At Planeteria, Victoria assists in identifying new leads, preparing proposals, and making sure all parts of the sales process are up to date. She also works on marketing initiatives, press releases, newsletters, social media, and SEO. Victoria primary roles bridge the gap between sales and marketing. She has a degree in sociology from Azusa Pacific University and recently completed a digital marketing certificate from Columbia University’s Emeritus Business School.



BILL OLSON | WEB PRODUCER

Bill has over 12 years of web development experience, and is our main customer support lead. His primary role is making sure new project designs and functionality meet expectations upon launch and beyond. He also serves as a main point of contact for existing web site maintenance and technical support, and assists in content migration. Bill has an Associate degree in Interactive Media Design from the Santa Rosa Junior College and training as an Adobe Application Specialist.



BRIAN LEE | STRATEGY DIRECTOR

Brian has been building Planeteria's client list since 2009. He holds an MA in Journalism, a BS in Cell and Molecular Biology and has worked around the world as a professional photojournalist. Between his communication skills and his understanding of design strategy, he helps Planeteria understand what digital business tools will be of greatest value to our clients. He has been integral in establishing Planeteria's focus on serving the needs of our municipal clients by soliciting input from the community they serve. Brian enjoys bringing diverse thinkers together and seeing what unexpected ideas and unique solutions arise.



KATRINA THOMAS | LEAD PHOTOGRAPHER & ART DIRECTOR

With a background in both audio engineering and photographic artistry, Katrina has spent the better part of the past two decades cultivating her technical expertise and creative vision. Earning her C.P.P. designation from the Professional Photographers Association in 2014 was a turning point in her career. Recognized for her technical skill as well as her artistic vision, Katrina began to shift her focus from general portrait photography to dynamic environmental portraits, and commercial imagery. Creating an image with a compelling photographic story is exciting and made possible only through mutual collaboration.



JESSICA KANE | PROJECT MANAGER

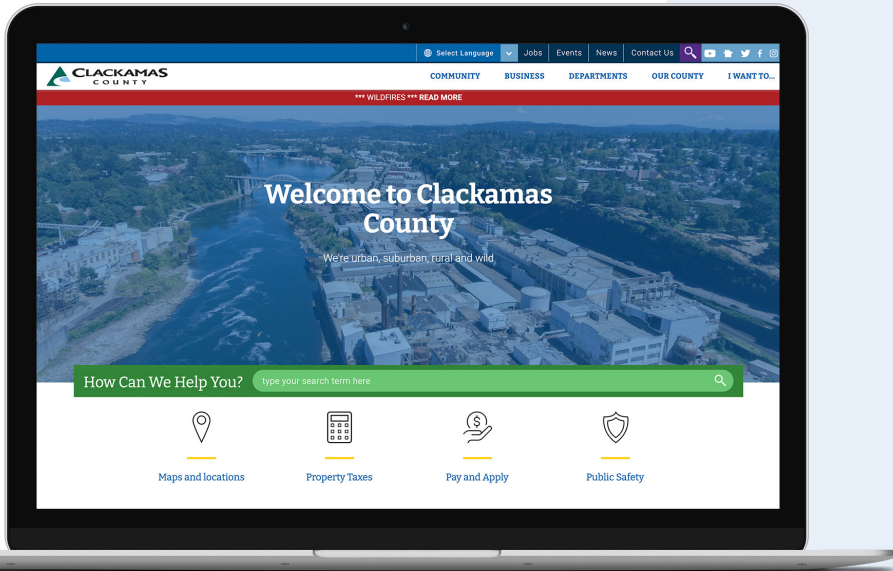
Jessica has over 8 years of creative experience in a variety of roles. She has a strong passion for streamlining processes and bringing people together. Jessica provides excellent communication and planning support for both our internal team as well as our clients. She graduated in Arts and Communication Design from California State University, Channel Islands. She has studied writing, design, and user strategy.

SECTION THREE:

Municipal Design Experience



MUNICIPAL EXPERIENCE



CLACKAMAS COUNTY

WWW.CLACKAMAS.US

PROJECT DURATION: 9 months

YEAR LAUNCHED: May 2019

PROJECT CONTACT:

JESSIE KIRK | Web Content Editor

jkirk@clackamas.us | 503.742.5916

BACKGROUND

Clackamas County is Oregon's third-most populous county. Since the county's creation, agriculture, timber, manufacturing, and commerce have been the principal economic activities.

THE PROJECT

Planeteria was hired for website design and development services for the county's 2,000+ page website that receives more than 2 million visits per year. With a site over 2,000 pages, the content reorganization was essential. A unique challenge to this project was the County has over 40 different departments and divisions all of which needed unique department pages with an overall look and feel that created uniformity throughout the site but also provides levels of flexibility in what they could post and where.



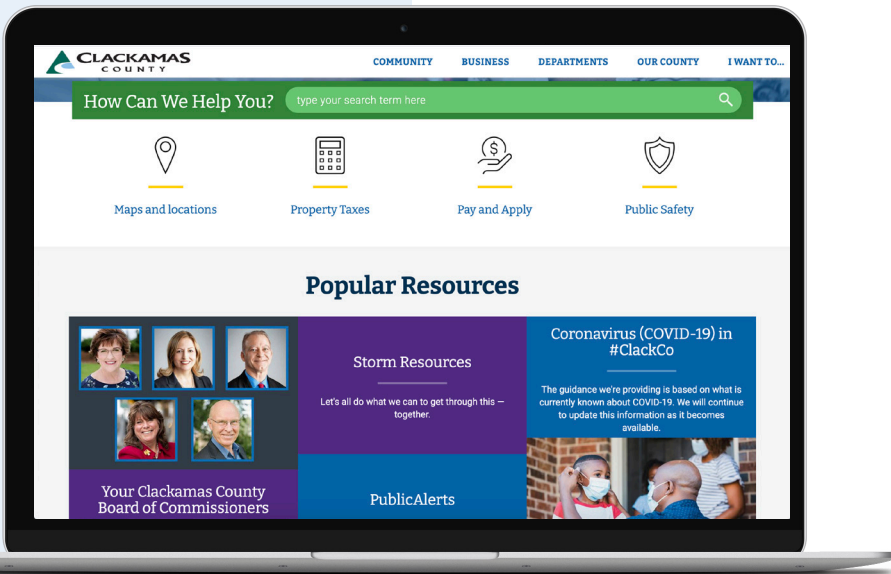
THE SOLUTION

The solution for Clackamas county required an in depth audit of their immense content. We conducted an audience needs assessment with relevant stakeholders to determine the most essential components for the new website. From there, we created a new site map, wireframes, web style guide (colors/typography), mood-boarding, design mock ups, developed using Drupal CMS, and mobile responsiveness.

SERVICES PROVIDED

News & events, social media integration, custom calendar integration, procurement, emergency alerts, in-site search functionality, video embedding/streaming, document archive, online forms, department directory, unique department home pages, ADA compliant, Google Analytics, mobile responsive, language translation, ongoing maintenance and hosting.

CASE STUDY: CLACKAMAS COUNTY

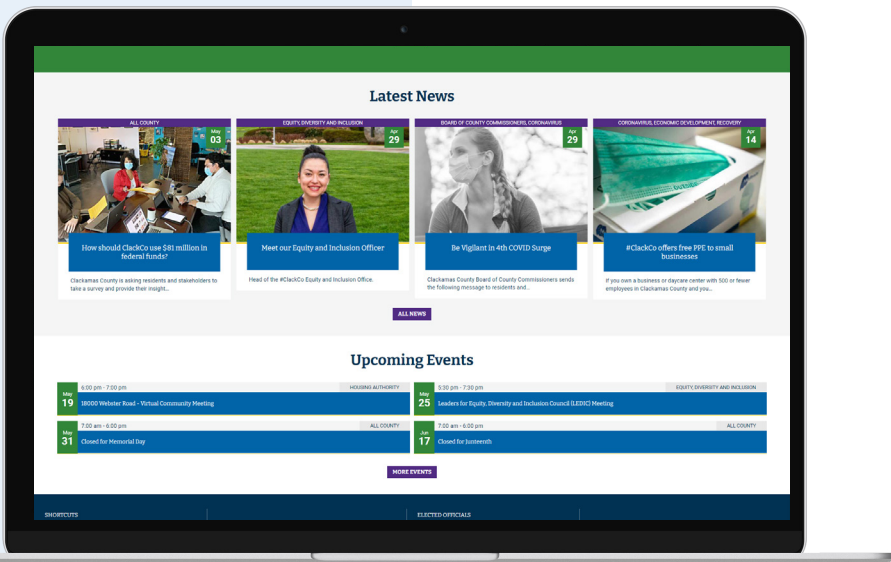
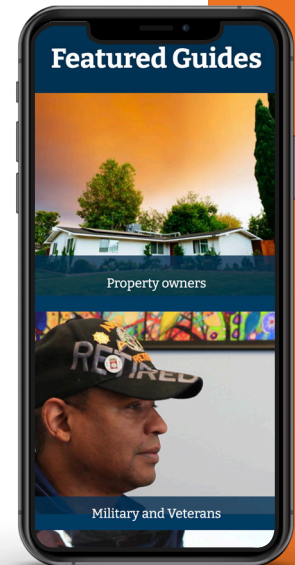


EASY ACCESS TO KEY TOOLS AND SERVICES

On the home page we wanted to give citizens easy access to the most important information and resources and we wanted to display this information in a stackable format that is both aesthetically pleasing and scales easily for different screen sizes.

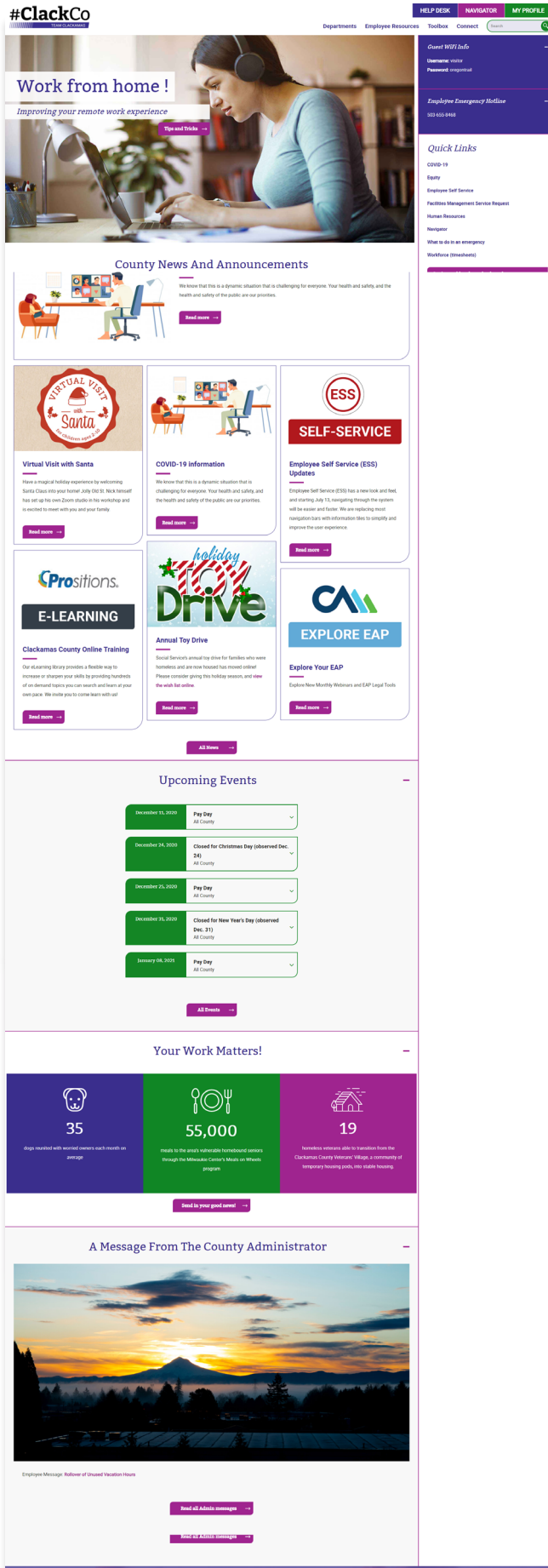
FEATURED GUIDES

Clackamas County has several resource guides to help citizens identify which department they should be connecting with. There is easy access to these guides on the home page of the County website.



SYNDICATION OF LATEST NEWS AND UPCOMING EVENTS

We believe municipal websites should be a tool that make staff more effective and efficient. One way to achieve this is through content syndication of News & Events. County staff updates News and Events in the CMS and the News articles and calendar Events are syndicated throughout the website with one administrative effort.



COUNTY EMPLOYEE INTRANET

Following the completion of the public facing County website, Planeteria was retained to design and develop the staff facing County intranet.

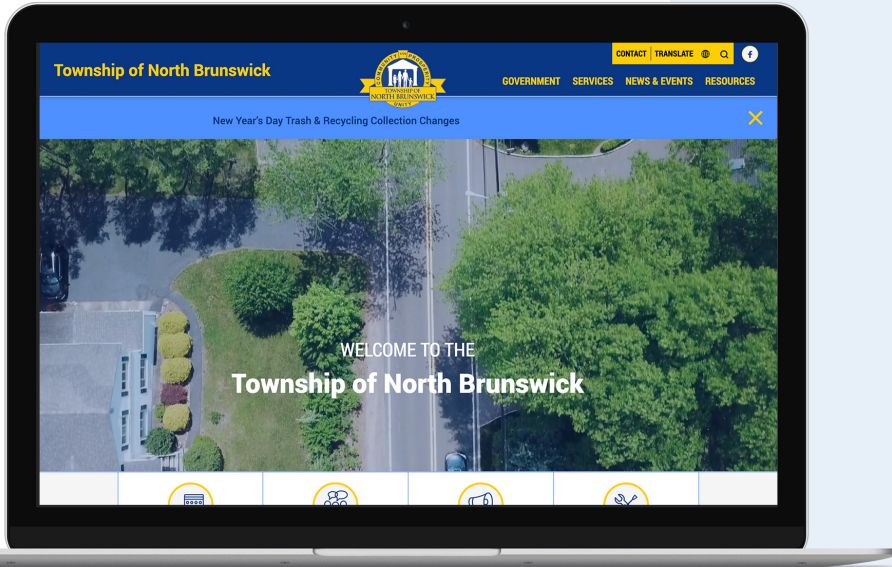
THE SOLUTION

The intranet allows county staff to collaborate internally using the same intuitive CMS as the main site and share content between instances to maximize efficiency. This password protected portal will give county staff access to restricted documents, internal staff newsletters, articles, county internal calendars employee resources, HR documents and more information.

SERVICES PROVIDED

Planeteria provided a discovery sessions with the different departments to understand the Intranet requirements and expectations. Then we completed wireframing, sitemaping, and mockups for the home page, and several internal pages. The Intranet was then developed in Drupal and was tested on various devices and browsers. The solution includes an API integration with DocHub for synchronized documents and synced with the employee database. The Intranet was personalized, i.e it can show content on home page (example news/events) based on the department of user and the personal preferences set of the user. Users can also have personalized welcome messages and save personal bookmarks.

MUNICIPAL EXPERIENCE



TOWNSHIP OF NORTH BRUNSWICK

WWW.NORTHBRUNSWICKNJ.GOV

PROJECT DURATION: 4 months

YEAR LAUNCHED: November 2020

PROJECT CONTACT:

JUSTINE PROGBIN

jprogbin@northbrunswicknj.gov |

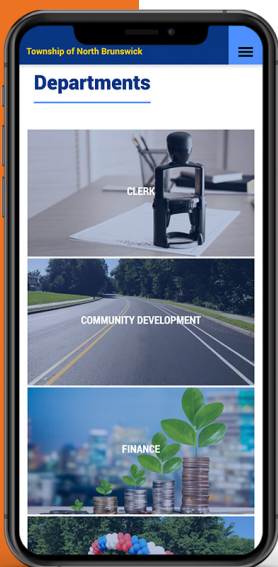
732.247.0922 x 268

BACKGROUND

North Brunswick is a township in Middlesex County, New Jersey with a population of approximately 40,000, 38 different departments and nearly 100 services and programs run by the City.

THE PROJECT

In 2016 municipal officials reviewed their website and found several enhancements were required for transparency, civic engagement, and to meet the growing need for digital communications with the community. Planeteria was selected for the full Redesign of the website for the Township of North Brunswick with a service centric design. The scope of the project included interactive forms, expanded online payments, links to the cable studio for live stream, citizen resource center, new procurement portal and resident notifications. Because of a new communications initiative that was accelerated by COVID-19, the project had a quick turn around time.



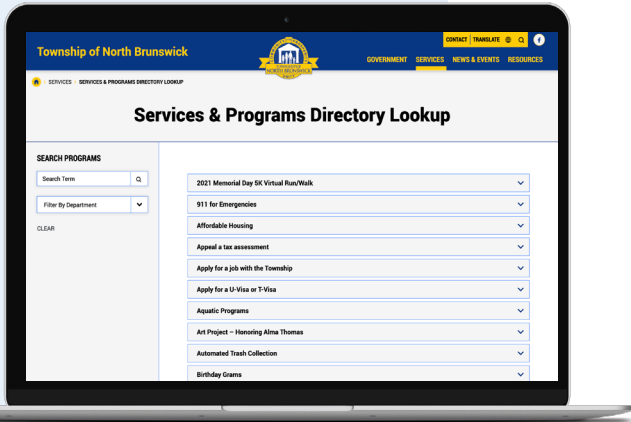
THE SOLUTION

Site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, WordPress CMS, mobile responsive, hosting and managed maintenance.

SERVICES PROVIDED

News & events, social media integration, custom calendar integration, procurement, emergency alerts, site search functionality, video embedding/streaming, document archive, online forms, ADA compliant, Google Analytics, mobile responsive, language translation, ongoing maintenance and hosting.

CASE STUDY: TOWNSHIP OF NORTH BRUNSWICK

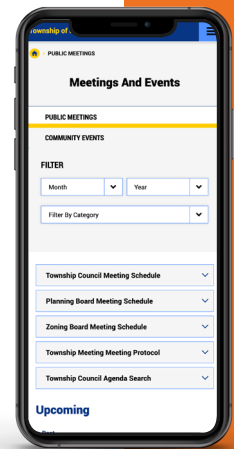


SERVICES AND PROGRAMS SEARCH

It is very important for residents to have easy access to Township services. Because the Township provides so many services and programs it is critical to provide search options and filter options for residents.

MEETINGS & EVENTS

The goal of the Meeting & Events page is to keep residents and other stakeholders informed on upcoming public meetings and community events. These can be filtered by meeting category and month/year. This tool allows the Township to look up future meeting dates and search for past meetings.

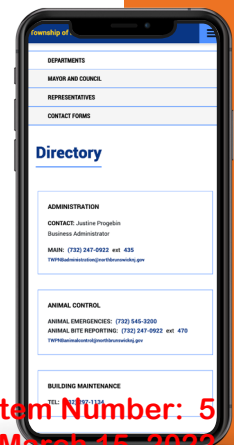


PUBLIC NOTICES

Providing current news to citizens is very important to municipal organizations. News articles are written like a blog post and are syndicated to the home page and the news page of the website. This allows the website administrator to create and publish content in the websites CMS and the content can be updated throughout the website. We refer to this as data base driven architecture.

CONTACT DIRECTORY

Residents have easy access to different departments, mayor, council members and other representatives.



MUNICIPAL EXPERIENCE



CITY OF SEBASTOPOL

WWW.CI.SEBASTOPOL.CA.US

PROJECT DURATION: 7 months

YEAR LAUNCHED: Feb 2016

PROJECT CONTACT:

MARY GOURLEY

mgourley@cityofsebastopol.org |

707.823.1153

BACKGROUND

The City of Sebastopol is a small semi-urban community located in Sonoma County, CA with just over 7,000 residents. In this dynamic community, a small-town vibe blends with an international feel, creating a sophisticated rural atmosphere.

THE PROJECT

The challenge faced during this project was reorganizing content, removing content that was duplicate and eliminating old/outdated content. To do this, Planeteria interviewed different City department representatives in order to have a better understanding of their specific needs. A survey was put out to the public for assessment of public priorities and needs, nearly 2,000 citizens of all ages responded. Findings were delivered in a live forum. A comprehensive site audit was also conducted. All of these stakeholder data prints and anecdotes were factored into the site architecture and design with a goal of being a site for not just local government but for the greater community built upon it. During the Discovery Phase of the project, certain

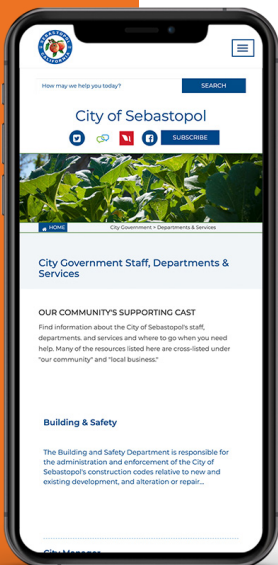
applications and functionality were identified as essential: local business directory, online bill pay, live stream City meetings, multi-department calendar creation, smart searching, social media integration and live local weather.

THE SOLUTION

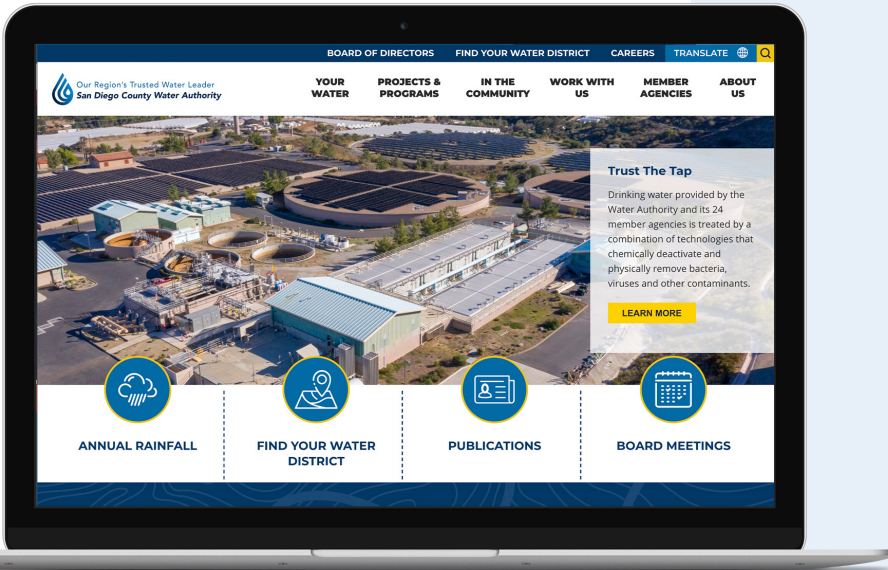
Audience needs assessment, site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, Kentico CMS, mobile responsive, hosting and managed maintenance.

SERVICES PROVIDED

News & events, social media integration, custom calendar integration, procurement, emergency alerts, site search functionality, video embedding/streaming, document archive, online forms, ADA compliant, Google Analytics, mobile responsive, language translation, ongoing maintenance and hosting.



MUNICIPAL EXPERIENCE



SAN DIEGO COUNTY WATER AUTHORITY

WWW.SDCWA.ORG

PROJECT DURATION: 8 months

YEAR LAUNCHED: March 2021

PROJECT CONTACT:

ANDREA MORA

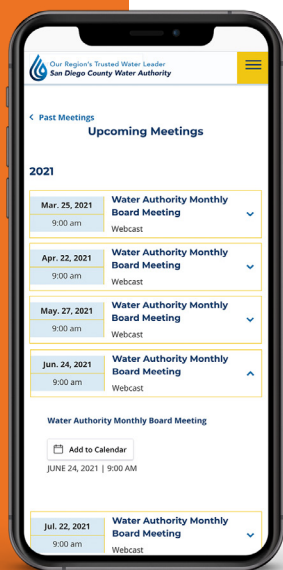
amora@sdewa.org | 858.522.6600

BACKGROUND

The San Diego County Water Authority sustains a \$245 billion regional economy and the quality of life for 3.3 million residents through a multi-decade water supply diversification plan, major infrastructure investments and forward-thinking policies that promote fiscal and environmental responsibility.

THE PROJECT

The site's focus is to better communicate with internal and external customers, including the public, member agencies, investors, media, contractors, water industry leaders and elected officials. The site serves as the primary source of information about the agency and regional water issues. Planetaria Media integrated interactive data and charts about water storage and usage from the present back to mid last century, Google-like predictive search with visual results, customized Google Maps to display current projects, member agency zip code search, and member agency clickable county map. The result is a visually appealing, mobile responsive ADA compliant solution.



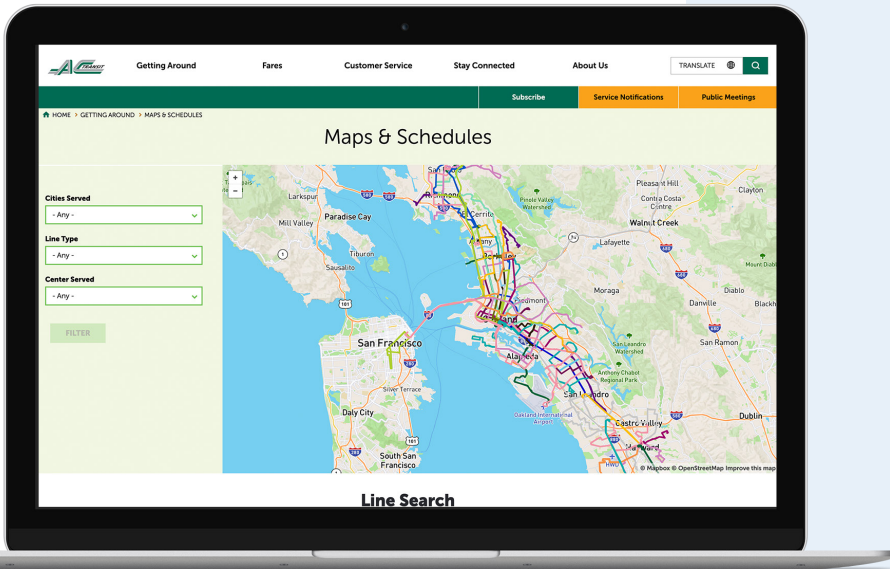
THE SOLUTION

Site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, WordPress CMS, mobile responsive, hosting and managed maintenance.

SERVICES PROVIDED

News & events, social media integration, custom calendar integration, procurement, emergency alerts, site search functionality, video embedding/streaming, document archive, -online forms, ADA compliant, Google Analytics, mobile responsive, language translation, ongoing maintenance and hosting.

MUNICIPAL EXPERIENCE



AC TRANSIT

WWW.ACTRANSIT.COM

PROJECT DURATION: 11 months

YEAR LAUNCHED: February 2021

PROJECT CONTACT:

DARRELL TAKARA

dtakara@actransit.org | 510.891.7108

BACKGROUND

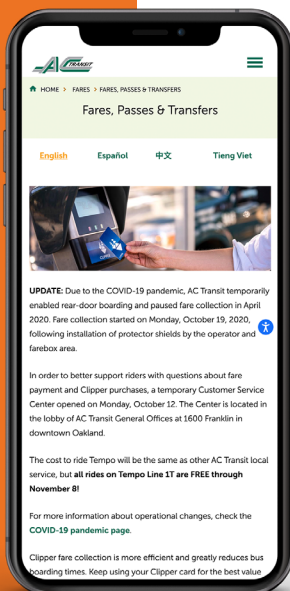
AC Transit is an Oakland-based public transit agency serving the western portions of Alameda and Contra Costa counties in the East Bay of the San Francisco Bay Area. AC Transit operates 147 routes and over 5,500 stops.

THE PROJECT

AC Transit was seeking a turnkey solution for a new external website (www.actransit.org) including hosting, deployment of a Content Management System, design, implementation, training and on-going support of the website.

THE SOLUTION

AC Transit required Planeteria to design and develop the new website utilizing Drupal 8 and provide ongoing support post launch to upgrade to new versions of Drupal as they are released.



The project included questionnaires, stakeholder focus groups, interviews, in-person kickoff, site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, Drupal CMS, mobile responsive, hosting and managed maintenance. Multi-modal Trip Planner with quick access to essential information, such as ACT RealTime, system map and service notices. Seamless integration of engagement opportunities, including AC Transit Board Meetings, community events calendar and other engagement opportunities.

SERVICES PROVIDED

News & events, live bus tracking with Clever Devices, GTFS schedules, trip planning, maps, social media integration, custom calendar integration, emergency alerts, site search functionality, video embedding/streaming, document archive, online forms, ADA compliant, Google Analytics, mobile responsive, language translation, ongoing maintenance and hosting.

MUNICIPAL EXPERIENCE



GOLD COAST TRANSIT DISTRICT

WWW.GOLDCOASTTRANSIT.ORG

PROJECT DURATION: 12 months

YEAR LAUNCHED: August 2021

PROJECT CONTACT:

CYNTHIA TORRES DUQUE

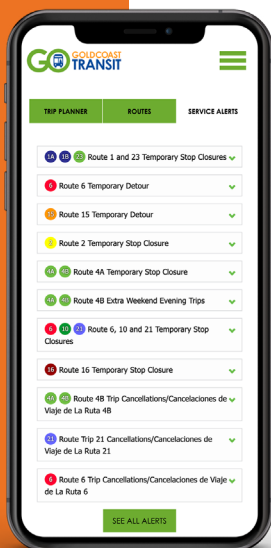
cduque@gctd.org | 805.483.3959 x 110

BACKGROUND

GCTD serves nearly 4 million riders in western Ventura County in southern California annually. GCTD has 20 routes, 57 clean natural gas-fueled buses and 24 paratransit vans.

THE PROJECT

Gold Coast Transit District intended for the new website to be user-friendly on a variety of desktop browsers and mobile platforms. In addition, the website will need to be accessible for persons with disabilities, comply with all Web Content Accessibility Guidelines (WCAG) 2.0, and offer an easy-to-use translation system. The website needed to be able to support a large variety of content for people to view, search, and link to, including but not limited to, bus schedule information, google transit trip planner, NextBus real-time arrival information, social media integration (including Facebook, Twitter, etc.), and online video platforms (including YouTube, Vimeo, etc.).



THE SOLUTION

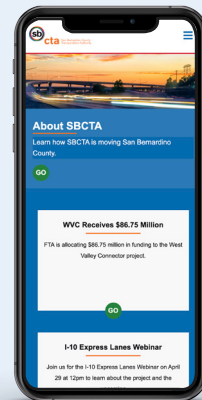
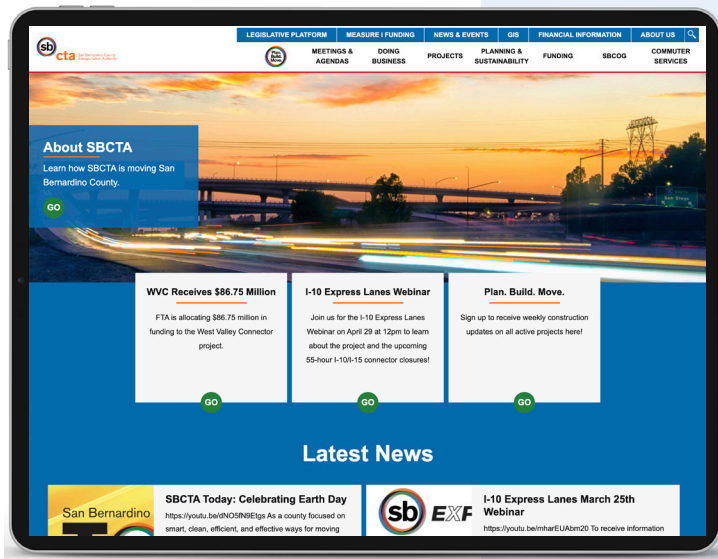
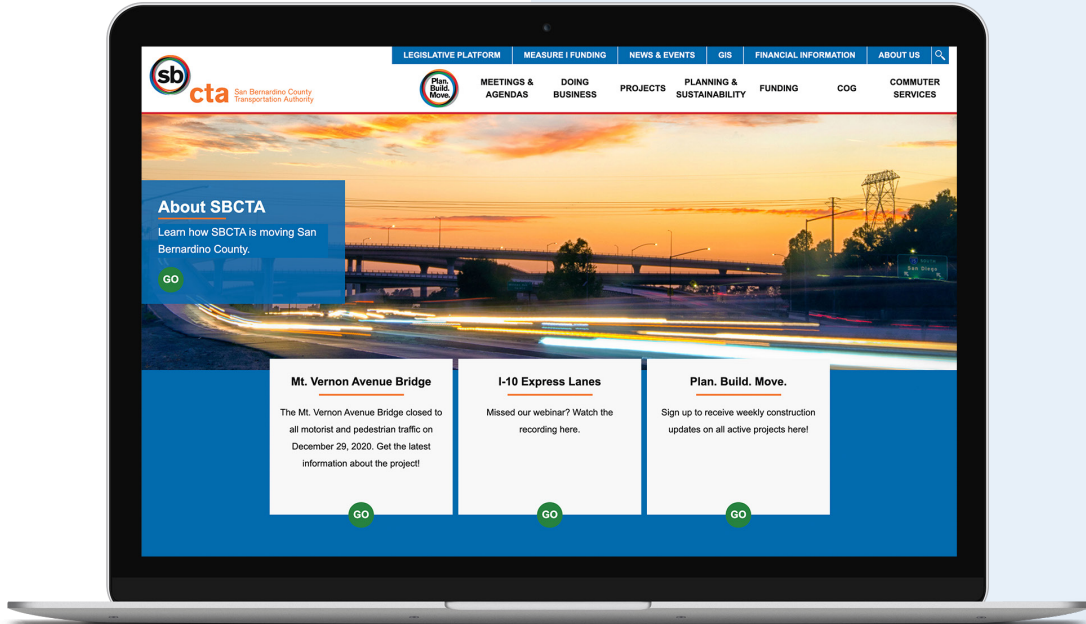
Project questionnaire, audience needs assessment, site map, wireframes, web style guide (colors/typography), mood-boarding, mock ups, WordPress CMS, mobile responsive, hosting and managed maintenance. This project was delivered on time and did not exceed the "not-to-exceed" original quote.

SERVICES PROVIDED

Site search functionality, real time information, NextBus live bus tracking, GTFS+ schedules/maps, video embedding/streaming, site admin roles/permissions, document archive, procurement, online forms, news/ announcements, social media integration, rotating banners of photos/video, ADA compliant, multilingual and Google Analytics.

SAMPLE RESPONSIVE/MOBILE DESIGN

Below is a sample of responsive design completed for San Bernardino County Transportation Authority. Our mobile websites are built to respond the device the website is being viewed on by using different design break points. The website is designed for laptops, desktops, horizontal tablets, vertical tablets, horizontal phones and vertical phones. The designs are tested in all formats in the most popular browsers (Chrome, FireFox, Safari, etc).



REFERENCES



You have done a phenomenal job with all the twists and turns of this project! I know it was tough with the timeline.”

TOWNSHIP OF NORTH BRUNSWICK

Craig Yetsko | Program Manager
cyetsko@northbrunswicknj.gov | 732.247.0922

PROJECT URL: www.northbrunswicknj.gov (Launched Nov 2020)
SERVICES: Website design, development, hosting & maintenance



The experience working with Planeteria has been amazing. The team was easy-going, super flexible, and immediately responsive to all our needs.

SOLANO TRANSPORTATION AUTHORITY

Lloyd Nadal | Programs Manager
lnadal@sta.ca.gov | 707.399.3319

PROJECT URL: www.sta.ca.gov (Launched March 2019)
SERVICES: Website design, development, hosting & maintenance



There are about 3,000 moving pieces that have to come together in the right order to complete a comprehensive web design project for a large-scale website. Thanks to the wonderful team at Planeteria, all those moving pieces came together on time and on budget and we couldn't be happier with the end result.

CLACKAMAS COUNTY, OR

Justine Kadziel | Content Editor
jkirk@clackamas.us | 503.742.5916

PROJECT URL: www.clackamas.us (Launched May 2019)
SERVICES: Website design & development



The upgraded site is a huge improvement both for internal and external users. We really appreciated not only the result but the fact that you and your team were so flexible and responsive along the way. Your team provided significant functionality improvements to simplify navigation, integrate Google maps, offer interactive charts, improve the search function and create a mobile-friendly platform.

SAN DIEGO COUNTY WATER AUTHORITY

Mike Lee | Public Affairs Manager
mlee@sdewa.org | 858.522.6600

PROJECT URL: www.sdcwa.org (Launched March 2021)
SERVICES: Website design, development & maintenance

SECTION FOUR:

Project Development Approach



PROJECT APPROACH

We begin by creating a clear project plan, identifying key players on both the client and Planeteria side. We clearly define roles, methods and systems for communication as well as clear timeline to keep the project on track and everyone in the loop. We understand that timelines can shift and plans can change; any adjustments to the project will be reflected in a modified Road Map. This ensures we all keep the project on time and on budget.



DISCOVER

Through a kickoff meeting, we learn about your organizational goals and key elements of your project's success. We also identify the diverse set of stakeholders who will guide the project through interviews, surveys, and review.



DEFINE

From what we learn in discovery, we formulate measurable goals by which to evaluate deliverables. We also review and finalize the project plan.



DESIGN

Our design process allows multiple opportunities for discussion, review, and revision. We mock up key functionality so you can test usability before we enter the programming phase.



ORGANIZE

We have a staff member whose sole job is to establish an organizational strategy for your content. Editing, creating, and restructuring content can often be a project's heaviest lift and we support this effort.



DEVELOP

In this phase we implement proprietary technologies within our CMS solutions, and oversee the integration of any existing online tools. We provide a beta environment for our client's to review and offer feedback.



MIGRATE

Through manual labor as well as automation, we migrate your content to the new environment. Once it's there, our content editor reviews each page to make final adjustments and recommend refinements.



REVIEW

Near the end of the project our QA team tests your new website on all major browsers and platforms. Once we have QA-ed the site, we turn the site over and provide tools for internal review.



TRAIN

When the site is ready for launch, we host a training bootcamp for your website managers. To support ongoing learning we provide an online resource with searchable tutorial videos and written guidance.



LAUNCH

During launch you have direct communication with key team members. Our team is on call 24 hours a day during the critical launch window. We establish fail safe protocols if any

unforeseen issues arise.

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PROJECT MANAGEMENT & RESOURCES

As a company that serves customers all over the country, we have a streamlined project management process that allows for plenty of meeting time throughout the life cycle of the project. When it comes to weekly check-ins, bench mark reviews, and other checkpoints, we utilize video conferencing, where we can share wireframes, graphics, presentations, and mockups in real time.

We believe client engagement is critical to any projects success. All primary meetings and decision-making processes are overseen by the dedicated project manager assigned to your project. You'll also be able to communicate directly with design and technical leads, as well as any other key team members wherever appropriate. Throughout the project, we schedule weekly check-ins and communicate regularly between meetings. We establish a clear decision-making path early on. We are careful to define goals for each meeting, clearly record decisions, and frequently remind the team of feedback opportunities and deadlines. We have budgeted for in-person meetings when possible. Below are a couple of tools we use to effectively manage our project communication with you:



MONDAY

All the projects are managed through an online project tool called Monday. With Monday, both our teams can share documents and media, track to-dos, stay up-to-date with schedules, and easily manage discussion topics. This tool will be used for the duration of the project and you will receive a quick training during the kickoff.



BUGHERD

For the Quality Assurance phase of the project, we use BugHerd. This online tool allows you to report issues by making annotations right from the site being worked on. It allows us to effectively turn your annotations into full reports with all the info we need to fix the problem and make sure your site is executed perfectly.



FRESHDESK

Our commitment is to ensure your team is fully supported post-launch. We use a client portal called Freshdesk that enables your to easily submit support tickets, or you can send a simple email to support@planeteria.com to reach our dedicated team. Either way, we are quickly and easily available to help. Before we reach the projects end, we provide a runthrough for you to learn the submission process.

WEBSITE DESIGN PROCESS

Here is an overview of the project in its seven-phase project plan. We understand timelines overlap, we value flexibility and we are experts at balancing and prioritizing all of your needs. Throughout the lifetime of the project, we will provide deliverables and collect feedback with regular communication and documentation. Weekly meetings will help us stay on track.

VERSION:

Each deliverable (sitemap, wireframe, designs) will have 1 - 3 versions, depending on the contract agreement. Each version of the deliverable will differ from the other. Alterations for each version are made based on client feedback and best practices.

ROUND OF FEEDBACK:

Each round of review starts with a different versioned deliverable. The client is provided a time period to review the deliverable. Once feedback for the deliverable is posted and provided to the Planeteria team that round of review is closed.

BELOW IS A SAMPLE SCHEDULE ESTIMATE:

PHASE ONE: DISCOVERY – 5 WEEKS

The Discovery Phase lays the foundation of the project by helping further identify the needs of your stakeholders, better define your audience and furthers clarify project goals.

I. ONBOARDING, QUESTIONNAIRE & DOCUMENTS

The City will fill out and complete the provided digital questionnaire. Supplemental documents may be requested such as branded material or existing brand books. The City project manager will take part in an onboarding call to discuss internal/ external stakeholder involvement, decision making process and goals for the site walk-through.

CITY DELIVERABLE: *Completed Questionnaire & Requested Documents*

II. SURVEYS

Planeteria will create digital surveys for identified stakeholders and report on findings. Surveys need to be deployed for a minimum of two weeks in order to collect adequate data.

PLANETERIA DELIVERABLE: *Surveys & Survey Report*

VERSIONS: 2

ROUNDS OF FEEDBACK: 1

III. SITE AUDIT

Planeteria internally analyzes and audits the existing sites content, analytics, heat maps, mobile responsiveness, ADA accessibility and architecture for each section of the websites. With a site mapping platform Planeteria creates an interactive sitemap of existing sites.

PLANETERIA DELIVERABLE: *Existing Sitemap*

IV. SITE WALK-THROUGH

Planeteria will conduct a walk-through of the City's live website pages requiring redesign to solicit feedback from your primary stakeholders to further investigate the needs and opportunities for your existing site. Other agenda items may be discussed.

PLANETERIA DELIVERABLE: *Site Walk-Through*

IV. MOODBOARD

The moodboard meeting will serve as the kickoff of weekly standing meetings to review deliverables and provide feedback. Planeteria will provide a digital collage that consists of examples from pre-existing websites that visually and functionally align with the goals of the City's site.

PLANETERIA DELIVERABLE: *Interactive Moodboard Link*

VERSIONS: 1

ROUNDS OF FEEDBACK: 1

CITY DELIVERABLE: *Feedback*

PHASE TWO: INFORMATION ARCHITECTURE – 5-6 WEEKS

The Information Architecture Phase's primary function is to streamline your navigation and content for the new sites.

I. SITEMAP

Based on the findings from the Discovery Phase, we will create a sitemap outlining the high-level architecture of the City's website.

PLANETERIA DELIVERABLE: *Interactive Sitemap Link*

VERSIONS: 2

ROUNDS OF FEEDBACK: 1

CITY DELIVERABLE: *Feedback & Approval*

II. PAGE TYPES

Based on the websites and content audit we will identify the primary page types for the websites. We will apply these page types to the pages on the sitemap to clarify which page types are assigned to which page content. This item serves as an internal process. Can be shared upon request.

PAGE TYPES: *Up to 8*

III. WIREFRAMES

We will create a wireframe per identified page type + homepage that establishes the layout, user interactions, and navigation structure of the websites. This identifies what kind of content will be included and the most important call to action on each page type.

PLANETERIA DELIVERABLE: *Interactive Wireframe Link*

VERSIONS: 2

ROUNDS OF FEEDBACK: 1

CITY DELIVERABLE: *Feedback & Approval*

PHASE THREE: VISUAL DESIGN 4-5 WEEKS

The Visual Design phase establishes the overall design for the sites

I. COLORS, TYPOGRAPHY & HOMEPAGE MOCKUPS

Based on the approved homepage wireframes, moodboard as well as a review of any existing branding or design precedents, we will provide three homepage design options with different type and color choices.

PLANETERIA DELIVERABLE: *Interactive Homepage Design Link*

VERSIONS: 3

ROUNDS OF FEEDBACK: 2

CITY DELIVERABLE: *Feedback & Approval*

II. PAGE TYPE DESIGNS

We will apply the approved design principles from the approved homepage design to the remaining approved page type wireframes.

PLANETERIA DELIVERABLE: *Interactive Page Type Design Link*

VERSIONS: 2

ROUNDS OF FEEDBACK: 1

CITY DELIVERABLE: *Feedback & Approval*

PHASE FOUR: CONTENT STRATEGY & MIGRATION – 6 WEEKS

The Content Strategy & Migration Phase establishes the strategy for migrating and establishing content for the new sites.

I. MAPPING CONTENT

Through various exercises we will help the City map content from the existing sites and where it goes on the new sites based on the approved sitemap and designs. This process helps identify what content is and isn't being migrated to the new site, missing and needs to be edited.

PLANETERIA DELIVERABLE: *Creation of Mapping Strategy Exercises*

CITY DELIVERABLE: *Complete Assigned Exercises*

II. CONTENT SANCTUARY CREATION

The content sanctuary is a folder system that enables you to upload new, edited, missing or remaining content, identified in the content mapping, to Monday. This process allows for easy migration of the content to the development site.

PLANETERIA DELIVERABLE: *Content Sanctuary*

III. CONTENT EDITING, COMPILING AND UPLOAD TO CONTENT SANCTUARY

The City will be responsible for editing, creating all new and existing content then appropriately uploading it to the content sanctuary per instructions provided by Planeteria.

CITY DELIVERABLE: *Complete Content Sanctuary*

IV. CONTENT MIGRATION

Planeteria will migrate all identified content from the existing site as well as content from the completed Content Sanctuary.

PLANETERIA DELIVERABLE: *Content Migration*

PHASE FIVE: BETA DEVELOPMENT- 6 WEEKS

The Beta Development Phase is dedicated to the development of the site based on the previously approved and completed phases.

I. SERVER, CMS SETUP, FUNCTIONALITY & VIRTUAL CITY HALL

We create necessary accounts, set up GIT (version control), install plugins, create database and modify CMS based on security best practices. All site functionality is integrated and customized in this phase.

PLANETERIA DELIVERABLE: *Server & CMS Setup*

II. TEMPLATE DEVELOPMENT

We will develop the page type templates based on the approved designs.

PLANETERIA DELIVERABLE: *Developed Templates*

III. PLANETERIA QUALITY ASSURANCE

We will review the sites in different browsers and devices to ensure that the pages with the content scale appropriately based on the approved desktop designs.

PLANETERIA DELIVERABLE: *Internal Quality Assurance*

IV. BETA SITE & INITIAL TRAINING

You will be presented and provided access to a beta (draft) developed/interactive version of the websites that are as complete as possible based on the content provided by the City. An initial training on how to use the backend of the sites is provided.

PLANETERIA DELIVERABLE: *Beta Sites & Initial Training*

PHASE SIX: QUALITY ASSURANCE & LAUNCH- 6 WEEKS

Planeteria will conduct internal quality assurance checks in addition to soliciting feedback from the City. The City will have 4 weeks to provide all QA feedback.

I. CITY USER FEEDBACK

Once you have been provided access to the beta site, you will log all defects and bugs as a support tickets or a document that prioritizes the items as high, medium or low priority (Priority level assigned by the City).

CITY DELIVERABLE: *Internal Quality Assurance*

II. IMPLEMENT USER FEEDBACK

Prior to launch, all high and medium tickets will be resolved by Planeteria. Low priority tickets will be resolved post-launch.

III. CONTENT EDITS

The City will need to provide Planeteria with any content edits that need to be made and Planeteria will execute the changes.

CITY DELIVERABLE: *Edit Content or Provide Content Edits*

IV. LAUNCH

The sites are live and ready for public use and viewing!

PLANETERIA DELIVERABLES: *Launch Sites*

PHASE SEVEN: MONITORING & TRAINING

Post launch we provide proactive monitoring and in depth training.

I. MONITORING

For one week after launch, we carefully monitor the sites and provide 24 hour support for any issues.

PLANETERIA DELIVERABLES: *Monitoring*

II. TRAINING

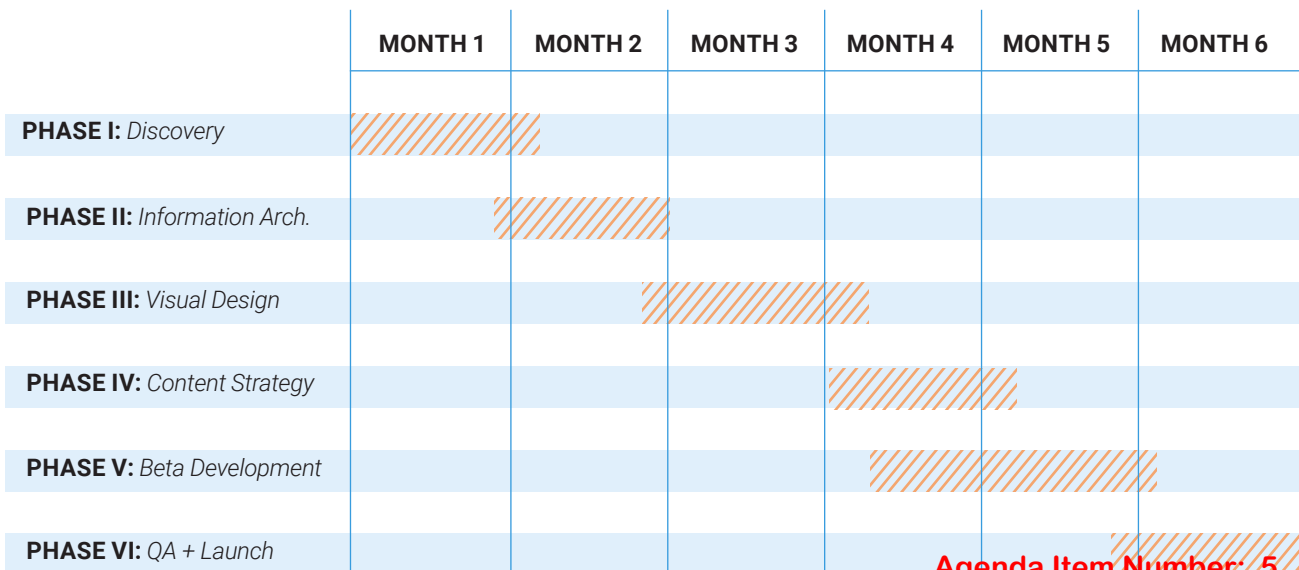
Planeteria hosts a hands-on training where departments and administrators interact and practice modifying content in a testing environment. Post training we record and host screen cast tutorials explaining CMS functionality for your reference.

ESTIMATED IMPLEMENTATION PLAN

We estimate this project will take approximately 6-8 months to complete.

BELOW IS A SAMPLE SCHEDULE ESTIMATE:

Timely client feedback is required to keep the project on track.



Agenda Item Number: 5

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SECTION FIVE:

Support & Maintenance



MAINTENANCE & TECH SUPPORT

POST LAUNCH MAINTENANCE & TECHNICAL SUPPORT

WEBSITE MAINTENANCE

- Security updates, upgrades and patches for CMS, plugins, modules and third party tools
- Automated monitoring tools running 24/7 preventing intrusions and other incidents on a CMS level
- We will deploy updates across the platform, including 3rd party apps and modules

SUPPORT

- We provide phone support (M-F 7 AM to 6 PM PST), online ticketing, and email support. Our ticketing portal can be used for non-emergency issues which allows your staff to open a ticket and track tickets
- Client-requested site modifications requiring less than 30 minutes of time (limit: 3 per month as part of the SLA. Limit can be increased upon request.)
- Trainings as requested up to three per year

SUPPORT TICKET RESPONSE TIMES

- All urgent requests are responded to within 2 hours.
- High priority requests - one business day
- Medium priority requests - two to three business days
- Low priority requests - five to seven business days

WARRANTY

Repair, at no additional charge, of all bugs in code for the lifetime of the site as long as:

- The code was not modified by a third-party (client included)
- The bug is not due to a change in technology including browser, plugin, and CMS updates
- The bug was not caused by the addition of content.

SOFTWARE

- No licensing fees required
- Software Version upgrades during the life cycle of the website
- All source code, graphics and any other web content will be the property of the client.

ADA COMPLIANCE

The Americans with Disabilities Act (ADA) was introduced in 1990 to help the millions of Americans who live with disability. In everyday life, it ensures accessibility in public places and protects against discrimination. These requirements apply not only to public places, but cyber spaces as well.

BENEFITS OF ADA COMPLIANCE

- **IT'S THE LAW.** It's better to be safe than sorry!
- **TOTAL ACCESSIBILITY.** Accessibility means everyone can visit your site and that content can be interpreted and consumed in various ways. It creates more visitors and an improved image for your firm or company.
- **ENHANCED USABILITY.** ADA compliance also requires that website content flows in a logical manner and meets the latest coding standards. It can even improve Search Engine Optimization (SEO).

RISKS OF NON-COMPLIANCE

The City could face a lawsuit if a person with a disability claims they cannot access your website. The result of this can range from legal fees including possible settlements, PR problems, and the cost of rebuilding your website.

HOW WE ACCOMPLISH COMPLIANCE

Accessibility often naturally flows from good design. This means that the City's website should be designed to deliver a great experience for all its visitors, whether or not they have a disability. We approach ADA compliance from a visual standpoint and a technical standpoint broken down below:

- **COLOR CONTRASTING.** Design for sufficient contrast between the color of the text and the color of the background; Avoid putting a light font color on a light background.
- **FONTS.** Use fonts that are easy to read; and make fonts larger
- **USE ALT IMAGE TEXT.** Make sure the images on your website have descriptive alt tags. Alt tags are used by screen readers, players, and voiceovers to describe elements on a website to users.
- **ANALYZE SITE LOGIC FLOW.** Make sure that forms on your site are labeled properly and make sure that form fields are in a logical tab order to make your site accessible to those who can't use a mouse.
- **HEADINGS.** Use headings correctly to organize the structure of your content.
- **LINKS.** Give your links unique and descriptive names.
- **ADD CAPTIONS FOR VIDEO & AUDIO CONTENT.** Videos or Audios on your site should be close captioned so that those with hearing disabilities can follow along
- **CONTENT MANAGEMENT SYSTEM.** If you are about to build a new website, choose a content management system that supports accessibility. Common examples include Wordpress, but there are many other options available.

POST LAUNCH COMPLIANCE

ADA compliance does not end when your new website goes live. When new pages are added and content is edited, this new content needs to remain in compliance. This is accomplished with set guidelines for fonts and colors within the page templates. We also use automated tools to scan new content regularly to ensure compliance.

TRAINING

Planeteria offers training sessions and materials in a variety of format options for both your initial and ongoing training needs. While our overall solutions are generally consistent from project to project, the administrative details often are specific to the individual project and client needs.

TRAINING FORMATS INCLUDE:

LIVE & IN-PERSON:

BOOT CAMP IN WINE COUNTRY: Planeteria hosts a hands-on training where administrators interact and practice modifying content in a testing environment. For this training session, we invite City staff to our Santa Rosa offices in beautiful wine country for four hours per day, two-day long boot camp.

ONSITE: We are also happy to take the training to your offices for hassle-free, in-person learning.

LIVE & VIRTUAL:

PRIVATE ZOOM: We also offer virtual (online) training using Zoom screencasting and participant management. These training sessions can be requested up to three times per year for new employees or as refreshers. These are recorded and shared on a private YouTube channel.

PUBLIC ZOOM: As client interest permits we offer cross-client technical user groups to provide a user community to our clients.

SELF-SERVE TRAINING LIBRARIES:

INSTRUCTIONAL VIDEOS ON YOUR OWN PRIVATE YOUTUBE CHANNEL: Post training we record and host screen cast tutorials explaining CMS functionality for your reference and training new employees. These are hosted on a private, client-specific YouTube channel. They are generally topic/task specific and much shorter than a whole, initial training. We are happy to add additional videos on specific topics as unique client need arises.

Video Sample: "All About Online Forms" <https://youtu.be/-jweXxwGFkc>

WRITTEN MANUALS: For clients who prefer written documentation, we are glad to take the same steps broken out in videos and make them into written instructions.

- For WordPress clients, we have a solution where these instructions can be accessed, and updated, upon login.

QUALITY CONTROL

Website quality control is generally referred to as a list of tasks that assist in the launch of a functional and compliant website. These tasks include browser testing, mobile review, ADA confirmation, performance testing, broken link check and more. However, quality control does not stop once the website is launched. Quality control should continue post launch to ensure that your website is always functioning properly. We perform quality control practices using automated tools, manual and visual tests.

BROWSER TESTING

- Your website will be viewable & responsive on different browsers including Firefox, Safari, Chrome, Opera, & Internet Explorer.
- We test to make sure your design layout works in every browser. We also check for consistency in the different elements of the layout.
- Planeteria tests all elements of the website like trip planners, calendars, news, links, and search to make sure all they function properly and consistently.
- Finally, we will open your website from all operating systems including Windows, Mac OS, Android, Linux, & iOS.

MOBILE REVIEW

- Cross-test the website on mobile devices using a variety of browsers (Firefox, Safari, Chrome, Opera, Internet Explorer), and operating systems (Windows, Mac OS, Android, Linux, iOS).

ADA CONFIRMATION

- ADA compliance is embedded in our design and development process, so during quality control, we are confirming compliance of: color contrast, fonts, technical code and image captions.

PERFORMANCE TESTING

- It is important that page load times are within industry standards.
- Meta data, H1 tags, title tags and image alt text will be checked to ensure best exposure on search engines.
- All forms will be tested to confirm they are working properly and information is being delivered to the right the City staff member and also a record stored in the CMS database.
- All third party tools will be fully activated and confirmed to be working properly.
- Planeteria checks for broken links on your website. Broken links can lead to a poor user experience

A sound quality control plan ensures a successful launch of the new the City website. We complete this comprehensive inspection prior to the launch of all our websites. After website launch our managed maintenance plan ensures on going quality control.

SECTION SIX:

Branding Aesthetics



SAMPLE INTERACTIVE DESIGN

While working with the San Bernardino County Transportation Authority, Planeteria worked with a predefined brand style guide. The result is a website that reflects a consistent brand across all mediums and channels. The same concepts will apply to the City's website redesign project.

Logotype

Full Logo



Logo

San Bernardino County
Transportation Authority

Logo Mark



THE LOGO MARK

Consists of multi-color rings and the SB initials using lowercase type.

Logo Versions

LOGO GREYSCALE

For use on higher quality, but still B/W print reproduction, where a finer halftone screen is used.



LOGO BLACK VERSION

For use on black/white commercial printing applications, or when background color is too busy.



Color System

Warning:
This document has been printed digitally or viewed on screen and therefore the colors on these pages may not be an accurate representation.

SUN ORANGE



Color Codes
CMYK C0 M50 Y80 K0
Pantone 1505C
RGB R285 G110 B0
Hex #FF8E00

SAND RED



Color Codes
CMYK C0 M100 Y85 K10
Pantone 1797C
RGB R196 G38 B46
Hex #C4282E

BLUE SKY



Color Codes
CMYK C100 M25 Y0 K0
Pantone 7461C
RGB R5 G125 B185
Hex #047DBA

GREEN GRASS



Color Codes
CMYK C80 M0 Y90 K20
Pantone 7731C
RGB R35 G135 B70
Hex #228848

SILVER ROAD



Color Codes
CMYK C20 M10 Y10 K20
Pantone Cool Grey 6 C
RGB R175 G175 B175
Hex #ADAFAF

BLACK



Color Codes
CMYK C0 M0 Y0 K100
Pantone Black C
RGB R0 G0 B0
Hex #1E1E1E

Agency Font 01 Akzidenz-Grotesk BE

Primary Font : Akzidenz-Grotesk BE
Designer : H. Berthold

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Characters

! " \$ % & / () = ? ` ; :
i " ¶ ¢ [] | { } ¨ ð ï
« » € ® † Ω " / ø ð • ± ' "

Font 02

PC & Mac Font : Arial
Designer : Robin Nicholas

Arial is the preferred font for content in collateral such as letterhead, PowerPoint presentations, fact sheets, e-mails, etc.

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

IMPLEMENTING YOUR BRAND & VISION

BRAND STATEMENT

By establishing a clear statement we will have a tool against which to measure all future communication efforts.

RESEARCH

Conduct research to discover previous success stories and short comings from other municipal organizations similar to the City.

YOUR TARGET

Who are you talking to? The community, residents, potential residents, local government stakeholders, community groups and City staff. Further breakdown of audience segments.

YOUR DIFFERENCE

How will the City stand out from other municipal organizations?

BRAND ESSENCE

What is the value to people when interacting with your brand?

SECTION SEVEN:

Content Management System & Functionality



WEBSITE CONTENT MANAGEMENT SYSTEM

We have developed websites for municipal organizations using open-source technologies and they have proven to be powerful, flexible and scalable. WordPress (version 5.4) is a web based, open-source content management platform that is the best solution for the City's new website. The functionality we incorporate will ensure that audiences and stake holders have easy access to information that is important to them and have the ability to interact with City staff in numerous ways on the website. As your technology partner, we are CMS agnostic. The main misconception is that WordPress is a template website. While some website design companies use templates, ALL websites designed by Planeteria are 100% custom while using a CMS as the software. WordPress does not have any licensing fees.



Initially developed in 2003, WordPress is now the world's most popular content management system with over 62 million installs. Over 40% of the Internet is now powered by WordPress. WordPress has made significant gains with municipal organizations and political leaders; Whitehouse.gov is built on WordPress for both of the past two presidents.

WHY WORDPRESS: WordPress is great for organizations with non-technical editors. WordPress has the best user ratings when it comes administering content.



Your website is the primary information source for your audience providing access to services and information 24 hours a day, 7 days a week. The Virtual City Hall likely sees more traffic than your physical City Hall and should have some of the same priorities; look fresh, welcoming, inviting, up-to date, ADA accessible and easy to find information. As part of our open source government CMS solution, we integrate calendars, agenda management, news, procurement and more. We can also integrate legacy third party softwares when relevant.

FUNCTIONALITY FOR THE CITY OF SEBASTOPOL

We understand you need a visually attractive, interesting, and dynamic website that represents your unique organization. From our experience the City's website will also need to be mobile, accessible, reliable, highly functional and provide useful, relevant and current information. Below is a list of functionality options we have integrated for other clients. We will provide best practices for the implementation for each option below.

CORE CMS FUNCTIONALITY

ADMINISTRATIVE FUNCTIONALITY

Admin Roles & Permissions	User-Friendly URLs	Google Analytics
Content Approval Workflows	WYSIWYG Editor	Change Log
Feeds & RSS	Document Archive	SEO Tool
Page Builder & Templates	Media Upload & Asset Management	Broken Link Finder
Browser Based Administration	Fillable Forms	Mobile Responsive
Content Scheduling	Multi Browser Support	User Roles & Permissions

VIRTUAL CITY HALL FUNCTIONALITY

Historically City Hall has been a place for City officials and the public to meet and discuss the community. Our Virtual City Hall allows for an open and transparent government.

Alerts, Emergency Notifications,	GIS Mapping	Website Visitor Profile
Archive Center	In-site Predictive Search	Document Management Center
RFP & Procurements	FAQ Tool	Rotating Photos & Banners
Board Meetings and Agendas	Interactive Maps	City Laws and Building Codes
Online Agenda Management System	Feeds & RSS	E commerce
Calendar & Events	Job Posting	Intranet
News Syndication	Employee Intranet	Rotating Photos/Banners
Press Releases	Printable Pages	Bread Crumbs
Third Party Widgets & APIs	One Click Language Translation	Single Sign-On for Employees
Email Subscriptions & E-Newsletter	Text Message/Email Alerts	
Staff Directory & Contacts	Audience Engagement Tool	
City Service Directory	Activities	
Department Directory	Content Workflow	
Department Homepages	E-communication Platform	
Social Media Integration	Online Payments	

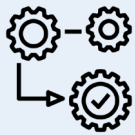
E-ALERTS - MASS NOTIFICATION SYSTEM

Our E-Alerts solution keeps your community informed using the communications medium of their choice. You can schedule message delivery, allow your community to subscribe to notifications for any number of topics, and automate distribution to reduce your administrative burden. This feature is included in the total cost of the website build.



MULTI-CHANNEL SYNDICATION

Specific content types (news, calendar events, board meetings and others) can be configured to automatically syndicate new content to several channels (City website, Facebook, Twitter, text and email). You save time using one interface to manage several channels instead of managing each channel individually



ADMINISTRATION

The most common problem we hear about content administration is that content needs to be administered in multiple places on the website and shared to several social platforms creating major inefficiencies. With E-Alerts, content can be scheduled to publish at specific date in the future through the CMS. These pieces of content will then be syndicated to the appropriate channels when published live. City staff can use mapping abilities to send notifications to different notification zones based on user location.



USER PREFERENCES

Empower your community to customize the alerts they receive. They select the alerts that are important to them and can even receive notifications based on keywords. When new content containing the keyword is added to the website, the user receives a notification.



REAL TIME DELIVERY

Alert your community promptly during emergencies. The E-Alerts system is robust and scalable to handle large user databases so that you can distribute your emergency message widely and efficiently. Have peace of mind knowing your audience is receiving current and time sensitive information.



SECURITY

E-Alerts is administered through the City website CMS and utilizes the same security protocols as the CMS itself. The Planeteria managed maintenance plan and our 24/7 security protocols ensure all user data and communication remains secure.

PROCUREMENT - OPTIONAL FEATURES

A robust RFP management function will be included. Post RFPs, addenda, and other documents as well as track and organize proposers and bidders. Your active and archived RFPs will be searchable and sortable.



REGISTERED VENDORS

Vendors can register to receive notifications for new procurement opportunities that meet their preferences. Vendors can also fill out intake forms and submit proposals for procurement opportunities.



NOTIFICATIONS

When vendors express interest in particular opportunities, the City can send automated notifications when addenda are released.

JOB POSTING - OPTIONAL FEATURES

Our job postings tool allows you to add listing information into your custom template, set an expiration date, feature the job post and receive applicant information and documents automatically into your email account.



JOB BOARD

The human resource department will have control of the management of job postings to the website, including job description, salary range, experience required and other required details. Individual job postings can be syndicated to the appropriate department page on the City website for added exposure.



APPLICATIONS

Registered users can fill out intake forms and upload resumes for submission. Users can also set settings to receive alerts for new or upcoming job postings from the City.

AGENDA MANAGEMENT- OPTIONAL FEATURES

Planeteria provides a single platform for the complete management of the agenda, minutes, video, audio and records related to a meeting all administered with the City CMS website solution. The solution manages the critical functions of the clerk’s office and secures it all within a central repository that also supports your public records responsibilities. The features make City staff more efficient and provide convenient access for constituents and elected officials.



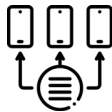
AGENDA PACKET AUTOMATION

Automatic packet creation for constituents and council members: Take all approved items and supporting documents for each meeting and create public and executive session packets. With a few clicks, staff can publish and distribute these packets for constituents and City stakeholders to reference online.



APPROVAL WORK FLOW

Agendas and packets are put together automatically based on approved items. This includes the necessary supporting documents. Next, the staff publishes and electronically distributes the meeting information to the proper people.



ACCESS TO DOCUMENTS

Meeting attendees can access agendas on the go with mobile devices or through your website. Finding information for meeting isn’t hard, either. The solution offers a fast, comprehensive search feature – no more shuffling through endless paper notes!



VIDEO & AUDIO

Simplify the video and audio posting process through utilizing Zoom. Using Zoom’s API after the meeting, the video can be posted to the agenda/meeting page on the website automatically saving the City staff time. *(Zoom or similar video solution is required)*



AFTER THE MEETING

With the agenda management system, you can securely store all documents in one central electronic location. One central location and advanced search features make it easier to find what you need when you need it.

SECTION EIGHT:

Hosting & Security



HOSTING & SECURITY

HOSTING

We have a partnership with Codero (www.codero.com) and offer fully managed hosting solution. The website will be hosted on a Linux server on the Codero platform. We will determine the appropriate hosting configuration (shared or dedicated server) to fit your needs (GB Storage, visitors per month, peak traffic availability, bandwidth). This includes Unlimited incoming bandwidth and 99.9% uptime guarantee. SSL Certificate is included.

SECURITY & MONITORING

- The website will be backed up automatically every night
- Website and server are constantly monitored for Malware, intrusions and other incidents on a server level
- Firewalls will be deployed to block ports to virtual platforms and web resources
- Should a DDoS attack be detected and confirmed, we will provide a mitigation service
- This includes Antivirus protection from malware
- Staging environment, production environment and live environment

CONTENT MANAGEMENT SYSTEM

- Roles, permissions and user groups will be created to allow different access levels for different editors
- Editors with the same access-level can edit, approve or make changes concurrently
- Two-factor authentication system (if requested)
- Change the pre-fix of the databases
- Restrict database user privileges
- Lock down directories when possible
- Remove default admin user and regular review of registered users
- Use well-known and trusted plugins and modules
- Install security related and monitoring plugins and modules

SECTION NINE:

Project Costs & Insurance Documents





Proposal

Planeteria Media

Date: December 29, 2021

Customer ID: SEBASTOPO

To: City of Sebastopol
 7120 Bodega Avenue, Sebastopol, CA 95472
 P: 707.823.1153 E: info@cityofsebastopol.org

Design Phase	Description	Hours	Rate	Line Total
1	Discovery	20	\$ 110.00	\$ 2,200.00
	Questionnaire & Documents	5	110	550.00
	Kickoff	5	110	550.00
	Moodboard	10	110	1,100.00
2	Information Architecture	45	\$ 110.00	4,950.00
	Sitemap & Page Types	20	110	2,200.00
	Wireframes (All Page Types)	25	110	2,750.00
3	Visual Design	70	\$ 110.00	7,700.00
	Website Style Guide: Colors & Typography	15	110	1,650.00
	All Page Design Mockups	55	110	6,050.00
4	Content Strategy & Migration	45	\$ 110.00	4,950.00
	Mapping Content & Content Sanctuary	15	110	1,650.00
	Content Editing & Compiling	15	110	1,650.00
	Content Migration	15	110	1,650.00
5	Development	95	\$ 110.00	10,450.00
	Server, CMS Setup & Template Development	45	110	4,950.00
	Quality Assurance	30	110	3,300.00
	Beta Site & Initial Training	20	110	2,200.00
6	Quality Assurance & Launch	25	\$ 110.00	2,750.00
	User Feedback & Feedback Implementation	15	110	1,650.00
	Content Edits & Launch	10	110	1,100.00
7	Post Launch Monitoring & Training	15	\$ 110.00	1,650.00
	Post Launch "Hyper-Care" Monitoring	5	110	550.00
	Hands on Training & Video Training Library	10	110	1,100.00
Design & Development Total				\$ 34,650.00
Yearly Managed Maintenance				\$ 2,400.00
Yearly Hosting				\$ 600.00
Additional Services				\$110/ Hour
Agenda Management	Agenda Management System (Set-Up)	15	\$ 110	1,650.00
	Yearly Hosting, Maintenance & Support			600.00
Optional Add-On	Procurement Solution	10	\$ 110	1,100.00
	Job Posting Solution	10	\$ 110	1,100.00

Thank you for your business!

110 Stony Point Rd #225, Santa Rosa, CA 95401, Phone/Fax 707-843-3773 sales@planetariamedia.com

SECTION TEN:
Guarantee



GUARANTEE

WARRANTY

Repair, at no additional charge, of all bugs in code for the lifetime of the site as long as:

- The code was not modified by a third-party (client included)
- The bug is not due to a change in technology including browser, plugin, and CMS updates
- The bug was not caused by the addition of content.



PLANETERIA MEDIA

THE CITY OF SEBASTOPOL

WEBSITE REDESIGN

WE BELIEVE our team, our process and our proven outcomes at Planeteria are uniquely aligned with the needs of The City of Sebastopol to address your website redesign in meaningful ways that add enduring value for you and the audience you serve. Our team is on standby to get started immediately upon award if we are selected.

THANK YOU

TYLER COFFIN | Sales & Business Development Director

110 Stony Point Road, Suite 225, Santa Rosa, California 95401

P: 707.843.3773 **E:** tyler@planeteria.com

Agenda Item Number: 5
City Council Meeting Packet of: March 15, 2022
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