AGREEMENT BETWEEN KEYSTONE MEDIA AND THE CITY OF ANN ARBOR FOR PROFESSIONAL SERVICES

The City of Ann Arbor, a Michigan municipal corporation, having its offices at 301 E Huron Avenue, Ann Arbor, Michigan 48103 ("City"), and Keystone Media, LLC ("Consultant") a Michigan limited liability company with its address at 343 S. Main Street, Suite 207, Ann Arbor, Michigan 48104 ("Consultant") agree as follows on this ___ day of ________, 2013.

The Consultant agrees to provide professional services to the City under the following terms and conditions:

I. DEFINITIONS

Administering Service Area/Unit means Finance and Administrative Services Area/ITSU.

Contract Administrator means Kevin Eyer, acting personally or through any assistants authorized by the Administrator/Manager of the Administering Service Area/Unit.

Deliverables means all Plans, Specifications, Reports, Recommendations, and other materials developed for or delivered to City by Consultant under this Agreement

Project means Design and Front-end Development for Digital Rebranding of www.a2gov.org (RFP No. 871).

II. DURATION

This Agreement shall become effective on _____, 2013, and shall remain in effect until satisfactory completion of the Services specified below unless terminated as provided for in this Agreement.

III. SERVICES

- A. The Consultant agrees to provide professional webpage design and development services ("Services") in connection with the Project as described in Exhibit A. The City retains the right to make changes to the quantities of service within the general scope of the Agreement at any time by a written order. If the changes add to or deduct from the extent of the services, the contract sum shall be adjusted accordingly. All such changes shall be executed under the conditions of the original Agreement.
- B. Quality of Services under this Agreement shall be of the level of professional quality performed by experts regularly rendering this type of service. Determination of acceptable quality shall be made solely by the Contract Administrator.
- C. The Consultant shall perform its Services for the Project in compliance with all statutory, regulatory and contractual requirements now or hereafter in effect as may be applicable to the rights and obligations set forth in the Agreement.

D. The Consultant may rely upon the accuracy of reports and surveys provided to it by the City except when defects should have been apparent to a reasonably competent professional or when it has actual notice of any defects in the reports and surveys.

IV. COMPENSATION OF CONSULTANT

- A. The Consultant shall be paid in the manner set forth in Exhibit B. Payment shall be made monthly, unless another payment term is specified in Exhibit B, following receipt of invoices submitted by the Consultant, and approved by the Contract Administrator. Total compensation payable for all Services performed during the term of this Agreement shall not exceed Twenty-six Thousand Nine Hundred and no/100 dollars (\$26,900).
- B. The Consultant will be compensated for Services performed in addition to the Services described in Section III, only when those additional Services have received prior written approval of the Contract Administrator. Compensation will be payable according to the fee schedule in Exhibit B. The Contract Administrator shall be the sole arbitrator of what shall be considered "reasonable" under this provision.
- C. The Consultant shall keep complete records of time spent and materials used on the Project so that the City may verify invoices submitted by the Consultant. Such records shall be made available to the City upon request and submitted in summary form with each invoice.

V. INSURANCE/INDEMNIFICATION

- A. The Consultant shall procure and maintain during the life of this contract, such insurance policies, including those set forth in Exhibit C, as will protect itself and the City from all claims for bodily injuries, death or property damage which may arise under this contract; whether the acts were made by the Consultant or by any subcontractor or anyone employed by them directly or indirectly. In the case of all contracts involving on-site work, the Consultant shall provide to the City, before commencement of any work under this contract, documentation demonstrating it has obtained the policies required by Exhibit C.
- B. Any insurance provider of Consultant shall be admitted and authorized to do business in the State of Michigan and shall carry and maintain a minimum rating assigned by A.M. Best & Company's Key Rating Guide of "A-" Overall and a minimum Financial Size Category of "V". Insurance policies and certificates issued by non-admitted insurance companies are not acceptable unless approved in writing by the City.
- C. To the fullest extent permitted by law, the Consultant shall indemnify, defend and hold the City, its officers, employees and agents harmless from all suits, claims, judgments and expenses including attorney's fees resulting or alleged to result, from any acts or omissions by the Consultant or its employees and agents occurring in the performance of or breach in this Agreement.

VI. COMPLIANCE REQUIREMENTS

- A. <u>Nondiscrimination</u>. The Consultant agrees to comply and to require its subcontractor(s) to comply, with the nondiscrimination provisions of Section 209 of the Elliot-Larsen Civil Rights Act (MCL 37.2209) The Contractor further agrees to comply with the nondiscrimination provisions of Chapter 112 of the Ann Arbor City Code and to assure that applicants are employed and that employees are treated during employment in a manner which provides equal employment opportunity.
- B. <u>Living Wage</u>. The Consultant is a "covered employer" as defined in Chapter 23 of the Ann Arbor City Code and agrees to comply with the living wage provisions of Chapter 23 of the Ann Arbor City Code. The Consultant agrees to pay those employees providing Services to the City under this Agreement a "living wage," as defined in Section 1:815 of the Ann Arbor City Code, as adjusted in accordance with Section 1:815(3) and specified in Exhibit D; to post a notice approved by the City of the applicability of Chapter 23 in every location in which regular or contract employees providing services under this Agreement are working; to maintain records of compliance; if requested by the City, to provide documentation to verify compliance; to take no action that would reduce the compensation, wages, fringe benefits, or leave available to any employee or person contracted for employment in order to pay the living wage required by Section 1:815; and otherwise to comply with the requirements of Chapter 23.

VII. WARRANTIES BY THE CONSULTANT

- A. The Consultant warrants that the quality of its Services under this Agreement shall conform to the level of professional quality performed by experts regularly rendering this type of service.
- B. The Consultant warrants that it has all the skills, experience, and professional licenses necessary to perform the Services specified in this Agreement.
- C. The Consultant warrants that it has available, or will engage, at its own expense, sufficient trained employees to provide the Services specified in this Agreement.
- D. The Consultant warrants that it is not, and shall not become overdue or in default to the City for any contract, debt, or any other obligation to the City including real and personal property taxes.

VIII. TERMINATION OF AGREEMENT

- A. If either party is in breach of this Agreement for a period of fifteen (15) days following receipt of notice from the non-breaching party with respect to a breach, the non-breaching party may pursue any remedies available to it against the breaching party under applicable law, including but not limited to, the right to terminate this Agreement without further notice.
- B. The City may terminate this Agreement, on at least thirty (30) days advance notice, for any reason, including convenience, without incurring any penalty, expense or liability to Consultant, except the obligation to pay for Services actually performed under the Agreement before the termination date.

- C. Consultant acknowledges that, if this Agreement extends for several fiscal years, continuation of this Agreement is subject to appropriation of funds for this Project. If funds to enable the City to effect continued payment under this Agreement are not appropriated or otherwise made available, the City shall have the right to terminate this Agreement without penalty at the end of the last period for which funds have been appropriated or otherwise made available by giving written notice of termination to the Consultant. The Contract Administrator shall give the Consultant written notice of such non-appropriation within thirty (30) days after it receives notice of such non-appropriation.
- D. The remedies provided in this Agreement will be cumulative, and the assertion by a party of any right or remedy will not preclude the assertion by such party of any other rights or the seeking of any other remedies.

IX. OBLIGATIONS OF THE CITY

- A. The City agrees to give the Consultant access to the Project area and other Cityowned properties as required to perform the necessary Services under this Agreement.
- B. The City shall notify the Consultant of any defects in the Services of which the Contract Administrator has actual notice.

X. ASSIGNMENT

- A. The Consultant shall not subcontract or assign any portion of any right or obligation under this Agreement without prior written consent from the City. Notwithstanding any consent by the City to any assignment, Consultant shall at all times remain bound to all warranties, certifications, indemnifications, promises and performances, however described, as are required of it under the Agreement unless specifically released from the requirement, in writing, by the City.
- B. The Consultant shall retain the right to pledge payment(s) due and payable under this Agreement to third parties.

XI. NOTICE

All notices and submissions required under this Agreement shall be delivered to the respective party in the manner described herein to the address stated in this Agreement or such other address as either party may designate by prior written notice to the other.

Notices given under this Agreement shall be in writing and shall be personally delivered, sent by next day express delivery service, certified mail, or first class U.S. mail postage prepaid, and addressed to the person listed below. Notice will be deemed given on the date when one of the following first occur: (1) the date of actual receipt; (2) the next business day when notice is sent next day express delivery service or personal delivery; or (3) three days after mailing first class or certified U.S. mail.

If Notice is sent to the CONSULTANT, it shall be addressed and sent to: Keystone Media 343 S. Main Street, Suite 207 Ann Arbor, MI 48104

If Notice is sent to the CITY, it shall be addressed and sent to: City of Ann Arbor 301 E. Huron St., POB 8647 Ann Arbor, Michigan 48107 Attn: Kevin Eyer

XII. CHOICE OF LAW

This Agreement will be governed and controlled in all respects by the laws of the State of Michigan, including interpretation, enforceability, validity and construction. The parties submit to the jurisdiction and venue of the Circuit Court for Washtenaw County, State of Michigan, or, if original jurisdiction can be established, the United States District Court for the Eastern District of Michigan, Southern Division, with respect to any action arising, directly or indirectly, out of this Agreement or the performance or breach of this Agreement. The parties stipulate that the venues referenced in this Agreement are convenient and waive any claim of non-convenience.

XIII. OWNERSHIP OF DOCUMENTS

Upon completion or termination of this Agreement, all documents (i.e., deliverables) prepared by or obtained by the Consultant as provided under the terms of this Agreement shall be delivered to and become the property of the City. Original basic survey notes, sketches, charts, drawings, partially completed drawings, computations, quantities and other data shall remain in the possession of the Consultant as instruments of service unless specifically incorporated in a deliverable, but shall be made available, upon request, to the City without restriction or limitation on their use. The City acknowledges that the documents are prepared only for the Project. Prior to completion of the contracted Services the City shall have a recognized proprietary interest in the work product of the Consultant.

Unless otherwise stated in this Agreement, any intellectual property owned by Consultant prior to the effective date of this Agreement (i.e., preexisting information) shall remain the exclusive property of Consultant even if such Preexisting Information is embedded or otherwise incorporated in materials or products first produced as a result of this Agreement or used to develop Deliverables. The City's right under this provision shall not apply to any Preexisting Information or any component thereof regardless of form or media.

XIV. CONFLICT OF INTEREST

Consultant certifies it has no financial interest in the Services to be provided under this Agreement other than the compensation specified herein. Consultant further certifies that it presently has no personal or financial interest, and shall not acquire any such interest, direct or indirect, which would conflict in any manner with its performance of the Services under this Agreement.

XV. SEVERABILITY OF PROVISIONS

Whenever possible, each provision of this Agreement will be interpreted in a manner as to be effective and valid under applicable law. However, if any provision of this Agreement or the application of any provision to any party or circumstance will be prohibited by or invalid under applicable law, that provision will be ineffective to the extent of the prohibition or invalidity without invalidating the remainder of the provisions of this Agreement or the application of the provision to other parties and circumstances.

XVI. EXTENT OF AGREEMENT

This Agreement, together with any affixed exhibits, schedules or other documentation, constitutes the entire understanding between the City and the Consultant with respect to the subject matter of the Agreement and it supersedes, unless otherwise incorporated by reference herein, all prior representations, negotiations, agreements or understandings whether written or oral. Neither party has relied on any prior representations, of any kind or nature, in entering into this Agreement. This Agreement may be altered, amended or modified only by written amendment signed by the Consultant and the City.

FOR KEYSTONE MEDIA LLC	FOR THE CITY OF ANN ARBOR
ByType name	By John Hieftje, Mayor
Its	By
	Approved as to Substance
	Steven D. Powers, City Administrator
	Tom Crawford, CFO/Finance and Administrative Services Area Administrator
	Approved as to Form
	Stephen K. Postema, City Attorney

EXHIBIT A

General

Consultant shall prov	ide design and front	end development website services for the redesign of
the City's website ww	w.a2gov.org which	meet the functional requirements stated below, the
functional specification	on attached to this E	xhibit as Attachment A and as specified in Consultant's
Proposal dated	, 2013.	·

Functional Requirements

Final design of www.a2gov.org must provide end users with a website that is:

- Easy to navigate and is intuitive
- Visually pleasing
- Utilizes responsive design
- Accessible based on Section 508 of the Rehabilitation Act of 1973 (29 U.S.C.794d) (See Accessibility Addendum)
- Loads quickly on all major web browsers

A comprehensive list of functional requirements can be found in the table below.

Deliverables and Functional Requirements	Description
	Adheres to best practices utilized by
Responsive design	frameworks such as Twitter Bootstrap.
Primary navigation mega menus	Must be easily maintained by a developer.
Front-end development utilizing HTML5 and	Support for IE8+, Chrome, Firefox, Safari,
8 pages developed as ADA compliant and with HTML5/CSS3/Bootstrap, to be responsive.	1. A2gov.org Home Page (with drop downs) 2. Parks & Recreation Home Page (with drop downs) 3. Parks & Recreation > Parks & Places > Map (with filters & pop up) 4. Parks & Recreation > Parks & Places > Parks List (with filters & pop up) 5. Parks & Recreation > Parks & Places > Events 6. Parks & Recreation > Parks & Places > Parks List > Buhr Park / Parks & Recreation > Parks & Places > Parks List > Buhr Park / Parks & Recreation > Parks & Places > Places > Parks List > Buhr Park Pool 7. Parks & Recreation > Parks & Places > Places > Parks List > Buhr Park Pool > Kids Swimming Lessons 8. Parks & Recreation > Administration (with all left side menus and top anchors) Keystone Media will provide all source images and Photoshop files upon project completion.

	Meet ADA and Rehabilitation Act of 1973
	functional performance criteria as applicable
	for proposed Electronic and Information
Section 508 compliance	Technology (EIT) deliverable.

ATTACHMENT A

City of Ann Arbor

Homepage & Navigation

+

Parks & Recreation

Wireframes & Specifications v2

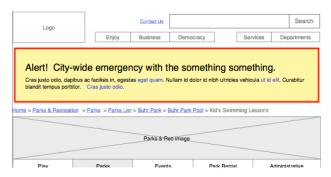
October 31, 2012



City of Ann Arbor Home Page

- 1.0: On every page, except the homepage, the logo should link to the homepage.
- 1.1: The default location of the cursor will be in the search box. Note that once search functionality on the City site becomes robust, helpful & effective, then consider for the home page moving the search query field into a more central location. The improved search should be able to auto-suggest a wide variety of popular queries phrased in a variety of ways, so it should then be OK to remove the "What do you need?" links (1.5) from the home page, as they should all be easily addressed through search.
- 1.2: These three navigation elements should stand out on the page. Each should be iconic in either color or imagery. On hover, rich drop-downs open up. (see 2.0-2.4 for more dropdown info)
- 1.3: City Services & City Events are not drop downs and should look slightly different than & be grouped separate from the other main drop down navigation elements.
- 1.4: Just below the navigation should be a template element which displays an alert area, only to be used in emergencies. The area should be designed to be visually disruptive (so it's noticed, and so people want it to be removed from the site as soon as possible).

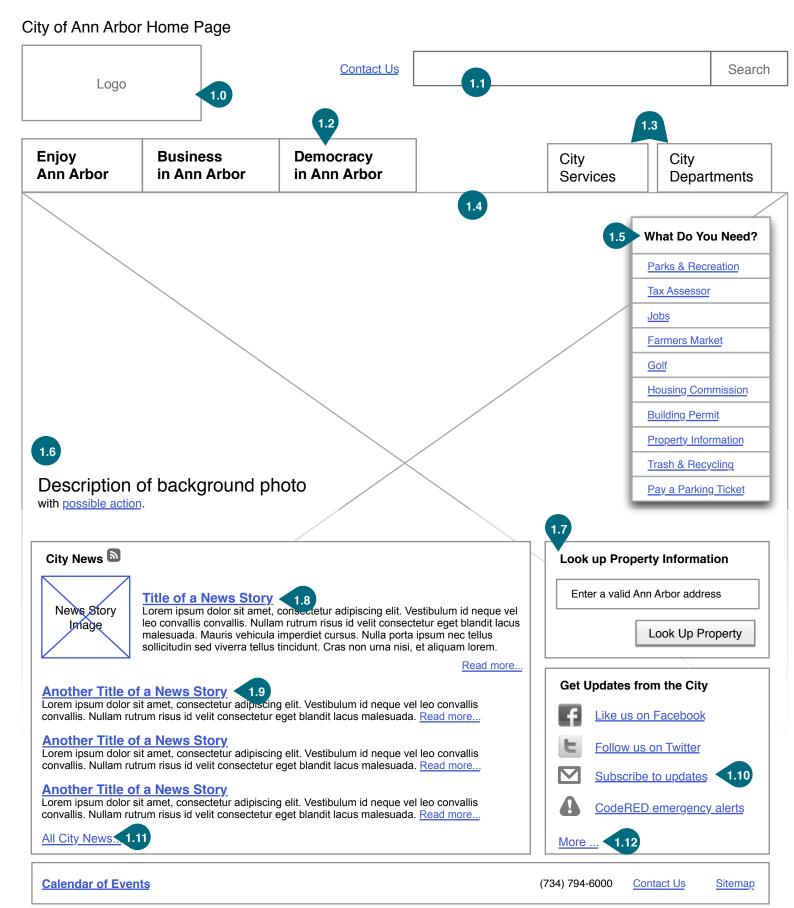




Alert on Home page.

Alert on lower-level department page

- 1.5: Items in "What Do You Need?" should be included based on web traffic historical & seasonal popularity. This list should not exceed 10 items. Labels need to be constrained to a single line (no label wrapping to 2+ lines).
- 1.6: Page background is a high resolution image that has been taken in Ann Arbor. On page refresh the image can change. The image should fit horizontally on the screen and fade vertically to a solid color to avoid an abrupt end. A description of the image optionally can include a link to more info about the activity or related department.
- 1.7: For Phase 1, Property Information will be looked up primarily through this search. If a person searches for an address using the global search, property information can be returned as a result item.
- 1.8: News area has one "Featured" news item (image required). This featured news item can be displayed as long as desired, until replaced by a new featured item.
- 1.9: News area has three "regular" news items with no images that are recent news items with the most recent at the top. These items cycle each time a news item is published. ALL news items will have the opportunity to pass through display on the home page.
- 1.10: Currently this is govdelivery. In the future this could be a way to sign up for specific types of news (Alerts, Safety, Maintenance, Parks, etc.).
- 1.11: Links to City News area that is formatted like a blog or online newspaper.
- 1.12: An anchor link to the "Get Updates" part of the "Contact Us" page.



Privacy Policy Accessability

City of Ann Arbor Home Page Drop Down Menus

- 2.0: Pulls in the two closest events that have been flagged as specifically appropriate to appear here.
- 2.1: Links to traffic information for a specific event. It is important to remove this once an event is over.
- 2.2: Links to a specific category of event that contains seasonal openings and closings for parks & recreation. These events should focus on "enjoy" and getting people involved in city events. (so, less "taxes" more "swimming season").
- 2.3: Links to a listing of city contacts that are specifically for the business community.
- 2.4: Links to meetings.visitannarbor.org site
- 2.5: The indicator for links to external sites could alternately be an icon such as:

	Enjoy Ann Arbor	Business in Ann Arbor	Democracy in Ann Arbor		City Services	City Departments
2.0	Featured Event Title Park - Sept. 12 Map		<u>rams</u>	Getting around A2 Parking Map* Bus Routes* getDowntown* Art Fair Traffic*		Opportunities Rec Opportunities
	More Events VisitAnnArbo		onal Calendar 2.2	2.1		* External Site

	Enjoy Ann Arbor	Business in Ann Arbor	Democracy in Ann Arbor		City Services	City Departments
	Starting a Bus Business Star Chamber of C S.P.A.R.K.*	ter Kit	Zoning & Ordina Codes & Ordina Zoning Application Permits & Licens	nces ons	Filming in Ann Arbo Filming Requireme Forms & Application	<u>nts</u>
2.3	N.E.W. Center*		City Bids & Contracts Downtown Area Associations Downtown Development Au Gity Employment Downtown Area Associations Downtown Development Au getDowntown*			
2.4	Conventions 8	<u>& Meetings*</u>				* External Site

Enjoy Ann Arbor	Business in Ann Arbor	Democracy in Ann Arbor		City Services	City Departments
Voting Where to vote	9	Meetings Public Meetings	A	2 Open City Hall	
Current ballot		Minutes & Agend Video of Meetings		egislation	
Elected Officia	<u>lls</u>			odes & Ordinance	<u>es</u>
Mayor's Offic		Boards & Commiss		OIA Downson	
City Council		Apply to serve	FC	OIA Request	
				ommunity Media Community Telev	

City of Ann Arbor - Footer

This footer will appear on all pages, with the exception of the Home page.

The "Contact the City" link would go to the Contact Us page.

The phone number should be routed appropriately, depending on time of day.

If the city decides to enable online chat functionality, then a link to this should go near the contact information in the footer, and be displayed when chat service is available.



Privacy Policy Accessability

Parks & Recreation Homepage - Template 1

- **1.0:** Main navigation recedes into the header. Drop-down on hover functionality is still active & behaves as normal.
- 1.1: All breadcrumbs, except the current/last crumb should be a link to the corresponding parent page.
- 1.2: Static image (to allow people to associate the department to the image. Image could change seasonally. Should probably have "Parks & Recreation" text overlaid on the image. The height needs to be constrained; the image height should not be taller than the logo and breadcrumbs (as shown in the current proportions).
- 1.3: P&R navigation display drop-downs when hovered over. (Figure A)

Main Navigation Links (not the drop-down links):

- "Play" -> Play Overview page (Template 7 list view, sorted A-Z)
- "Parks & Places" -> List of Parks(first child in drop-down.
- "Events" -> Events Calendar Page
- "Park Rental" -> Rental Information (first child in drop-down)
- "Administrative" -> Administrative Overview page (Template 7)
- **1.3.1:** "Play > All 28 Activities..." links to a page with all of the park's activities listed. (see Figure B). The # of activities should be dynamic.

- 1.3.2: "Park Rental > Shelter Features" links to a list of all shelter features available. (see Figure B) All "Parks Rental" information could be moved under "Parks & Places", and this main navigation area replace by a "Volunteer" link, if that is the direction P&R wants to go.
- 1.4: Social icons link to the P&R's main social account pages.
- 1.5: "I'd like to..." options can be changed seasonally to reflect the most popular needs or based on known popularity from analytics. There should not be more than 6 items allowed at any one time. (On the home page of other departments, we suggest a similar resource be displayed.)
- **1.6:** P&R's homepage carousel should be limited to 5 items. Items cycle automatically after at least 15 seconds. Clicking on either arrow moves the corresponding image, then pause the automatic slide effect. Clicking on the image should take you to a relevant page. This area could feature Volunteering, Seasonal events, etc.
- 1.7: This should be an exhaustive list of all the P&R Activities. Links should go to map view that has the selected activity set as a filter and the filter panel in the closed position.
- **1.8:** Should pull from the P&R events calendar for items that are specifically flagged as a featured event. List should be limited to about 8 events. "All Park Events" should go to the P&R Event calendar.

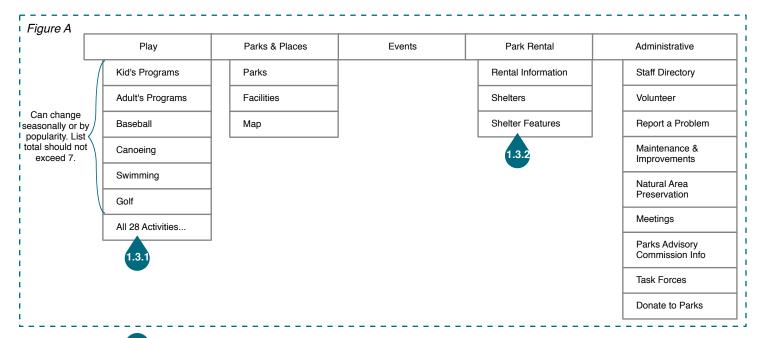
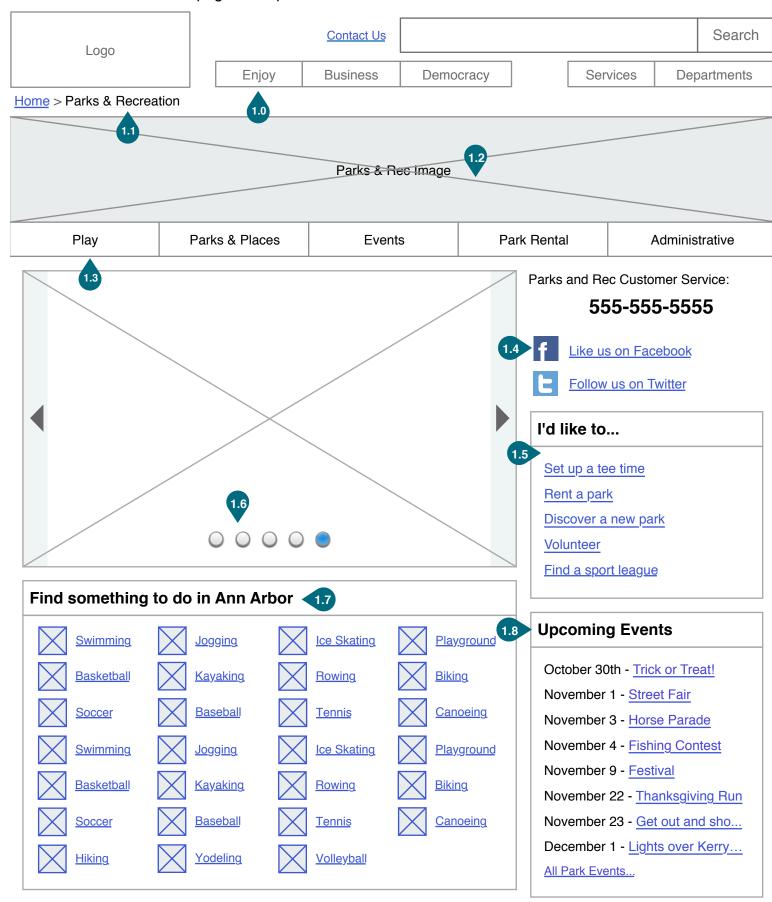


	Figure B	1.3.1		1.3.2
i	All Activities	All Features	All Rental Features	All Activities All Features All Rental Features
	Basketball	4 Parks	Swimming 4 Parks 10 Programs	Paved Path 4 Parks Restrooms 4 Parks
i	Soccer	4 Parks	Baseball 4 Parks	Unpaved Path 4 Parks Bandshell 4 Parks
	Hockey	4 Parks	Ice Skating 4 Parks 10 Programs	Wooden Path 4 Parks Bike Rack 4 Parks
1	Dirt Bike	4 Parks	Disc Golf 4 Parks 10 Programs	Boat Launch 4 Parks Picnic Tables 4 Parks
1	Golf	4 Parks 10 Programs	Tennis 4 Parks	Pavilion 4 Parks Grills 4 Parks
	Softball	4 Parks	Trails 4 Parks 10 Programs	Play Structure 4 Parks Parking 4 Parks

Parks & Recreation Homepage - Template 1



Parks & Recreation Homepage - Template 2

2.0: Filters Panel Default States:

When navigating to the page with no pre-set parameters, the filter panel should be open.

When linking to the page with pre-set filter parameters, the filter panel should be closed. (see also 2.2 & Figure A)

Contextual Filters:

Type - Always present [Options: All, Park, Facility, Program]
Activity - Always present [Options: <all p&r activities>]

Feature - Present when Type = All, Park, or Facility [Options: <all park features>]

Open - Present when Type = All, Park, or Facility [Options: Now, On Date]

Date - Present when Type = Program [Options: Now, On Date] - Functions the same as "Open"

Ages - Present when Type = All, Program [Options: all, <standard p&r age ranges>]

Rentable - Present when Type = All, Park, Facility [Options: either, yes, no]

Park - Present when Type = Program [Options: <all parks & facilities>]

Consider adding a "Neighborhood" filter.

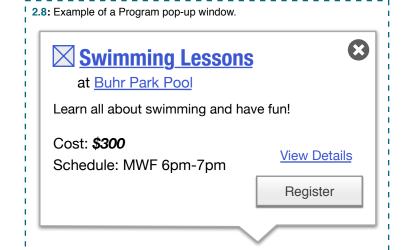
- 2.1: "Now" should look for parks that are open for at least a 1/2 hour past the time the query was run.
- 2.2: Filter layout changes depending on whether the filter panel is open or closed.

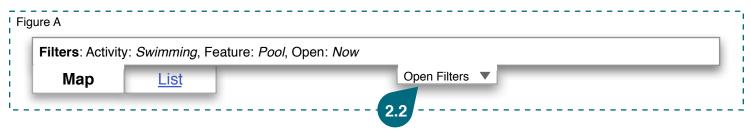
Open: Shown in wireframe

Closed (Figure A): When panel is closed, show active filters - <filter_set>: <value>

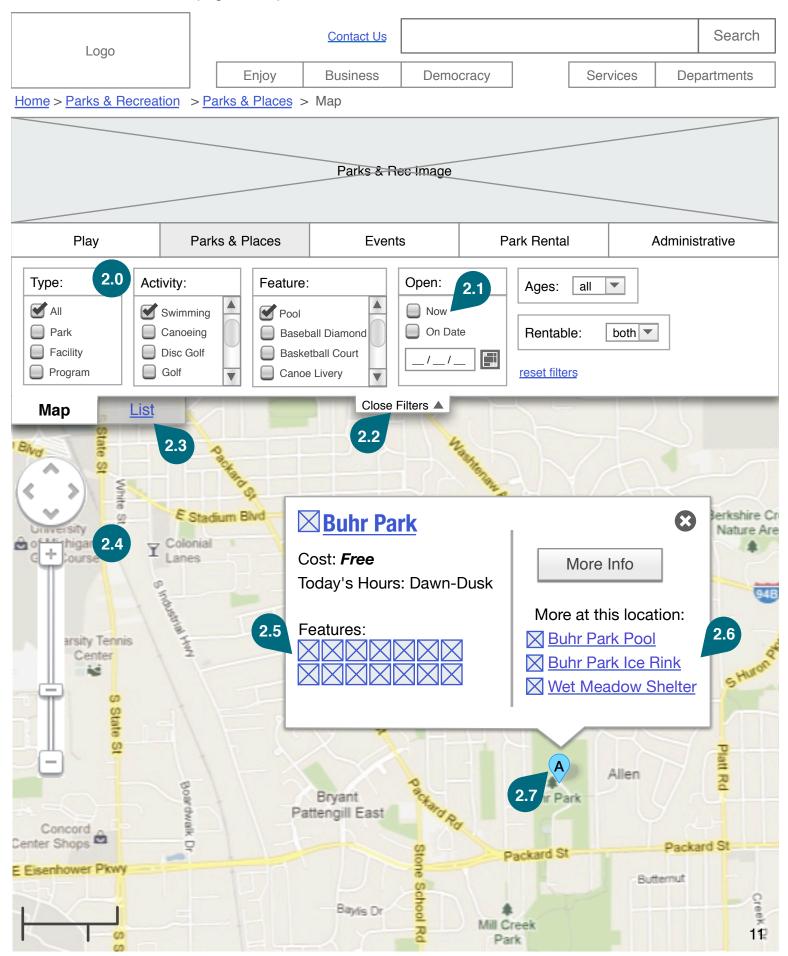
2.3: Map/List toggle switches between Map (Template 2) and List (Template 3). When using this toggle, currently set or selected filters get carried over between the two.

- 2.4: When determining the "center" of the map, the user should be prompted to allow Location Services on load - remember choice for session or longer.
- If Location Services are enabled Center on current location and show about 3sq. miles. (OR, zoom out until at least 1 result is displayed)
- If Location Services are disabled Center on downtown Ann Arbor and zoom out to show all of Ann Arbor.
- Map should include zoom and navigation controls.
- To keep the map interface agile, consider loading maps progressively, only loading park data for those present in the current view.
- 2.5: List of all of park's features. Hover over to see name of feature. Clicking on icon will bring you to selected park's page and highlight that feature on the park's map.
- **2.6:** "More at this location:" is only visible if there is a park/facility nested inside another park/facility. All nested parks/facilities should be linked here. If "More at this location:" does not show up, remove the vertical line to the left and bottom align the "More Info" button horizontally.
- 2.7: On load, the most centrally located park will have its pop-up window open. Clicking on another park will open that park's window and close the current pop-up window.





Parks & Recreation Homepage - Template 2



Parks & Recreation List - Template 3

3.0: by Location link switched the display to Maps view, w/ the same filters selected.

3.1: Sort Options

[Relevance(default), A-Z]

- 3.2: Parks, Programs, and Facilities should have icons to differentiate the result from one another. Parks and Facilities can have a single icon that represents all parks and another icon that represents all facilities. Programs should adopt the icon from the activity that is featured in the program (i.e.- Swimming Lessons should use the Swimming icon).
- 3.3: Park hours and program registration schedules should be able to be parsed so that status messages can be displayed. Clicking this will go to the parts detail page.

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"Park Open for another 2 hours" - 1 through infinite hours
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- 3.4: List of all of park's features. Hover over to see name of feature. Clicking on icon will bring you to selected park's page and highlight that feature on the park's map.
- 3.5: Links to List (Template 3) with a preset filter.

Filter Set: Park: <selected park> & Type: Program

3.6: Button (Primary) Action:

Park/Facility: "View Park"[link to park/facility page (Template 5)]

Program (Open Registration): "Register" [link directly to registration tool's instance of this program (external link)]

Program (Closed Registration): none

Link (Secondary) Action:

Park/Facility: none

Program (Open/Closed Registration): "Program Details" [link to description of program(template 6)]

[&]quot;Park Open for less than an hour" - <= 1 Open hour left.

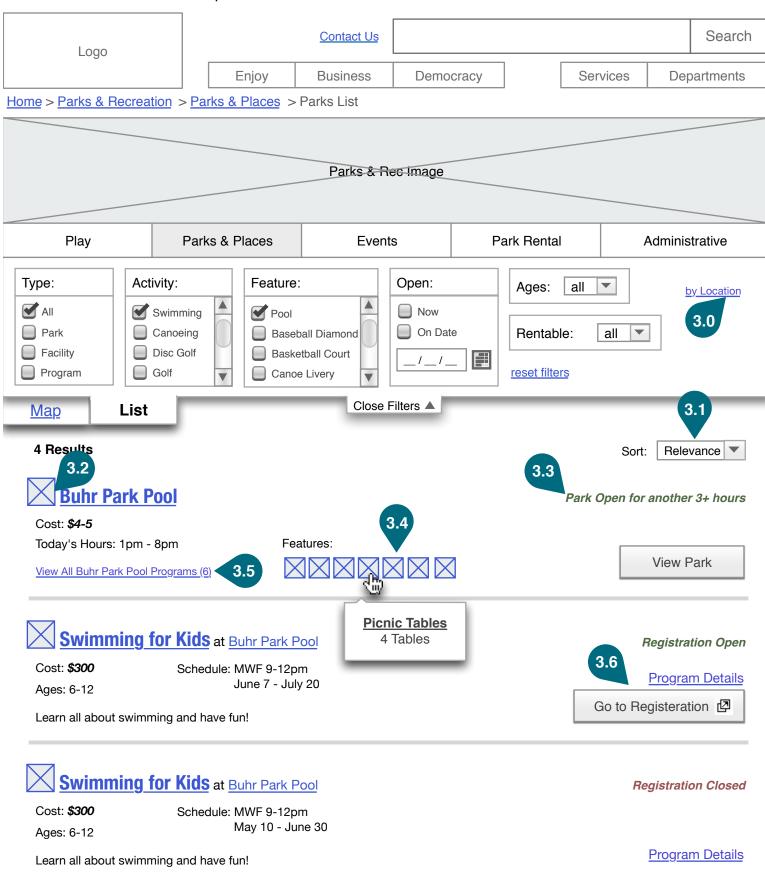
[&]quot;Park Closed" - if park is closed

[&]quot;Park Opens within an hour" - park currently closed but opens within an hour

[&]quot;Registration Open" - if registration for program is currently open

[&]quot;Registration Closed" - if registration for program is closed

Parks & Recreation List - Template 3



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Parks & Recreation Events - Template 4

4.0: Show Options

All deselected by default.

4.1: Event Calendar Navigator

Clicking a date displays the events for that day.

4.2: Event Categories

Events are categorized and each category renders a different color and icon. Categories can be selected to filter results

Note: "Volunteering" should be included as a category.

4.3: Collapsed Event

Here also, events are categorized and each category renders a different color and icon.

4.4: Expanded Event

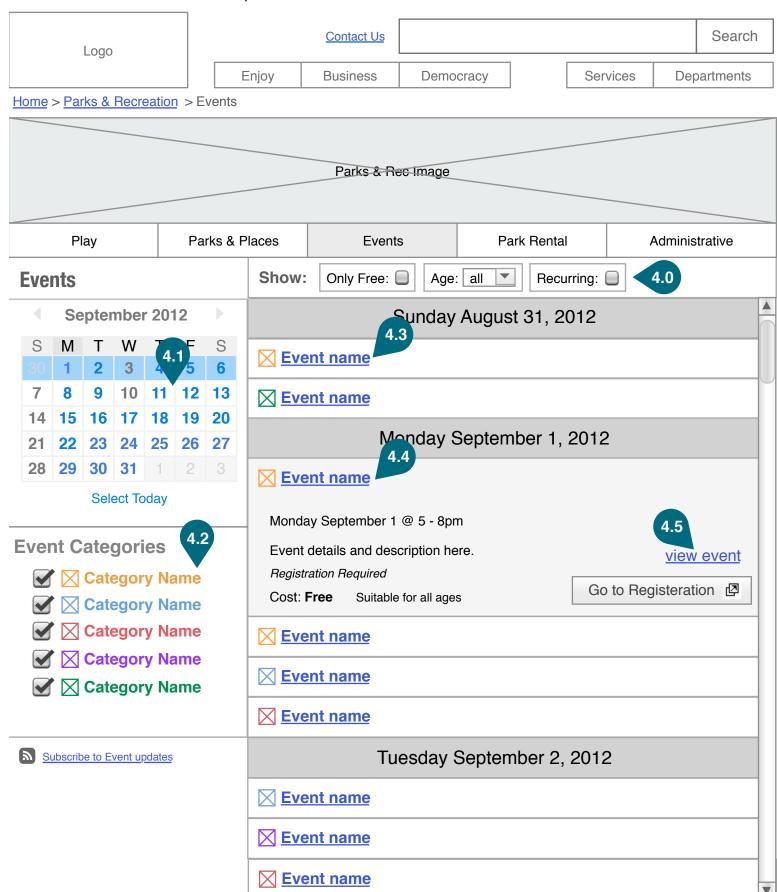
All of the details of the event should be displayed, stretch the height to fit all of the details.

The event name should link to a separate page(template 7) that has the same set of details on a dedicated page with a stable url.

4.5: Event Actions

Events that require registration should explicitly mention that they require registration and include a "Register" button. All events should have a "view event" text link that goes to a separate page (template 7) that has the same set of details with a stable url.

Parks & Recreation Events - Template 4



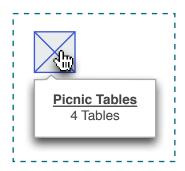
Parks & Recreation Park - Template 5

- 5.0: By default the map of the park should be shown.
 The Map I Photos text toggles the visual area between a map and photos.
 - When the Photos are selected, thumbnails appear below the main display area. Something like:



The first thumbnail is selected by default & the large version is displayed in the main area. Other thumbnails can be clicked to make the corresponding image appear in the main display area.

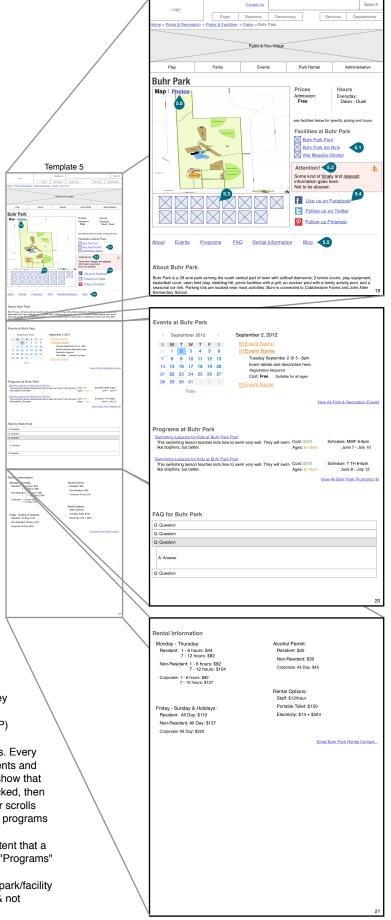
- 5.1: If a park/facility has any number of parks/facilities within it (i.e. - Buhr Park contains Buhr Park Pool and Buhr Park Ice Rink), this section displays, and all sub-parks/facilities are all listed and linked to from here.
- 5.2: It should be assumed that this is NOT normally here. Content in this box should be an "Alert" or "Alarm" informing visitors that they are unable to partake in the offerings of the facility. As a rule, messaging in this box should be written to DECREASE the number of people coming to the park, not increase it. (i.e. "Pool is closed today for Maintenance." or "All Canoes have holes, no canoeing until October 12, 2012.") This area should appear visually imposing & sort of unpleasing, and should move everything down the page to make room for it.
- 5.3: Below the Map & Photos area are the park features. Icons can be clicked to highlight their corresponding location on the map. (if Photos is selected when a feature is clicked, the display is set back to the Map.) Hovering over a map's feature thumbnail shows information about that feature.



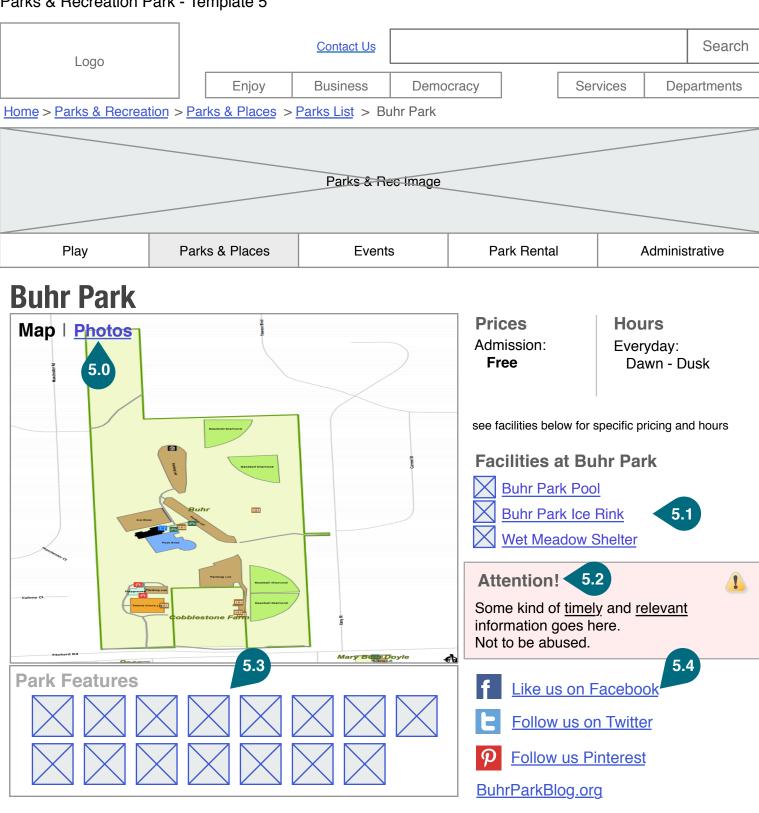
- 5.4: If a park/facility has their own social media channels or blogs, they can be linked to here. If they do not have their own social media channels, then display the parent's channels (either Parks or NAP)
- 5.5: This row of links serves as the rest of the page's table of contents. Every park/facility should have "About", "Events", and "Programs" Events and Programs sections should still be displayed if they are empty to show that there is nothing going on at this location. When Programs is clicked, then all the available programs should be shown, whereas if the visitor scrolls down the page, the Programs section can simply show the first 2 programs listed.

"FAQ" and "Rental Information" are examples of the types of content that a park can have on their page. The order and type of content past "Programs" can be decided by the web editor.

We envision any of the other pages that need to be linked to the park/facility (ex: farmers market vendors) could be done so from inline links & not structurally indicated in the template.



Parks & Recreation Park - Template 5



About Buhr Park

Events

Programs

FAQ

About

Buhr Park is a 39 acre park serving the south central part of town with softball diamonds, 2 tennis courts, play equipment, basketball court, open field play, sledding hill, picnic facilities with a grill, an outdoor pool with a family activity pool, and a

Rental Information

5.5

Events at Buhr Park

	Se	pten	nber	2012	2	
S	М	Т	W	Т	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Today

September 2, 2012

⊠ Event Name

Tuesday September 2 @ 5 - 8pm Event details and description here.

Registration Required

Cost: Free Suitable for all ages

View All Park & Recreation Events

Programs at Buhr Park

Swimming Lessons for Kids at Buhr Park Pool

This swimming lesson teaches kids how to swim very well. They will swim

Cost: \$300

Schedule: MWF 6-8pm

like dolphins, but better.

Ages: 6-12yrs

June 7 - July 10

Swimming Lessons for Kids at Buhr Park Pool

This swimming lesson teaches kids how to swim very well. They will swim
like dolphins, but better.

Cost: \$300
Schedule: T TH 6-8pm
Ages: 6-12yrs
June 8 - July 12

View All Buhr Park Programs (6)

FAQ for Buhr Park

: Question	
: Question	
: Question	
A: Answer	
: Question	

Rental Information

Monday - Thursday:

Resident: 1 - 6 hours: \$44

7 - 12 hours: \$82

Non-Resident: 1 - 6 hours: \$82

7 - 12 hours: \$104

Corporate: 1 - 6 hours: \$82

7 - 12 hours: \$137

Friday - Sunday & Holidays:

Resident: All Day: \$110

Non-Resident: All Day: \$137

Corporate: All Day: \$220

Alcohol Permit:

Resident: \$25

Non-Resident: \$30

Corporate: \$45

Rental Options:

Staff: \$12/hour

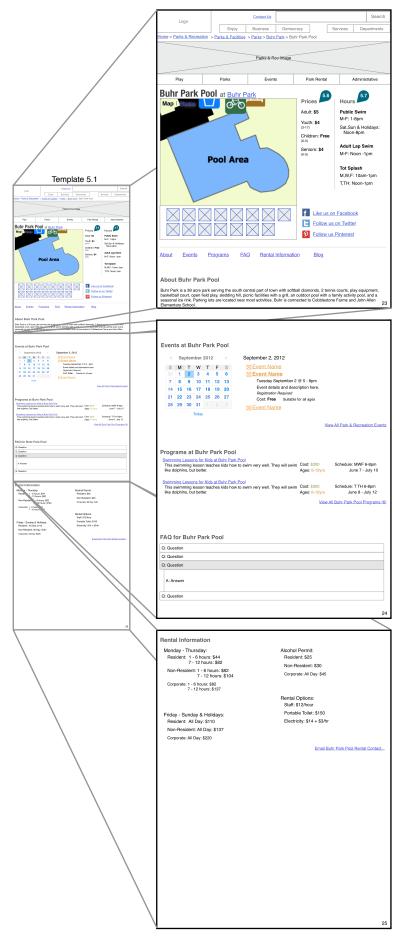
Portable Toilet: \$150

Electricity: \$14 + \$3/hr

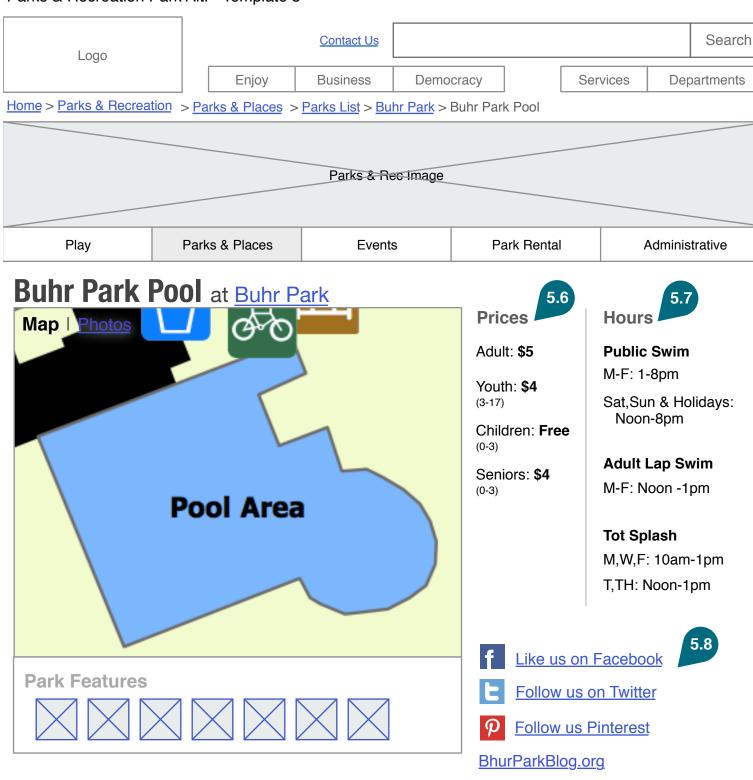
Email Buhr Park Rental Contact...

Parks & Recreation Park Alt. - Template 5

- **5.6:** Prices should be listed in order of the most common use with the "normal" rate listed first.
- 5.7: Hours should be listed in order of the most common use with the "normal" schedule listed first.
- 5.8: If the child has social media of its own, then show that. Otherwise, show the social media links of the parent facility or park. If neither have any social media links, then nothing displays.



Parks & Recreation Park Alt. - Template 5



Rental Information About **Events Programs** FAQ

About Buhr Park Pool

Buhr Park is a 39 acre park serving the south central part of town with softball diamonds, 2 tennis courts, play equipment, 21 basketball court, open field play, sledding hill, picnic facilities with a grill, an outdoor pool with a family activity pool, and a seasonal ice rink. Parking lots are located near most activities. Buhr is connected to Cobblestone Farms and John Allen

Events at Buhr Park Pool

	Se	pten	nber	2012	2	•
S	М	Т	W	Т	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Today

September 2, 2012

Tuesday September 2 @ 5 - 8pm Event details and description here.

Registration Required

Cost: Free Suitable for all ages

View All Park & Recreation Events

Programs at Buhr Park Pool

Swimming Lessons for Kids at Buhr Park Pool

This swimming lesson teaches kids how to swim very well. They will swim

Cost: \$300

Schedule: MWF 6-8pm

like dolphins, but better.

Ages: 6-12yrs

June 7 - July 10

Swimming Lessons for Kids at Buhr Park Pool

This swimming lesson teaches kids how to swim very well. They will swim Cost: \$300 Schedule: T TH 6-8pm like dolphins, but better. Ages: 6-12yrs June 8 - July 12

View All Buhr Park Pool Programs (6)

FAQ for Buhr Park Pool

Q: Question
Q: Question
Q: Question
A: Answer
Q: Question

Rental Information

Monday - Thursday:

Resident: 1 - 6 hours: \$44

7 - 12 hours: \$82

Non-Resident: 1 - 6 hours: \$82

7 - 12 hours: \$104

Corporate: 1 - 6 hours: \$82

7 - 12 hours: \$137

Friday - Sunday & Holidays:

Resident: All Day: \$110

Non-Resident: All Day: \$137

Corporate: All Day: \$220

Alcohol Permit:

Resident: \$25

Non-Resident: \$30

Corporate: \$45

Rental Options:

Staff: \$12/hour

Portable Toilet: \$150

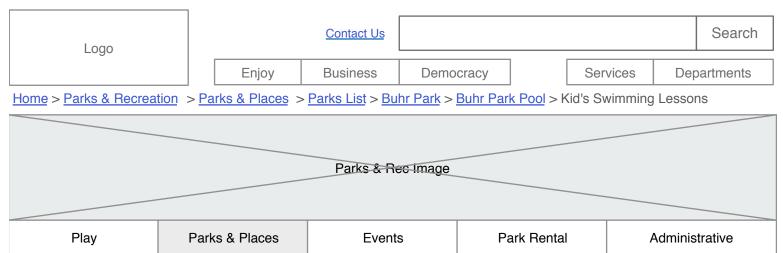
Electricity: \$14 + \$3/hr

Email Buhr Park Pool Rental Contact...

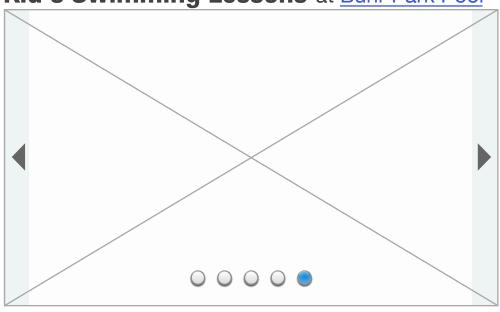
Parks & Recreation Program - Template 6

- 6.0: For now, the register button should link directly to the registration tool's instance of this program.
- 6.1: Staff thumbnails can be clicked to select that staff member. The first staff member's thumbnail will be selected by default. When any other staff thumbnail image is selected, then their image, name and bio swaps out as the displayed staff member.
- 6.2: This displays the parent facility. The link goes back up to the parent page.

Parks & Recreation Program - Template 6



Kid's Swimming Lessons at Buhr Park Pool



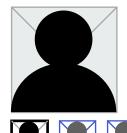
Cost	Schedule
\$300	MWF: 9:30am-12pm
	June 10 - July 30

This swimming lesson teaches kids how to swim very well. They will swim like dolphins, but better.

Ages: 1 - 5yrs

Go to Registeration 🛭

Our Staff

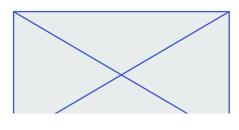


John Public

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Our Facility



6.2

Buhr Park Pool

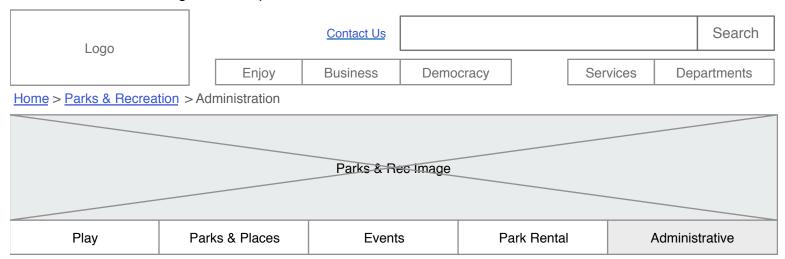
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Parks & Recreation Program - Template 7

These template pages illustrate pages that can have arbitrary amounts of sub-navigation. A park could theoretically contain one of these pages, such as the Farmer's Market having a listing of all the vendors. In the following examples, we show how the navigation would unfold as the Administrative section is navigated.

- 7.0: This page shows how navigation would display on the top level page of Administration.
- 7.1: This page shows how navigation would display for a 2nd level page.
- 7.2: This page shows how navigation would display for a 3nd level page.
- 7.3: This page shows how to deal with content below a 3rd level. Basically, if there is a lot of content at this level, break it into sub groups & put it all on the same page, with anchor links at the top of the page for quick navigation to the rest of the content.

Parks & Recreation Program - Template 7a



Administrative

7.0

Staff Directory

Volunteer

Report a Problem

Maintenance & Improvements

Natural Area Preservation

Meetings

Parks Advisory Commission

Task Forces

Donate to Parks

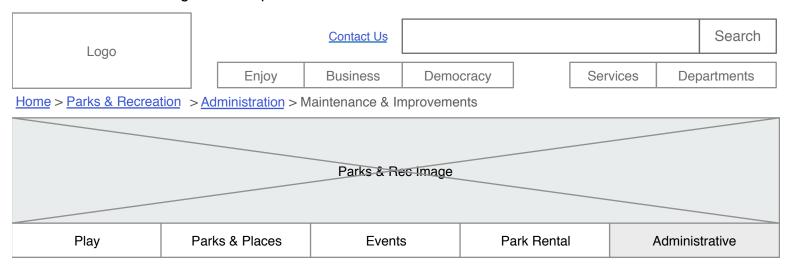
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Parks & Recreation Program - Template 7b



Maintenance & Improvements

7.1

Staff Directory

Volunteer

Report a Problem

Maintenance & Improvements

Improvements

Maintenance

Natural Area Preservation

Meetings

Parks Advisory Commission

Task Forces

Donate to Parks

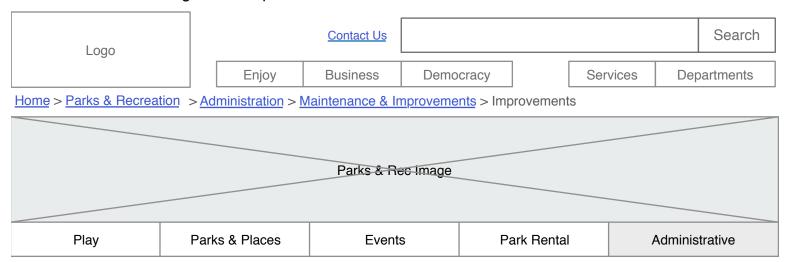
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Parks & Recreation Program - Template 7c



Improvements

Staff Directory
Volunteer

Report a Problem

Anchor 1

Anchor 1

Anchor 2

Anchor 3

Anchor 4

Anchor 5

Improvements
Improvements

Maintenance &

Maintenance

Natural Area Preservation

Meetings

Parks Advisory Commission

Task Forces

Donate to Parks

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Anchor 2

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Anchor 3

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Anchor 4

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Anchor 5

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29

EXHIBIT B

Consultant shall be paid

Proje	ct F	ees
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Design: Total Design In Scope Project Fees NTE \$9,600.00

The design cost is an inclusive price. Although based on an hour estimate for completion, acceptable to the City, of each Deliverable specified in the Consultant Proposal (incorporated by reference in Exhibit A), this is a project rate. This figure includes the cost of up to 12 low resolution, royalty free web images. Consultant will purchase these royalty free web images. Consultant guarantees it will use only royalty free web image will be used as part of the web design and agrees to hold the City harmless from any and all costs for the inclusion in the design of web images subject to royalties. It is acknowledged that the cost of original photography is not included in the Design Project budget. Inclusive in the Design Project budget are 2 in person meetings and 4 telephone meetings.

Any Out of Scope Design Services will be invoiced at the hourly rate of \$110.00. All Out of Scope Design Services must be pre-approved in writing by the Contract Administration before any work is performed.

Frontend Development: Total Frontend Development In Scope Project Fees NTE \$17,300.00

The frontend development is an inclusive price. Although it is based on an hourly estimate for completion, acceptable to the City, of Deliverables this is a project rate. This figure includes all meetings and production expenses.

Any Out of Scope Design Services will be invoiced at the hourly rate of \$100.00. All Out of Scope Frontend Development Services must be pre-approved in writing by the Contract Administration before any work is performed.

Project Management Included in the above costs.

TOTAL Project Total Cost NTE \$26,900.00

EXHIBIT C

INSURANCE REQUIREMENTS

Effective the date of this Agreement, and continuing without interruption during the term of this Agreement, Contractor shall provide certificates of insurance to the City on behalf of itself, and when requested any subcontractor(s).

- A. The certificates of insurance shall meet the following minimum requirements.
 - 1. Worker's Compensation Insurance in accordance with all applicable state and federal statutes. Further, Employers Liability Coverage shall pbe obtained in the following minimum amounts:

Bodily Injury by Accident - \$500,000 each accident Bodily Injury by Disease - \$500,000 each employee Bodily Injury by Disease - \$500,000 each policy limit

2. Commercial General Liability Insurance equivalent to, as a minimum, Insurance Services Office form CG 00 01 07 98 or current equivalent. The City of Ann Arbor shall be an additional insured. There shall be no added exclusions or limiting endorsements including, but not limited to: Products and Completed Operations. Further, the following minimum limits of liability are required:

\$1,000,000 Each occurrence as respect Bodily Injury Liability or Property Damage Liability, or both combined \$2,000,000 Per Job General Aggregate Personal and Advertising Injury

- 3. Motor Vehicle Liability Insurance, including Michigan No-Fault Coverages, equivalent to, as a minimum, Insurance Services Office form CA 00 01 07 97 or current equivalent. The City of Ann Arbor shall be an additional insured. There shall be no added exclusions or limiting endorsements. Coverage shall include all owned vehicles, all nonowned vehicles and all hired vehicles. Further, the limits of liability shall be \$1,000,000 for each occurrence as respects Bodily Injury Liability or Property Damage Liability, or both combined.
- 4. Umbrella/Excess Liability Insurance shall be provided to apply in excess of the Commercial General Liability, Employers Liability and the Motor Vehicle coverage enumerated above, for each occurrence and for aggregate in the amount of \$1,000,000.
- B. Insurance required under .A 2 and .A.3 above of this contract shall be considered primary as respects any other valid or collectible insurance that the City may possess, including any self-insured retentions the City may have; and any other insurance the City does possess shall be considered excess insurance only and shall not be required to contribute with this insurance. Further, the Contractor agrees to waive any right of recovery by its insurer against the City.

C. Documentation must provide and demonstrate an unconditional 30 day written notice of cancellation in favor of the City of Ann Arbor. Further, the documentation must explicitly state the following: (a) the policy number; name of insurance company; name and address of the agent or authorized representative; name and address of insured; project name; policy expiration date; and specific coverage amounts; (b) any deductibles or self-insured retentions which shall be approved by the City, in its sole discretion; (c) that the policy conforms to the requirements specified. An original certificate of insurance may be provided as an initial indication of the required insurance, provided that no later than 21 calendar days after commencement of any work the Contractor supplies a copy of the endorsements required on the policies. Upon request, the Contractor shall provide within 30 days a copy of the policy(ies) to the City. If any of the above coverages expire by their terms during the term of this contract, the Contractor shall deliver proof of renewal and/or new policies to the Administering Service Area/Unit at least ten days prior to the expiration date.