

EXHIBIT A

SCOPE OF SERVICES

Contractor shall provide to the City an intuitive and modern content management system that simplifies content management and web editing for the City's website.

GHD will provide the Govstack platform for the management of the City online communication. Govstack was created for government organizations, which require complete control of website content and need the tools to inform, engage, and transact with residents. The CMS allows permissioned, non-technical employees to quickly update any portion of your website without the use of code or development skills. Govstack is customizable, brandable, modular, scalable, accessible, flexible, and reliable.

With the Govstack platform, the City can empower residents, visitors, and business owners to access the City services and key information with ease, while making it easier to streamline, automate and manage content online and delivery of services to the community.

Contractor shall provide the City its new content management platform pursuant to the specifications provided in Contractor's Proposal, replicated below, in response to the City's specific objectives A through W, outlined below, per the City's Request for Proposals, RFP No 23-64:

Features and capabilities of the Govstack CMS include:

Website Setup

- **Best Practice Site Mapping/Navigation Management** – based on more than 20+ years of learnings in working with municipal governments and documenting feedback from their citizens, we have created a best practice site map and will provide this as part of the launch. Then, the Govstack CMS allows your team to easily manage the website navigation menu and structure. They can add new sections or subpages and then drag and drop menu items to reconfigure the navigation as needed.
- **Design Themes** – Experience personalized web design tailored to your brand with our extensive theme library. Our team collaborates closely with you, making it easy to select a design that matches your vision. Create a captivating online presence effortlessly, ensuring your website reflects your unique identity and meets all your stakeholder needs.

System Modules and Features

- **Alerts** – quickly create a pop-up or banner for priority communications that display site-wide or on specific pages
- **News Feeds** - allows website editors to easily create and post news items to the site. These items help draw the attention of website visitors to key updates, priority information, and real-time notifications. News can be displayed on the home page, news pages and pulled into the relevant content pages
- **News Subscriptions** - offers a subscription page that allows visitors to opt-in to segmented email news alerts based on categories of interest. As soon as news items are added to the site, it automatically emails out to all subscribers of that news category.
- **Contact Directory** - provides the ability for website editors to create contacts and assign them to departments for display in a directory. The directory provides options for the website visitor to email or phone the contacts, along with a link to a physical location via Google Maps.
- **Social Media Integration** - allows website editors to easily embed social media feeds into their pages to keep residents engaged and provide current information. Website content can also be shared across the visitors' social media platforms.
- **Site Search** - uses Google Programmable Search to provide a robust website search capability that also searches through documents and other assets. Govstack CMS also allows for integration with other 3rd party search engines.

- **Secured Pages (add-on)** - allows website administrators to secure a specific section of a website that requires a username and password to enter and view content outside of the public-facing website. A secured section can be used to create a members-only portal to offer exclusive access to content not available to the general public.

Ongoing Site Management and Planning

- **Standard Formatting** – includes the ability to adjust font types, styles (heading, sub-head, etc.) and formats (bold, italic, etc.), bullets, lists, indents, and tables.
- **CSS and Brand Control (add-on)**- allows website administrators to adjust design elements across the site to customize backgrounds, colors and fonts, spacing, branding, and customer CSS and JavaScript.
- **Design Library** – provides a library of pre-designed components that website editors can use to more rapidly set up pages for specific functionality and content. For example, select banners, callouts, and image libraries to add to content pages.
- **Site Builder** –with our no-code Site Builder, create feature-rich landing and interior pages using modular components that can be simply dragged and dropped into the desired layout.
- **Media, Images, and Documents** - allows editors to upload a variety of file types including images, PDF documents, SVG files, and videos. These files can then be included as part of the content presented on pages throughout the site.
- **Media Editing** - allows website editors to zoom, crop and resize images (from a selection of pre-set sizes) so that images fit better on the page.
- **Integration with Other Govstack Modules** - provides the ability for website editors to display Govstack Events and Govstack Forms in their landing and content pages.
- **Embed third-party Tools** - provides options to embed third-party code to allow website editors the ability to display widgets and other content provided by third-party platforms (i.e., Google Maps)
- **Administration and User Management** - allows website administrators to easily manage user permissions for new and existing users. Permissions control access to different parts of the website, specific types of content, and also what a user is allowed to do (e.g., edit/publish a webpage, manage user permissions, etc.). The CMS also provides the option to create different user groups including Website Administrators and Website Editors.

- **Preview Mode** - allows website editors to view content updates to pages *before* they are published. Preview mode simulates responsive views so that editors can see what the changes will look like on desktop computers, tablets, and mobile devices.

Optimization and Analysis

- **Search Engine Optimization** - allows website editors to preview how their website and pages will appear in search engines, enabling them to make the changes required to improve search results. Govstack CMS also allows editors to hide pages from search engines and specify a friendly website address (e.g., www.yourcommunity.com/parks).
- **Google Analytics** – allows for easy setup of website and social tracking tools, such as Google Analytics or Facebook Pixel tracking, providing you with actionable insights around popular content and how your website visitors use and navigate your site.

• Improved social media tools and management.

The Govstack CMS allows for the embedding of social media feeds into a page, this includes adding the embed code for X (formerly Twitter), Facebook, YouTube or other social media feeds that support page embedding.

The news tool built into Govstack includes the Share tool which will allow users to share the page over their social media accounts and also have the option to email the page to a friend.

Social media platforms to share include Facebook, X/Twitter, and LinkedIn.

• Improved HTML produced by the content management system which aligns with our web editing best practices.

The proposed solution will allow for a content editor to edit the HTML code within the page.

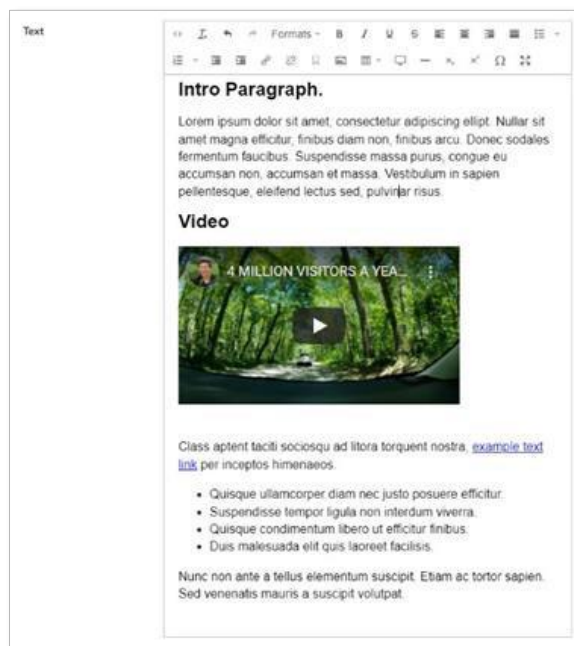
Requirements

A. The content management system should make it easy to edit web pages and include tools for editing modern web sites. Needs the ability to dynamically choose the number of columns as needed by the user and segment the information on the page into easy to edit sections.

The CMS features an easy-to-use WYSIWYG editor to allow authorized administrators to efficiently make edits to each content area of the site, and offers the following editing options:

- Standard formatting functionality including font formats (bold, italic, etc.), bullet lists, indent, and tables
- Find and replace, cut/copy/paste
- Ability to embed social media including Facebook and YouTube
- Ability to embed third-party code (i.e. Google Maps)
- Predetermined styles to ensure consistency of the site and brand
- Ability to add links

During the implementation phase we will include pre-defined styles based on your brand guidelines that will be available in the editor for page contributors to use.



B. Want the system to include features that support editing modern web parts such as accordions, tiles, photo galleries, etc.

The Govstack CMS offers a comprehensive range of design components that are commonly found in modern websites, including accordion dropdowns, alerts, breadcrumbs, buttons, cards, photo carousels, pausable video backgrounds, and tooltips. The CMS also offers editable call to action boxes, grid layout panels, image galleries, and calendar feeds on interior content pages. This is only a small list of everything the CMS offers.

C. The existing website design, templates, and content should be incorporated into the new content management system.

GHD confirms that the existing website design will be incorporated into the new CMS. Govstack utilizes templates and Cascading Style Sheets (CSS) to maintain a dependable experience across the site through consistent navigation, layout, branding, colors, and font. The CMS includes the option to create new page templates, allowing the City to create additional templates for your team to use when adding content.

D. The system should support metadata management for social media and images.

GHD designs our sites with SEO best practices in mind. We structure the page templates using CSS to keep the HTML clean and simple providing search crawlers with the ability to quickly and easily parse the site. SEO needs to have a plan and be reported on, and content changed on a quarterly basis.

Govstack allows content authors and editors to input metadata, which includes basic keywords for Search Engine Optimization and other more advanced fields. The CMS allows for specific metadata to be set for each individual webpage, rather than having a single set of metadata for the entire website. This ensures that each page has an improved ranking for Search Engine Optimization and can be easily found by searches.

E. The system should produce clean code that improves accessibility, passes semantic tests, and is Section 508 compliant.

GHD designs our solutions in support of the principles, guidelines, and success criteria as outlined in the WCAG 2.0 Level AA accessibility guidelines at a minimum (as this is the guideline most Accessibility regulations are based on, including the Americans with Disabilities Act (ADA) and Section 508), and we strive for 2.1 Level AA as a standard. We use the WCAG 2.0 Sufficient and Advisory techniques as the basis for our websites and products, and regularly review the latest best practices in the industry, such as the newer WCAG 2.1, WCAG 2.2, and updates to ARIA specifications. We update our development standards accordingly. We strive to provide web solutions that are accessible to users of all abilities, considering the end-user impact beyond legislation.

We manually test our websites and products using assistive technology. Our developers and quality assurance specialists are trained in testing with JAWS, Apple VoiceOver, and NVDA, the three most used screen readers. GHD performs semi-annual accessibility audits on all our products to ensure that we are meeting WCAG standards and best practices.

These audits involve:

- Screen reader testing
- Keyboard testing
- Review of ARIA best practices
- Semantic HTML structure, and more

The Design Themes have been tested to ensure that each element of the site is compliant, this includes testing for:

- Proper use of headings
- Tagging of all required page elements (links, images, tables, etc.)
- Compliant font types and sizes
- Compliant color contrast

Our thorough testing processes allow us to identify and address accessibility barriers quickly and effectively.

F. Need the ability to embed 3rd party tools using JavaScript and iframes.

Confirmed. The proposed solution provides the ability to include third-party content into a page through embed code or by using an iFrame. This includes code from third-party providers such as Google Maps, YouTube, Facebook, X (formerly Twitter), or any other service that supports embedding their content into the site.

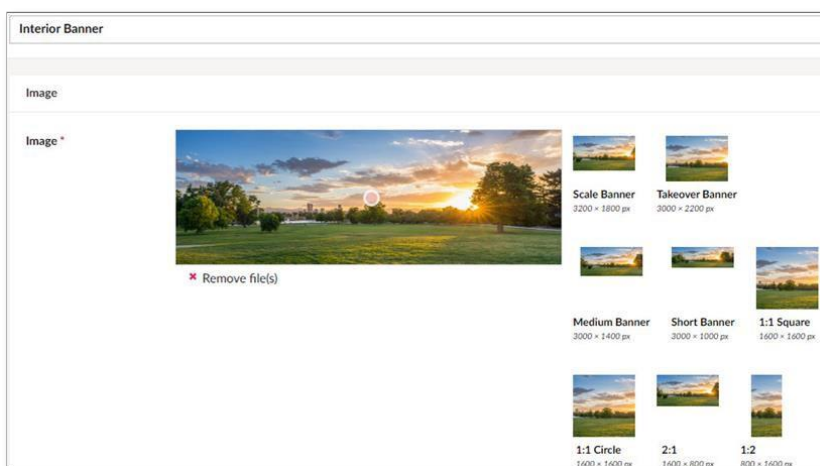
The content can be added using the embed tool built into the CMS or manually added to the site using the HTML code view.



The image shows a simple web form titled "Embed". It features a text input field labeled "URL" and a button labeled "Retrieve" positioned below the input field.

G. The system needs to automatically resize images to reduce file sizes and more closely align with the website style guide.

The Govstack CMS includes the ability to create photo galleries that will support video as well as images that will be automatically resized. In the back office, when a photo is uploaded, the CMS creates multiple versions of the image to be used in a variety of proportions.



The photo's focal point may also be adjusted to ensure that the intended area of focus is on the appropriate location within the context of how the photo is being used.

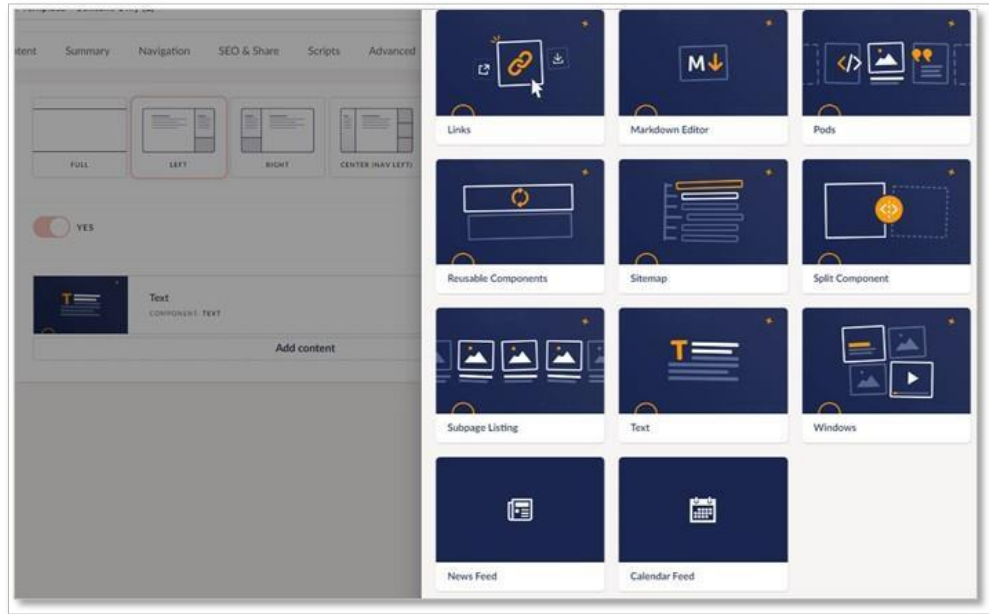
H. Modifying page templates should be easy.

GHD will create standard templates that will be available for the City to use when creating new content pages. Govstack utilizes templates and Cascading Style Sheets (CSS) to maintain a dependable experience across the site through consistent navigation, layout, branding, colours, and font. The CMS includes the option to create new page templates, allowing the City to create additional templates for your team to use when adding content.

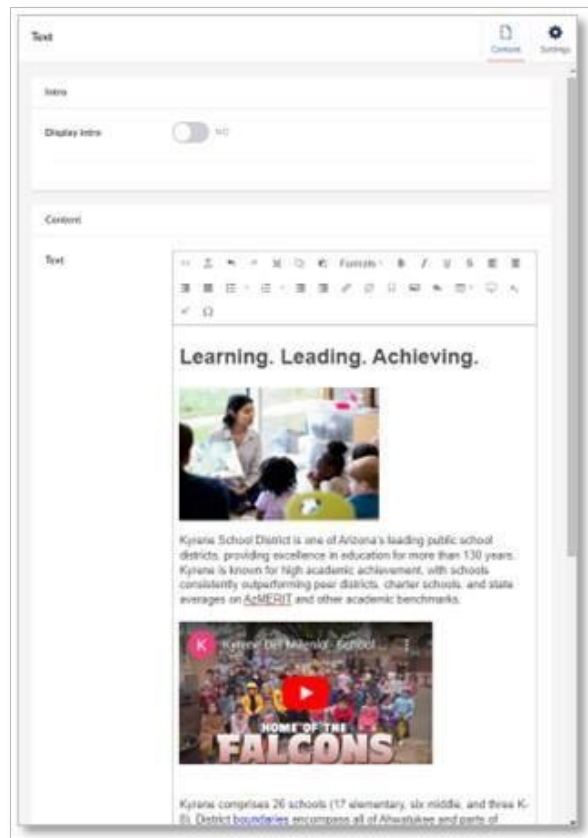
I. Page editing should be intuitive and simple.

Confirmed. We have included below several screenshots for creating and editing content. These screenshots are some of the options available when adding content to a page.

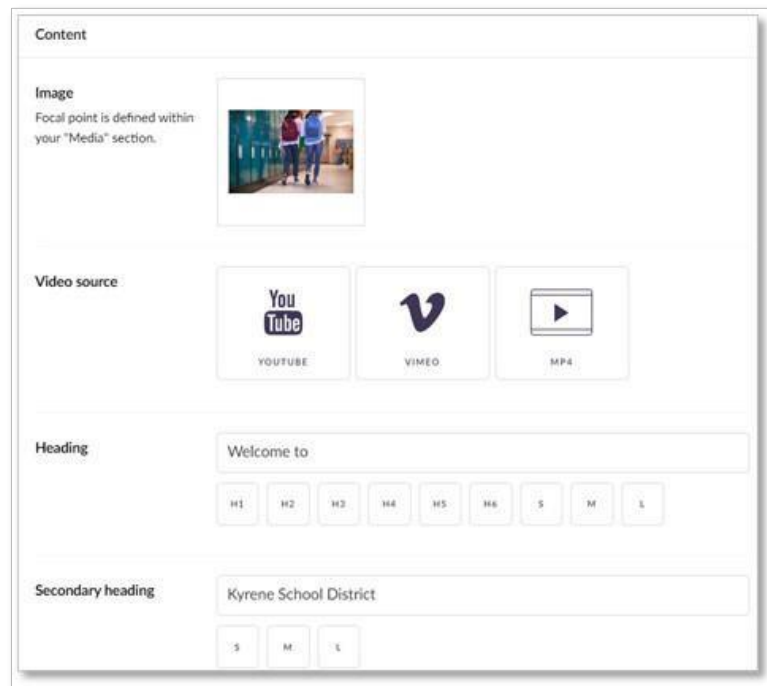
Adding Text Component



Adding/Editing Text, Images and Video



Adding/Editing a banner



The screenshot shows a CMS interface for adding or editing a banner. It is titled "Content" and contains several sections:

- Image:** A text field with the placeholder "Image" and a note: "Focal point is defined within your 'Media' section." Below this is a small image of two people walking in a hallway.
- Video source:** Three buttons labeled "YOUTUBE", "VIMEO", and "MP4".
- Heading:** A text input field containing "Welcome to" and a row of buttons for heading levels: H1, H2, H3, H4, H5, H6, S, M, L.
- Secondary heading:** A text input field containing "Kyrene School District" and a row of buttons for heading levels: S, M, L.

J. SEO management should be straightforward.

GHD designs our sites with SEO best practices in mind. We structure the page templates using CSS to keep the HTML clean and simple providing search crawlers with the ability to quickly and easily parse the site. SEO needs to have a plan and be reported on, and content changed on a quarterly basis.

Govstack allows content authors and editors to input metadata, which includes basic keywords for Search Engine Optimization and other more advanced fields. The CMS allows for specific metadata to be set for each individual webpage, rather than having a single set of metadata for the entire website. This ensures that each page has an improved ranking for Search Engine Optimization and can be easily found by searches.

K. Vendor needs to provide content migration from our current SharePoint content management system to the future system.

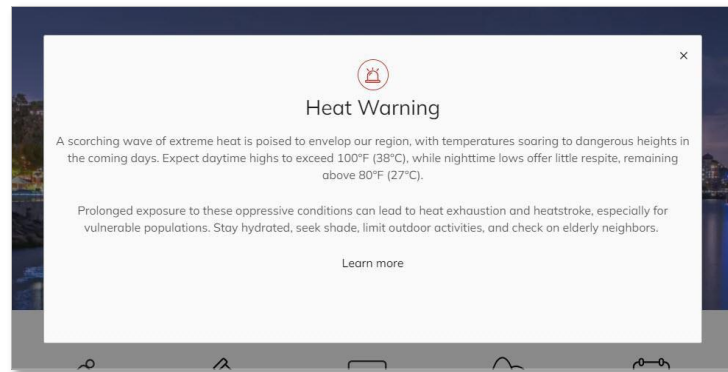
Confirmed.

L. Convert existing customizations so that they work with the new CMS.

a. Alerts on park facilities and the home page.

You are able to post to the homepage or landing pages an alert, or emergency banner (even from your phone) in case of an emergency situation. Users can subscribe to alert categories, and they will receive email notifications when an alert is posted.

Content editors can update the text within the banner using the Govstack CMS and choose a color to reflect the severity and importance of the message: for example, red for emergencies or important community notices; yellow for warning information and green for general information. The window is set so that it is only displayed upon an initial visit to the site.



Once the site visitor has closed out the alert, it will no longer show, unless the person visits the site at a later time.

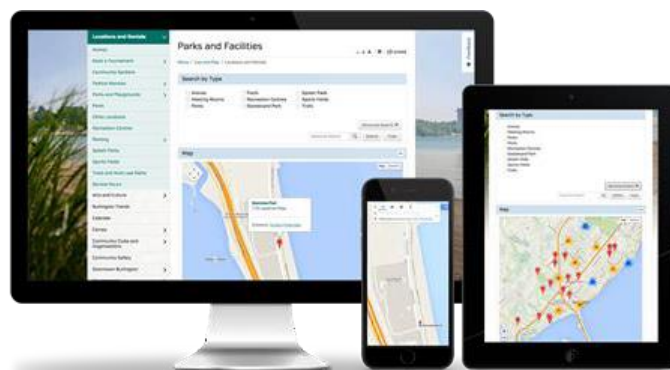
b. News on the home page and the water page.

The news tool also has the ability to mark items as featured, those items will then be filtered to the top of the news list and can also be pulled into the home page.

Individual news categories can also be included on their own page/feed and embedded into a content page.

c. Park Amenities web part on the main park facilities.

The CMS add-on lets you build a comprehensive and organized database of your local parks and facilities, and offers a one-stop-shop where residents and visitors can learn more about all of the fun, engaging and interactive things to do in your community. The directory allows you to create an unlimited number of searchable listings for local recreation facilities. Listings can include the facility or park name, address, telephone, fax, website, schedule, and includes an automatically generated map of the location.



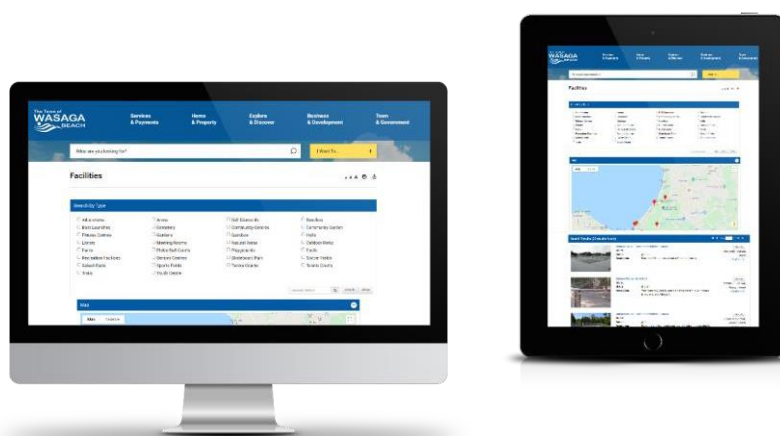
Key features:

- Easily integrates parks and facility listings within your public website
- Users can search by keyword or by amenity options such as accessibility, public Wi-Fi, ice pad, hours of operation, etc.
- Google Maps integration intuitively allows users to view listing locations and find directions
- Customizable category options for each park and facility makes searching simple
- Ability to add, edit and delete parks and facility entries quickly when needed
- Easily set hours of operation, open/close dates, and include pictures for each park and facility
- Quick link to your rental information web page or PDF, as well as your recreation calendar schedules
- Integrates directly with the CMS News Module, allowing for automated postings of facility closures to your news section, automated e-mails sent to users, and posts to social media

Example sites can be found here:

- <https://facilities.springwater.ca/>
- <https://facilities.westkelownacity.ca/>

Example screen shots can be seen below:



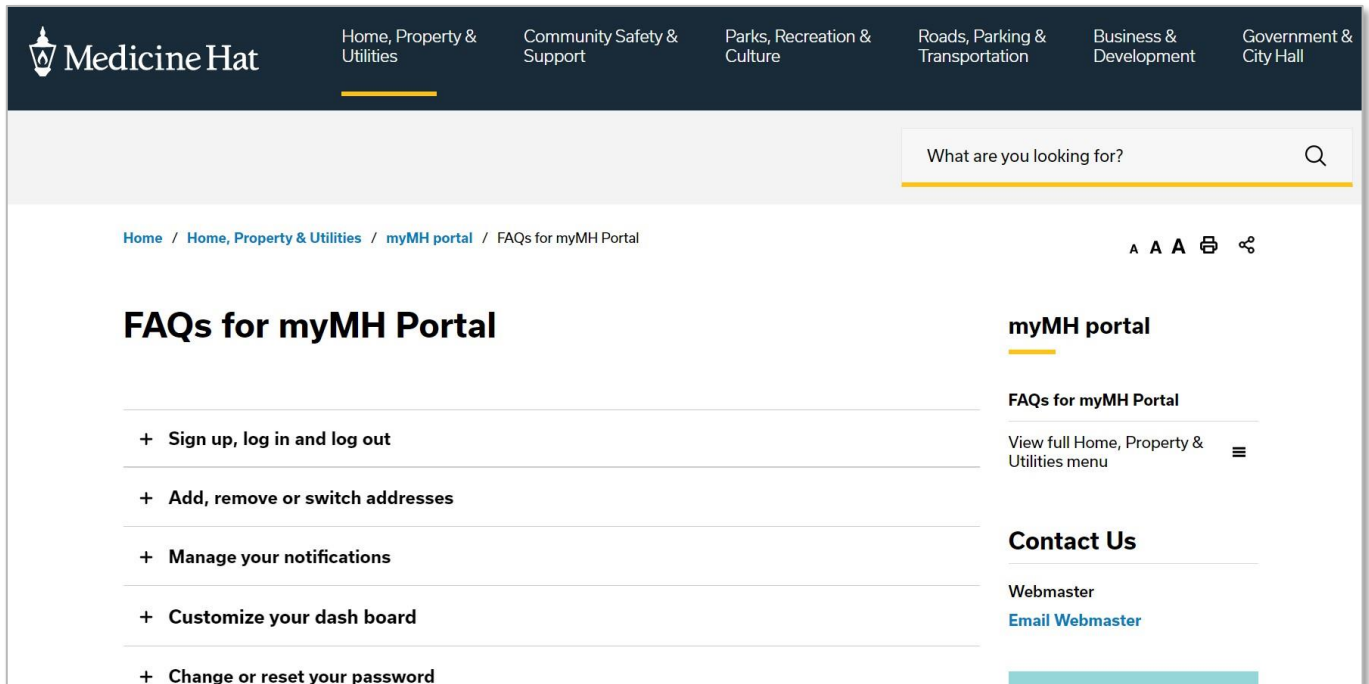
d. Clerk Voter Line tool for checking line lengths.

The City can use the embed tool within Govstack to iFrame the Voter Line tool into a web page.

e. Services area and subpages with accordions.

The CMS includes an accordion function that can be used for categorizing and adding FAQ's to page content. The City would be able to add an unlimited number of FAQ's to a page.

Example - City of Medicine Hat <https://www.medicinehat.ca/en/home-property-and-utilities/faqs-for-mymh-portal.aspx>



f. Automated site map.

The CMS will automatically create a sitemap and will update the sitemap dynamically when a page is added or deleted within the site.

g. Custom code within the page layouts and master design.

Confirmed. The proposed CMS will provide access to the page source code and allow for content editors to edit the HTML code within the page.

h. Job that writes the FOIA log and ICPOC log to a page on the site.

GHD is proposing our Govstack Forms tool for FOIA and ICPOC requests from the public. Our team will use the Govstack Forms tool to create the form bases on the City's requirements including any form conditions, required fields and workflows.

All data will be stored securly in Govstack Forms. Specific completed fields can then be pulled via API from the form results, and displayed on a content page as the logs on the public facing site.

M. Needs to be able to integrate with chat AI products.

GHD has the capacity to install a third-party live chatbot onto the new website site. This includes adding the embed code from your chatbot provider and including it on each page of the website. Examples of chatbots we have integrated with in the past include Drift, Velaro, and Hubspot.

N. The content management system should have an API to integrate custom tools with the website.

Through our work with hundreds of clients, GHD has extensive experience working with numerous third-party applications. As part of the technical discovery phase we will work with your team to define the objectives and requirements of the integration and fully scope out the options and our proposed solution. Our approach to integrating with a third-party application includes:

- Defining with your team the business objectives of the integration
- Reviewing the options for integrating with the third-party application including API and web service documentation
- Presenting to your team options and our proposed solution
- Implementation

We have not provided integration costs in our pricing section. Once the solution has been fully defined, we will be able to provide both costs and a timeline/schedule.

O. Would like to have pre-built content editing training materials.

As part of the project scope, GHD is committed to providing comprehensive training to your team. Our training program is designed to ensure that your team members become proficient in using Govstack and effectively managing the website.

The training sessions will be tailored to your specific needs, and take place directly on your production website, ensuring that the training structure aligns with the final deployed solution. Sessions are divided based on user types to make sure we make the most effective use of your team's time.

The training will cover the following key areas:

- Introduction to Govstack: We will provide an overview of the CMS and its purpose, ensuring that your team understands its functionalities and benefits.
- Key features and advantages: We will dive deeper into key features, highlighting their advantages and how they can be leveraged to achieve your project goals.
- Login and user identity creation: We will guide your team through the process of logging in and creating user identities, ensuring a smooth onboarding experience.
- Managing content: We will demonstrate how to effectively manage and organize content within Govstack, enabling efficient collaboration and information management.
- Setting permissions and time-dependent postings: We will provide instructions on how to set permissions and control access to specific content, as well as schedule time-dependent postings.
- Organizing resources: We will guide your team on how to effectively organize resources with Govstack.

- Addressing common obstacles: Our training program will equip your team with valuable troubleshooting techniques to effectively overcome any common hurdles that may arise during system usage. This will empower them to proactively address and resolve challenges independently, ensuring a smooth and seamless experience with the system.
- Managing approvals and rejections: We will demonstrate how to manage the approval and rejection process within Govstack, ensuring a streamlined workflow for content review and decision-making.

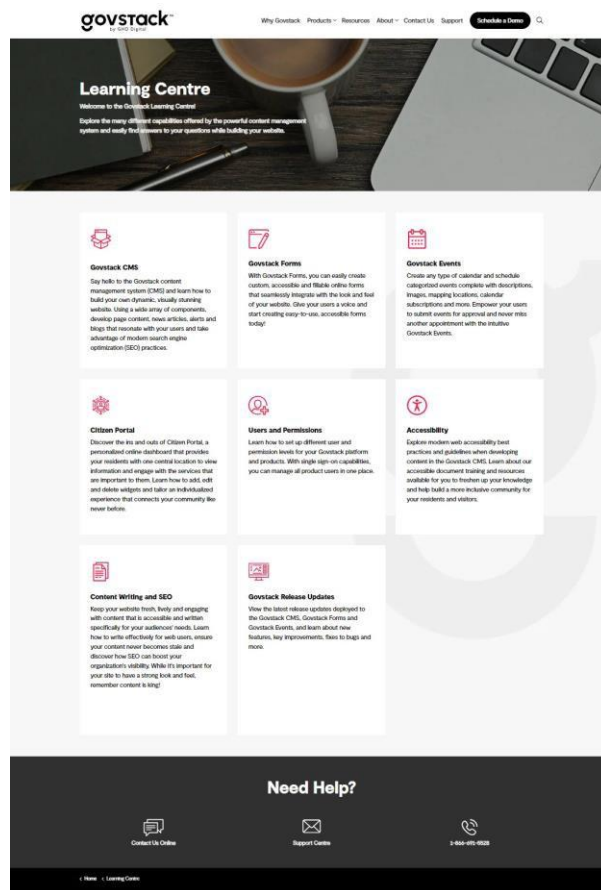
In addition to the training sessions, the City of Ann Arbor will have access to our comprehensive **Learning and Resource Center**. This online platform provides a wealth of valuable information, advice, and best practices to maximize Govstack’s potential.

The Learning Center offers various resources, including:

- Search Engine Optimization (SEO) guidance
- Instructions specifically tailored to GHD's Content Management System
- Accessibility compliance guidelines
- A guide to writing effective content for the web
- Creative tips for maintaining fresh and engaging website content
- Comprehensive information on Govstack and all modules
- Instructional Video Libraries showcasing examples of common tasks performed within the CMS

We are also including Writing for the Web and Accessibility Training as an on-demand video for your content writing and editing teams, which focuses on writing content, readability, search engine results, and accessibility.

Our training program is designed to empower your team with the knowledge and skills required to effectively utilize Govstack, ensuring successful deployment and long-term usage.



P. Needs to support the integration of language services or have its own translation service.

Google now builds translate functionality directly into the Chrome browser. Other major browsers including both Edge and Safari also include a translation option directly in the browser. We can confirm our solution will be optimized to support each of these browsers. If required, we can also integrate Google Translate.

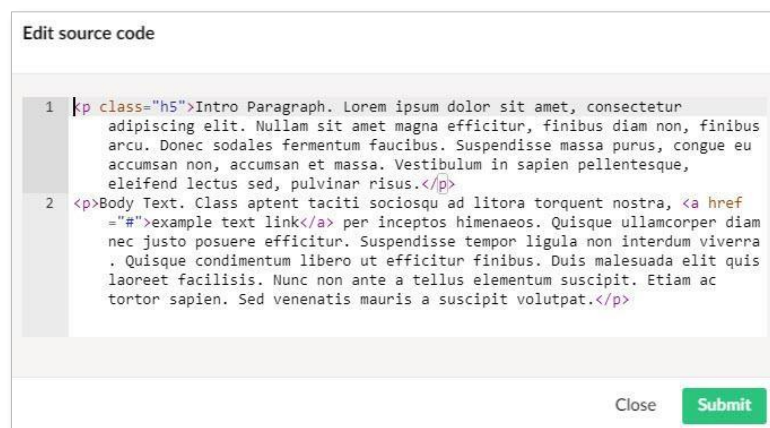
Q. Need to be able to embed JavaScript in page templates.

Confirmed. The proposed solution provides the ability to include third-party content into a page through embed code or by using an iFrame. This includes code from third-party providers such as Google Maps, YouTube, Facebook, Twitter, or any other service that supports embedding their content into the site.

The content can be added using the embed tool built into the CMS or manually added to the site using the HTML code view.

R. Need the ability to edit HTML when editing a page in addition to using the content management system tools.

Confirmed. The proposed solution will allow for a content editor to edit the HTML code within the page.



S. Need to be able to edit web site navigation and web page URLs.

Pages can be easily moved around within the menu navigation when editing the website. The CMS will automatically create a sitemap and will update the sitemap dynamically when a page is added or deleted within the site.

All Govstack URLs are SEO and user-friendly, with clear wording that allows the user to see the section of the site they are currently in. For example - www.cityname.gov/government/council. When creating content pages, the CMS user has the opportunity to name the pages as required.

In addition, Govstack allows for creating custom URLs. Your team will have the ability to create multiple, campaign and marketing-friendly custom URLs for each page. (e.g. www.schoolboard.ca/schoolname)

T. Need to be able to embed videos.

GHD has worked with several video streaming agencies in integrating live streaming or recorded video onto the front-end website.

Video can also be embedded from third-party streaming services such as YouTube and Vimeo.

U. Needs to be secure and supported.

The solution is hosted in the Microsoft Azure cloud infrastructure. The primary and secondary server locations used in the solution are both in the USA.

GHD's hosting solution includes 99.95% uptime guaranteed, this well exceeds the industry standard of 99.9%. Azure offers full backup power conditioning, data backups, security, 24/7/365 monitoring, and fiber-based connectivity. eCommerce payments are handled by our PCI 3.0 compliant payment gateway with no storage of credit card numbers.



GHD understands that to realize the benefits of the cloud, you must be able to trust the cloud. Microsoft has been leading the industry in establishing clear security and privacy requirements and then consistently meeting these requirements. Azure meets a broad set of international and industry-specific compliance standards, such as ISO 27001, HIPAA, FedRAMP, SOC 1 and SOC 2, as well as country-specific standards. GHD maintains a comprehensive information security program. The program includes documented security procedures and guidelines, a security awareness program, and a continuous vulnerability management program.

V. Needs to be able to create anchors and jump links.

The proposed CMS provides the ability to create anchors within a page, and hyperlinks to internal and third-party websites. Links can be created as simple text links or styled as a button using your branding guidelines. The CMS includes fields to enter the appropriate link tags for accessibility.



W. Want the ability to create short URLs to the root domain (if hosted by the vendor).

Govstack allows for creating custom URLs. Your team will have the ability to create multiple campaign and marketing friendly custom URLs for each page. (e.g. www.cityname.gov/programs)