

## SERVICE AGREEMENT NO. 4705

### City of Corpus Christi Website Redesign

THIS **City of Corpus Christi Website Redesign Agreement** ("Agreement") is entered into by and between the City of Corpus Christi, a Texas home-rule municipal corporation ("City") and GHD Services Inc. ("Contractor"), effective upon execution by the City Manager or the City Manager's designee ("City Manager").

WHEREAS, Contractor has bid to provide Website Redesign in response to Request for Bid/Proposal No. 4705 ("RFB/RFP"), which RFB/RFP includes the required scope of work and all specifications and which RFB/RFP and the Contractor's bid or proposal response, as applicable, are incorporated by reference in this Agreement as Exhibits 1 and 2, respectively, as if each were fully set out here in its entirety.

NOW, THEREFORE, City and Contractor agree as follows:

**1. Scope.** Contractor will provide Website Redesign ("Services") in accordance with the attached Scope of Work, as shown in Attachment A, the content of which is incorporated by reference into this Agreement as if fully set out here in its entirety, and in accordance with Exhibit 2.

**2. Term.**

(A) The Term of this Agreement is five years beginning on the date provided in the Notice to Proceed from the Contract Administrator or the City's Procurement Division. The parties may mutually extend the term of this Agreement for up to zero additional zero-year periods ("Option Period(s)"), provided, the parties do so in writing prior to the expiration of the original term or the then-current Option Period.

(B) At the end of the Term of this Agreement or the final Option Period, the Agreement may, at the request of the City prior to expiration of the Term or final Option Period, continue on a month-to-month basis for up to six months with compensation set based on the amount listed in Attachment B for the Term or the final Option Period. The Contractor may opt out of this continuing term by providing notice to the City at least 30 days prior to the expiration of the Term or final Option Period. During the month-to-month term, either Party may terminate the Agreement upon 30 days' written notice to the other Party.

**3. Compensation and Payment.** This Agreement is for an amount not to exceed \$151,045.00, subject to approved extensions and changes. Payment will be made for Services performed and accepted by the City within 30 days of acceptance,

subject to receipt of an acceptable invoice. All pricing must be in accordance with the attached Bid/Pricing Schedule, as shown in Attachment B, the content of which is incorporated by reference into this Agreement as if fully set out here in its entirety. Any amount not expended during the initial term or any option period may, at the City's discretion, be allocated for use in the next Option Period.

Invoices must be mailed to the following address with a copy provided to the Contract Administrator:

City of Corpus Christi  
Attn: Accounts Payable  
P.O. Box 9277  
Corpus Christi, Texas 78469-9277

- 4. Contract Administrator.** The Contract Administrator designated by the City is responsible for approval of all phases of performance and operations under this Agreement, including deductions for non-performance and authorizations for payment. The City's Contract Administrator for this Agreement is as follows:

Holly Houghton  
Information Technology  
Phone: 361.826.3753  
Email: holly@cctexas.com

**5. Insurance; Bonds.**

(A) Before performance can begin under this Agreement, the Contractor must deliver a certificate of insurance ("COI"), as proof of the required insurance coverages, to the City's Risk Manager and the Contract Administrator. Additionally, the COI must state that the City will be given at least 30 days' advance written notice of cancellation, material change in coverage, or intent not to renew any of the policies. The City must be named as an additional insured. The City Attorney must be given copies of all insurance policies within 10 days of the City Manager's written request. Insurance requirements are as stated in Attachment C, the content of which is incorporated by reference into this Agreement as if fully set out here in its entirety.

(B) In the event that a payment bond, a performance bond, or both, are required of the Contractor to be provided to the City under this Agreement before performance can commence, the terms, conditions, and amounts required in the bonds and appropriate surety information are as included in the RFB/RFP or as may be added to Attachment C, and such content is incorporated here in this Agreement by reference as if each bond's terms, conditions, and amounts were fully set out here in its entirety.

- 6. Purchase Release Order.** For multiple-release purchases of Services to be provided by the Contractor over a period of time, the City will exercise its right to specify time, place and quantity of Services to be delivered in the following manner: any City department or division may send to Contractor a purchase release order signed by an authorized agent of the department or division. The purchase release order must refer to this Agreement, and Services will not be rendered until the Contractor receives the signed purchase release order.
- 7. Inspection and Acceptance.** City may inspect all Services and products supplied before acceptance. Any Services or products that are provided but not accepted by the City must be corrected or re-worked immediately at no charge to the City. If immediate correction or re-working at no charge cannot be made by the Contractor, a replacement service may be procured by the City on the open market and any costs incurred, including additional costs over the item's bid/proposal price, must be paid by the Contractor within 30 days of receipt of City's invoice.
- 8. Warranty.**

  - (A) The Contractor warrants that all products supplied under this Agreement are new, quality items that are free from defects, fit for their intended purpose, and of good material and workmanship. The Contractor warrants that it has clear title to the products and that the products are free of liens or encumbrances.
  - (B) In addition, the products purchased under this Agreement shall be warranted by the Contractor or, if indicated in Attachment D by the manufacturer, for the period stated in Attachment D. Attachment D is attached to this Agreement and is incorporated by reference into this Agreement as if fully set out here in its entirety.
  - (C) Contractor warrants that all Services will be performed in accordance with the standard of care used by similarly situated contractors performing similar services.
- 9. Quality/Quantity Adjustments.** Any Service quantities indicated on the Bid/Pricing Schedule are estimates only and do not obligate the City to order or accept more than the City's actual requirements nor do the estimates restrict the City from ordering less than its actual needs during the term of the Agreement and including any Option Period. Substitutions and deviations from the City's product requirements or specifications are prohibited without the prior written approval of the Contract Administrator.
- 10. Non-Appropriation.** The continuation of this Agreement after the close of any fiscal year of the City, which fiscal year ends on September 30<sup>th</sup> annually, is subject to appropriations and budget approval specifically covering this Agreement as an expenditure in said budget, and it is within the sole discretion of the City's City

Council to determine whether or not to fund this Agreement. The City does not represent that this budget item will be adopted, as said determination is within the City Council's sole discretion when adopting each budget.

- 11. Independent Contractor.** Contractor will perform the work required by this Agreement as an independent contractor and will furnish such Services in its own manner and method, and under no circumstances or conditions will any agent, servant or employee of the Contractor be considered an employee of the City.
- 12. Subcontractors.** In performing the Services, the Contractor will not enter into subcontracts or utilize the services of subcontractors.
- 13. Amendments.** This Agreement may be amended or modified only in writing executed by authorized representatives of both parties.
- 14. Waiver.** No waiver by either party of any breach of any term or condition of this Agreement waives any subsequent breach of the same.
- 15. Taxes.** The Contractor covenants to pay payroll taxes, Medicare taxes, FICA taxes, unemployment taxes and all other applicable taxes. Upon request, the City Manager shall be provided proof of payment of these taxes within 15 days of such request.
- 16. Notice.** Any notice required under this Agreement must be given by fax, hand delivery, or certified mail, postage prepaid, and is deemed received on the day faxed or hand-delivered or on the third day after postmark if sent by certified mail. Notice must be sent as follows:

**IF TO CITY:**

City of Corpus Christi  
Attn: Holly Houghton  
Assistant Director of Information Technology  
1201 Leopard St., Corpus Christi, TX 78401  
Phone: 361.826.3753  
Fax: 361.826.4342

**IF TO CONTRACTOR:**

GHD Services Inc.  
Attn: Alison Carden  
Vice-President  
2055 Niagara Falls Boulevard, Suite 3, Niagara Falls, NY 14304  
Phone: 720-812-2418  
Fax: n/a

**17. CONTRACTOR SHALL FULLY INDEMNIFY, HOLD HARMLESS AND DEFEND THE CITY OF CORPUS CHRISTI AND ITS OFFICERS, EMPLOYEES AND AGENTS (“INDEMNITEES”) FROM AND AGAINST ANY AND ALL LIABILITY, LOSS, CLAIMS, DEMANDS, SUITS, AND CAUSES OF ACTION OF WHATEVER NATURE, CHARACTER, OR DESCRIPTION ON ACCOUNT OF PERSONAL INJURIES, PROPERTY LOSS, OR DAMAGE, OR ANY OTHER KIND OF INJURY, LOSS, OR DAMAGE, INCLUDING ALL EXPENSES OF LITIGATION, COURT COSTS, ATTORNEYS’ FEES AND EXPERT WITNESS FEES, WHICH ARISE OR ARE CLAIMED TO ARISE OUT OF OR IN CONNECTION WITH A BREACH OF THIS AGREEMENT OR THE PERFORMANCE OF THIS AGREEMENT BY THE CONTRACTOR OR RESULTS FROM THE NEGLIGENT ACT, OMISSION, MISCONDUCT, OR FAULT OF THE CONTRACTOR OR ITS EMPLOYEES OR AGENTS. CONTRACTOR MUST, AT ITS OWN EXPENSE, INVESTIGATE ALL CLAIMS AND DEMANDS, ATTEND TO THEIR SETTLEMENT OR OTHER DISPOSITION, DEFEND ALL ACTIONS BASED THEREON WITH COUNSEL SATISFACTORY TO THE CITY ATTORNEY, AND PAY ALL CHARGES OF ATTORNEYS AND ALL OTHER COSTS AND EXPENSES OF ANY KIND ARISING OR RESULTING FROM ANY SAID LIABILITY, DAMAGE, LOSS, CLAIMS, DEMANDS, SUITS, OR ACTIONS. THE INDEMNIFICATION OBLIGATIONS OF CONTRACTOR UNDER THIS SECTION SHALL SURVIVE THE EXPIRATION OR EARLIER TERMINATION OF THIS AGREEMENT.**

**18. Termination.**

(A) The City may terminate this Agreement for Contractor’s failure to comply with any of the terms of this Agreement. The City must give the Contractor written notice of the breach and set out a reasonable opportunity to cure. If the Contractor has not cured within the cure period, the City may terminate this Agreement immediately thereafter.

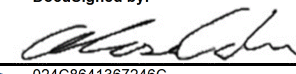
(B) Alternatively, the City may terminate this Agreement for convenience upon 30 days advance written notice to the Contractor. The City may also terminate this Agreement upon 24 hours written notice to the Contractor for failure to pay or provide proof of payment of taxes as set out in this Agreement.

**19. Owner’s Manual and Preventative Maintenance.** Contractor agrees to provide a copy of the owner’s manual and/or preventative maintenance guidelines or instructions if available for any equipment purchased by the City pursuant to this Agreement. Contractor must provide such documentation upon delivery of such equipment and prior to receipt of the final payment by the City.

- 20. Limitation of Liability.** The City's maximum liability under this Agreement is limited to the total amount of compensation listed in Section 3 of this Agreement. In no event shall the City be liable for incidental, consequential or special damages.
- 21. Assignment.** No assignment of this Agreement by the Contractor, or of any right or interest contained herein, is effective unless the City Manager first gives written consent to such assignment. The performance of this Agreement by the Contractor is of the essence of this Agreement, and the City Manager's right to withhold consent to such assignment is within the sole discretion of the City Manager on any ground whatsoever.
- 22. Severability.** Each provision of this Agreement is considered to be severable and, if, for any reason, any provision or part of this Agreement is determined to be invalid and contrary to applicable law, such invalidity shall not impair the operation of nor affect those portions of this Agreement that are valid, but this Agreement shall be construed and enforced in all respects as if the invalid or unenforceable provision or part had been omitted.
- 23. Order of Precedence.** In the event of any conflicts or inconsistencies between this Agreement, its attachments, and exhibits, such conflicts and inconsistencies will be resolved by reference to the documents in the following order of priority:
- A. this Agreement (excluding attachments and exhibits);
  - B. its attachments;
  - C. the bid solicitation document including any addenda (Exhibit 1); then,
  - D. the Contractor's bid response (Exhibit 2).
- 24. Certificate of Interested Parties.** Contractor agrees to comply with Texas Government Code Section 2252.908, as it may be amended, and to complete Form 1295 "Certificate of Interested Parties" as part of this Agreement if required by said statute.
- 25. Governing Law.** Contractor agrees to comply with all federal, Texas, and City laws in the performance of this Agreement. The applicable law for any legal disputes arising out of this Agreement is the law of the State of Texas, and such form and venue for such disputes is the appropriate district, county, or justice court in and for Nueces County, Texas.
- 26. Public Information Act Requirements.** This paragraph applies only to agreements that have a stated expenditure of at least \$1,000,000 or that result in the expenditure of at least \$1,000,000 by the City. The requirements of Subchapter J, Chapter 552, Government Code, may apply to this contract and the Contractor agrees that the contract can be terminated if the Contractor knowingly or intentionally fails to comply with a requirement of that subchapter.

**27. Entire Agreement.** This Agreement constitutes the entire agreement between the parties concerning the subject matter of this Agreement and supersedes all prior negotiations, arrangements, agreements and understandings, either oral or written, between the parties.

**CONTRACTOR**

DocuSigned by:  
Signature:   
024C8641367246C...  
Printed Name: Alison Carden  
Title: VP & Global Practice Director, Products & Platforms  
Date: 8/17/2023

**CITY OF CORPUS CHRISTI**

Josh Chronley  
Assistant Director of Finance - Procurement  
Date: \_\_\_\_\_

- Attached and Incorporated by Reference:**  
Attachment A: Scope of Work  
Attachment B: Bid/Pricing Schedule  
Attachment C: Insurance and Bond Requirements  
Attachment D: Warranty Requirements

- Incorporated by Reference Only:**  
Exhibit 1: RFB/RFP No. 4705  
Exhibit 2: Contractor's Bid/Proposal Response



## **Attachment A - Scope of Work**

### **1.1 General Requirements**

The proposer will redesign the official City of Corpus Christi (COCC) website located at [www.cctexas.com](http://www.cctexas.com). This redesign will include a new content management system (CMS) provided by the proposer.

This scope is a preliminary outline of services needed to provide a full range of design, development, and maintenance support. The following acts only as a preliminary scope to generally communicate the City's expectations.

#### **1.1.1 Scope Requirements**

- A. The Contractor shall possess experience with CMS and have a proven process of execution for designing large government websites on the recommended platform.
- B. The Contractor shall propose an all-in-one CMS solutions to rebuild the [www.cctexas.com](http://www.cctexas.com) website. A CMS with traditional built-in features is preferred over a completely custom build.
- C. The Contractor shall conduct client research to best identify needs.
- D. The Contractor shall deliver the design, software, and hosting solutions.
- E. The Contractor shall develop strategies to improve SEO, information design, and migrate content.
- F. The Contractor shall provide COCC with a skilled team of user experience, design, and web development professionals.
- G. The Contractor shall provide COCC with ownership of design, content, and customized code upon completion of the project.
- H. The Contractor shall provide clear terms of use and licenses for open-source or closed-source products.
- I. The Contractor shall provide clear documentation to customizations of open-source code.
- J. The Contractor shall facilitate rebranding of the City website and develop a marketing strategy as identified during discussions with City leadership.

### 1.1.2 Design

- A. The Contractor shall meet and work with all City Departments to collect feedback on content requirements.
- B. The Contractor shall establish a strong, unified, and consistent branding across all aspects of the website.
- C. The Contractor shall develop a graphically compelling and highly interactive user interface with a focus on user experience. The use of recognizable icons and dynamic graphic design elements will enhance the usability of the website.
- D. The Contractor shall reflect the diverse needs of the community, demonstrate the COCC commitment to customer service and incorporate specific department goals into the overall design.
- E. The Contractor shall utilize a modular or atomic design framework (such as Bootstrap or Foundation) allowing for more flexibility and extendibility in content design and delivery across the website.
- F. The Contractor shall incorporate design components of modern websites, such as accordion dropdowns, alerts, breadcrumbs, buttons, cards, photo carousels, pausable video backgrounds, and tooltips.
- G. The Contractor shall incorporate animations that comply with accessibility standards, such as small animations on mouse-over hover or card flips on-click.
- H. The Contractor shall use non-proprietary programming and frameworks for interactive features, i.e. will not purchase and install multiple third-party plug ins or subscriptions to achieve a desired aesthetic or function.
- I. The Contractor shall provide a pattern library for website editors that offers multiple options for content display, e.g., a blockquote might offer two designs, one with bold text and a large background quotation and another with a background color. The patter library would offer multiple buttons, lists, images, videos, accordions, or tab styles, among others.
- J. The Contractor will design the front-end with an accessible-first approach, rather than working to meet standards after development.
- K. The Contractor shall design the front-end to comply with Section 508 and WCAG 2.1, Level A & Level AA standards. The Contractor must warrant that these standards will be met.

- L. Designing for Section 508 will ensure:
  - 1. Information and communications technology (ICT) is accessible to people with disabilities, whether those disabilities be visual, auditory, physical, or cognitive.
  - 2. There are no barriers to accessing information for people with disabilities.
  
- M. While not a comprehensive list, designing to meet WCAG 2.1 will address:
  - 1. Keyboard Accessibility: The website can be navigated through keyboard access only.
  - 2. Responsiveness: content elements can respond to the display size, even when content is resized up to 200%.
  - 3. Sufficient Contrast: The color scheme will provide sufficient contrast for all users as outlined in the standards.
  - 4. Predictable Functions: Interface elements will have the same styles and behaviors across the website.
  - 5. Predictable Navigation: A consistent global navigation will be applied across the website.
  - 6. Alternative Texts for Images: The CMS will require Alternative Text input on all photos uploaded.
  - 7. Photosensitivity Considerations: Elements that blink or flash at a high rate and may cause seizures will not be incorporated into the design.
  
- N. The Contractor shall develop clearly organized navigation elements using the correct HTML5 markup for predictable, accessible, and intuitive user experience.
  
- O. The Contractor shall develop a navigation strategy that considers different levels of navigation, such as global navigation for the whole website, and department-wide navigation that spans across a department's pages on the left-hand side and allows for multiple levels of information design.
  
- P. The Contractor shall develop intuitive, mobile-responsive design where essential information is not lost once the layout compresses to fit smaller screens.
  
- Q. The Contractor shall ensure that pages with essential information can be accessed directly through unique URLs. Content that opens in a modal or overlay and content that requires the use of a mouse or event to access it should be avoided.

- R. The Contractor shall ensure that more than one way is available to locate a web page within a set of Web pages. This can include use of global menus, secondary menus, footers, and search bars.
- S. The Contractor shall include an enterprise-wide site search that can search web pages, documents, news articles, and other assets.
- T. The Contractor shall include content tags and breadcrumbs to support multiple ways of navigation.
- U. The Contractor shall design flexible templates that do not approach department pages with a rigid 'one-size-fits-all' formula. Each department will have its own mini site within the larger site to guide visitors to department specific news and services. Different department needs will be reflected in customizable department pages.
- V. The Contractor shall utilize a platform that allows flexibility and efficiency in customizing templates by following the COPE (create once and publish everywhere) strategy. Desired components include:
  - 1. An Electronic Bulletin Board (EBB) customized for the City Secretary's Office. The EBB is a specialized document repository that replaces the City's physical posting of city council agendas.
  - 2. An event calendar with filters for searching events. A traditional grid layout for the calendar is preferred as an option to view all calendar events. Events will have options to be published in multiple places, such as a city-wide calendar and a department page calendar.
  - 3. Multimedia components, including slideshows, photo galleries, lightboxes, YouTube video players, audio players or audio embeds will be flexible and adaptable to multiple areas with design templates.
  - 4. News or blog pages with features to tie content to multiple department pages and division pages. These pages will also feature social media sharing buttons.
  - 5. Emergency alerts to warn residents of local events, such as severe weather or service interruptions. These components will be located at the top of the web page when activated, i.e., not pop-up alert messages.
  - 6. A document repository web page template that can be created to list documents in a customizable data-table. This repository will have its own search bar for each page and can paginate results.
  - 7. User navigation sitemaps can be easily created for each department mini-site. These HTML sitemaps are front-end only (not XML sitemaps) and are intended to assist users in navigating deeper hierarchies of the website's content.

8. A language translation mechanism, with a focus on Spanish translation.

W. The information design on the new website shall present information clearly, with intuitive hierarchies and logical content structures.

X. The redesign shall provide COCC with the opportunity to review, consolidate, and restructure its existing content and files. Through this process, COCC will determine which pages will be migrated.

Y. The Contractor shall:

1. Include a proposed review process and deliverables to improve content organization, menus, copy, and content styles.

2. Include a proposed process for migrating content and files from the existing site into the new CMS.

### **1.1.3 Mobile**

A. The Contractor shall ensure that the website follows web standards and utilizes supported HTML5, CSS3, and JavaScript to maximize browser compatibility.

B. The Contractor shall ensure that the website renders properly in widely used desktop browsers such as Chrome, Edge, Firefox, Opera, and Safari.

C. The Contractor shall ensure that the website renders properly in widely used mobile browsers such as Chrome Android, Firefox for Android, Opera Android, Safari on iOS, Samsung Internet, and WebView Android.

D. The Contractor shall ensure that load times for the website on mobile devices is between one and two seconds.

E. The Contractor shall ensure that the website is responsive and displays optimally on a range of screen sizes and devices including desktop monitors, smartphones, and tablets.

F. The Contractor shall ensure that the website navigation and components function correctly on mobile devices. The mobile navigation for smaller screens must include essential information that is available on desktop monitors.

G. The Contractor shall conduct responsive testing with all major mobile operating systems, devices and screen sizes including but not limited to IOS, Android and Windows Operating Systems.

#### **1.1.4 Web Administration**

The CMS must be capable of managing and organizing thousands of files and thousands of web pages with granular control of user permissions and content access. The CMS must have a permission system that is divisible into both Roles and Permission Groups, allowing permission level (Roles) to be assigned to users and content access to be assigned to Permission Groups.

A. High level CMS features shall include:

1. Customizable processes to ensure timely, consistent, and authorized content publication.
2. Customizable approval workflows for at least three Roles (levels of permission management), i.e., low level of access, a next level of access, and global administrators.
3. Permission Groups to control access to specific sets of web pages, images, and documents by assigned user groups, i.e., an employee can only edit their own department pages, and not any page on the website; and only administrators can edit the home page or council member pages.
4. Ability to create draft pages, publish pages, unpublish pages and the ability to archive pages.
5. Ability for users to schedule posts in advance. Web pages and content components will feature scheduled posts, delayed posting, and automatic expiration abilities.
6. A What You See Is What You Get (WYSIWYG) editor to edit text. Drag and drop editing functionality is preferred but not required for all content components.
7. Document management tools, such as folders or directories can be created for each department to keep files organized on the website.
8. A revision history or version history will exist for all pages. All published content on the website will automatically store a history of past edits.

B. Non-technical content editors (low level of access) should have the following abilities:

1. Ability to add, edit and move content directly on a web page within their permission level, without knowledge of HTML or back-end administrative systems.

2. Ability to modify the design of page templates using the preapproved pattern library.
  3. Ability to easily embed multimedia elements, such as video or audio in web pages.
  4. Ability to post pictures on a page, as well as resize pictures, without needing to upload the photo in exact dimensions. There should be an option to optimize pictures for the web or reduce the file size.
  5. Ability to easily create data tables on a page and specify number of rows and columns.
  6. Ability to use pre-created page templates to assist in the consistency, formatting, and development of new content.
- C. Non-technical managers and approvers (next level of access) should have the following abilities:
1. All abilities of content editors with low level of access.
  2. Ability to approve and publish draft templates sent by staff with low level of access permissions.
  3. Ability to republish archived content (e.g., seasonal pages).
- D. Advanced administrative users (highest level of access) should have the following abilities:
1. Ability to manage and edit Roles and Permission Groups through an admin interface.
  2. Ability to add, edit, update, or permanently delete any web page or file on the website.
  3. Ability to add, edit, update, and move all menu items, including global site structure and organization.
  4. Ability to embed a newsfeed or other widget into the HTML.
  5. Ability to add custom HTML to a blank web page without customizations being overridden by the CMS upon publishing or editing.
  6. Access to create new templates with HTML, CSS, and scripts. It is preferred that the City's advancing users have in-house templating abilities. The ability to develop mini-sites for promotional initiatives would be an added value to the CMS.
  7. Ability to create content categories with CMS applications and modules and edit the parameters for categories.
  8. Ability to view or generate reports detailing broken links on the website, including the referring page location so that links can be corrected.

9. Ability to view or generate reports detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether the login attempt was successful.
  10. Ability to view or generate reports detailing all changes and activity taking place on the website through content contributors and administrators, which can be filtered by start and end dates, times, by content time and by action taken.
  11. Ability to view or generate reports detailing site search statistics, including the ability to filter searched terms by date and time.
  12. Ability to restrict access to any paths/URLs by user role.
  13. Ability to create redirect from old URLs to new URLs.
  14. Ability to create aliases, or user-friendly URLs as well as shortened URLs.
  15. Access to live support via e-mail or phone during vendor's normal business hours.
  16. Access to 24/7 live support via phone for emergencies.
- E. The new website shall be optimized to share web page content to social media sites like Facebook, Twitter, and Instagram by employing separate Open Graph (OG) protocol and Twitter cards on every page to specify page title, descriptions, image, and video.
- F. The new website shall allow for possible integration or embed with apps used by COCC. This integration shall be administered by COCC advanced administrative users by using script tags, iframes, or other methods.
- G. The Contractor shall strive to include possibilities to integrate with the following:
1. Integrate authentication that will integrate with COCC 0365 MFA.
  2. Social media feeds including, but not limited to, Facebook, Instagram and Twitter pages.
  3. ArcGIS mapping viewer.
  4. Live streaming including but not limited to, Granicus or YouTube, the City's government TV channel (CCTV) and future videos.
  5. Salesforce CRM (<https://311.cctexas.com>).
  6. Enterprise resource planning (ERP).

### **1.1.5 Security Requirements**

- A. The Contractor must secure login capability.



- B. The Contractor must have easy administration capability to manage the use registration, as required, and login function that comply with security best practices.
- C. The Contractor must require authentication for specific areas including sites, pages, third party integrated packages, communities, bulletin boards, blogs, etc. that comply with security best practices.
- D. The Contractor must have the ability for administrators and DCMs to access toolsets and post via any device (work/home; PC/mobile) with appropriate authentication and security that comply with security best practices.
- E. The Contractor must have an automated capability for an end-user to reset their password once authenticated that complies with security best practices.
- F. Ability to utilize Office 365 services for email distribution.
- G. Version control and archiving to support regulatory, legal or compliance requirements.
- H. The Contractor must incorporate best practices for pulling information from external sources (like iframes or scripts).
- I. The Contractor must provide independent management by the City of website content (graphics, copy, campaigns, forms, etc.).
- J. The Contractor must provide deployment and independent management of all media content (text, image, audio, and video).

#### **1.1.6 Web Hosting Requirements**

The web hosting requirements are:

- A. Optimized caching architecture for fast and reliable loading. Load times for webpages should take less than two seconds for most modern devices.
- B. Customized cache settings, to allow for certain file directories to have a shorter cache time. For example, the City Secretary's office needs a short

cache time to make public notices posted on the Electronic Bulletin Board (EBB) visible immediately.

- C. Automated, scalable hosting platform for high-traffic events.
- D. Provide the option and ability to add additional disk space quickly when needed.
- E. Provide increased bandwidth when additional activity is driven to website due to County service-related emergencies or other events.
- F. Provide SLA for reliability and speed of access.
- G. Provide technical support 24/7/365.
- H. Provide multiple domain hosting and sub-domains with secured logins.
- I. Provide 128-bit and 256-bit encryption over Secure Socket Layer for displaying specific web pages and or information transmitted to and from the website by City staff.
- J. Provide Server redundancy and disaster recovery options.
- K. Standard performance monitoring and usage statistics and reporting.
- L. Provide an escalation path to get issues resolved within defined SLA.

#### **1.1.7 Search Engine Optimization**

The Contractor will ensure exposure of COCC's website by:

- A. Incorporating SEO best practices to improve site visibility.
- B. Creating properly structured web templates that utilize H1-H5 headers.
- C. Include an autogenerated XML sitemap.
- D. Include a robots.txt file for limiting search engines to some content.
- E. Submitting page and sitemap information to all popular search engines (Google, Bing, Yahoo, etc.).
- F. Developing clear page name/URL structures (page URLs all lowercase using hyphen separators).

- G. Including the ability for content editors to manually change meta information/tags on each individual webpage, such as:
  - 1. Page Title
  - 2. Meta Title
  - 3. Meta Description
  - 4. Meta Image
  - 5. Page Crawl Frequency
  - 6. The ability to hide pages from public/internal search and sitemap (i.e., no index, no follow)

**1.1.8 Knowledge Transfer & Skills Training**

- A. The Contractor shall work closely with key staff members to answer questions and give demonstrations on the new website features.
  - .
- B. The Contractor shall provide the following:
  - 1. Multiple training sessions for the City's appointed site administrators and content users including Train the Trainer.
  - 2. Training materials in an electronic format.

**1.1.9 Long-Term Management**

The Contractor shall include a strategy for the long-term management of the website including:

- A. Ongoing back-end maintenance at all levels of the application stack, including software, scripting languages, and website architecture.
- B. Customer Success Management with annual or bi-annual outreach initiative to provide the City suggestions for improvements.
- C. Assistance with site improvements and integration of third-party software on the website.

**1.1.10 Maintenance, Backup & Disaster Recovery**

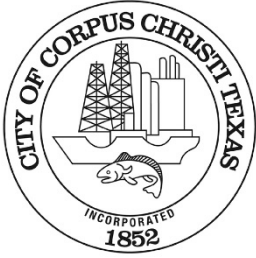
- A. The Contractor shall design a website to be easily updated and maintained internally by COCC staff.
- B. COCC shall request a full back up of the site and data on demand without any additional cost.
- C. COCC will maintain ownership of any custom developed code for their site(s) and all associated content.

- D. The Contractor shall fully back up the website and associated data as stated by the agreed upon SLA.
- E. If the website requires restoration, the Contractor agrees to provide a full restoration of the website within agreed upon SLA.
- F. Downtimes must be transparent to the user with processes and procedures to preclude data loss and file corruption.

## **1.2 Deliverables**

The Contractor will produce the following deliverables:

- A. Analysis of current website: Conduct a review to evaluate the current website content, design, and navigation structure. In this process, provide a forum for department leaders to provide input on what they would like to see on the new website and what design elements would support their respective department goals. Deliver a document on findings and strategies to improve the website.
- B. Website redesign proposal: using research findings and this document as a guide, prepare multiple design options for discussion and possible revision with COCC staff. Present these design options as wireframes created on photoshop or illustrator within a presentation.
- C. Development: Once the design concept is approved, further develop the chosen design into a sandbox website for testing.
- D. User testing: Keep a detailed log of issues discovered by COCC staff upon testing the software. Make sure all critical issues are resolved.
- E. Content migration: Deliver a proposed process for migrating content and files from the existing site into the new CMS. Deliver strategies or outlines to improve content organization, menus, and copy.
- F. Maintenance and style guide: Prepare a website maintenance and style guide for use by content managers to best maintain the new website.
- G. Training materials: Deliver website operation and maintenance training materials in electronic format. The Contractor will conduct one formal training which will be recorded. These resources will be used by IT staff to train new staff over time.



**Attachment B: Bid/Pricing Schedule**  
**CITY OF CORPUS CHRISTI**  
**Pricing Form**  
**CONTRACTS AND PROCUREMENT**

**RFP No. 4705**  
**City of Corpus Christi Website Redesign**

**PAGE 1 OF 1**

**DATE:** June 6, 2023

GHD Services Inc.

**PROPOSER**

**AUTHORIZED SIGNATURE**

- 1. Refer to "Instructions to Proposers" and Contract Terms and Conditions before completing proposal.**
- 2. Provide your best price for each item.**
- 3. In submitting this proposal, Proposer certifies that:**
  - a. the prices in this proposal have been arrived at independently, without consultation, communication, or agreement with any other Proposer or competitor, for the purpose of restricting competition with regard to prices;
  - b. Proposer is an Equal Opportunity Employer; and the Disclosure of Interest information on file with City's Contracts and Procurement office, pursuant to the Code of Ordinances, is current and true.
  - c. Proposer has incorporated any changes issue through Addenda to the RFP in this pricing.

<b>Item</b>	<b>Description</b>	<b>Qty</b>	<b>Cost</b>	<b>Total</b>
1	Implementation	1	\$77,825.00	\$77,825.00
2	Software – Years 1 through 5	5	\$0.00	\$0.00
3	Training, as needed	Lump Sum	Included in Implementation	Included in Implementation
4	Hosting – Years 1 through 5	5	\$14,644.00	\$73,220.00
<b>Total</b>				<b>\$151,045.00</b>

## Attachment C: Insurance and Bond Requirements

### A. CONTRACTOR'S LIABILITY INSURANCE

1. Contractor must not commence work under this contract until all insurance required has been obtained and such insurance has been approved by the City. Contractor must not allow any subcontractor, to commence work until all similar insurance required of any subcontractor has been obtained.
2. Contractor must furnish to the City's Risk Manager and Contract Administer one (1) copy of Certificates of Insurance with applicable policy endorsements showing the following minimum coverage by an insurance company(s) acceptable to the City's Risk Manager. The City must be listed as an additional insured on the General liability and Auto Liability policies **by endorsement**, and a waiver of subrogation **endorsement** is required on all applicable policies. **Endorsements** must be provided with Certificate of Insurance. Project name and/or number must be listed in Description Box of Certificate of Insurance.

TYPE OF INSURANCE	MINIMUM INSURANCE COVERAGE
<b>30-day advance written notice of cancellation, non-renewal, material change or termination required on all certificates and policies.</b>	<b>Bodily Injury and Property Damage</b> Per occurrence - aggregate
PROFESSIONAL LIABILITY (Errors and Omissions)	\$1,000,000 Per Claim (Defense costs not included in face value of the policy) If claims made policy, retro date must be prior to inception of agreement, have extended reporting period provisions and identify any limitations regarding who is insured.
CYBER LIABILITY	\$1,000,000 Per Occurrence \$1,000,000 Aggregate
COMMERCIAL GENERAL LIABILITY including: 1. Commercial Broad Form 2. Premises – Operations 3. Products/ Completed Operations 4. Contractual Liability 5. Independent Contractors 6. Personal Injury- Advertising Injury	\$1,000,000 Per Occurrence \$1,000,000 Aggregate

AUTO LIABILITY (including) 1. Owned 2. Hired and Non-Owned 3. Rented/Leased	\$500,000 Combined Single Limit
WORKERS' COMPENSATION (All States Endorsement if Company is not domiciled in Texas)  Employers Liability	Statutory and complies with Part II of this Exhibit.  \$500,000/\$500,000/\$500,000

3. In the event of accidents of any kind related to this contract, Contractor must furnish the Risk Manager with copies of all reports of any accidents within 10 days of the accident.

**B. ADDITIONAL REQUIREMENTS**

1. Applicable for paid employees, Contractor must obtain workers' compensation coverage through a licensed insurance company. The coverage must be written on a policy and endorsements approved by the Texas Department of Insurance. The workers' compensation coverage provided must be in statutory amounts according to the Texas Department of Insurance, Division of Workers' Compensation. An All States Endorsement shall be required if Contractor is not domiciled in the State of Texas.
2. Contractor shall obtain and maintain in full force and effect for the duration of this Contract, and any extension hereof, at Contractor's sole expense, insurance coverage written on an occurrence basis by companies authorized and admitted to do business in the State of Texas and with an A.M. Best's rating of no less than A- VII.
3. Contractor shall be required to submit renewal certificates of insurance throughout the term of this contract and any extensions within 10 days of the policy expiration dates. All notices under this Exhibit shall be given to City at the following address:

City of Corpus Christi  
 Attn: Risk Manager  
 P.O. Box 9277  
 Corpus Christi, TX 78469-9277

**4. Contractor agrees that, with respect to the above required insurance, all insurance policies are to contain or be endorsed to contain the following required provisions:**

- List the City and its officers, officials, employees, and volunteers, as additional insureds by endorsement with regard to operations, completed operations, and activities of or on behalf of the named insured performed under contract with the City, with the exception of the workers' compensation policy;

- Provide for an endorsement that the "other insurance" clause shall not apply to the City of Corpus Christi where the City is an additional insured shown on the policy;
  - Workers' compensation and employers' liability policies will provide a waiver of subrogation in favor of the City; and
  - Provide thirty (30) calendar days advance written notice directly to City of any, cancellation, non-renewal, material change or termination in coverage and not less than ten (10) calendar days advance written notice for nonpayment of premium.
5. Within five (5) calendar days of a cancellation, non-renewal, material change or termination of coverage, Contractor shall provide a replacement Certificate of Insurance and applicable endorsements to City. City shall have the option to suspend Contractor's performance should there be a lapse in coverage at any time during this contract. Failure to provide and to maintain the required insurance shall constitute a material breach of this contract.
  6. In addition to any other remedies the City may have upon Contractor's failure to provide and maintain any insurance or policy endorsements to the extent and within the time herein required, the City shall have the right to order Contractor to stop work hereunder, and/or withhold any payment(s) which become due to Contractor hereunder until Contractor demonstrates compliance with the requirements hereof.
  7. Nothing herein contained shall be construed as limiting in any way the extent to which Contractor may be held responsible for payments of damages to persons or property resulting from Contractor's or its subcontractor's performance of the work covered under this contract.
  8. It is agreed that Contractor's insurance shall be deemed primary and non-contributory with respect to any insurance or self insurance carried by the City of Corpus Christi for liability arising out of operations under this contract.
  9. It is understood and agreed that the insurance required is in addition to and separate from any other obligation contained in this contract.

**No Bond is required for this Service Agreement**

2023 Insurance Requirements Exhibit  
COCC Website - Redesign the Official COCC Website [www.cctexas.com](http://www.cctexas.com)  
04/05/2023 Risk Management – Legal Dept.



## **Attachment D: Warranty Requirements**

No warranty is required for this service agreement.