

## ATTACHMENT A

### ON-CALL PROFESSIONAL SERVICES AGREEMENT WITH PLANETERIA MEDIA LLC FOR WEBSITE REDESIGN

THIS ON-CALL PROFESSIONAL SERVICES AGREEMENT ("Agreement") is made and entered into as of this 23rd day of September, 2025 ("Effective Date"), by and between the CITY OF NEWPORT BEACH, a California municipal corporation and charter city ("City"), and PLANETERIA MEDIA LLC, a California limited liability company ("Consultant"), whose address is 100 Stony Pt, SE 240, Santa Rosa, CA 95401, and is made with reference to the following:

#### RECITALS

- A. City is a municipal corporation duly organized and validly existing under the laws of the State of California with the power to carry on its business as it is now being conducted under the statutes of the State of California and the Charter of City.
- B. City desires to engage Consultant to provide City Website Redesign, Content Management System Selection and Hosting ("Project").
- C. Consultant possesses the skill, experience, ability, background, certification and knowledge to provide the professional services described in this Agreement.
- D. City has solicited and received a proposal from Consultant, has reviewed the previous experience and evaluated the expertise of Consultant, and desires to retain Consultant to render professional services under the terms and conditions set forth in this Agreement.

**NOW, THEREFORE**, it is mutually agreed by and between the undersigned parties as follows:

#### 1. TERM

The term of this Agreement shall commence on the Effective Date, and shall continue for a period of two years. The City shall have the option to renew this Agreement upon written notice to Consultant for up to three (3) additional one (1) year terms, upon the same terms and conditions set forth herein, with each additional term commencing upon the expiration of the immediately preceding term.

#### 2. SERVICES TO BE PERFORMED

2.1 Consultant shall perform the on-call services described in the Scope of Services attached hereto as Exhibit A and incorporated herein by reference ("Services" or "Work"). Upon written request from the Project Administrator as defined herein, Consultant shall provide a letter proposal for Services requested by the City (hereinafter referred to as the "Letter Proposal"). The Letter Proposal shall include the following:

2.1.1 A detailed description of the Services to be provided;

2.1.2 The position of each person to be assigned to perform the Services, and the name of the individuals to be assigned, if available;

2.1.3 The estimated number of hours and cost to complete the Services; and

2.1.4 The time needed to finish the specific project.

2.2 No Services shall be provided until the Project Administrator has provided written acceptance of the Letter Proposal. Once authorized to proceed, Consultant shall diligently perform the duties in the approved Letter Proposal.

### **3. TIME OF PERFORMANCE**

3.1 Time is of the essence in the performance of Services under this Agreement and Consultant shall perform the Services in accordance with the schedule included in Exhibit A and the Letter Proposal. In the absence of a specific schedule, the Services shall be performed to completion in a diligent and timely manner. The failure by Consultant to strictly adhere to the schedule set forth in Exhibit A and the Letter Proposal, if any, or perform the Services in a diligent and timely manner may result in termination of this Agreement by City.

3.2 Notwithstanding the foregoing, Consultant shall not be responsible for delays due to causes beyond Consultant's reasonable control. However, in the case of any such delay in the Services to be provided for the Project, each party hereby agrees to provide notice within two (2) calendar days of the occurrence causing the delay to the other party so that all delays can be addressed.

3.3 Consultant shall submit all requests for extensions of time for performance in writing to the Project Administrator as defined herein not later than ten (10) calendar days after the start of the condition that purportedly causes a delay. The Project Administrator shall review all such requests and may grant reasonable time extensions for unforeseeable delays that are beyond Consultant's control.

3.4 For all time periods not specifically set forth herein, Consultant shall respond in the most expedient and appropriate manner under the circumstances, by hand-delivery or mail.

### **4. COMPENSATION TO CONSULTANT**

4.1 City shall pay Consultant for the Services on a time and expense not-to-exceed basis in accordance with the provisions of this Section and the Letter Proposal and the Schedule of Billing Rates attached hereto as Exhibit B and incorporated herein by reference. Consultant's compensation for all Work performed in accordance with this Agreement, including all reimbursable items and subconsultant fees, shall not exceed **One Hundred Fifty One Thousand Three Hundred Dollars and 00/100 (\$151,300.00)**, without prior written authorization from City. No billing rate changes shall be made during the term of this Agreement without the prior written approval of City.

4.2 Consultant shall submit monthly invoices to City describing the Work performed the preceding month. Consultant's bills shall include the name of the person who performed the Work, a brief description of the Services performed and/or the specific task in the Scope of Services to which it relates, the date the Services were performed, the number of hours spent on all Work billed on an hourly basis, and a description of any reimbursable expenditures. City shall pay Consultant no later than thirty (30) calendar days after approval of the monthly invoice by City staff.

4.3 City shall reimburse Consultant only for those costs or expenses specifically identified in Exhibit B to this Agreement and the Letter Proposal or specifically approved in writing in advance by City.

4.4 Consultant shall not receive any compensation for Extra Work performed without the prior written authorization of City. As used herein, "Extra Work" means any Work that is determined by City to be necessary for the proper completion of the Project, but which is not included within the Scope of Services and which the parties did not reasonably anticipate would be necessary at the execution of this Agreement. Compensation for any authorized Extra Work shall be paid in accordance with the Schedule of Billing Rates as set forth in Exhibit B and the Letter Proposal.

## **5. PROJECT MANAGER**

5.1 Consultant shall designate a Project Manager, who shall coordinate all phases of the Project. This Project Manager shall be available to City at all reasonable times during the Agreement term. Consultant has designated Tyler Coffin to be its Project Manager. Consultant shall not remove or reassign the Project Manager or any personnel listed in Exhibit A or assign any new or replacement personnel to the Project without the prior written consent of City. City's approval shall not be unreasonably withheld with respect to the removal or assignment of non-key personnel.

5.2 Consultant, at the sole discretion of City, shall remove from the Project any of its personnel assigned to the performance of Services upon written request of City. Consultant warrants that it will continuously furnish the necessary personnel to complete the Project on a timely basis as contemplated by this Agreement.

5.3 If Consultant is performing inspection services for City, the Project Manager and any other assigned staff shall be equipped with a cellular phone to communicate with City staff. The Project Manager's cellular phone number shall be provided to City.

## **6. ADMINISTRATION**

This Agreement will be administered by the City Manager's Office/IT. City's IT Manager & Public Information Officer or designee shall be the Project Administrator and shall have the authority to act for City under this Agreement. The Project Administrator shall represent City in all matters pertaining to the Services to be rendered pursuant to this Agreement.

## **7. CITY'S RESPONSIBILITIES**

To assist Consultant in the execution of its responsibilities under this Agreement, City agrees to provide access to and upon request of Consultant, one copy of all existing relevant information on file at City. City will provide all such materials in a timely manner so as not to cause delays in Consultant's Work schedule.

## **8. STANDARD OF CARE**

8.1 All of the Services shall be performed by Consultant or under Consultant's supervision. Consultant represents that it possesses the professional and technical personnel required to perform the Services required by this Agreement, and that it will perform all Services in a manner commensurate with community professional standards and with the ordinary degree of skill and care that would be used by other reasonably competent practitioners of the same discipline under similar circumstances. All Services shall be performed by qualified and experienced personnel who are not employed by City. By delivery of completed Work, Consultant certifies that the Work conforms to the requirements of this Agreement, all applicable federal, state and local laws, and legally recognized professional standards.

8.2 Consultant represents and warrants to City that it has, shall obtain, and shall keep in full force and effect during the term hereof, at its sole cost and expense, all licenses, permits, qualifications, insurance and approvals of whatsoever nature that is legally required of Consultant to practice its profession. Consultant shall maintain a City of Newport Beach business license during the term of this Agreement.

8.3 Consultant shall not be responsible for delay, nor shall Consultant be responsible for damages or be in default or deemed to be in default by reason of strikes, lockouts, accidents, acts of God, or the failure of City to furnish timely information or to approve or disapprove Consultant's Work promptly, or delay or faulty performance by City, contractors, or governmental agencies.

## **9. HOLD HARMLESS**

9.1 To the fullest extent permitted by law, Consultant shall indemnify, defend and hold harmless City, its City Council, boards and commissions, officers, agents, volunteers and employees (collectively, the "Indemnified Parties") from and against any and all claims (including, without limitation, claims for bodily injury, death or damage to property), demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including, without limitation, attorneys' fees, disbursements and court costs) of every kind and nature whatsoever (individually, a Claim; collectively, "Claims"), which may arise from or in any manner relate (directly or indirectly) to any breach of the terms and conditions of this Agreement, any Work performed or Services provided under this Agreement including, without limitation, defects in workmanship or materials or Consultant's presence or activities conducted on the Project (including the negligent, reckless, and/or willful acts, errors and/or omissions of Consultant, its principals, officers, agents, employees, vendors, suppliers, consultants,

subcontractors, anyone employed directly or indirectly by any of them or for whose acts they may be liable, or any or all of them).

9.2 Notwithstanding the foregoing, nothing herein shall be construed to require Consultant to indemnify the Indemnified Parties from any Claim arising from the sole negligence or willful misconduct of the Indemnified Parties. Nothing in this indemnity shall be construed as authorizing any award of attorneys' fees in any action on or to enforce the terms of this Agreement. This indemnity shall apply to all claims and liability regardless of whether any insurance policies are applicable. The policy limits do not act as a limitation upon the amount of indemnification to be provided by Consultant.

## **10. INDEPENDENT CONTRACTOR**

It is understood that City retains Consultant on an independent contractor basis and Consultant is not an agent or employee of City. The manner and means of conducting the Work are under the control of Consultant, except to the extent they are limited by statute, rule or regulation and the expressed terms of this Agreement. No civil service status or other right of employment shall accrue to Consultant or its employees. Nothing in this Agreement shall be deemed to constitute approval for Consultant or any of Consultant's employees or agents, to be the agents or employees of City. Consultant shall have the responsibility for and control over the means of performing the Work, provided that Consultant is in compliance with the terms of this Agreement. Anything in this Agreement that may appear to give City the right to direct Consultant as to the details of the performance of the Work or to exercise a measure of control over Consultant shall mean only that Consultant shall follow the desires of City with respect to the results of the Services.

## **11. COOPERATION**

Consultant agrees to work closely and cooperate fully with City's designated Project Administrator and any other agencies that may have jurisdiction or interest in the Work to be performed. City agrees to cooperate with the Consultant on the Project.

## **12. CITY POLICY**

Consultant shall discuss and review all matters relating to policy and Project direction with City's Project Administrator in advance of all critical decision points in order to ensure the Project proceeds in a manner consistent with City goals and policies.

## **13. PROGRESS**

Consultant is responsible for keeping the Project Administrator informed on a regular basis regarding the status and progress of the Project, activities performed and planned, and any meetings that have been scheduled or are desired.

#### **14. INSURANCE**

Without limiting Consultant's indemnification of City, and prior to commencement of Work, Consultant shall obtain, provide and maintain at its own expense during the term of this Agreement or for other periods as specified in this Agreement, policies of insurance of the type, amounts, terms and conditions described in the Insurance Requirements attached hereto as Exhibit C, and incorporated herein by reference.

#### **15. PROHIBITION AGAINST ASSIGNMENTS AND TRANSFERS**

Except as specifically authorized under this Agreement, the Services to be provided under this Agreement shall not be assigned, transferred contracted or subcontracted out without the prior written approval of City. Any of the following shall be construed as an assignment: The sale, assignment, transfer or other disposition of any of the issued and outstanding capital stock of Consultant, or of the interest of any general partner or joint venturer or syndicate member or cotenant if Consultant is a partnership or joint-venture or syndicate or co-tenancy, which shall result in changing the control of Consultant. Control means fifty percent (50%) or more of the voting power or twenty-five percent (25%) or more of the assets of the corporation, partnership or joint-venture.

#### **16. SUBCONTRACTING**

The subcontractors authorized by City, if any, to perform Work on this Project are identified in Exhibit A and the Letter Proposal. Consultant shall be fully responsible to City for all acts and omissions of any subcontractor. Nothing in this Agreement shall create any contractual relationship between City and any subcontractor nor shall it create any obligation on the part of City to pay or to see to the payment of any monies due to any such subcontractor other than as otherwise required by law. City is an intended beneficiary of any Work performed by the subcontractor for purposes of establishing a duty of care between the subcontractor and City. Except as specifically authorized herein, the Services to be provided under this Agreement shall not be otherwise assigned, transferred, contracted or subcontracted out without the prior written approval of City.

#### **17. OWNERSHIP OF DOCUMENTS**

17.1 Each and every report, draft, map, record, plan, document and other writing produced, including but not limited to, websites, blogs, social media accounts and applications (hereinafter "Documents"), prepared or caused to be prepared by Consultant, its officers, employees, agents and subcontractors, in the course of implementing this Agreement, shall become the exclusive property of City, and City shall have the sole right to use such materials in its discretion without further compensation to Consultant or any other party. Additionally, all material posted in cyberspace by Consultant, its officers, employees, agents and subcontractors, in the course of implementing this Agreement, shall become the exclusive property of City, and City shall have the sole right to use such materials in its discretion without further compensation to Consultant or any other party. Consultant shall, at Consultant's expense, provide such Documents, including all logins and password information to City upon prior written request.

17.2 Documents, including drawings and specifications, prepared by Consultant pursuant to this Agreement are not intended or represented to be suitable for reuse by City or others on any other project. Any use of completed Documents for other projects and any use of incomplete Documents without specific written authorization from Consultant will be at City's sole risk and without liability to Consultant. Further, any and all liability arising out of changes made to Consultant's deliverables under this Agreement by City or persons other than Consultant is waived against Consultant, and City assumes full responsibility for such changes unless City has given Consultant prior notice and has received from Consultant written consent for such changes.

17.3 All written documents shall be transmitted to City in formats compatible with Microsoft Office and/or viewable with Adobe Acrobat.

## **18. CONFIDENTIALITY**

All Documents, including drafts, preliminary drawings or plans, notes and communications that result from the Services in this Agreement, shall be kept confidential unless City expressly authorizes in writing the release of information.

## **19. INTELLECTUAL PROPERTY INDEMNITY**

Consultant shall defend and indemnify City, its agents, officers, representatives and employees against any and all liability, including costs, for infringement or alleged infringement of any United States' letters patent, trademark, or copyright, including costs, contained in Consultant's Documents provided under this Agreement.

## **20. RECORDS**

Consultant shall keep records and invoices in connection with the Services to be performed under this Agreement. Consultant shall maintain complete and accurate records with respect to the costs incurred under this Agreement and any Services, expenditures and disbursements charged to City, for a minimum period of three (3) years, or for any longer period required by law, from the date of final payment to Consultant under this Agreement. All such records and invoices shall be clearly identifiable. Consultant shall allow a representative of City to examine, audit and make transcripts or copies of such records and invoices during regular business hours. Consultant shall allow inspection of all Work, data, Documents, proceedings and activities related to the Agreement for a period of three (3) years from the date of final payment to Consultant under this Agreement.

## **21. WITHHOLDINGS**

City may withhold payment to Consultant of any disputed sums until satisfaction of the dispute with respect to such payment. Such withholding shall not be deemed to constitute a failure to pay according to the terms of this Agreement. Consultant shall not discontinue Work as a result of such withholding. Consultant shall have an immediate right to appeal to the City Manager or designee with respect to such disputed sums. Consultant shall be entitled to receive interest on any withheld sums at the rate of return

that City earned on its investments during the time period, from the date of withholding of any amounts found to have been improperly withheld.

## **22. ERRORS AND OMISSIONS**

In the event of errors or omissions that are due to the negligence or professional inexperience of Consultant which result in expense to City greater than what would have resulted if there were not errors or omissions in the Work accomplished by Consultant, the additional design, construction and/or restoration expense shall be borne by Consultant. Nothing in this Section is intended to limit City's rights under the law or any other sections of this Agreement.

## **23. CITY'S RIGHT TO EMPLOY OTHER CONSULTANTS**

City reserves the right to employ other Consultants in connection with the Project.

## **24. CONFLICTS OF INTEREST**

24.1 Consultant or its employees may be subject to the provisions of the California Political Reform Act of 1974 (the "Act") and/or Government Code §§ 1090 et seq., which (1) require such persons to disclose any financial interest that may foreseeably be materially affected by the Work performed under this Agreement, and (2) prohibit such persons from making, or participating in making, decisions that will foreseeably financially affect such interest.

24.2 If subject to the Act and/or Government Code §§ 1090 et seq., Consultant shall conform to all requirements therein. Failure to do so constitutes a material breach and is grounds for immediate termination of this Agreement by City. Consultant shall indemnify and hold harmless City for any and all claims for damages resulting from Consultant's violation of this Section.

## **25. NOTICES**

25.1 All notices, demands, requests or approvals, including any change in mailing address, to be given under the terms of this Agreement shall be given in writing, and conclusively shall be deemed served when delivered personally, or on the third business day after the deposit thereof in the United States mail, postage prepaid, first-class mail, addressed as hereinafter provided.

25.2 All notices, demands, requests or approvals from Consultant to City shall be addressed to City at:

Attn: IT Manager  
City Manager's Office/IT  
City of Newport Beach  
100 Civic Center Drive  
PO Box 1768  
Newport Beach, CA 92658



25.3 All notices, demands, requests or approvals from City to Consultant shall be addressed to Consultant at:

Attn: Tyler Coffin  
Planeteria Media LLC  
3195 Camino Colorados  
Lafayette, CA 94549

## **26. CLAIMS**

Unless a shorter time is specified elsewhere in this Agreement, before making its final request for payment under this Agreement, Consultant shall submit to City, in writing, all claims for compensation under or arising out of this Agreement. Consultant's acceptance of the final payment shall constitute a waiver of all claims for compensation under or arising out of this Agreement except those previously made in writing and identified by Consultant in writing as unsettled at the time of its final request for payment. Consultant and City expressly agree that in addition to any claims filing requirements set forth in the Agreement, Consultant shall be required to file any claim Consultant may have against City in strict conformance with the Government Claims Act (Government Code sections 900 *et seq.*).

## **27. TERMINATION**

27.1 In the event that either party fails or refuses to perform any of the provisions of this Agreement at the time and in the manner required, that party shall be deemed in default in the performance of this Agreement. If such default is not cured within a period of two (2) calendar days, or if more than two (2) calendar days are reasonably required to cure the default and the defaulting party fails to give adequate assurance of due performance within two (2) calendar days after receipt of written notice of default, specifying the nature of such default and the steps necessary to cure such default, and thereafter diligently take steps to cure the default, the non-defaulting party may terminate the Agreement forthwith by giving to the defaulting party written notice thereof.

27.2 Notwithstanding the above provisions, City shall have the right, at its sole and absolute discretion and without cause, of terminating this Agreement at any time by giving no less than seven (7) calendar days' prior written notice to Consultant. In the event of termination under this Section, City shall pay Consultant for Services satisfactorily performed and costs incurred up to the effective date of termination for which Consultant has not been previously paid. On the effective date of termination, Consultant shall deliver to City all reports, Documents and other information developed or accumulated in the performance of this Agreement, whether in draft or final form.

## **28. STANDARD PROVISIONS**

28.1 Recitals. City and Consultant acknowledge that the above Recitals are true and correct and are hereby incorporated by reference into this Agreement.

28.2 Compliance with all Laws. Consultant shall, at its own cost and expense, comply with all statutes, ordinances, regulations and requirements of all governmental entities, including federal, state, county or municipal, whether now in force or hereinafter enacted. In addition, all Work prepared by Consultant shall conform to applicable City, county, state and federal laws, rules, regulations and permit requirements and be subject to approval of the Project Administrator and City.

28.3 Waiver. A waiver by either party of any breach, of any term, covenant or condition contained herein shall not be deemed to be a waiver of any subsequent breach of the same or any other term, covenant or condition contained herein, whether of the same or a different character.

28.4 Integrated Contract. This Agreement represents the full and complete understanding of every kind or nature whatsoever between the parties hereto, and all preliminary negotiations and agreements of whatsoever kind or nature are merged herein. No verbal agreement or implied covenant shall be held to vary the provisions herein.

28.5 Conflicts or Inconsistencies. In the event there are any conflicts or inconsistencies between this Agreement and the Scope of Services or any other attachments attached hereto, the terms of this Agreement shall govern.

28.6 Interpretation. The terms of this Agreement shall be construed in accordance with the meaning of the language used and shall not be construed for or against either party by reason of the authorship of the Agreement or any other rule of construction which might otherwise apply.

28.7 Amendments. This Agreement may be modified or amended only by a written document executed by both Consultant and City and approved as to form by the City Attorney.

28.8 Severability. If any term or portion of this Agreement is held to be invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions of this Agreement shall continue in full force and effect.

28.9 Controlling Law and Venue. The laws of the State of California shall govern this Agreement and all matters relating to it and any action brought relating to this Agreement shall be adjudicated in a court of competent jurisdiction in the County of Orange, State of California.

28.10 Equal Opportunity Employment. Consultant represents that it is an equal opportunity employer and it shall not discriminate against any subcontractor, employee or applicant for employment because race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, sex, sexual orientation, age or any other impermissible basis under law.

28.11 No Attorneys' Fees. In the event of any dispute or legal action arising under this Agreement, the prevailing party shall not be entitled to attorneys' fees.

28.12 Counterparts. This Agreement may be executed in two (2) or more counterparts, each of which shall be deemed an original and all of which together shall constitute one (1) and the same instrument.

**[SIGNATURES ON NEXT PAGE]**

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed on the dates written below.

**APPROVED AS TO FORM:  
CITY ATTORNEY'S OFFICE**

Date: 9/3/25

By: Jose Montoya for  
Aaron C. Harp  
City Attorney

**ATTEST:**

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Molly Perry  
Interim City Clerk

**CITY OF NEWPORT BEACH,  
a California municipal corporation**

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Joe Stapleton  
Mayor

**CONSULTANT: PLANETERIA MEDIA  
LLC, a California limited liability company**

Date: 9/9/25

By: Sandeep Mehta  
Sandeep Mehta  
Member

Date: 9/9/25

By: Renu Chadda  
Renu Chadda  
Member

**[END OF SIGNATURES]**

Attachments: Exhibit A – Scope of Services  
Exhibit B – Schedule of Billing Rates  
Exhibit C – Insurance Requirements

# **EXHIBIT A**

## **SCOPE OF SERVICES**

**Objective:**

Consultant shall provide a comprehensive redesign of the City's official website ([www.newportbeachca.gov](http://www.newportbeachca.gov)), a redesign of the internal website for staff ("Intranet"), an implementation of a new Content Management System (CMS), and website hosting services.

**Minimum Qualifications:****CMS Solution Minimum Qualifications**

- Minimum five (5) years operating in a production environment and supporting government websites.
- The hosted solution's data center is located in the United States.

**Consultant Minimum Qualifications**

- Minimum of three (3) successful implementations of the proposed CMS within the past three (3) years for government agencies.
- Minimum of three (3) demonstratable government agency website design projects within the past three (3) years.

**General Minimum Qualifications**

- Meet the insurance requirements detailed in this RFP document.
- Consultant shall maintain a City of Newport Beach business license during the term of this Agreement.

**Description:**

Consultant shall propose enhancements or alternative approaches to improve the website's performance, usability, or maintainability while still meeting the City's overall objectives. The City of Newport Beach's primary website objectives are:

- Represent residents, visitors, businesses, and City departments.
- Showcase our community and highlight the advantages of living, recreating, and working in the City.
- Meet the needs of all users by providing 24x7x365 access to information and services.
- Provide a responsive design with relevant and timely content.
- Promote local government transparency.
- Be adaptable to the changing needs of our community and be ADA Compliant.

**City of Newport Beach Website Inventory**

- [NewportBeachCA.gov](http://NewportBeachCA.gov) – City's primary public-facing website.
- [NBPD.org](http://NBPD.org) – Police Department website
- [NewportBeachLibrary.org](http://NewportBeachLibrary.org) – Newport Beach Public Library website.
- [StaffWeb.NewportBeachCA.gov](http://StaffWeb.NewportBeachCA.gov) – Staff Intranet Site



### **Consultant shall perform the following tasks:**

#### **1. Document Business Requirements**

Scope: NewportBeachCA.gov, StaffWeb.NewportBeachCA.gov

- a. Interview stakeholders, City leadership team, Website Liaison Team, and staff to define business requirements and objectives.
- b. Survey City residents and businesses.
- c. Identify gaps in the proposed CMS based compared to the RFP scope requirements and propose a resolution plan.
- d. Data analysis of existing website uses and trends.
- e. Other research recommended by the vendor.

#### **2. Implement a Hosted CMS Solution**

- a. Implement and host the City's three public-facing and one internal-facing websites.
- b. Provide initial training classes and training materials to ensure content owners, editors, and managers are proficient in the new CMS.
- c. Conduct final review, testing, and quality assurance.

#### **3. Design a New City Website & Staff Intranet**

Scope: NewportBeachCA.gov, StaffWeb.NewportBeachCA.gov

- a. Outline a recommended digital marketing and content strategy framework, including the specification of primary objectives, recommended structure of site content, suggestions around keeping, rewriting, or archiving existing web content, a new content style guide, and samples of web-optimized templates.
- b. Develop wireframes (diagrams outlining the structure and navigation of the new web pages). Prototype development must be an iterative and collaborative process between the Consultant and the City.
- c. Develop website style guidelines, including image size, content development, and website copy best practices.
- d. Identify and inventory outdated City website content for data migration exclusion.
- e. Develop new website templates, layouts, and content types.
- f. Design a simple, low-text design featuring a search function and prioritizing accessibility and mobility. The site creation should include responsive templates, fluid grids, navigation, redesign, taxonomy, site map, and image adjustments.
- g. Meet California Open Data requirements  
([http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160AB169](http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160AB169))

#### **4. Migrate Content and Files to New CMS**

Scope: NewportBeachCA.gov, NBPD.org, NewportBeachLibrary.org,  
StaffWeb.NewportbeachCA.gov

- a. Develop a plan to migrate, import, and populate content from the City's three public-facing websites in the new CMS.
- b. Implement migration tools to minimize manual migration processes and expedite the implementation schedule.
- c. Migrate websites to new CMS.

- d. Migrate existing news/notification subscribers to the new notification system within the proposed CMS.
- e. Migrate existing files from the legacy CMS file repository to the proposed CMS solution.

### **5. Host and Support the New CMS**

Scope: NewportBeachCA.gov, NBPD.org, NewportBeachPublicLibrary.org, StaffWeb.NewportBeachCA.gov

- a. Provide ongoing CMS infrastructure, versioning, and technical support.
- b. Ensure website performance and stability – The hosted CMS shall have a Service Level Agreement that assures availability of > 99.99%, average page response of < 2 seconds, and < 60-minute recovery from any outage, including disaster.
- c. The system must ensure robust protection against common security vulnerabilities (such as those outlined in the OWASP Top 10) and guarantee data security, uptime, and recovery speed. Consultant shall provide their preferred security measures and frameworks to meet these goals.
- d. Apply critical security updates within 48 hours of release and non-critical updates within 30 days of release.
- e. Protect the website against Distributed Denial of Service (DDoS), screen scraping, and other cyberattacks, and should be able to detect and mitigate malicious traffic.
- f. Apply SSL certificates. The City uses wildcard SSL cert to support \*.newportbeachca.gov, \*nbpd.org, \*.newportbeachpubliclibrary.org. The proposed solution shall integrate with City wildcard certificates.
- g. Provide and support a high availability design and disaster recovery plan(s).

### **CMS Minimum System Requirements**

The proposed CMS shall support the following functions and features:

- 1. Website Accessibility & Compliance Reporting. The new website must meet and easily be maintained in adherence with all federal and state guidelines for web accessibility for all audiences, including those with visual impairment, hearing impairment, and any other protected class of individuals with a disability.
- 2. Alerts & Notifications - Display alerts prominently on the website with notifications sent via email and text messaging to subscribers.
- 3. Customized Content Views – Users of the City website should be able to log in and customize their experience. i.e., Live, Work, Play
- 4. Browser-Based Administration - Update, delete, and create content from any device with internet access.
- 5. Browser Compatibility – Ensure the CMS supports modern and widely used browsers on mobile and desktop platforms, including the latest versions of Apple Safari, Google Chrome, Microsoft Edge, Mozilla Firefox, and their successors.
- 6. Calendar - Update/publish calendars for departments/categories with a main calendar to display all events.
- 7. Customizable Forms - Allow for citizen feedback via customizable forms.
- 8. Content Scheduling - Set dates for content to automatically publish and expire.
- 9. Document Center - Upload/download capability for files up to 2GB, back-end ability to search within published and unpublished documents.
- 10. E-Notifications - Electronic subscription, scheduled notifications for email and SMS



11. Frequently Asked Questions - Ability to categorize FAQs by department or page.
12. Levels of Rights/Permissions – Allow City system administrators to establish levels of rights for staff to update/manage/access content based upon roles.
13. News & Announcements - Post news releases or updates dynamically to relevant pages based on category.
14. Centralized image, photo, and video libraries for managing website assets.
15. Automatically resize images, photos, and videos into web-friendly sizes. Preferably during the upload process.
16. The ability to create photo albums/galleries that can be embedded into web pages with captions.
17. Responsive Web Design - Fully mobile responsive design. The site should adjust to the screen size of all devices it is being viewed on, including forms, calendars, etc.
18. Search Engine Optimization (SEO) – Content editors should have the ability to customize the SEO of each page, such as meta tags.
19. Integrated search engine that can index managed content. Preferably, City staff should be able to rank, weigh, or prioritize relevant content for higher prominence in search results.
20. Support searches across all content types (e.g., News, calendar, webpages, images, video, etc.) and federated searches of sub-sites.
21. Site Statistics - Analytics and site audit reports. The site should be able to utilize Google Analytics or similar.
22. Social Media Interface - Display social media feeds and content.
23. Emergency alert – banner on homepage function.
24. Versioning – Access to view and revert to prior content versions (version history).
25. LDAP integration with the City's Active Directory for administrators and content editor authentication and access.
26. Ability to embed third-party sites into an iFrame.
27. Ability to generate reports on broken links and broken images. The system shall be able to search for and repair broken links.
28. Ability to restrict users to a specific geographic region and block IP addresses for security purposes.
29. Role-based security that limits access and functionality at the web property and content group level.
30. Workflow for approvals of content changes and publishing.
31. Custom Widgets/Plugin/Module – Support the ability for City staff to create and integrate custom modules, widgets, or plugins, allowing for the extension of functionality within the CMS without requiring vendor assistance.
32. API Integration - The CMS must provide robust and well-documented API integration with external applications and services, allowing programmatic access to content, user management, and other key functionalities.
33. Ability to create friendly or customized URLs that redirect to internal or external web content.
34. Ability to manage multiple websites/web properties, with each site having a dedicated domain name.

### **Project Deliverables**

1. Project Plan
2. Business Requirements
3. Training Plan and Supporting Documents
4. Website Style Guidelines Document
5. API Documentation

# **EXHIBIT B**

## **SCHEDULE OF BILLING RATES**

## PRICING

PROJECT SERVICE	NUMBER OF HOURS	HOURLY COST	TOTAL COST
Project Planning	115	\$ 130	\$ 14,950
Website Design	130	\$ 130	\$ 16,900
Website Development/Implementation, CMS Configuration and Content Migration	370	\$ 130	\$ 48,100
Testing, Training and Go-Live	95	\$ 130	\$ 12,350

HOSTING SERVICE	COST
Website Hosting (Year 1) OPTIONAL	\$ 6,300
Website Hosting (Year 2) OPTIONAL	\$ 6,300
Website Hosting (Year 3) OPTIONAL	\$ 6,450
Website Hosting (Year 4) OPTIONAL	\$ 6,450
Website Hosting (Year 5) OPTIONAL	\$ 6,500

CMS LICENSING No Licensing Fee Managed Maintenance Fee	COST
CMS Licensing (Year 1) Support/Managed Maintenance Fee	\$ 5,400
CMS Licensing (Year 2) Support/Managed Maintenance Fee	\$ 5,400

## COST FILE

<b>CMS Licensing (Year 3) OPTIONAL</b> Support/Managed Maintenance Fee	\$ 5,400
<b>CMS Licensing (Year 4) OPTIONAL</b> Support/Managed Maintenance Fee	\$ 5,400
<b>CMS Licensing (Year 5) OPTIONAL</b> Support/Managed Maintenance Fee	\$ 5,400

AI Chat/Search Set Up Fee \$3,000 Annual Fee \$3,600  
E-Alerts Set Up Fee \$3,000 Annual Fee \$1,200





## Planeteria Media

Date: February 20, 2025  
Customer ID: NEWPORT BEACH

To: City of Newport Beach  
100 Civic Center Drive, Newport Beach, CA 92660  
E: stormey@newportbeachca.gov

Design Phase	Description	Hours	Rate	Line Total
1	<b>Discovery</b>	<b>30</b>	<b>\$ 130.00</b>	<b>\$ 3,900.00</b>
	Questionnaire & Documents	5	130	650.00
	Kickoff	15	130	1,950.00
	Moodboard	10	130	1,300.00
2	<b>Information Architecture</b>	<b>85</b>	<b>\$ 130.00</b>	<b>11,050.00</b>
	Sitemap & Page Types	35	130	4,550.00
	Wireframes (All Page Types)	50	130	6,500.00
3	<b>Visual Design</b>	<b>130</b>	<b>\$ 130.00</b>	<b>16,900.00</b>
	Website Style Guide: Colors, & Typography	40	130	5,200.00
	All Page Design Mockups	90	130	11,700.00
4	<b>Content Strategy &amp; Migration</b>	<b>180</b>	<b>\$ 130.00</b>	<b>23,400.00</b>
	Mapping Content & Content Workbooks	40	130	5,200.00
	Content Curation	50	130	6,500.00
	Content Migration	90	130	11,700.00
5	<b>Development</b>	<b>190</b>	<b>\$ 130.00</b>	<b>24,700.00</b>
	Server, CMS Setup & Template Development	90	130	11,700.00
	Quality Assurance	50	130	6,500.00
	Beta Site & Initial Training	50	130	6,500.00
6	<b>Quality Assurance &amp; Launch</b>	<b>55</b>	<b>\$ 130.00</b>	<b>7,150.00</b>
	User Feedback & Feedback Implementation	30	130	3,900.00
	Content Edits & Launch	25	130	3,250.00
7	<b>Post Launch Monitoring &amp; Training</b>	<b>40</b>	<b>\$ 130.00</b>	<b>5,200.00</b>
	Post Launch "Hyper-Care" Monitoring	25	130	3,250.00
	Hands on Training & Video Training Library	15	130	1,950.00
Design & Development Total			\$	92,300.00
Annual Managed Maintenance			\$	5,400.00
Additional Services				\$130/ Hour

### Annual Hosting



#### Large

210k Monthly Visitor Cap  
750k Pages Served  
100GB SSD Storage  
3 load balanced app servers  
**\$6,300**

### Additional Products

AI Chat/Search	Set Up Fee \$3,000	Annual Fee \$3,600
E-Alerts	Set Up Fee \$3,000	Annual Fee \$1,200

Payment schedules can be arranged.

**Thank you for your business!**

100 Stony Point Rd #240, Santa Rosa, CA 95401, Phone/Fax 707-843-3773 sales@planeteriamedia.com

Library and Police websites require ADA updates to bring them into compliance.

*If requested by City, Consultant shall migrate the Police and Library websites “as-is” to WordPress and provide design and accessibility work to bring them into ADA compliance. Please confirm IP ownership.*

**Police Website (172 pages): \$5,000–\$7,500**

**Library Website (300 pages): \$7,500–\$10,000**

*Consultant shall integrate the Police and Library websites as microsites within the new main City website.*

**Police Website (172 pages): \$2,250**

**Library Website (300 pages): \$2,250**

## EXHIBIT C

### INSURANCE REQUIREMENTS – PROFESSIONAL SERVICES

1. Provision of Insurance. Without limiting Consultant's indemnification of City, and prior to commencement of Work, Consultant shall obtain, provide and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and in a form satisfactory to City. Consultant agrees to provide insurance in accordance with requirements set forth here. If Consultant uses existing coverage to comply and that coverage does not meet these requirements, Consultant agrees to amend, supplement or endorse the existing coverage.
2. Acceptable Insurers. All insurance policies shall be issued by an insurance company currently authorized by the Insurance Commissioner to transact business of insurance in the State of California, with an assigned policyholders' Rating of A- (or higher) and Financial Size Category Class VII (or larger) in accordance with the latest edition of Best's Key Rating Guide, unless otherwise approved by the City's Risk Manager.
3. Coverage Requirements.

- A. Workers' Compensation Insurance. Consultant shall maintain Workers' Compensation Insurance, statutory limits, and Employer's Liability Insurance with limits of at least one million dollars (\$1,000,000) each accident for bodily injury by accident and each employee for bodily injury by disease in accordance with the laws of the State of California.

Consultant shall submit to City, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of City of Newport Beach, its City Council, boards and commissions, officers, agents, volunteers and employees.

- B. General Liability Insurance. Consultant shall maintain commercial general liability insurance, and if necessary excess/umbrella liability insurance, with coverage at least as broad as provided by Insurance Services Office form CG 00 01, in an amount not less than two million dollars (\$2,000,000) per occurrence, four million dollars (\$4,000,000) general aggregate and four million dollars (\$4,000,000) completed operations aggregate. The policy shall cover liability arising from bodily injury, property damage, completed operations, personal and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract).

Consultant shall submit to City, along with a certificate of insurance, additional coverage as stated in Section 4. Other Insurance Requirements.



- C. Automobile Liability Insurance. Consultant shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of Consultant arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than one million dollars (\$1,000,000) combined single limit each accident.

Consultant shall submit to City, along with a certificate of insurance, additional coverage as stated in Section 4. Other Insurance Requirements.

- D. Professional Liability (Errors & Omissions) Insurance. Consultant shall maintain professional liability insurance that covers the Services to be performed in connection with this Agreement, in the minimum amount of two million dollars (\$2,000,000) per claim and four million dollars (\$4,000,000) in the aggregate. Any policy inception date, continuity date, or retroactive date must be before the Effective Date of this Agreement and Consultant agrees to maintain continuous coverage through a period no less than three years after completion of the Services required by this Agreement.

- E. Cyber Liability Insurance. Consultant shall maintain cyber liability insurance in an amount not less than two million dollars (\$2,000,000) per claim and four million dollars (\$4,000,000) in the annual aggregate, covering (1) all acts, errors, omissions, negligence, infringement of intellectual property; (2) network security and privacy risks, including but not limited to unauthorized access, failure of security, breach of privacy perils, wrongful disclosure, collection, or negligence in the handling of confidential information, privacy perils, including coverage for related regulatory defense and penalties; (3) data breach expenses payable whether incurred by City or Consultant, including but not limited to consumer notification, whether or not required by law, computer forensic investigations, public relations and crisis management firm fees, credit file or identity monitoring or remediation services in the performance of services for City or on behalf of City hereunder.

Consultant shall submit to City, along with a certificate of insurance, additional coverage as stated in Section 4. Other Insurance Requirements.

- F. Excess/Umbrella Liability Insurance. If any Excess or Umbrella Liability policies are used to meet the limits of liability required by this contract, then said policies shall be "following form" of the underlying policy coverage, terms, conditions, and provisions and shall meet all of the insurance requirements stated in this contract, including, but not limited to, the additional insured and primary & non-contributory insurance requirements stated herein. No insurance policies maintained by the

City, whether primary or excess, and which also apply to a loss covered hereunder, shall be called upon to contribute to a loss until the Contractor's primary and excess/umbrella liability policies are exhausted.

Consultant shall submit to City, along with a certificate of insurance, additional coverage as stated in Section 4. Other Insurance Requirements.

4. Other Insurance Requirements. The policies are to contain, or be endorsed to contain, the following provisions:

- A. Waiver of Subrogation. All insurance coverage maintained or procured pursuant to this Agreement shall be endorsed to waive subrogation against City of Newport Beach, its City Council, boards and commissions, officers, agents, volunteers, employees or shall specifically allow Consultant or others providing insurance evidence in compliance with these requirements to waive their right of recovery prior to a loss. Consultant hereby waives its own right of recovery against City, and shall require similar written express waivers from each of its subconsultants.
- B. Additional Insured Status. All liability policies including general liability, products and completed operations, excess/umbrella liability, cyber liability, and automobile liability, if required, but not including professional liability, shall provide or be endorsed to provide that City of Newport Beach, its City Council, boards and commissions, officers, agents, volunteers, employees shall be included as insureds under such policies.
- C. Waiver of Subrogation. All insurance coverage maintained or procured pursuant to this Agreement shall be endorsed to waive subrogation against City of Newport Beach, its City Council, boards and commissions, officers, agents, volunteers and employees or shall specifically allow Consultant or others providing insurance evidence in compliance with these requirements to waive their right of recovery prior to a loss. Consultant hereby waives its own right of recovery against City, and shall require similar written express waivers from each of its subconsultants.
- D. Additional Insured Status. All liability policies including general liability, excess/umbrella liability, pollution liability, and automobile liability, if required, but not including professional liability, shall provide or be endorsed to provide that City of Newport Beach, its City Council, boards and commissions, officers, agents, volunteers and employees shall be included as insureds under such policies.

- E. Primary and Non Contributory. All liability coverage shall apply on a primary basis and shall not require contribution from any insurance or self-insurance maintained by City.
- F. Notice of Cancellation. All policies shall provide City with thirty (30) calendar days' notice of cancellation (except for nonpayment for which ten (10) calendar days' notice is required) or nonrenewal of coverage for each required coverage.
- G. Subcontractors. Contractor shall require and verify that all subcontractors maintain insurance meeting all the requirements stated herein, and Contractor shall ensure that City is an additional insured on insurance required from subcontractors. For CGL coverage subcontractors shall provide coverage with a format at least as broad as CG 20 38 04 13. Limits of liability for:
  - General Liability in an amount not less than one million dollars (\$1,000,000) per occurrence, two million dollars (\$2,000,000);
  - Professional Liability (Errors & Omissions) in an amount not less than one million dollars (\$1,000,000) per claim, two million dollars (\$2,000,000);
  - If applicable, Cyber Liability in an amount not less than one million dollars (\$1,000,000) per occurrence, two million dollars (\$2,000,000).

5. Additional Agreements Between the Parties. The parties hereby agree to the following:

- A. Evidence of Insurance. Consultant shall provide certificates of insurance to City as evidence of the insurance coverage required herein, along with a waiver of subrogation endorsement for workers' compensation and other endorsements as specified herein for each coverage. Insurance certificates and endorsement must be approved by City's Risk Manager prior to commencement of performance. Current certification of insurance shall be kept on file with City at all times during the term of this Agreement. The certificates and endorsements for each insurance policy shall be signed by a person authorized by that insurer to bind coverage on its behalf. At least fifteen (15) days prior to the expiration of any such policy, evidence of insurance showing that such insurance coverage has been renewed or extended shall be filed with the City. If such coverage is cancelled or reduced, Consultant shall, within ten (10) days after receipt of written notice of such cancellation or reduction of coverage, file with the City evidence of insurance showing that the required insurance has been reinstated or has been provided through another insurance company or companies. City reserves the right to require complete, certified copies of all required insurance policies, at any time.

- B. City's Right to Revise Requirements. City reserves the right at any time during the term of the Agreement to change the amounts and types of insurance required by giving Consultant sixty (60) calendar days' advance written notice of such change. If such change results in substantial additional cost to Consultant, City and Consultant may renegotiate Consultant's compensation.
- C. Right to Review Subcontracts. Consultant agrees that upon request, all agreements with subcontractors or others with whom Consultant enters into contracts with on behalf of City will be submitted to City for review. Failure of City to request copies of such agreements will not impose any liability on City, or its employees. Consultant shall require and verify that all subcontractors maintain insurance meeting all the requirements stated herein, and Consultant shall ensure that City is an additional insured on insurance required from subcontractors. For CGL coverage, subcontractors shall provide coverage with a format at least as broad as CG 20 38 04 13.
- D. Enforcement of Agreement Provisions. Consultant acknowledges and agrees that any actual or alleged failure on the part of City to inform Consultant of non-compliance with any requirement imposes no additional obligations on City nor does it waive any rights hereunder.
- E. Requirements not Limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue and is not intended by any party or insured to be all inclusive, or to the exclusion of other coverage, or a waiver of any type. If the Consultant maintains higher limits than the minimums shown above, the City requires and shall be entitled to coverage for higher limits maintained by the Consultant. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.
- F. Self-insured Retentions. Any self-insured retentions must be declared to and approved by City. City reserves the right to require that self-insured retentions be eliminated, lowered, or replaced by a deductible. Self-insurance will not be considered to comply with these requirements unless approved by City.
- G. City Remedies for Non-Compliance. If Consultant or any subconsultant fails to provide and maintain insurance as required herein, then City shall have the right but not the obligation, to purchase such insurance, to terminate this Agreement, or to suspend Consultant's right to proceed until proper evidence of insurance is provided. Any amounts paid by City shall, at City's sole option, be deducted from amounts payable to

Consultant or reimbursed by Consultant upon demand.

- H. Timely Notice of Claims. Consultant shall give City prompt and timely notice of claims made or suits instituted that arise out of or result from Consultant's performance under this Agreement, and that involve or may involve coverage under any of the required liability policies. City assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve City.
- I. Consultant's Insurance. Consultant shall also procure and maintain, at its own cost and expense, any additional kinds of insurance, which in its own judgment may be necessary for its proper protection and prosecution of the Work.