LOWER PLATTE SOUTH
natural resources district

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Memorandum

Date: November 19, 2024

To: Lower Platte South Natural Resources District Board of Directors

From: Jodi Delozier, Communications Coordinator

Subject: Minutes for Information and Education Subcommittee Meeting

The Information and Education (I&E) Subcommittee met on Tuesday, November 12, at 5:00 PM, in the large conference room. Subcommittee members present were Ken Vogel (Chair), Tom Green, Gary Aldridge, John Yoakum, Ray Stevens, Susan Seacrest, and Lisa Lewis. Others in attendance included staff members Mike Sousek, Jodi Delozier, Sam Elofson, and Adam Sutton. I&E Subcommittee member Melissa Baker was not present. There was one item on the agenda for consideration.

The sole agenda item was the review of an updated website development proposal.

It was moved by Chair Vogel and seconded by Director Yoakum to recommend the Board of Directors approve the Website Development Proposal submitted by Unanimous to rebuild, upgrade, host, and maintain the website platform using Drupal 10 at a cost of $25,000.

Following the second, the floor was opened for discussion. Delozier summarized the need for an updated website and outlined specifics pertaining to a website rebuild.

The current website, built by Unanimous and launched in 2018, operates on Drupal 7 as its content management system. However, Drupal 7 is set to reach its end of life in 2025, which means it will no longer receive official community security support. The proposal outlines a transition from version 7 to version 10, requiring a full website rebuild to integrate with the latest platform. While staff has arranged for continued support of Drupal 7 through a Pantheon-powered hosting platform, the upgrade remains essential for several reasons. An unsupported website is vulnerable to security breaches and cyberattacks, making it crucial to protect both District data and user information. Compatibility issues could disrupt website functionality, leading to broken features and poor user experience. Additionally, the current platform is outdated, making it difficult for users to navigate and find information efficiently.

Staff confirmed that seven years between updates is a significant span in the digital world. The updated version will streamline navigation and allow future updates (e.g., version 10 to 11) to be implemented without requiring a complete rebuild. The timeline for completion is four to six months. During the process, a staging area will be created to host the website for testing, ensuring the current website remains functional for the District throughout the rebuild.

Staff confirmed that the website rebuild can be funded through the I&E General Awareness budget. Legal counsel has reviewed the proposal and raised no objections to proceeding.

Calling for and hearing no more discussion, Chair Vogel called for a vote.

Protecting our natural resources for future generations

Motion passed: 6 (Aldridge voting present)

There being no further business, Chair Vogel adjourned the meeting at 5:15 PM.
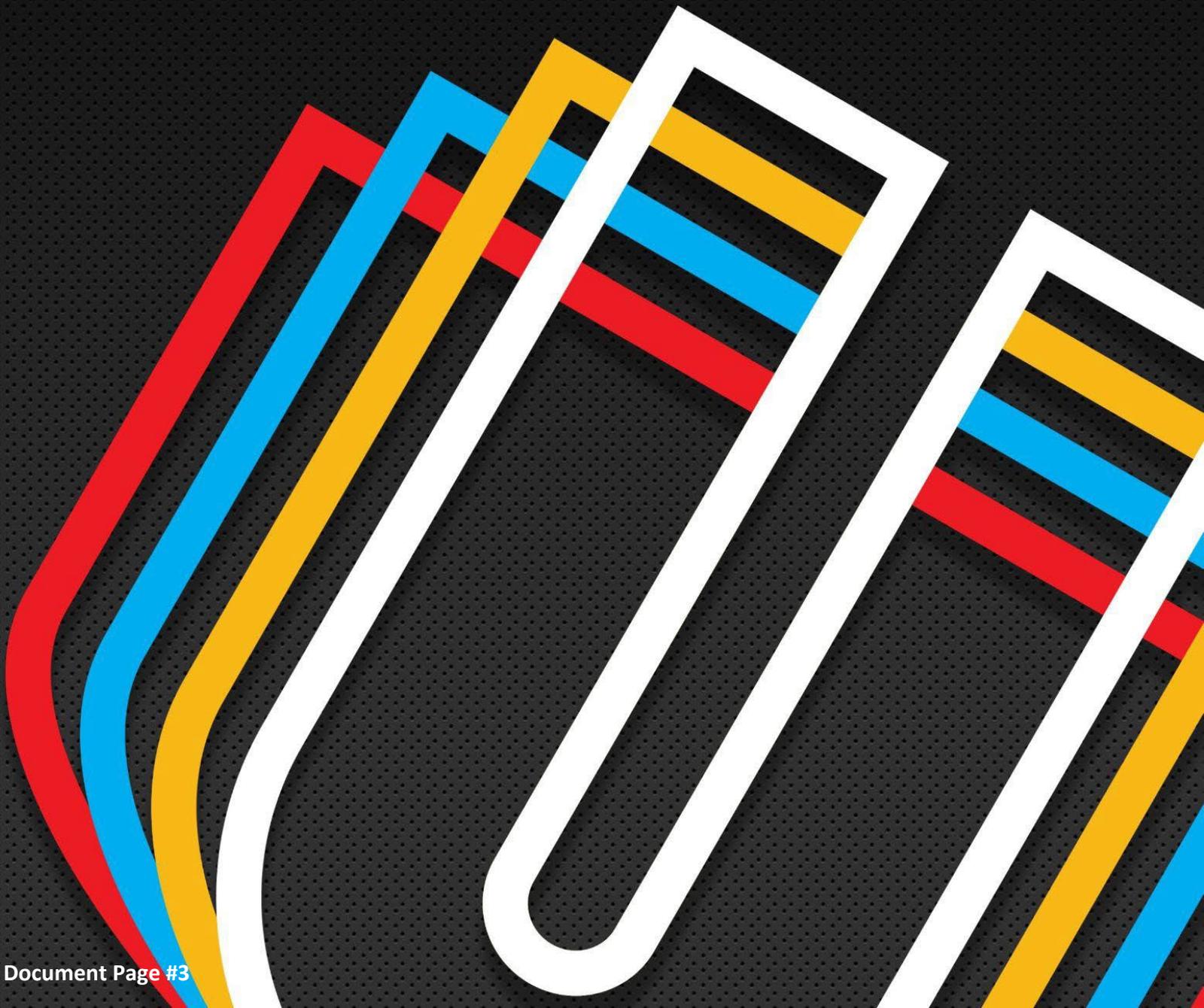
PC: I&E subcommittee file

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MATT O'GORMAN
Matt@BeUNANIMOUS.com
Phone: 1.402.423.5447
Toll-Free: 1.888.317.5947

Lower Platte South NRD

Website Development

PROJECT#: 36369 - SUBMITTED: November 5, 2024

November 5, 2024
Project: #36369

Jodi Delozier
Lower Platte South NRD
PO Box 83581
3125 Portia Street
Lincoln, NE 68521

Dear Jodi,

Thank you for taking the time recently to discuss the next evolution of the Lower Platte South NRD website. We are excited about the opportunity to continue our relationship, and are pleased to submit a formal proposal for our services. Based on our past experience, UNANIMOUS is an excellent fit for this exciting venture.

The marketing, creative, web, and video teams at UNANIMOUS understand the importance of solid research, powerful messages, and a cohesive appearance. From the onset of the project, our team implements a formalized development and design process to ensure the successful, timely completion of each part of the project. At UNANIMOUS, we also strive to foster a collaborative relationship with our clients so the finished project fulfills your business requirements and expectations.

UNANIMOUS greatly appreciates your consideration of our agency's services for this exciting project. If you have any questions regarding the proposal or would like to discuss any details or modifications to the project as we have defined it, please contact me at Matt@BeUNANIMOUS.com or by calling 402.423.5447.

Thank you for this opportunity,

Sincerely,

Matt O'Gorman
Vice President, Web

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Why UNANIMOUS?

UNANIMOUS is a Lincoln, Nebraska-based marketing agency that assists clients with branding, marketing, and web design projects of all sizes and scopes. Founded in 1979, UNANIMOUS has over 350 active clients across 15 states. Our agency is known for its collaborative style, and we pride ourselves on rhyme, reason, and results.

SPECIALISTS
Informed & Experienced.
Our portfolio presents an expansive industry list that includes many successful partnerships. We have spent a significant amount of time and made a valuable impact in the following markets: agriculture, architecture, community, construction, education, environment, financial, government, healthcare, legal, manufacturing, non-profit, and more. If you want to learn more, we are happy to share examples of our work and provide relevant references.

ALIGNED
Strategic & Intentional.
We utilize our proven process to seek truth, gain understanding, and provide organizational clarity. We look to fully understand your unique brand while we examine your goals and needs. We dig deep, ask questions, and pride ourselves on being avid listeners. These insights fuel our ability to create compelling strategies, thoughtful designs, intuitive websites, engaging videos, and powerful results for true brand alignment.

COMPREHENSIVE
Complete & Coordinated.
We focus on brand alignment. From research and strategy to verbal and visual, we deliver opportunities for you to showcase your organization's very best. Our team provides intuitive web design and development, creative design and illustration, resourceful marketing strategy and execution, and inspiring video storytelling and photography. Our agency size enables us to be agile and efficient while offering complete depth of service and responsiveness.

EXPERT
Skilled & Professional.
Our agency has been serving clients for over 40 years. Our professional team delivers measurable results for diverse projects in both size and scope. Our vast experience translates to outstanding quality and enables us to provide you with industry insights and efficient communication platforms. We are detail-oriented and consultative, staying current on the latest trends and technology to meet the ever-changing needs of our clients.

CONNECTED
Collaborative & Consultative.
We are a positive partner making powerful changes for your organization. Our expert team is accessible, responsive, and we look forward to being a trusted extension of your team. We establish a partnership that creates efficiencies and multiplies the impact of your organization. We involve you throughout our creative process to bring unity and consensus to every project. Our strategy for success evolves as your objectives expand and your vision unfolds.

IMPACTFUL
Results & Returns.
We are discerning and seek to establish measurable metrics as we develop your goals and objectives. We are thoughtful and intentional as we consider the evolution of your brand, audiences, services, differentiators, competitors, and how your bottom line is impacted. We remain proactive and schedule regular reviews to assess and refine tactics and strategies for the future.

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Our Agency Services

If you're looking for brand alignment, re-branding, or want to start something new, UNANIMOUS will build a foundation, generate awareness, and take your brand to the next level! We create effective marketing campaigns, design intentional communication strategies, and develop custom websites that accurately represent your organization, identify workflow efficiencies, convert leads, and boost returns.

Marketing & Advertising
STRATEGY + VERBAL IDENTITY

Connecting with and engaging your audience is the key to success in a competitive marketplace. We work diligently to understand your organization, research the market, and make sure you stay top of mind. We will analyze your competition, develop strategies to reach your targets, motivate action, and build brand loyalty.

- Internal Communication
- External Messaging
- Research & Analysis
- Brand Naming & Renaming
- Digital & Traditional Media
- Social Media Management
- Fully Integrated Campaigns
- Copywriting & Content
- Public Relations

Creative & Design
AESTHETICS + VISUAL IDENTITY

Like most things, you get out of it what you put into it—your brand is no different. It's your first impression, and people will make an instant decision about the merit of your work based on your appearance alone. It's important to be intentional and to ensure your brand represents the quality of your organization.

- Logo & Identity Design
- Guidelines & Standards
- Brand Architecture
- Brand Stationery & Collateral
- Vehicle Graphics
- Signage & Outdoor
- Tradeshow & Exhibits
- Promotional Materials
- UX/UI Design

Website & Interactive
WEBDESIGN + DEVELOPMENT

Comprehensive website planning, design, and development is the true passion of the UNANIMOUS web team. Our website projects range in size, scope, and complexity. We ensure our websites offer a professional user experience to engage visitors with compelling messaging and intuitive functionality.

- Custom Web Design
- In-House Web Development
- Web Planning & Architecture
- E-commerce & E-Transaction
- API & Third-Party Integrations
- Analytics & Search Console
- Landing Pages & Micro-sites
- Hosting & Maintenance
- Website Support

Video & Photography
STORYTELLING + IMAGERY

Put your organization in the spotlight, bring your story to life, and activate your brand. UNANIMOUS will guide the entire process from storyboarding, animating, shooting, editing, and distribution. Our experts combine strong imagery with compelling stories to connect and encourage audience action.

- Pre-Production & Planning
- Video Shoot Production
- Post-Production & Editing
- Project Scripting & Storyboarding
- Professional Portraits
- Product Photography
- Drone Video & Aerial Photography
- Motion Graphics & Animation
- Video Distribution & Promotion

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Your Expert Team

UNANIMOUS is a full-service branding agency based in the heart of the Midwest—Lincoln, Nebraska. We have partnered with clients to develop strong brand alignment through strategic marketing, creative design, engaging websites, and compelling video projects of all sizes and scopes. UNANIMOUS is known for collaborative partnerships and works with a variety of clients nationwide. Our agency prides itself on rhyme, reason, and results.

Trent Wilcox
President
Experience: 28 years
Trent@BeUNANIMOUS.com

Trent shares an equal passion for technology, design, strategy, and people. As the leader of the organization, Trent focuses on building a talented team to achieve goals and get results for a growing list of clients while lending vision to all facets.

Matt O'Gorman
Vice President, Web
Experience: 20 years
Matt@BeUNANIMOUS.com

Matt works strategically and collaboratively with several of our largest accounts. With a true passion for web design and development, Matt is always on the cutting edge of the newest and latest technologies, trends, tools, and tactics.

Scott Claypool
Vice President, Creative
Experience: 26 years
Scott@BeUNANIMOUS.com

Scott is constantly developing and inspiring innovative ideas. His passion for design and attention to detail is on display in every project. He has a unique ability to understand specific needs and translate those into iconic brands.

Patrick Sullivan
Web Director
Experience: 20 years
Patrick@BeUNANIMOUS.com

Patrick has been instrumental in growing the web development team. He works closely with clients and the design team to build state-of-the-art websites. He does the heavy lifting on websites to ensure optimal function and performance.
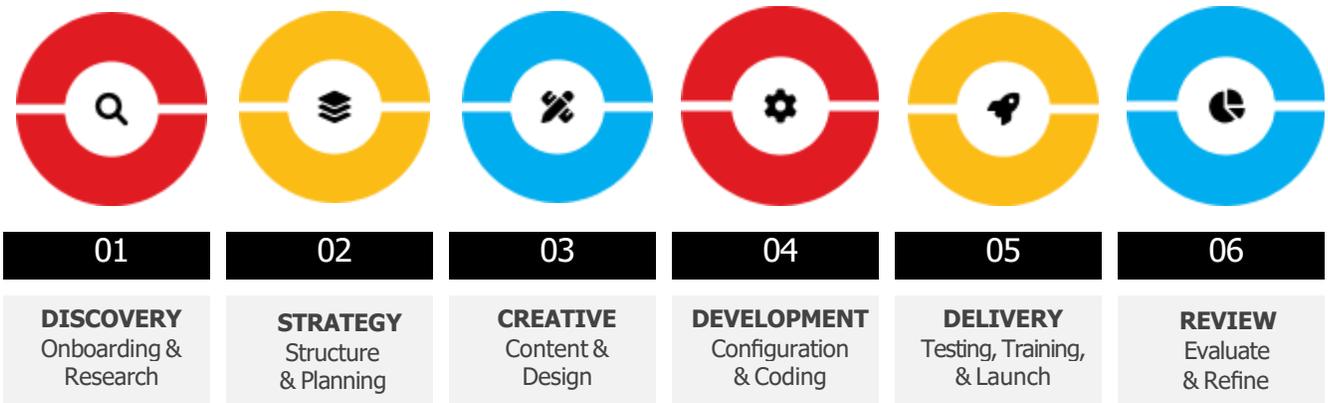
OUR AGENCY

Please note that each member of the project team will be available by phone and email throughout the course of the project. Additional team members may join the project when/if deemed necessary.

Trent Wilcox	Matt O'Gorman	Scott Claypool		
PRESIDENT	VICE PRESIDENT, WEB	VICE PRESIDENT, CREATIVE		
OFFICE	MARKETING	WEB	DESIGN	VIDEO
Fronia Jeppson	Jamie Riha	Patrick Sullivan	Cam O'Brien	Bill Griepenstroh
FINANCE DIRECTOR	MARKETING DIRECTOR	WEB DIRECTOR	SENIOR GRAPHIC DESIGNER	LEAD VIDEO DIRECTOR
	Tina Joyce	Kurt Naeve	Branden Bopp	Makayla Hogenson
	SENIOR MARKETING STRATEGIST	SENIOR WEB DEVELOPER	SENIOR GRAPHIC DESIGNER	VIDEO PRODUCTION SPECIALIST
	Avery Smith	Caleb Wiedel	Emily Bray	Chelsea Marine
	MARKETING STRATEGIST	WEB DEVELOPER	GRAPHIC DESIGNER	VIDEO PRODUCER
		Uriah Rittenhouse	Thea Seibel	
		WEB DEVELOPER	GRAPHIC DESIGNER	
		Holden Steinhauser		
		WEB DEVELOPER		
		Deidre Boyle		
		WEB STRATEGIST		

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Overview

UNANIMOUS knows that you are seeking to partner with a firm to design and develop a modern and visually memorable website. The experienced web team at UNANIMOUS fully understands the importance of properly blending strategy and design. To ensure the successful completion of each project, we follow a customized and formalized process.

01	02	03	04	05	06
DISCOVERY Onboarding & Research	**STRATEGY** Structure & Planning	**CREATIVE** Content & Design	**DEVELOPMENT** Configuration & Coding	**DELIVERY** Testing, Training, & Launch	**REVIEW** Evaluate & Refine

The current version of the website was developed and launched in 2018. The website utilizes Drupal 7 as the content management system. Drupal 7 is scheduled to reach end of life in 2025. Official community security support for version 7 will end. This means that automated testing services for Drupal 7 will be shut down, and there will be no more updates provided by the Drupal Security Team.

- The transition from 7 to 10 will result in a rebuild of the website within the latest version.
- UNANIMOUS will work with you to follow a similar planning, design, and development process for the new website.
- The upgraded platform utilizes an improved method for managing content, which will improve the workflow and timeframe for your users to make necessary content updates.

Please note that the transition from Drupal 10 to the newer versions will not be the significant effort that the transition from 7 is. The Drupal community has built the system to offer a more seamless update to major versions that do not require a rebuild.

In order to ensure the successful completion of this website project, we follow a customized and formalized project plan.

01. Discovery

ONBOARDING & RESEARCH

Through our customized JUMPSTART discovery session, UNANIMOUS will meet with key stakeholders of your organization to better understand the goals and overall perceptions of your organization. We will focus on learning everything about your current mission, brand, and goals for the future.

- **Jumpstart Kickoff Meeting:** UNANIMOUS will dive into your history and background, core audiences, challenges, pain points, and metrics for future success. Various activities, exercises, and guided discussions will take place to understand the full scope of your organization. We'll use this information as the driving force behind our campaign strategy and creative recommendations. UNANIMOUS will document the discovery session.

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02. Strategy

STRUCTURE & PLANNING

Navigation should be simple and intuitive. Too many entry points overwhelm visitors and make the website appear overly complex. The visitor should be able to identify the appropriate entry point quickly, and the sub-navigation and content should guide them through the process of completing their desired action. We examine the depth/amount of content and evaluate what stays, goes, or is consolidated. The new website will undoubtedly evolve, and the structure should support that growth.

- The website structure will serve as the blueprint for the organization of content on the website. This will be done by identifying the website's primary areas and navigation elements.
- UNANIMOUS will then present the recommended structure for the website. This will include the primary navigation items and methods for how the information will be organized and accessed.
- Once the primary navigation structure has been identified, UNANIMOUS will then work with you to develop the sub-navigation structure for each primary section. This will include all pages that will be accessible through the navigation menu.
- UNANIMOUS will define each of the content types and layout sections to facilitate the information you wish to communicate.
- UNANIMOUS will also begin developing the various sets of taxonomy terms and metadata utilized within the website. This will be valuable to powering a robust search feature and provide flexibility with categorizing and displaying content throughout the site.

03. Creative

WEBSITE DESIGN

Utilizing the information gathered during Discovery, UNANIMOUS will design a custom layout for the home and some interior pages of the website. The design will incorporate the branding elements and themes that have been established for the organization. One design concept will be created and presented to your team, and feedback will be discussed. Up to two rounds of revisions are available to finalize layouts. When the design has been approved, you will provide approval in writing stating that no further changes to the design are required and authorize UNANIMOUS to continue with development.

CONTENT MIGRATION

Your team will provide up to 25 pages of content (copy, images, downloads) to be imported to the website. UNANIMOUS will import the provided content to the appropriate pages. This will allow UNANIMOUS to further test the user experience and layout of content within major sections.

04. Development

WEBSITE DEVELOPMENT

Upon final design approval, the website will be built using the Drupal Content Management System (CMS). A staging area will be set up where the website will be housed throughout the build for testing and online presentation purposes. At the appropriate time in the project, you will be provided access to the development site to review progress and provide feedback as requested.

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WHY DRUPAL CMS

UNANIMOUS has been designing and developing websites with the Drupal CMS since 2009. No website coding knowledge is needed, and Drupal gives you an intuitive interface to manage your website wherever you have access to the internet. This website will be developed in version 10, the latest supported version of Drupal.

- **Ease of Use:** Management will be customized for maximum efficiency and intuitive content control.
- **SEO Maximization:** Drupal is the clear choice when SEO is a priority.
- **Longevity**: Drupal is superior when seeking flexibility for growth and customization. Major version updates do not require a rebuild.
- **Revision Control:** Drupal can be configured to save each version of page edits for easy access and reference.
- **Add-on Modules:** Drupal has an extremely active community dedicated to quality control and enhancements for modules that extend the functionality of the website.
- **Stability and Security:** Drupal is an extremely secure platform with an active support community and security team to address any and all reported vulnerabilities.

WEBSITE FEATURES

The following features will extend the functionality of your website and offer the tools to meet your stated objectives from both a marketing and workflow management standpoint.

- **Responsive Theme:** A responsive theme base will be implemented. This functionality ensures the optimal layout of your website design and navigation elements, whether a visitor is using a desktop, tablet, or mobile phone. The responsive theme will be tested and supported on current Android and iOS devices.

- **Sitewide Alert Bar:** UNANIMOUS will configure a sitewide alert system that will place a noticeable alert message at the top of every page of the website. Administrators can enable/disable alerts as needed. Visitors can choose to dismiss an alert for the remainder of their session.

- **Sticky Header:** The header navigation of the website will be "sticky," which will always be visible at the top of the window as the visitor scrolls down the page.

- **Site Search:** The website will utilize Drupal's core search engine for the interior site search.

- **Homepage Slideshow/Video:** The website will contain a slideshow within the design template that will rotate imagery and text. Slides can be linked to interior pages. A video may be used instead of static slides. The video will auto-play and will not have sound

- **Content Types/Layout Templates:** During the planning phase, UNANIMOUS will identify the necessary content types to be developed for the website. Content types allow for specific fields of data and display based on the content being created. Content types also allow content to be aggregated into a feed with a specific layout. Some of the content types are referenced in this proposal. Additional content types may be identified during the planning phase. In addition, various content types will have the option to add predefined layout elements within a page. These can include a two-column layout, image grid, video grid, accordions, tabs, etc.

- **FAQs:** Showcasing the top 3-5 most asked questions on the front page can be a great way to provide quick information to visitors. A 'view all' link will direct visitors to an interior page with additional FAQs if needed.

- **Rec Areas Listings & Pages:** A content type for Rec Area will be utilized for each item. This will collect the name, amenities tags, address fields, a description, and images. The address fields will be geocoded to integrate with a mapping service such as Google Maps. Additional fees may apply to a third-party mapping API service.

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- **Resource Browser:** A new feature of the website will be a dedicated resource browser that can be used to house articles of information in a manner that will allow visitors to search and locate information regarding various topics. A content type will be built to collect the title and description. One or more sets of tagging can be utilized to categorize resources by type, category, etc. In addition, a resource will allow you to display one or more files, images, videos, or podcast embeds. A listing will be built to display all resource items. Filters will be available to filter the listings by one of the tags. A search field will also be available.

- **Staff & Board Profiles:** A content type for a Profile will be created to collect full name, last name, job title, type, image, and bio. Tagging will be used to categorize a profile as staff or board, with additional tagging for the department. A separate profile listing will be built to display on the individual staff and board pages. UNANIMOUS will look to migrate profiles from the old site to the new site.

- **News Feed:** UNANIMOUS will develop a content type for news items. The most recent/sticky 3-4 articles will be automatically listed on the front page. A 'view all' link will direct visitors to the full news listing. UNANIMOUS will look to migrate the news archive from the old site to the new site.

- **Events Listing:** UNANIMOUS will develop a content type for Events. This content type will include a title, start date, end date, and description. The listing will be built to display the events chronologically, starting with "today." Events that have occurred will no longer be displayed.

- **Leadership and Client Testimonials:** The website theme will feature an area where leadership and client testimonials will rotate. An interior page of the website will list all testimonials. A testimonial can include a name, subtitle, image (optional), and message.

- **Employment Opportunities Listing:** A content type for an Employee Opportunities Listing will be created. Each will contain a title, opportunity description, and advanced content options . These will be featured on the Careers Landing page.

- **Web Form(s):** UNANIMOUS will create the general contact form and an additional form(s). Forms will deliver submissions to specified email recipients and store submission data in a table for each form.

- **Translation Integration:** The website will be integrated with a third-party translation service called GTranslate. All HTML text will be automatically translated on every page of the website. This service does not translate PDFs or non-HTML text that is part of a graphic. The integration process will include your organization establishing an account/paid plan with the software provider, and granting UNANIMOUS access to the account for the integration. You may choose which languages to make available for translation on the website. A language picker will be available in the website header.

- **Social Media Links:** The client's social media channel links will be linked on the website.

- **Basic Search Engine Optimization:** To ensure the website is optimized for ideal search engine indexing and ranking, UNANIMOUS will ensure the site structure, design elements, and HTML implementation practices are effectively implemented. During the training session, your users will be shown how to manage the site long-term to maximize search engine friendliness.

- **Google Analytics & Search Console:** Google Analytics will track and report visitor activity to the website. UNANIMOUS will build a custom analytics report using Google Data Studio. This report will provide an easy-to-use data summary that can be accessed and reviewed quickly. UNANIMOUS will also utilize the Search Console to submit the website to the search index, ensure all content is indexed, and receive notifications of crawl errors or recommendations.

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- **SSL Installation:** UNANIMOUS will install an SSL on the website. The SSL will secure the connection between the visitor's browser and your website, protecting information as it is submitted through the login form and contact forms.

- **ADA Compliance:** The website will be built to meet Level AA ADA Compliance standards. This level of compliance includes over 30 individual elements regarding design, color/contrast usage, architecture and code, and usage of text, imagery, and links. UNANIMOUS will utilize compliance browser extensions, along with a screen reader simulator, to test and identify compliance issues. Because your team will be able to make ongoing changes to the site, your organization will be responsible for auditing and maintaining ADA compliance after launch. Managing content to maintain compliance will be covered as part of user training.

ONLINE STORE DEVELOPMENT

The online store will be an easy-to-use method for customers to browse and order trees online. The following sections outline the specific elements and functionality of the online store.

- **Product Content Type:** UNANIMOUS will create a product type that will collect SKU, Title, Price, Tree Category, Mature Height, Mature Width, Spacing, Growth Rate, Description, and Images. UNANIMOUS will look to migrate all tree products to the new platform.

- **Product Catalog:** A product catalog will be integrated to house all products available for purchase from the website. The catalog will include a navigation structure that will allow visitors to browse products by category. The navigation structure will be outlined in the website planning phase. Categories and products will be listed on the page, including a thumbnail image, product name, brief description, cost, and a link to view more info.

- **Shopping Cart:** A shopping cart will be developed that will store all selected products within the website, and walk the customer through the final steps of completing an order. Customers will have the ability to manage items in their shopping cart, including adding and removing items, and updating quantities of items selected. The shopping cart will also calculate the total cost of this purchase, including taxes, shipping, and applying preconfigured discounts. Clicking "check out" in the shopping cart will advance the user to the final steps of completing the transaction.

- **Shipping:** No shipping fees will be added at checkout. Customers are required to pick up their order in-person. This information is included in the receipt.

- **Payment Processing:** The website will continue to use Authorize.net for payment processing.

- **Customer Registration:** Customers will not be required to create an account in order to make a purchase.

- **Email Notifications:** Upon submission of an order, emails will be generated by the website to confirm the order with the website visitor and to alert LPSNRD staff that an order has been placed. The customer will also receive an email receipt that includes details of their order.

- **Administrative Orders Database:** Once an order is submitted it will be saved within the website's back-end to an orders database. The order database will be searchable, allowing administrators to search for a specific order by the order number (assigned by the system).

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🚀 05. Delivery

TESTING & TRAINING

UNANIMOUS utilizes Browserstack as a platform to access all mobile and desktop browsers and perform cross-browser testing. The website will support the latest versions of Internet Explorer, Firefox, Google Chrome, and Safari. Following the implementation of the website to the staging area, we will train your site administrator(s) on the management of the website through the CMS. An initial two-hour training session will be held with your selected administrators via conference call/screen share.

WEBSITE LAUNCH

Once all development, testing, and training are complete, you will provide in writing that you authorize UNANIMOUS to launch the site. UNANIMOUS utilizes a highly detailed launch checklist that ensures nothing is overlooked when launching the website. UNANIMOUS will review this plan with you and coordinate dates and responsibilities for launch. After the official launch, UNANIMOUS designates the following 30 days for bug tracking, fixes, and general support as you take control of the new website. UNANIMOUS will fix any replicable functionality issues, within the original scope of the project, at no cost within this 30-day timeframe.

ANNUAL HOSTING & MAINTENANCE

UNANIMOUS will provide web hosting services through Pantheon. The hosting platform contains separate development, staging, and production sites. It is extremely valuable to have the development site and live sites in the same environment for consistent behavior and functionality. All website code changes are committed to a version control system to document and monitor all changes. Nightly backups of code, files, and databases are scheduled, and 30 days of backups are kept at all times. Hosting also includes Drupal security updates every six months. Updates are installed on the development site, tested, and then pushed up the chain to production on an agreed-upon date and time frame.

TIMELINE

A typical timeline for a project of this size and scope is roughly 4-6 months. UNANIMOUS can begin the first phase of the project immediately, and will set dates for key milestones such as sitemap approval, design approval, and training.

📊 06. Review

ONGOING QUARTERLY REVIEWS & CONSULTATION

Your branding and marketing efforts should not be static—the best strategies adapt to remain relevant. UNANIMOUS will meet with your team on a regular basis to assess tactics, review analytics, discuss internal/external feedback, and refine your efforts. Upon request at beunanimous.com/QR, quarterly reviews may be held in person at the UNANIMOUS office or via phone/video conference. Reviews cover the following:

- Review analytics and metrics.
- Identify new goals and objectives.
- Examine internal/external feedback and experiences.
- Discuss new ideas, tactics, trends, etc.

⚠ Please Note

This proposal does not include media costs, mailing lists, postage, printing, video production, photography, or additional services outside of what is outlined above. Upon request, competitive estimates will be presented to you and approved before materials are sent to the preferred vendor. This proposal is written to the best of our knowledge based on the information provided. A separate budget will be provided if additional services are needed.

RISK ANALYSIS

The following issues could put this project at risk of not meeting stated objectives, budget, and timeline specifications. UNANIMOUS will monitor these issues and notify you of any issues that will affect the discussed timeline or agreed budget. Examples include:

- Unspecified expectations for functionality or features not included in this proposal.
- Late changes to graphic design or site map after signed approval has been received.
- Additional rounds of changes beyond what is specified in this document.
- Delays in payment, design feedback, or content development.
- Assignment of additional employees or contacts from your team to this project.

STALLED PROJECTS

We understand several things can delay or hold up a project. We simply ask for communication. If an open project goes over 30 days without any partner communication, UNANIMOUS reserves the right to cancel the project and final bill for all work completed. If you wish to resume the project later, a new proposal and timeline will be provided.

PORTFOLIO CONSENT

At UNANIMOUS, we aim to feature the work we create for our clients in our online portfolio. This allows us to showcase our capabilities, skills, and success stories to future prospects. We strongly believe that this not only elevates our professional reputation but also promotes our valued partners. Unless a specific request is made not to promote your project, your acceptance of this proposal will be deemed consent.

CREATIVE CONCEPT OWNERSHIP

UNANIMOUS will produce and present multiple creative concepts, variations, or options. You will select and own the rights to ONE version of the presented options from those options. This applies to all branding, logos, naming, copywriting, and content options. All other options provided shall remain the property of UNANIMOUS. If desired, additional options may be purchased.

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November 5, 2024
Project: #36369

Jodi Delozier
Lower Platte South NRD
PO Box 83581
3125 Portia Street
Lincoln, NE 68521

	INVESTMENT OUTLINE	
	Please check the boxes in the far left column to indicate selections.	
	Website Design & Development	$16,600
	Online Store Development	$6,800
	Annual Website Hosting & Maintenance	$1,600/year
X	Quarterly Reviews	NO CHARGE
	TOTAL INVESTMENT	

PAYMENT TERMS: 25% down payment due in advance. Work is billed monthly as "inprogress" until completed. If this proposal meets with your approval and you agree to the terms, please sign and return this page of the proposal, authorizing our team to proceed. This page may be emailed to Matt@BeUNANIMOUS.com.

_____   _____
Authorized Signature   Date

_____   _____
UNANIMOUS   Date

Sales tax is added when applicable. This proposal represents a good-faith estimate. **Billing Structure:** The project outlined in this proposal will be billed monthly for work completed during each given month. **Conditions of Sale:** Proposals are only for work according to the original specifications. If, through a customer's error or change of mind, work must be altered, such alterations may result in additional fees. A scope definition and cost estimate will be provided for approval. If the client cancels an order or withdraws materials while work is in process prior to completion of the end product, UNANIMOUS assumes no responsibility for the completion of the work and is entitled to compensation for all work completed at the time of cancellation or withdrawal. In addition, if the client cancels prior to completion of the project, the client assumes no responsibility for payment of work that has not been done. Each end product produced by UNANIMOUS becomes the property of the client who ordered the product when all invoices are paid in full. Projects not completed by the end of the month will be billed for time and expenses incurred each month. Payments net 30 days from the date of invoice unless otherwise noted. A finance charge of 2% per month, or 24% annually, will be charged on all past-due invoices.

UNANIMOUS | WEBSITE HOSTING TERMS & CONDITIONS

In signing the Acceptance and Approval, you are entering into a hosting contract with UNANIMOUS. It is important to point out that this is not a software licensing agreement and should not be considered as such. It is more correctly an agreement written to clearly define the responsibilities of both parties as your website is developed and rolled live on the UNANIMOUS hosting environment.

Services: UNANIMOUS shall provide web hosting services to clients in accordance with the terms of this agreement. The fees for hosting services are outlined in the Investment Outline section of the development contract.

Support Services: UNANIMOUS will provide ongoing server maintenance, nightly backups, and website monitoring as part of the hosting agreement. Ongoing website support services and maintenance are not included in the scope of the website hosting agreement. Support fees will be invoiced to the client on an hourly basis, or a separate website support and/or maintenance agreement may be implemented.

Sensitive Data Prohibited: UNANIMOUS is not a HIPAA or PCI compliant hosting provider, and does not authorize clients to collect and/or store what is deemed "sensitive data". This includes collecting sensitive data through web forms or posting files (i.e. PDFs) that contain sensitive data. Sensitive data includes social security numbers, credit card information, medical history, etc. If such data is found to be collected and stored on the website, UNANIMOUS shall have the right to remove the data from the server. UNANIMOUS is unable to monitor for sensitive data collection and the client is fully responsible for any consequences due to non-compliance with this policy.

Client Access: UNANIMOUS will provide client access to the administrative area of its website to make changes or additions to content. The client administrator role will have the ability to set up and manage additional user accounts on the website. The client is responsible for maintaining the list of allowed users who may access the administrative area of the website.

Client Passwords: Client is responsible for the safekeeping and security of all passwords used to access the administrative area of the website.

Client Content: Client acknowledges that responsibility for all content provided, created, and collected on the website is the sole and exclusive responsibility of the client and that UNANIMOUS will not be held responsible in any way for any copyright infringement or violation, or the violation of any other person's rights or the violation of any laws. Client acknowledges and agrees that UNANIMOUS may elect at its sole discretion to monitor website content periodically. UNANIMOUS shall have the right, but not the obligation to remove content which is deemed, at the discretion of UNANIMOUS, harmful, offensive, in violation of any provision of this agreement, or breaches any law. Client agrees to indemnify and hold harmless UNANIMOUS from and against all losses, damages, or actions or causes of action, suits, claims, demands, penalties, and interest arising in connection with or out of any such material provided by the client.

Data Center: UNANIMOUS is an agency partner of Pantheon, a leading managed web hosting platform. The Pantheon environment contains development, test, and live versions of the website, nightly backups stored for 30-days, and one-click backup retrieval. UNANIMOUS is bound by the terms of service established by Pantheon. A copy of the terms of service can be provided to you if requested.

Traffic & Storage Monitoring: While the standard hosting plan presented is sufficient for the majority of our customers, there may come a time when a website is better suited for a larger hosting package with a higher traffic cap. In the event that website traffic exceeds the cap for two consecutive months, UNANIMOUS will contact you about an upgraded hosting plan that allows for additional traffic, resources, and storage space. An amended hosting agreement will be provided to you for approval.

Third-Party Access Prohibited: UNANIMOUS does not allow third-party access to the hosting platform.

Service Availability: UNANIMOUS asks the client to recognize that due to the nature of web hosting technology, the occasional unavailability of the services cannot be fully avoided. In the event of a network outage or instability, UNANIMOUS will work with Pantheon to investigate and implement a fix to restore service. Pantheon has a public page that lists the status of all systems, and actively posts status updates during an operations incident. UNANIMOUS/Pantheon has not promised to provide 100% uninterrupted service.

Term: The term of this Agreement shall begin on the date of the signed agreement and shall continue for successive one-year periods, which shall automatically renew under the same terms and conditions set forth in this document, and unless and until either party terminates the agreement by giving 30 days written notice.

Termination of Web Hosting: In the event of termination of web hosting services, UNANIMOUS will, at no cost, prepare a packaged file of the website code, files, and database and provide a download link to the client within 3-5 business days of termination. The download link will remain available for 30 days. After 30 days, the downloadable package will be removed from UNANIMOUS servers permanently. Other arrangements may be discussed and made for additional website data retention upon termination. This may result in additional fees.

By using UNANIMOUS as your website hosting provider, you agree to all of the above terms.

_____   _____
Client   Date

_____   _____
UNANIMOUS   Date

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INCIDENT REPORTING & DISASTER RECOVERY PLAN

This document outlines the steps and procedures UNANIMOUS will take to respond to an emergency that affects the website's availability and minimizes the impact on the organization's operation. Our goals:

- Limit the extent of the disruption and damage to the web application
- Minimize disruptions to normal operations
- Train personnel on the procedures
- Provide a smooth restoration of service as quickly as possible

RESPONSIBLE PERSONNEL: Additional web team members may be enlisted as necessary.

Matt O'Gorman	Patrick Sullivan	Kurt Naeve
VP of Web Development	Director of Web	Senior Web Developer
matt@beunanimous.com	patrick@beunanimous.com	kurt@beunanimous.com
402.423.5447 ext: 214	402.423.5447 ext: 219	402.423.5447 ext: 210

WEBSITE HOSTING BACKUP PROCEDURES

UNANIMOUS is an agency partner of Pantheon, a managed website hosting provider. Pantheon's responsibility is to maintain the security and availability of the hosting platform. UNANIMOUS has the responsibility of maintaining the availability and security of the hosted website. Within Pantheon, nightly back-ups happen during non-peak hours. The system will hold the last 30 days of back-ups. Measures are in place to notify our team if back-ups fail.

INCIDENT PROCEDURES

An incident is defined as any event that affects the operation of the existing website for an extended period of time. This includes database corruption, hacking, malware injection, failed hardware of the server itself, or natural disasters.

UNANIMOUS customers will be notified regarding an incident as soon as possible and no later than 36 hours of realizing an incident has occurred.

- **Server/Infrastructure Incident:** In the event of a server-related incident, Pantheon will issue a notice to all customers informing them of the current incident, and indicating their team is investigating. If this is an extended incident, Pantheon will release updates. When a fix is being implemented, another notification will be released. Finally, a notification will inform customers that the incident has been resolved. Within 1-2 days, Pantheon will release a post-mortem summarizing the cause of the incident, steps to resolve, and the measures they have taken to prevent this type of incident in the future.

- **Website Functionality Incident:** In the event of an incident that specifically impacts the functionality of the website, UNANIMOUS will notify the client as soon as the incident is uncovered and begin investigating. Updates will be sent as soon as updates are available on the cause of the incident, steps to resolve, and a timeline for resolution. If the website is not able to be brought back to normal functionality, a back-up restoration will be required.

Back-Up Restoration Steps:
1. Restore the most recent clean and functional backup that is available to a staging environment.
2. If the website is compromised, ensure the website is patched to remove any vulnerabilities.
3. Test the website and review error logs to ensure all issues have been resolved.
4. Push the website from staging to the live environment and test it again.
5. Monitor the restored site closely to ensure normal operation.

Estimated Recovery Time: 2-6 hours, depending on severity, backup size, and action plan.

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HOSTING PLATFORM ACCESS CONTROL

The UNANIMOUS Vice President of Web and the UNANIMOUS web development team are the only individuals at the company with access to the hosting environment. In the event a development team member is no longer with the company, their access is immediately revoked and all system passwords are reset.

WEBSITE ACCESS CONTROL

Website access control is crucial for safeguarding sensitive data, maintaining user privacy, and protecting digital assets. It ensures that only authorized users can access certain areas of a website, reducing the risk of breaches, data theft, and unauthorized modifications.

- **UNANIMOUS Administrator Access:** UNANIMOUS maintains an administrator-level user account on each site it develops and hosts. This is in place to ensure UNANIMOUS can provide proper support to clients during the life of the website. This account has full administrative rights to website configuration, content, etc. This access is granted to the UNANIMOUS website development team only. This administrator account has a unique password that is not shared with any other website property. In the event of staff turnover, the administrator account password on all hosted websites is changed immediately upon the departure of a web development team member.

- **Client Access Level:** UNANIMOUS client users are granted access to the website with a set of permissions to allow them to effectively manage all content within the website. UNANIMOUS may restrict clients from accessing areas related to configuration or core structural areas of the website. Examples include restricting access to the theme settings, module configuration/permissions, and not granting the ability to delete data from the website. The client is responsible for maintaining the list of allowed users who may access the administrative area of the website. The client is responsible for the safekeeping and security of all passwords used to access the administrative area of the website.

- **UNANIMOUS Marketing Team:** UNANIMOUS marketing team members may be granted access to client websites as needed to perform work on the website. This includes content creation and management as part of the scope of services provided to the client. Each UNANIMOUS employee is granted client-level website access with their own account to ensure that changes to the website are documented and tied to a specific person. This access is documented by the website development team and revoked when access is no longer required. When access is revoked, the account is blocked but remains in the system to maintain the log of activity for the user.

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