Proposal to the Jonesboro Arkansas Police Department to improve the efficiency and effectiveness of enforcement activity using web based software.

To:
Sergeant Todd Nelson
410 W. Washington
Jonesboro, AR 72401

By:
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Ocotober 11, 2012

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Sgt. Todd Nelson
410 W. Washington
Jonesboro, AR 72401

Dear Todd,

At Comcate, our philosophy which guides every single client interaction centers on meeting your specific needs. From our inception, our Philosophy of Care has formed our identity and has contributed to establishing ourselves as the leading provider of web-based software to small and mid-sized public agencies in America. Agencies have followed suit embracing Comcate's mission, as evidenced by our partnerships with Fort Collins, CO; Wichita Falls, TX; Panama City, FL; Salisbury, MD; Polk County, FL; La Habra, CA; Pomona, CA; and many other agencies throughout the Country. This philosophy distinguishes us from other software companies and we attribute it to our having seamlessly conducted over 250 successful implementations.

Comcate identified the following opportunities for this project:

- Easy to use software – we are committed to provide easy to use software and constantly incorporate feedback from users to improve the user experience.

- Easy to implement – we have hundreds of successful implementations resulting in over 25K users around the Country. Our dedicated implementation team is experienced and will ensure a successful implementation.

- Improve the effectiveness of enforcement operations at the Department by implementing a comprehensive and affordable code enforcement tracking system that addresses the needs of elected officials, Department management, supervisors and officers.

In addition, we identified the following additional areas to bring more value to the Department:

1. Cloud base computing means lower total investment for the Department – We are responsible for hosting, supporting and maintaining the software. This is done in "the cloud." Included with the agreement is full time customer support, hosting of the application (it can be accessed from any computer with internet access) on secure servers, data back-up and all upgrades. We are responsible for responding to user questions and provide extensive video tutorials, on-line training, email and phone support. The value is that there is no additional burden on the Department's IT staff and we can amortize the support expense across hundreds of clients. The investment includes all upgrades, too.

2. Increase capacity with mobile field access – allow your staff to manage cases within the 88 square miles of the city including the ability to view all case updates instantly.

3. Detailed reminder alerts for both officers and supervisors

The following services are included in the proposal:

- Project Management

- Training

- Full-time customer support

We have endeavored to thoughtfully address all the items requested by the Department in our response. From our previous conversations with the Department, we believe that <u>as is</u>, our software addresses the Department's objectives for this project.

We are prepared to dedicate the full support of our staff into the configuring of the application and the tailoring of its implementation. You will have dedicated Project and Account Managers specifically assigned to you, so that every step of the way will be with the same person, the same relationship, with direct phone and email access and guaranteed full-time customer support. Project Management is hands-on. Department Staff training is role-based. Stemming from the unflinching value we place in our client partnerships, we never rely on outside contractors. Our Philosophy of Care forbids it.

<u>We strive to make every facet of our applications intuitive and easy to use.</u> We count the number of steps needed to complete an action and tirelessly work to minimize them. We aggressively solicit user feedback and incorporate that feedback into our applications. As a result, Comcate has been recognized by users for its intuitive and easy to use design. All of this, because our Philosophy of Care demands it.

We wisely invest resources on the technical infrastructure of our products, such as real-time server mirroring in our commercial grade data center, quarterly upgrades based on customer feedback, and banking-level security.

Above and beyond the specifics of our software or the logistics of our implementations, our mission is clear: to provide our clients with the best possible solutions, service and support. In our assessment, the Jonesboro Police Department fits the profile of a model client for Comcate an agency with sophisticated and innovative leadership that is committed to using technology as an aid in serving the public. For each client, our promise is the same: we will prove our value to you in every meeting, email message, phone call, letter, every day. We're a friendly, dedicated group with a sense of humor and we welcome new members to our family.

We look forward to answering any additional questions, performing any additional demonstrations, or otherwise facilitating this process. After all, we've done this many times before.

Thank you for your time and for considering Comcate as the Department's partner in this effort.

Very truly yours,

David W. Richmond, President

Please sign to accept terms of proposal

Agreed

_____
Name, Title   Date

Description of Services

To meet the Department's current needs and the value add opportunities we propose implementing the following Comcate applications:

1. **Code Enforcement Manager** – Designed with code enforcement feedback, used to track and manage municipal code violations, access / edit case history, schedule follow-up inspections with automatic reminders, manage attachments including photo imaging, utilize the Department's existing notices for generation at a click of a button, with real-time access to case information, assign cases to officers, generate daily activity and departmental activity reports

2. **GIS Enterprise Edition -** The GIS module provides address verification, association of property attributes (neighborhoods, code enforcement beats, districts) with cases, viewing of activity on maps, and allows the tabular reports of activity by neighborhood. We utilize the City's existing ESRI GIS software and data to allow the Department to optimize its GIS investment.

Implementation Timeline and milestones for deliverables

Comcate's standard implementation program is flexible. By your request we can conduct the process on a fast track basis of two months to meet the Department's needs and includes the following actions and meetings.

Major Tasks	Sub Tasks	Estimated days
Pre-project Needs Assessment	- Meet with Department to clarify and confirm integrations, customizations and phases of project	T-2 days to agreement
Execute Agreement		
Initial Call and Identification of Project Lead at Department	- review implementation process - identify project team - schedule kick-off meeting	+2 days
Kick-Off Meeting	- Comcate introduction - review project scope and timeline - demo application - prepare for needs assessments	+ 1 weeks
Needs Assessment	- review workflow - propose implementation	+1 -2 weeks
Configuration of application	- provide sample lists used by other agencies - customize application - review and mimic Department website look and feel	+4 weeks
Code Enforcement configurations and GIS integration	- identification of violations - municipal codes and dispositions - customization of notices	+6 weeks
Trainings for Code Enforcement	- role based training: power submitter, case managers, department heads, Department manager - role based training for officers	+8 weeks
Soft Launch!	- go Live!	+8 weeks
Follow up training	- separate follow up training sessions	+8weeks
Project Wrap Up	- debriefing with project lead, Department manager and other appropriate participants	+8 weeks

* We can complete the implementation and go live with basic implementation shortly after signing the contract.

Software Support and Services

We view every client relationship as a long term partnership. Our support team will include an account manager specifically assigned to your account in addition to our experienced and capable in-house customer support staff.

We maintain hours necessary to support our clients. Currently, our customer service technicians operate during normal business hours from 8am to 5:00pm Monday through Friday. Our team is available via email and phone and will respond to all users at the Department.

Comcate is required to uphold the following performance standards and response times in the Service Level Table in order to be considered in compliance with its contract:

Comcate shall make arrangements for the technology to be accessible by the Department's staff and public users 99.8% of the time, not counting scheduled maintenance for users of Comcate's ASP service.

Service Level Table

Level	Description	Response Time	Means of Contact
First	Software System Inoperable	Response within 3 hours	Telephone, email, pager/mobile phone
Second	Significant operating issues but application still operating	Response with 6 hours	Telephone, e-mail
Third	Application not functioning as designed but still operating successfully	Response with 18 hours	Telephone, e-mail
Fourth	Non-critical problems for which a solution is provided	These issues will be addressed as part of the product development cycle	Telephone, e-mail

Support includes the following:

1) Trouble-shooting at Comcate's facilities
2) Establishment of an FAQ for customers
3) On-line help windows

Example of on-line help windows are can be provided upon request.

Training

Training Program and Process for Users and IT Department
Comcate has developed its role-based training program through continuing to innovate and develop the most effective Department training program. The training agenda is designed to have users up and running on the application during their initial training session. The training session is organized to be completed in less than an hour, longer sessions often end up with attendees attention span waning. The session is organized like a story: we start with an introduction about Comcate, the application and project background. We discuss the reason for the implementation, any internal breakdowns that have been identified, concerns of management. This provides an opportunity to highlight how the software addressed similar concerns at other agencies. After this discussion, we have provided a brief demo. This provides background to move into the next part of the training.

We found the best result is to have people start using the application as soon as possible. During this period we have people log-in, create and manage cases, assign tasks and as appropriate perform activities that is appropriate for their role. We make this fun and develop stories about requests that are relevant and humorous to those attending the training.

We provide each attendee with a personalized user summary which they can take back to their desk. This user summary includes all the information they need to access the application, get common questions answered and contact Comcate's customer support center if necessary. After the training we send out practice cases and monitor and track the cases to ensure that all staff feels comfortable with the application and that the Department is ready to go live.

Follow up training sessions are included in the proposal. We found that these are very valuable and provide staff an opportunity to ask specific questions after they have had a chance to work with the application.

Additional Training (in-person or web-based) can be accommodated at the Department's request.

Investment Summary

The year-one investment in Comcate's software is comprised of two components: the one-time Implementation Fee which includes initial configurations, customizations and in-person training, and the Annual License Fee which includes on-going support, upgrades and hosting. Starting in the second year, the Annual License Fee will be adjusted by a COLA increase not to exceed 5% per year.

Summary of Investment

Items Included	Implementation Fee (One Time)	Annual License Fee	Total
Code Enforcement Manager	2,900	4,500	7,400
GIS Enterprise Edition	1,800*	2,750	4,550
Total Year One	$4,700	$7,250	$11,950

Includes integration with the City's GIS information in ESRI format on an ARCserver

** All items listed above are optional and subject to mutual agreement on specifications for delivery

Included With Your Investment:

- Comcate's CEM for use by **5** Full Edit Users, of which **4** are full-time and **1** user is a supervisor; it also includes **2** Read-Only Users. Additional users can be accommodated by an addendum to the Agreement.

- Creation and use of Department Specific Enhancements

- Training, implementation and project management as described including eight (8) hours of web-based training.

- Maintenance and support during normal business hours.

- Hosting of database and SSL-encrypted application on secure server.

- Web based embedded help windows.

Annual upgrade and enhancements as provided to all Comcate clients.

Additional Terms

Addendum to Business Agreement

This Addendum to Business Agreement ("Addendum") is made as of October 26, 2012 (the "Effective Date") between Comcate, Inc. ("Comcate"), a California corporation, and the Jonesboro Arkansas Police Department (the "Department").

Method of Compensation. The Department shall promptly review invoicing and notify Comcate of any objection thereto in writing within fifteen (15) business days of receipt of the invoice, and absent such objection, the invoice shall be deemed proper and acceptable, and shall be payable within thirty (30) days of receipt by the Department.

Ownership of Department's Data. All data and databases are owned by the Department and all data, including but not limited to all notes, digital pictures, notices generated by the use of TECHNOLOGY shall be and remain the sole property of Department. Upon termination of the Agreement, Comcate will promptly return all of Department's Data in the possession of Comcate. Comcate will not use Department's data without the express written consent of Department.

Initial Customization, Technical Support, Web-based Training, Maintenance, Enhancements and Updates; Support Services.

(a)   Comcate will design "initial customizations" of TECHNOLOGY which can be accomplished through designed administrative panels, including such items as violations, municipal codes, employee accounts, logos, and the like. Initial customizations are deemed completed as of the first day TECHNOLOGY is accessible by the Department.

(b)   Comcate will provide routine technical support training with respect to the use of TECHNOLOGY.

(c)   Comcate shall provide up to four (4) hours of free web-based training on use of TECHNOLOGY.

(d)   Comcate agrees to implement up to Eight (8) custom forms to be provided by the Department.

(e)   Comcate will also provide whatever routine maintenance, trouble shooting and repairs as are necessary to ensure Department's access to TECHNOLOGY and Department's Data.

(f)   Except to the extent that upgrades of TECHNOLOGY include new modules or features not previously offered as part of TECHNOLOGY as of the date hereof, Department is entitled to maintenance upgrades of TECHNOLOGY within the cost of the Agreement.

(g)   All support services shall be provided during Comcate's normal business hours telephonically, via e-mail or via modem connection. Comcate will install "help screens" within TECHNOLOGY to assist Department utilize TECHNOLOGY.

(h)   In connection with the delivery of any of the services described in the Agreement, Comcate shall also be reimbursed for all actual pre-approved out-of-pocket expenses, such as travel, meals, overnight delivery service, web demo costs, long distance telephone calls, copying charges, and the like.

Acknowledgments.

(a)   Department expressly acknowledges that Department is solely responsible for any use of the TECHNOLOGY, and such use will be entirely at Department's own risk. Department agrees that the TECHNOLOGY shall not be used for or in connection with any illegal purpose (including but not limited to intellectual property infringement, fraud or defamation).

(b)   Comcate acknowledges that it will "host" the TECHNOLOGY and agrees that it will backup data and take appropriate measures to protect and store Department's Data.

(c)   Comcate acknowledges that it shall maintain access rights to Department's Data and shall secure such data and Comcate warrants the TECHNOLOGY can be accessed by Microsoft Internet Explorer 6.0 and above. The Word merge functionality will be supported on Microsoft Word 2000 and above.

Term: Right of Cancellation.

The Initial Use Term of the Agreement shall commence on the Effective date hereof and continue for 365 days. Thereafter, unless Department notifies Comcate in writing at least 90 days in advance of each scheduled expiration date that Department elects not to renew, the Agreement shall automatically renew for a period of 365 days.

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