

EXHIBIT "B"

WEBSITE HOSTING, DESIGN, & MAINTENANCE SERVICES **SCOPE OF WORK**

A. Host, develop and maintain website

i. Host

Server features and specifications

- a. Routine maintenance of servers
- b. 1GB free disk space
- c. 30 GB Monthly transfer
- d. 1 dedicated IP address
- e. Full Power Backup

ii. FTP server space

- a. Unlimited
- b. Secure and Accessible

iii. Maintenance

- a. Develop and maintain archive system
- b. Maintain all back end requirements
- c. Manage monthly web content updates including press releases, board agendas, employment listings and other documents and information as requested by West Basin;

iv. Develop new pages and links, including:

- Archiving strategy for proper maintenance of board documents and attachments;
- Link Board Meeting Calendar with Events Calendar;
- Develop an online media center;
 - Create Photo Library;
 - Add short videos and video storage;
 - Add multimedia capability;
- Expand pages for all programs including:
 - the Water Reliability 2020 program;
 - a historical timeline of milestones;
 - general FAQs;
 - feature of recycled water customers;
 - section on 'where our water comes from';

- link to MWD facility tours;
 - Enable West Basin editing of 'Solar Cup' and 'Water is Life' pages under Education section;
 - v. Develop/create new features for website, as requested by West Basin
 - Add audio to existing animated features;
 - Add Ocean-Water Desalination interactive features;
 - Install Water Footprint calculator (similar to Carbon footprint) with tips for reducing water use;
 - Transition e-newsletter template to enable West Basin staff to update text and photos and send out;
 - Add virtual tour of plant;
 - Create voluntary survey to solicit feedback from users;
 - Create Conservation Kids Zone;
 - Implement Search Engine Optimization strategy;
 - The website will be maintained and monitored so that there is appropriate server storage space and will advise and notify West Basin staff ahead of time when server space becomes an issue that needs to be addressed.
- B. Develop and Implement Search Engine Optimization and linking strategy to increase traffic and maximize use.
- C. Monthly reporting
- i. SEO strategy implementation
 - ii. Website statistics – visitation analysis; links to/from other sites
 - iii. Maintenance and updates