

## EXHIBIT "A"

### WEBSITE HOSTING, DESIGN, & MAINTENANCE SERVICES "SCOPE OF WORK"

#### Task

#### **A. Host, develop and maintain website**

##### **i. Host**

##### *Server features and specifications*

- a. Routine maintenance of servers
- b. 1 GB 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:**

- a. Develop water photo library
- b. Enable embedded videos to play, stop, share, and email
- c. Create linking strategy to customer agency, cities, funders, and project partner websites
- d. Page on Demonstration Garden principles and techniques
- e. Page on Smart Landscape Expo
- f. Additional pages, as needed

##### **v. Develop and create new features for website, as requested by West Basin**

- a. Advise and assist West Basin with social media strategy implementation
- b. Create virtual tour of Demonstration Garden at Edward C. Little Water Recycling Facility
- c. Create online tour reservation system for Public Tours Program
- d. Create zip code feature to help link customers to their retail agency
- e. Advise and assist with development of conservation videos for website
- f. Create virtual tour of Ocean-Water Desalination Demonstration Facility and exhibits
- g. Additional features, as needed

#### **B. Update, enhance 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 and from other sites**

##### **iii. Maintenance and updates**