UPANUP

2025-RFP-24 Comprehensive Website Design, Development, and Technology Implementation Services (V2) for **City of Joplin**

As requested by
Drew Douglas, Director of Marketing & Communications

Provided by
Upanup Studios Inc.
Proposal #: 2025-245

This proposal has been reviewed and approved by Charlotte O'Reilly
Marketing Director & Signatory, Upanup.
Contact: charlotteo@upanup.com, (250) 884-3366



Cover Letter

Dear City Evaluation Committee,

We understand that the City of Joplin (the "City") is looking for a qualified vendor to provide website design and implementation that will best serve your residents, staff, and visitors. At Upanup, we recognize that your website, joplinmo.org, is an important gateway of information and engagement with your communities.

Our extensive experience and focus on accessibility—meeting the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.2 Level AA, sets us apart from the competition. Firmly grounded with our five core values of **Quality, Integrity, Efficiency, Progress, and Friendliness**, Upanup provides a dedicated, hard-working, and competent team who will work with you towards every goal on your checklist. Below outlines our vision for your website, using a Drupal website content management system (CMS) that will create efficiencies for your staff, how our proposed solution satisfies the City's project scope and deliverables, and why you should choose Upanup as your partner developer.

Website Vision

- Beautifully branded and visually compelling website that incorporates current web design philosophy, is user-friendly, and will accommodate future website development trends.
- A service-oriented website experience for users to access municipal services and information, departments, reporting, applications, payment, calendars, and much more.

User-Friendly CMS

- Intuitive CMS for staff to easily update and maintain the website, with industry-leading features and functionality optimized for local governments.
- **WCAG 2.2 Level AA** compliance, meeting and exceed ADA compliance, is ensured through the CMS's unique tools, such as the 'accessibility checker'.

Qualifications

- Highest ranking Web Accessibility standards - the CMS's unique 'accessibility checker' tool helps ensure WCAG 2.2 Level AA.
- 100s of successful redesign projects for various organizations, with unique and flexible hosting & support options.
- Detail-oriented and integral project management (unlike any other vendor they've worked with, our clients say!).

Creative Solutions

Upanup's approach for this project is to combine the RFP requirements, Upanup's experience, and our project team's creative ideas and innovations!

Project Understanding

Upanup understands that the website, joplinmo.org**,** is an important gateway for information and for engagement with the City's audiences. Therefore, these websites are a key communications tool and should be user-friendly.

Based on the City's RFP, Upanup understands the City's current website is on a CivicPlus CMS. The City seeks proposals from qualified vendors for a redesign with options for their Tier 1, 2, and 3 functionality and features.

Expectations for the City's new municipal website's include the following features, functionality, and key considerations:

- Be a service-oriented, user-journey-based navigation allowing residents, visitors, business managers, and visitors to quickly and intuitively locate services and information - regardless of department ownership.
- Modern, community-reflective visual identity that reinforces user trust and engagement.
- Increase engagement, encourage customers to conduct business with the City online.
- Accessible, meeting WCAG 2.2 Level AA standards, and AAA standards where possible.
- Offer a headless CMS architecture; component-based design system with atomic design principles, with reusability and syndication of content.
- Provide a reliable warehouse for all of the City's content and digital assets.
- A central resource for City-centric information - consolidating many of the City's smaller websites' content under the same CMS.
- Put content to work in smart and reliable ways across all digital experiences, without being limited by strict design parameters.
- Set a standard for government efficiency, user-friendly interface, streamlined digital government processes, and proactive communication with the public.
- Minimize clicks, reduce confusion; support global navigation, secondary menus, foots, and an effective search experience.
- Exemplify best-in-class digital performance for local government and user experiences across the internet.
- The main website, joplinmo.org, to be a primary resource for allowing public users to be able to easily do the following:
    - Locate public information, documents, and services.
    - Complete and submit forms from their desktop or mobile device and make payments, and even reserve facilities or book appointments.
    - Check the status of their own personal or business accounts held with the City and change their own preference settings.
    - Manage their alert preferences to receive text and email alerts for the news categories they wish to subscribe to.
    - Quickly find the right answers and solutions for their questions and concerns.

We look forward to the opportunity to work closely with the City of Joplin to achieve its website goals, translating its vision into a modernized, accessible, and user-friendly online presence that reflects the City’s rich culture, and delivers lasting value to its community.

1. Company Profile

Overview of Proposing Firm

Upanup Studios Inc.
Suite 600, 844 Courtney Street
Victoria BC V8W 1C4
+1 (250) 590-1721
contact@upanup.com

The following provides a brief overview of Upanup's corporate profile.

- **Years in business:** Upanup was established in 2012, and has been delivering website solutions, managed website hosting, and ongoing support and maintenance services for all 13 years that we have been in operation.
- **Head office:** Victoria, BC; Pacific Time Zone.
- **Additional offices:** Calgary, AB; Mountain Time Zone, and Kitchener-Waterloo, ON; Eastern Time Zone
- **Owners, Partners, Principles, and Officers:** Upanup is a privately owned corporation, under the director of Peter Knapp, CEO, and Richard Hammond, COO.
- **Employees delivering/supporting website solutions**: 30.
- **Professional services**: Primarily website solutions for public-facing organizations, including local governments and municipalities, also providing user experience-focused services for utility providers.
- **Regions served**: Canada and USA.



History

In the past 13 years, we have worked with over 250 clients and completed over 130 government and municipal website & platform projects, working around their priorities and staying true to our timelines, while gaining transferable insights and perfecting project processes. We are excited to bring forward this experience to the City —helping us to create solutions that are accessible to all and address a wide variety of user needs and priorities.

Upanup's Timeline

- 2011: Incorporation
- 2012: First municipal client
- 2022: Refined client focus from 20+ industries to work primarily with local governments and affiliates such as utilities
- 2025: 100+ active clients and continually taking on -- and completing -- many website projects

Our Approach

We are solution-finders, and puzzle-solvers!



Firm's Representative

The following individual has guided and reviewed this RFP submission, and has the following qualifications.



Name: Charlotte O'Reilly

Title: Marketing Director

Role: Main contact during project procurement, also one of the Directors available for escalation throughout the project if needed.

Contact information: charlotteo@upanup.com or cell phone 1-250-884-3366.

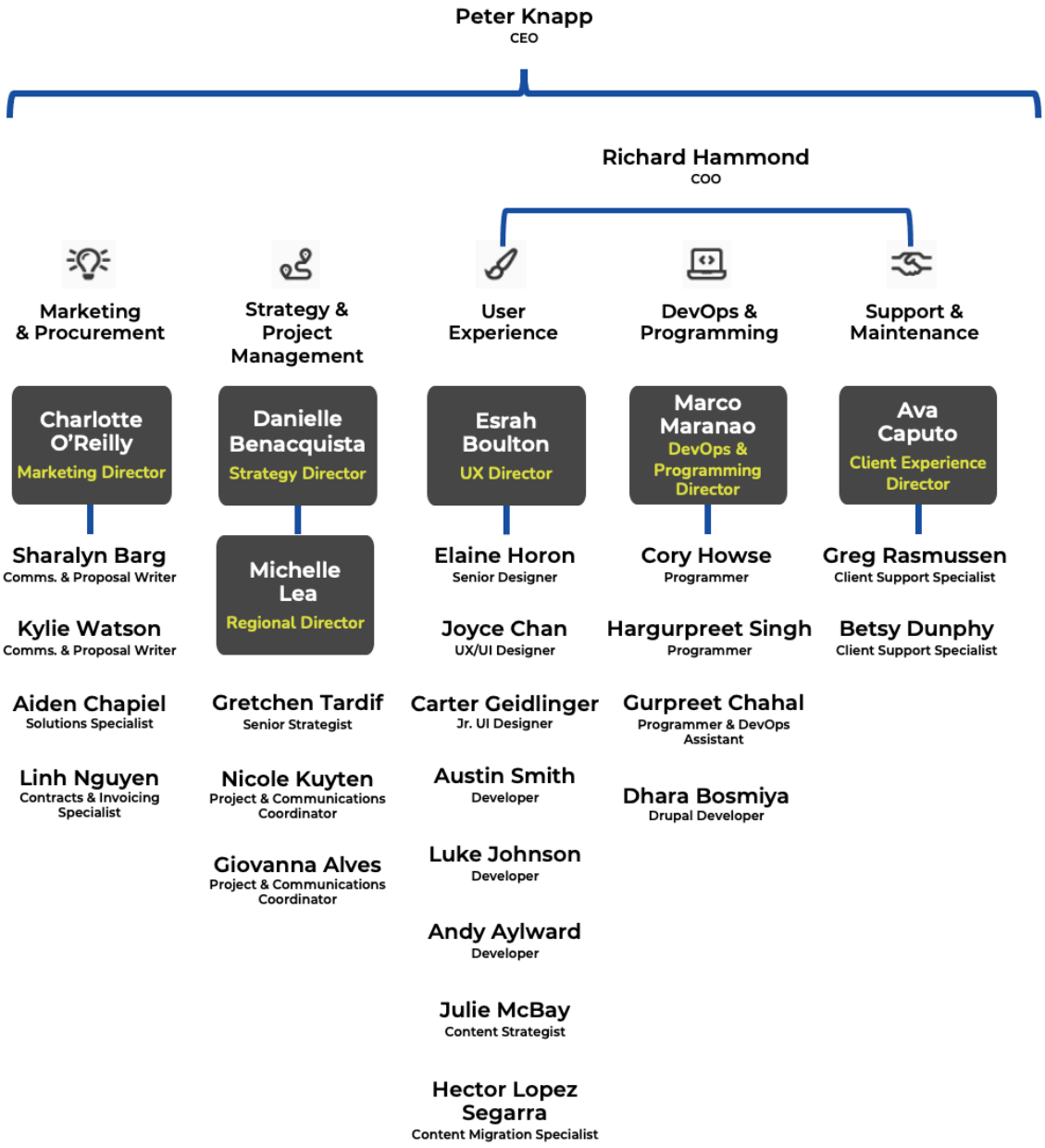
Qualifications: Charlotte has been at Upanup for 12 years, and her current role is a team lead and company director. She oversees all of Upanup's project proposals and quotes, and is a decision maker for key decisions such as pricing.

She also bring experience into this proposal from her previous role at Upanup as a Senior Strategist. In that role, she was primarily a project manager for website redesigns, and a main contact for full-cycle marketing/communications services. This first-hand knowledge helps to guide proposal and project decisions for future clients.

2. Organizational Structure

Below we have outlined Upanup's organizational structure, and the proposed project team - the primary individuals who will oversee the City's website project.

Firm Structure

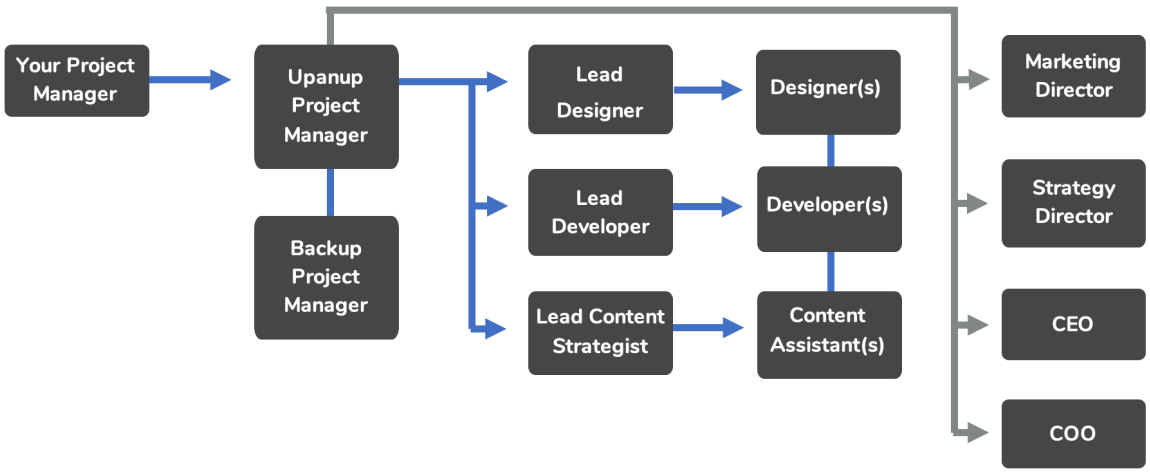


Project Team Overview

The City's main contact (e.g. project manager) will work directly with Upanup's project manager. There may also be a backup project manager on the email Cc if needed.

Upanup's project manager then coordinates with the lead designer, lead developer, and lead content strategists--who also connect with support staff as needed.

Upanup's leadership team is also available for escalation or high-level strategy at any time as well: Strategy Director, CEO, and other team leads.



Proposed Project Team - Key Member Details

Team Member & Title	Relevant Qualifications
Gretchen Tardif*	**Title:** Project Manager & Senior Strategist. **Role:** Gretchen has over 11 years of experience in project management and is also Google Analytics certified. **Responsibilities:** Nicole will lead your project to a successful launch. She will coordinate with the project teams for timely, transparent communications and ensure everyone is on the same page throughout each phase. She will be available to respond to your questions and provide friendly, effective project management throughout.
Hector Lopez	**Title:** Content Migration Specialist. **Role:** Hector will be responsible for the content migration portion of the redesign. **Responsibilities:** Hector complements our UX team with 10 years of writing experience accumulated through research positions, blog management, as well as technical support. Hector's keen attention to detail and passion for the written word help him create, edit, and migrate accessible and relevant online content for our clients.
Joyce Chan*, Designer	**Title:** Designer. **Role:** Joyce will bring your vision to life and create an exceptional, visually appealing, and intuitive website design for the City, ensuring an optimal and accessible user experience.

	Responsibilities: With years of impressive graphic and web design experience under her belt, Joyce delivers impressive, appealing, and accessible work, including user-friendly websites, apps, graphics, and stunning brand collateral.
Richard Hammond	**Title:** COO. **Role:** Richard brings approximately 20 years of web development experience and Drupal expertise to Upanup projects. He is the central figure of Upanup's development team and oversees all technical planning, development and implementation. **Responsibilities:** Richard will oversee the technical planning, security, site development, configuration management, testing, launch activities, and hosting setup for the Township's website project. He will ensure your web solution is secure, performant, accessible, and seamlessly deployed and maintained across all environments.
Esrah Boulton	**Title:** User Experience (UX) Director. **Role:** With over a decade of web development experience, Esrah leverages the Drupal platform's powerful tools and user-friendly interfaces to build out quality web solutions. **Responsibilities:** Esrah heads our UX team and will direct them in producing a highly functional, responsive, and accessible website interface based on City's approved website design. He also leads our web accessibility initiatives and ensures optimal mobile responsive performance.
Austin Smith*	**Title:** Developer. **Role:** With his many years of practical development experience and training, Austin brings valuable learnings from previous qualitative research projects to his current work. **Responsibilities:** As part of our UX team, Austin assists in building out the front end of your website. He ensures a site's theme is developed in a way that reflects your identity and helps to improve the site users' online experience.
Marco Maranao	**Title:** DevOps & Programming Director. **Role:** Marco has 20 years of experience working in software design, programming, and development. He has built many award-winning websites, intranets, and mobile apps for clients, ensuring the solutions perform as intended. **Responsibilities:** Marco leads our DevOps and Programming team and will be responsible for strategizing and implementing custom integrations and modules..

*If these individuals do not have availability upon approval to proceed, another senior member of each respective team will be assigned. The alternate project team leads would be as follows:

- Alternative Project Manager: Michelle Lea, Nicole Kuyten, or Giovanna Alves
- Alternative Designer: Carter Geidlinger (noted that Elaine Horon will likely be on parental and maternity leave during the course of this project)
- Alternative Developer: Andy Aylward or Luke Johnson

Resumes for all of the above-listed team members have been provided in the next section of this proposal.

3. Key Staff Resumes

Please find below information about Upanup's team members - their estimated involvement in the City's website redesign project, and individual bios.

Project Team - Key Member Involvement

Team Member & Title	Estimated Involvement Percentage
Gretchen Tardif*, Project Manager	20%
Hector Lopez, Content Migration Specialist	15%
Joyce Chan*, Designer	15%
Richard Hammond, COO	5%
Esrah Boulton, UX Director	5%
Austin Smith*, Developer	10%
Marco Maranao, DevOps & Programming Director	10%

*Also see the *2. Organizational Structure* section of this proposal for potential additional staff involved.



Peter Knapp

CEO

Experience & Qualifications:

Peter is responsible for the strategic direction of Upanup's digital solutions. He has 28 years of experience in business, marketing, and project management and was previously recognized in Avenue Calgary's Top 40 under 40. Peter has amassed expertise leading an array of projects, winning industry awards and, more importantly, helping millions of citizens access information.

Education & Certification:

- UVic: Certificate, Project Management
- McMaster: BCom (Hons), Marketing

Work Experience:

- CEO
  Upanup, 2012–present
- President
  Bryan Mills Iradesso, 2007–2011
- President
  Iradesso, 2001–2007

Previous Project Examples
(more on request):

- **Role:** Project Manager & Lead Strategist
- **Projects:** BC Hydro, City of Quesnel, Comox Valley Regional District, City of Vernon, District of Central Saanich



Danielle Benacquista

Strategy Director

Experience & Qualifications:

Danielle leads our strategy team and ensures effective project planning and strategies for all web projects. She has 21 years of branding, marketing, and project management experience and provides our clients with thoughtful, cost-effective solutions and training sessions. She is known for her top-notch project management skills in guiding websites to successful launch, on time and on budget.

Education & Certification:

- UVic: Masters Certificate, Project Management
- York & Sheridan College: BDes (Hons)

Work Experience:

- Strategy Director
  Upanup, 2015–present
- Project Manager
  Country Road Graphics, 2010–2015
- Graphic Designer
  Butler Creative, 2009–2010

Previous Project Examples
(more on request):

- **Role:** Strategy Director & Project Manager
- **Projects:** City of Delta, City of Grande Prairie, Town of The Blue Mountains, North Vancouver Recreation and Culture



Richard Hammond

COO

Experience & Qualifications:

Richard oversees all technical planning, security, site development, testing, and launch activities for all Upanup web projects. With 20 years of web development experience and Drupal expertise, Richard is skilled at configuration management to ensure your solution is secure, performant, accessible, and seamlessly deployed and maintained across all environments.

Education & Certification:

- Mount Royal: Diploma, Web Development
- U of Alberta: BA, History & Math

Work Experience:

- COO
  Upanup, 2023-present
- Partner & Technical Director
  Upanup, 2012–2023
- Owner & Senior Developer
  iSite Studios,2007–2011
- Web Developer
  Bryan Mills Iradesso, 2006–2007

Previous Project Examples
(more on request):

- **Role:** Technical Director & Lead Developer
- **Projects:** City of Winnipeg, City of Grande Prairie, Regional District of North Okanagan, SDG Counties, City of Delta, City of Penticton



Joyce Chan

Designer

Experience & Qualifications:

Joyce manages various design projects while coordinates with our development and strategist teams to ensure timelines are met. Joyce uses her seven years of experience and technical skills as a graphic designer to provide production and creative support to our design team and is responsible for coordinating, testing, and recruiting for our UX feedback panel. Her support and positive energy ensures that our internal processes and communications are streamlined to meet our clients' goals.

Education & Certification:

- Alberta University of the Arts: Bachelor of Design in Visual Communication Design

Work Experience:

- Junior Designer & Coordinator
  Upanup, 2021–present
- Graphic Designer and Marketing Assistant
  PHCE, 2020-2021
- Graphic Designer
  The Sign Pad, 2018 – 2020

Previous Project Examples
(more on request):

- **Role:** Junior Designer
- **Project Names:** City of Barrie, Town of Comox, FortisBC, TPC Financial, Comox Valley Regional District, Sooke School District # 62
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Elaine Horon

Senior Designer

Experience & Qualifications:

Elaine creates beautiful and forward-thinking designs that resonate with a wide variety of audiences. She is a versatile and responsive designer with 11 years of graphic and web design experience. Elaine delivers clients impressive work, including user-friendly websites, apps, graphics, and stunning brand collateral.

Education & Certification:

- Medicine Hat College:
  BA, Visual Communications

Work Experience:

- Designer
  Upanup, 2019–present
- Intermediate Graphic Designer
  Connect to WOW, 2016–2019
- Graphic Designer
  Olds College, 2014–2019
- Graphic Designer
  Passerelle Marketing Corporation, 2015–2016

Previous Project Examples
(more on request):

- **Role:** Web Designer
- **Project Names:** Town of Lincoln, District of 100 Mile House, South Cariboo, Town of Okotoks, Town of Golden, Municipal Insurance Association of BC, BC Hydro, District of Central Saanich



Gretchen Tardif

Senior Strategist

Experience & Qualifications:

Gretchen makes clients feel comfortable asking questions and provides friendly and effective project coordination. She brings 12 years of project management, marketing, and client service experience to ensure projects stay true to the scope, timeline and budget and refining their vision to fulfill their project goals every step of the way.

Education & Certification:

- BCIT: Certificate, HR Management,
- Lewis and Clark College: BA, Political Science

Work Experience:

- Project Coordinator & strategist
  Upanup, 2019–present
- Marketing Coordinator
  Colliers International, 2016–2019
- Client Project Specialist
  Colliers International, 2011-2016

Previous Project Examples
(more on request):

- **Role:** Project Manager & Strategist
- **Project Names:** District of North Vancouver, District of West Vancouver, City of Prince George, City of Delta, City of Abbotsford, Municipal Insurance Association of BC, BC Hydro, Puget Sound Regional Council
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Marco Maranao

DevOps & Programming Director

Experience & Qualifications:

Marco leads our devops & programming team from our Calgary office. He provides custom web development solutions and implements web apps and modules to achieve desired website functionality. Marco has 20 years of experience working in software design, programming, and development. He has built many award-winning websites, intranets, and mobile apps for clients, ensuring the solutions perform as intended.

Education & Certification:

- DeVry Institute:
  BTech, Computer Information Systems

Work Experience:

- DevOps & Programming Director
  Upanup, 2023-present
- Senior Developer
  Upanup, 2013–2023
- Application Developer
  Media Dog, 2012-2013
- Programmer
  Bryan Mills Iradesso, 2007–2012

Previous Project Examples
(more on request):

- **Role:** Back-end Developer
- **Project Names:** City of Winnipeg, City of Terrace, BC Hydro, City of Abbotsford, Township of King, Town of Oliver, Town of Niagara-on-the-Lake, City of Belleville



Nicole Kuyten

Project & Comms Coordinator

Experience & Qualifications:

Nicole is part of our Strategy team and is based in our Kitchener, ON office. With seven years of experience in professional communications, Nicole leads projects with efficiency, professionalism, and friendliness. Her keen interest in technology and efficient processes along with her experience and strong organizational skills help her communicate effectively with clients at every phase of the project.

Education & Certification:

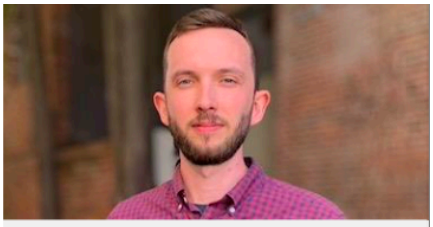
- Carleton University:
  BA, Communications Studies

Work Experience:

- Project & Communications Coordinator
  Upanup, 2022–present
- Communications Coordinator
  Bio-Ag Consultants & Distributors Inc., 2017-2022

Previous Project Examples
(more on request):

- **Role**: Project & Communications Coordinator
- **Project Names:** Town of Lincoln, Town of Oliver (Mobile app promotion), City of Fredericton, Town of Carberry, District of Central Saanich, City of Goldendale, Town of Hanover, City of Mission, City of Grande Prairie



Esrah Boulton

UX Director

Experience & Qualifications:

Esrah heads our UX team with 12 years of web development experience. Esrah leverages the Drupal platform's powerful tools and best-practice user interfaces to build out effective, easy-to-use web solutions. He is skilled in streamlining front-end processes, leads our web accessibility initiatives, and ensures optimal mobile responsive performance.

Education & Certification:

- Royal Roads: BA, Communications

Work Experience:

- UX Director
  Upanup, 2023-present
- Developer
  Upanup, 2015–2023
- Web Designer & Developer
  HES PV, 2014–2015
- Web Designer & Developer
  Jenny Martin Design, 2012–2013

Previous Project Examples
(more on request):

- **Role:** Front-end Developer
- **Project Names:** BC First Nations Forestry Council, Township of King, City of Grande Prairie, BC Hydro, City of Quesnel, District of North Vancouver



Hargurpreet Singh

Programmer

Experience & Qualifications:

Hargurpreet has joined our Waterloo office and brings 13 years of experience to our DevOps and Programming team. His technical background paired with his eagerness to learn results in thorough development work that serves our clients for many years. Proficient in PHP and JavaScript programming languages, Hargurpreet brings a wealth of expertise and innovation to our team, enriching our projects with his deep understanding and skillful execution.

Education & Certification:

- IK Gujral Punjab Technical University: BA, Information Technology

Work Experience:

- Programmer
  Upanup, 2022–present
- Programmer
  Ddeveloperz (India), 2011–2022

Previous Project Examples
(more on request):

- **Role:** Programmer
- **Project Names:** City of Winnipeg, City of Barrie, City of Fredericton, Township of Esquimalt, Town of Niagara-on-the-Lake



Andy Aylward

Developer

Experience & Qualifications:

Andy builds out the front end of client websites. He has six years of experience in open-source content management systems and creates intuitive, accessible interfaces. Skilled in best practices for UX and search engine optimization, Andy builds websites that are easily manageable for non-developers.

Education & Certification:

- SAIT: Certificate, Web Development
- College of the North Atlantic: Diploma, Instrumentation Engineering Technology

Work Experience:

- Developer
  Upanup, 2020–present
- Web Developer
  Injehnuity Strategic Marketing, 2019–2020
- Web Developer Internship
  Simple Simple Advertising, 2019

Previous Project Examples
(more on request):

- **Role:** Front-End Developer
- **Project Names:** City of Barrie, Township of King, City of Grande Prairie, Town of The Blue Mountains, Town of Okotoks, City of Quesnel, Puget Sound Regional Council



Carter Geidlinger

Designer

Experience & Qualifications:

Carter supports the UX team in designing accessible, user-friendly websites that align with client goals and enhance the user experience. He finds fulfillment in knowing his work has a positive impact on people's lives. Known for his versatility and proactive attitude, Carter is a true jack of all trades who brings creativity, dedication, and a solutions-focused mindset to every project.

Education & Certification:

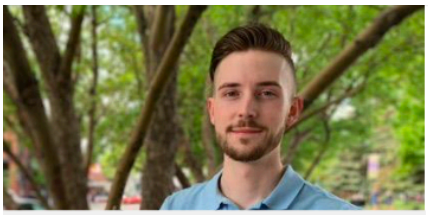
- Conestoga College: Degree, Bachelor of Design
- Conestoga College: Certificate, Design Foundations

Work Experience:

- Designer Upanup, 2024-Present
- Web Designer Perk.com Canada (Freelance) 2023-Present
- Junior Graphic Designer Republix, 2022-2023
- Graphic Design Assistant Western Libraries, 2022

Previous Project Examples
(more on request):

- **Role:** Junior Designer
- **Project Names:** BC Hydro, Abbotsford, Fredericton Capital Region, Victoria, TPC Financial



Austin Smith

Developer

Experience & Qualifications:

Austin assists our developers in building out the front end of client websites. With his six years of practical experience and training, Austin takes care of every project with care and diligence and brings valuable learnings from previous qualitative research projects to each of his projects. He ensures a site's theme is developed in a way that reflects our clients' identity and helps to improve their site users' online experience.

Austin is also part of Upanup's dedicated support team and will provide prompt assistance for your staff after the new website goes live.

Education & Certification:

- SAIT: Certificate, Web Development

Work Experience:

- Developer
  Upanup, 2019–present

Previous Project Examples
(more on request):

- **Role:** Theme Development
- **Project Names:** District of West Vancouver, City of Winnipeg, City of Penticton, Town of Okotoks, Town of Oliver, Town of Collingwood, Township of King, District of 100 Mile House



Julie McBay

Content Strategist

Experience & Qualifications:

Julie is part of our strategy team and uses her five-year experience in public relations to assist our clients in content migration and other content-related tasks. Her strong and timely work ethic makes the content phase go smoothly for our clients. She uses her content writing, editing, organizational, and strategic skills to ensure our clients' online content is optimized for the user and resonates with various audiences.

Education & Certification:

- Conestoga College: Diploma, Public Relations (Academic Achievement Award for highest GPA)
- Toronto Metropolitan U.: Certificate, Web Accessibility Auditing and Reporting Micro-Credential

Work Experience:

- Content Strategist
  Upanup, 2023–present
- Digital Content Assistant
  Upanup, 2022–present
- Student Copywriter
  Breakthrough Personal & Professional Development, 2022

Previous Project Examples
(more on request):

- **Role:** Content Strategist
- **Project Names:** District of West Vancouver, City of Richmond, Comox Valley RD, Puget Sound Regional District, City of Barrie



Hector Lopez Segarra

Content Migration Specialist

Experience & Qualifications:

Hector complements our strategy team with 11 years of writing experience accumulated through research positions, blog management, as well as technical support. Hector's keen attention to detail and passion for the written word help him create, edit, and migrate accessible and relevant online content for our clients.

Education & Certification:

- U of Puerto Rico: BA, English Literature
- UVic: MA, Humanities

Work Experience:

- Content Migration Specialist
  Upanup, 2023–present
- Digital Content Assistant
  Upanup, 2022–present
- AV Technician & Admin. Support
  West Coast College of Massage Therapy, 2020-2022
- Research Assistant
  The Praxis Studio for Comparative Media Studies at Uvic, 2019-2020

Previous Project Examples
(more on request):

- **Role**: Content Assistant
- **Project Names:** District of West Vancouver, City of Richmond, Comox Valley Regional District, Puget Sound Regional District, BC First Nations Forestry Council



Cory Howse

Programmer

Experience & Qualifications:

Cory provides back-end and front-end development services to our clients. He has contributed to over 200 websites over the years and brings valuable knowledge to our development team with 25 years of experience. He has leveraged his expertise in Drupal, mobile apps, and database configurations to build online applications, custom modules, integrations, e-commerce capabilities, and much more.

Education & Certification:

- DeVry Institute:
  BTech, Computer Information Systems

Work Experience:

- Programmer
  Upanup, 2021–present
- Web Application Developer
  Media Dog Productions, 2008–2020
- Web Developer
  Impello Inc.,2005–2008

Previous Project Examples
(more on request):

- **Role:** Web Developer
- **Project Names:** Town of Golden, City of Grande Prairie, City of Colwood, City of Barrie, Town of Cochrane, City of Winnipeg, District of West Vancouver, City of Prince George



Gurpreet Chahal

Programmer & DevOps Assistant

Experience & Qualifications:

Gurpreet brings excellent technical background to our development team. He has over 10 years working with various operating systems and high-level programing languages. Gurpreet is crucial in performing Drupal security updates across all of our Drupal websites and handling technical support for clients with care.

Education & Certification:

- Punjab College of Technical Education: Masters, Computer Applications
- Satish Chander Dhawan Government College: BCA, Computer Programming

Work Experience:

- Programmer & DevOps Assistant
  Upanup, 2020–present
- Full Stack Engineer & Web Developer
  Self-employed, 2015–2020
- Software Engineer PHP
  GreyCell Technologies, 2017–2019

Previous Project Examples
(more on request):

- **Role:** Programmer & DevOps Assistant
- **Project Names:** District of West Vancouver, Town of Lincoln, City of Abbotsford, Town of The Blue Mountains, BC Hydro



Giovanna Alves

Project & Comms Coordinator

Experience & Qualifications:

Gio is part of the strategy team in our Calgary, AB office. With a background in communications and a degree in Broadcast and Media Studies, she brings expertise in radio and copywriting to her role. Her ability to adapt quickly and communicate effectively ensures that client needs are consistently met with precision and care. She finds satisfaction in advocating for clients and being a sounding board for their project goals.

Education & Certification:

- Mount Royal University: Bachelor of Communications, Broadcast Media Studies

Work Experience:

- Project & Communications Coordinator, Upanup, 2024 - present
- Communications Specialist, University of Calgary, 2022-2024

Previous Project Examples (more on request):

- **Role**: Project & Communications Coordinator
- **Project Names**: Comox, Quesnel, Coaldale, Abbotsford, Hanover, Interior Health, BC Hydro, Wellington County, North Coast Regional District.

4. Experience & Qualifications

With over 12 years of experience in user-focused solutions, Upanup has collaborated with various local governments, municipalities, large public sector organizations and a diverse range of audiences. Upanup continuously refines our project process by adapting to evolving digital trends and incorporating user feedback. The team is dedicated to serving as a long-term strategic partner, providing guidance and feedback to implement effective, user-centric digital solutions to clients.

Overview

300+ Websites	**200+** Client organizations	**140+** Design projects
100+ Awards	**130+** Government & public sector website projects	**30+** User experience (UX) projects

Experience



In the above diagram, the green dots represent our clients (larger dots equate to larger populations represented by those clients), and the building icons represent Upanup's three office locations.

Expertise



Qualifications

Summary of Qualifications

Upanup's staff have 90+ degrees, certificates and diplomas, as well as many ongoing courses and professional development activities. Below are some of the highlights of the team's education.

Communications

- Professional Communications bachelor
- Client Communications course
- Project Management masters certificate
- Intercultural and International Communication masters

Design

- Visual Communication bachelor
- Design bachelor
- Graphic Design diploma
- The Complete Figma Course – Designing Mobile & Web App UI/UX

Development

- Technology, Computer Information Systems bachelor
- Masters in Computer Applications bachelor
- Information Technology bachelor

Analytics & Other

- Marketing bachelor
- Stakeholder Relations certificate
- Advanced Google Analytics certificate
- Team Operations certificate

Commitment to Accessibility

- Upanup has curated an online accessibility course specifically to help onboard new staff and get them up to speed on how passionate the company is about making an accessible internet.
- New team members take the course and learn what web accessibility is, why it's important, see practical use cases, and hear lived experienced directly from those who it affects most. The course takes 11-20 hours to complete, depending on the supplemental readings and activities completed.
- Upanup champions this course because it aligns with both the company purpose to ***make life easier for people through better online experiences and access to information,*** and because it's great for our clients and their audiences.



Accessibility-First Design and Development Methodology

Upanup has extensive experience with, and focus on, accessibility and adhere to World Wide Web Consortium (W3C) Web Content Accessibility Guidelines **(WCAG) 2.2 Level AA, which exceeds ADA Priority 1 compliance**.

For reference, **ADA Priority 1 aligns with WCAG 1.0 Priority 1 standards,** which is the previous WCAG version before 2.0 was released. In translation to current guidelines, Priority 1 is most comparable to WCAG 2.0 Level A, meaning Upanup's standard of **WCAG 2.2 Level AA greatly exceeds it:**

- WCAG 2.0 vs 2.2 refers to the edition of the guidelines.
- A vs. AA level indicates the depth of accessibility compliance, with AA being a higher standard than A.

By implementing WCAG 2.2 Level AA, Upanup ensures the City's website not only meets but exceeds current accessibility requirements, including ADA and Section 508 compliance, while also preparing for future regulation updates.

Ongoing Learnings

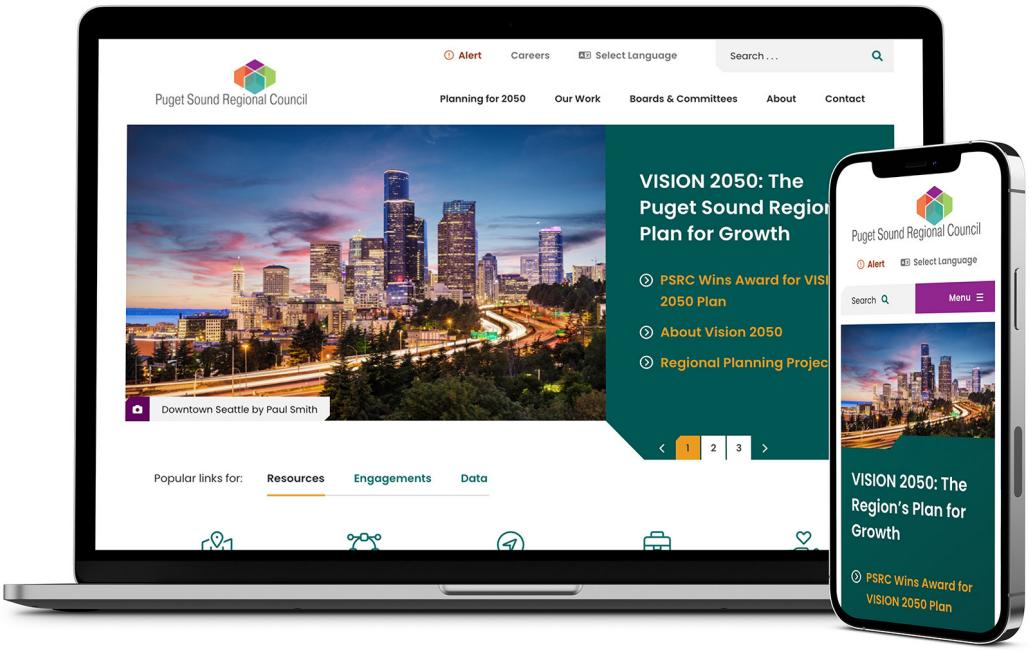
- Upanup also continues with ongoing learnings; for example, the UX team recently shared some learnings from this Identify Input Purpose article on the importance of autocomplete on form fields.
- Our the team members also absorb ongoing learnings from the client projects themselves, such as through the hundreds of one-on-one feedback sessions with real-world users throughout North America, plus countless online surveys, focus groups, card sorting activities, etc.

Case Studies & Awards

The following section shows a few of Upanup's case studies, focused on similar projects for other recent municipal government website redesigns. These are followed by a summary of awards.

Client Example 1 (USA)

Puget Sound Regional Council (PSRC), WA - psrc.org



Client — The Puget Sound Regional Council (PSRC) plays a vital role in shaping the future of one of the fastest-growing regions in the United States. Representing a dynamic network of cities, counties, ports, and transit agencies across the central Puget Sound, PSRC supports sustainable growth, economic vitality, and transportation planning for over 4 million residents. With a broad and engaged audience relying on its digital presence, PSRC needed a modern, accessible website that could clearly communicate data, policies, and initiatives to interested parties and the public alike.

Relevance — Upanup selected the PSRC project as a relevant example due to its alignment with the City's priorities around accessibility, regional service delivery, and clear communication of varying complex content. Like the City, PSRC serves a diverse and growing population, requiring an intuitive, user-focused website that supports strategic planning and public engagement. This project demonstrates Upanup's expertise in delivering modern, accessible designs and scalable websites for government organizations with a broad range of user groups and content needs.

Description of Scope

Overview — PSRC engaged Upanup to build a new website that is informative, visually appealing, and easy to use for all visitors. To meet these objectives, we provided a custom website design and developed a responsive, accessible new site in the Drupal platform. This project also included public user testing to gain feedback from the target audience, which we applied in conjunction

with best practices to optimize the site's navigation and functionality. The new site, built to meet WCAG 2.1 level AA, is intuitive to use, providing a one-stop source for users to easily access the organization's news, information, and resources in a clean, modern design that aligns with the PSRC's branding and creative vision.

Key Services Provided

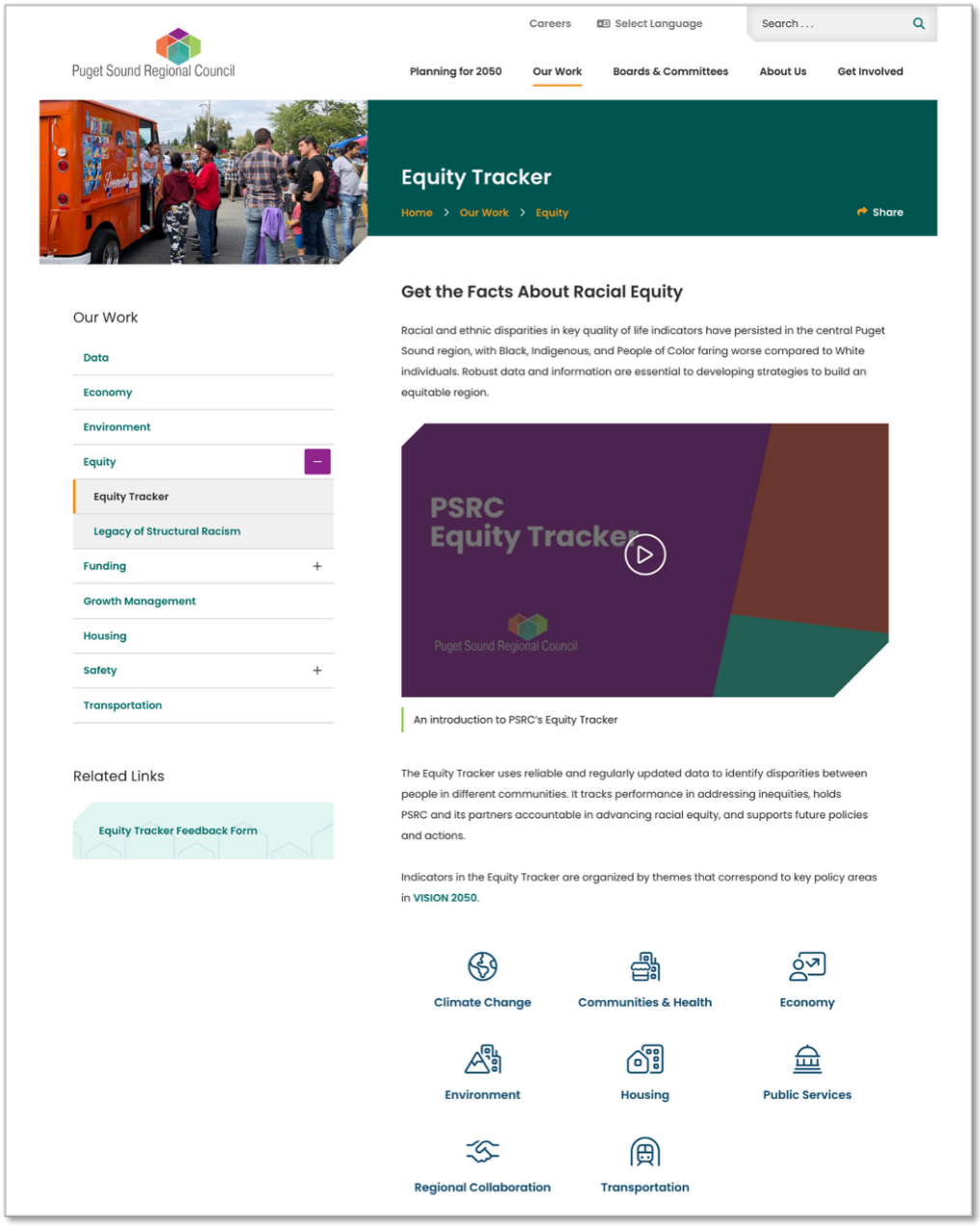
- **Custom Website Design & Development**: Delivered a fully redesigned website aligned with PSRC's branding and creative vision, enhancing functionality, streamlining navigation, improving content management, and strengthening user engagement—all while ensuring compliance with accessibility standards.
- **Usability Testing:** Conducted nine one-on-one sessions with diverse user groups to gather direct feedback. The insights led to targeted content adjustments and design refinements, helping to ensure a more user-centred experience and a successful launch.
- **Training**: Delivered two in-depth training sessions—one on general CMS editing and another focused on Drupal webforms—to provide PSRC staff with the skills needed to confidently manage website content.
- **Content Audit and Migration**: Conducted a comprehensive content audit to assess accuracy, relevance, and redundancy across existing pages. This informed a strategic migration plan to streamline content, improve consistency, and ensure a smooth transition to the new site.
- **Content Strategy Guide:** Provided documentation with clear guidelines on tone, structure, and maintenance, helping staff create consistent, user-focused content that supports long-term website goals.
- **Promotional Launch Video:** Produced a promotional video to support PSRC in announcing and showcasing the features of their newly launched website.

Unique Aspects of the Website

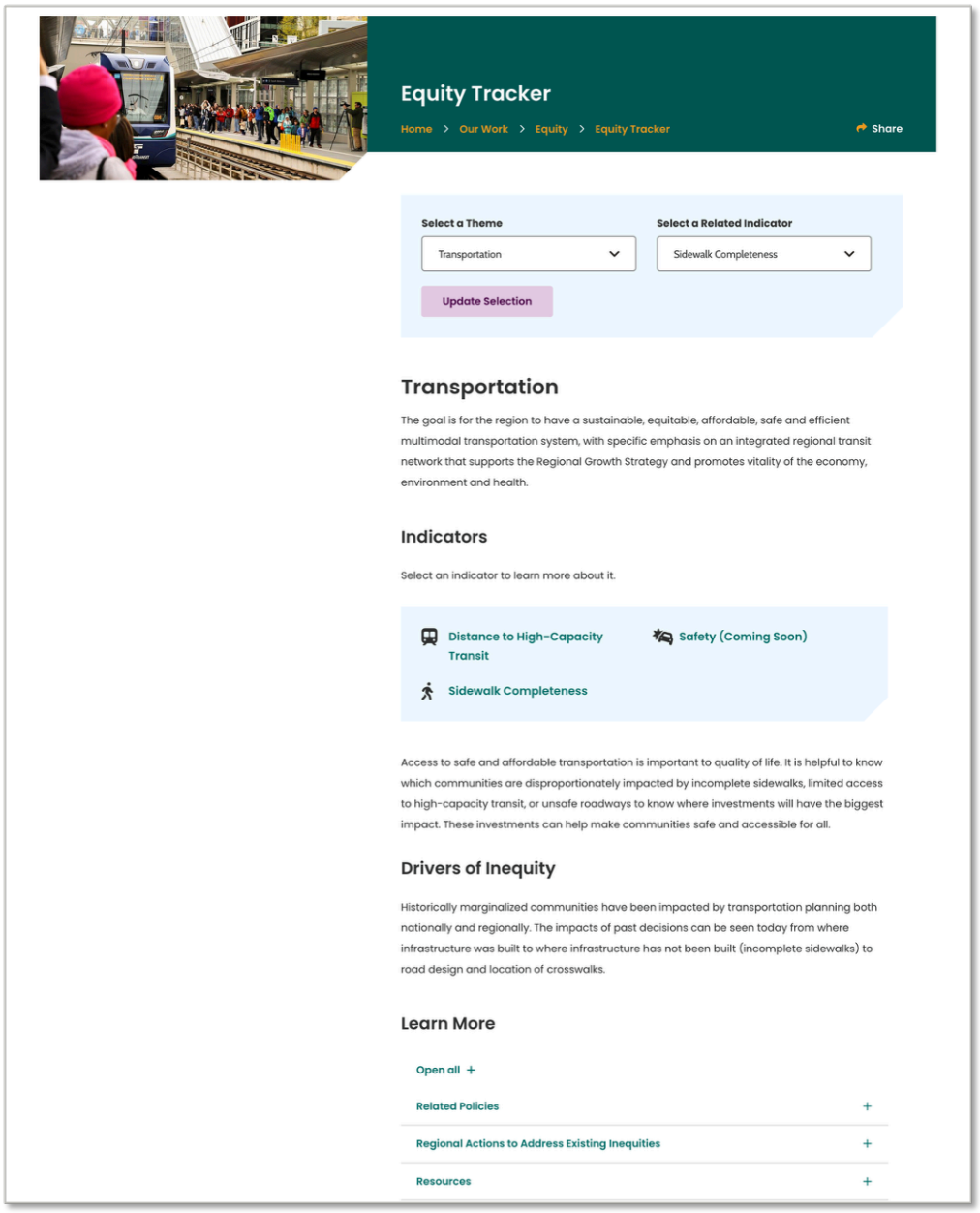
Equity Tracker

Upanup developed a custom content type for PSRC's Equity Tracker, a data monitoring tool designed to highlight disparities, share historical context, and present policy and planning solutions. The tool includes interactive features to support data visualization and improve public understanding of equity issues in the region. The tool includes three main components:

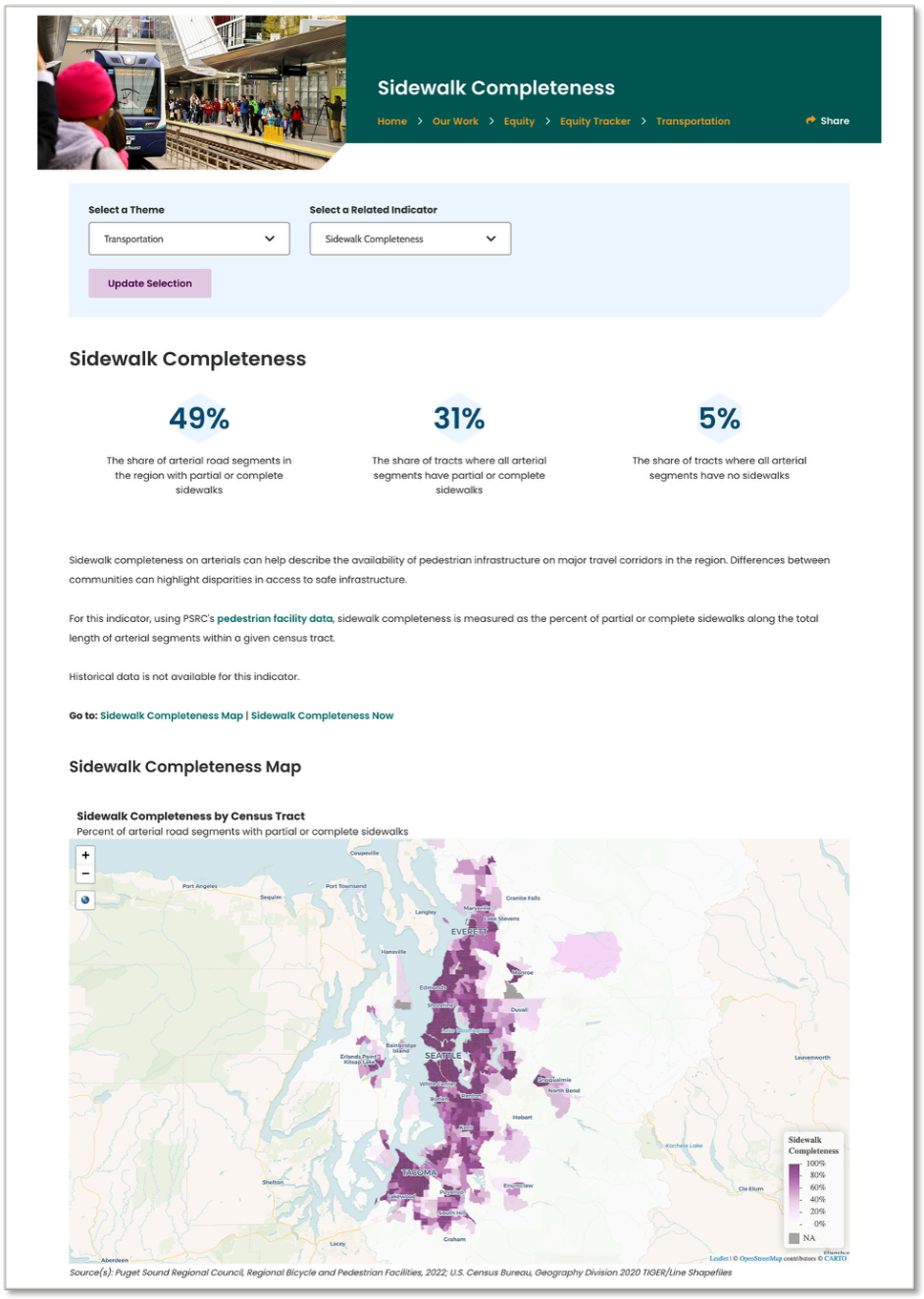
1. **A landing page** that serves as the entry point for the Equity Tracker. It describes the purpose of the tracker and links to pages organized by different data theme. Users can click on each data theme to proceed to the next step.



2. After the data theme is selected in the landing page, **a theme page** will appear to introduce a data theme or topic and links to several data indicators. It contains information contextualizing the theme, links to specific data measures (indicators), describes historical drivers of inequity, and related policies and actions designed to address existing inequities.

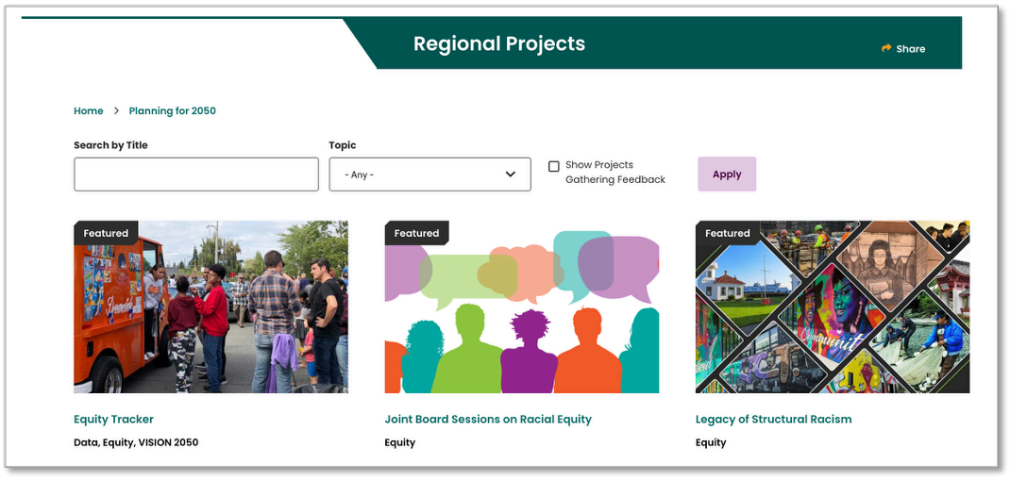


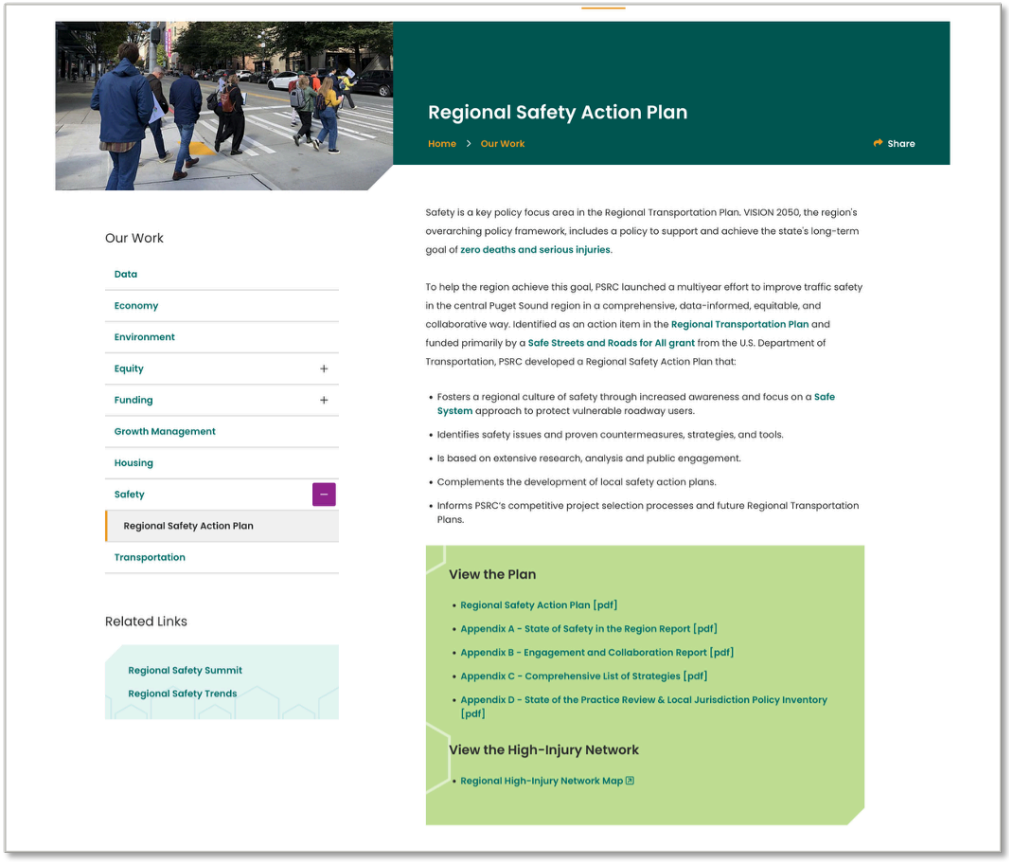
3. When a specific indicator is selected within a theme, **a dedicated indicator page** is displayed, presenting the data measures used to monitor that theme. For example, the Sidewalk Completeness indicator illustrates the availability of pedestrian infrastructure within the Transportation theme. Each indicator page includes a description, data callouts, visualizations, source details, notes, and insights. An “Update Selection” tool allows users to easily navigate and explore other indicators within the same theme.



Regional Projects Content Type

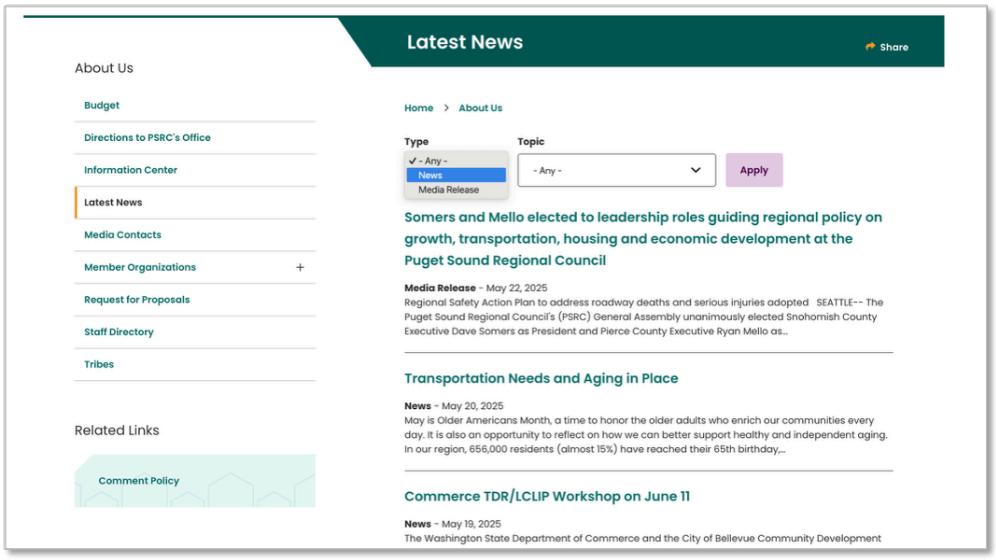
The Regional Projects section showcases key initiatives that support long-term regional planning under VISION 2050. It features tools, programs, and engagement opportunities centered on equity, transportation safety, economic recovery, and community development. Designed as a centralized resource, it helps diverse user groups learn about and participate in projects shaping the region's future. The landing page (first screenshot below) includes a search and filter tool for easy navigation by project title or topic, while individual project pages (second screenshot below) provide detailed information, documents, and relevant resource links.





Latest News Section

The Latest News section offers timely updates on regional planning, transportation, housing, and funding opportunities across the central Puget Sound region. Featuring filterable news and media releases by type and topic, it serves as a centralized hub for the public to stay informed about key developments and initiatives shaping the region.



Final Product

The new website launched in August 2022, with Upanup continuing to provide hosting and support to ensure it remains secure, high-performing, and responsive to evolving user needs.

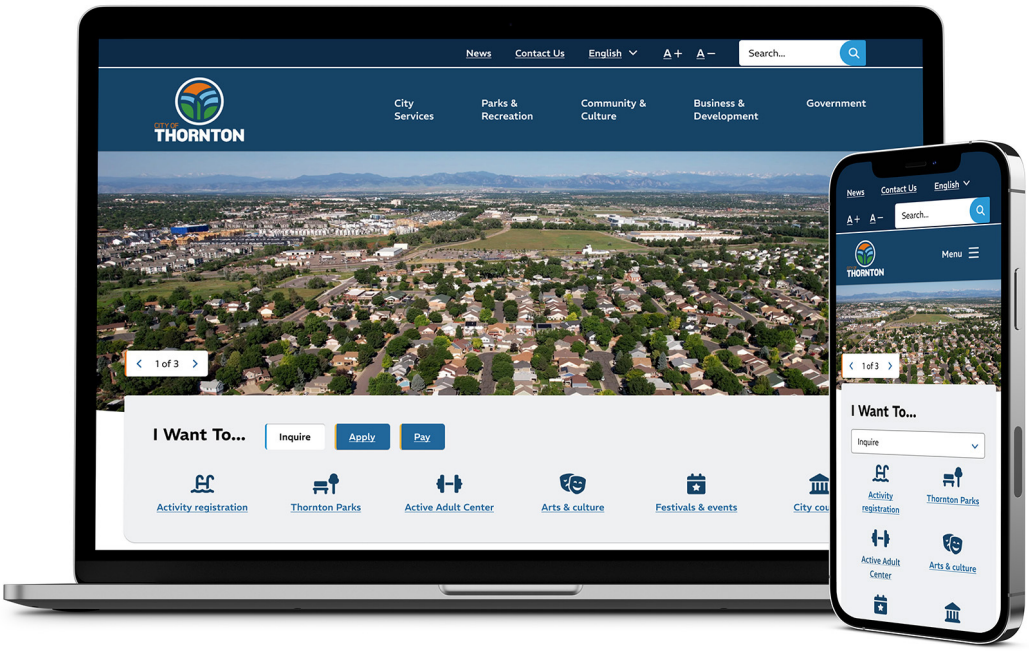
In 2024, Upanup also conducted a comprehensive accessibility audit and delivered a set of recommendations to help PSRC further enhance website accessibility as the organization and its digital presence continue to grow.

PSRC's testimonial:

> Working with Upanup has been an amazing experience. Everyone we've interacted with, from our project manager to folks in marketing, design, and development, have been wonderful. They're incredibly organized, easy to work with, highly responsive when we've asked questions, and deliver on what they promise. We appreciate the partnership we've developed – allies helping us tackle challenges with creative solutions.
>
> — **Carolyn Downs**, Senior Communications Specialist

Client Example 2 (USA)

City of Thornton, CO - thorntonco.gov



Client	The City of Thornton ("the City"), located in the Denver metropolitan area, has a mission to ensure a broad range of services are available to its 140,000 residents. The City provides a high quality of life by being responsive to the physical and human requirements of its residents through innovative leadership and planning. Having a responsive and accessible website helps the city deliver on this promise to citizens.
Relevance	We believe this project experience demonstrates our successful efforts in delivering a website design solution focused on meeting state requirements for accessibility (e.g. this project required the City's new website to meet digital accessibility requirements of Colorado State Law – Bill HB21-1110). This work reflects our understanding of the unique needs of US local governments and communities, where accessibility, user-friendliness, and achieving a modern look & feel are top priorities for their websites. We hope to bring our relevant website design experience to this project opportunity with the City!

Description of Scope

Overview	The City engaged Upanup to redesign its municipal website with several key goals in mind. Notably, the legacy website did not comply with incoming an Colorado House bill establishing digital accessibility standards for public-facing websites (Colorado HB21-1110), which came into effect July 1, 2024. Upanup custom-designed a new website built to WCAG 2.2 AA standards that is not only compliant with the state accessibility law, but also provides users with a mobile responsive experience that was lacking on the previous website.

Key Services Provided

- **Custom Website Design & Development**: Upanup provided two custom designs for the City to choose from, which were further refined to incorporate feedback from key interested parties.
- **Sitemap Recommendations:** Upanup developed a recommended sitemap to improve content organization and ensure users can easily find key information. The revised structure enhances overall usability by grouping related content logically and supporting a more intuitive navigation experience.
- **Acceptance Testing Criteria:** As part of the City's efforts to meet Colorado State HB21-1110 accessibility requirements, Upanup provided a beta testing checklist to support the City's internal review and ensure the website met high accessibility standards prior to launch.
- **Training Sessions:** Upanup delivered three comprehensive training sessions to the City, covering general CMS management, web accessibility best practices, and IT-specific training—empowering staff to efficiently manage the website while ensuring it remains accessible and secure.
- **Vulnerability Scan and Penetration Testing:** Upanup conducted thorough vulnerability scanning and penetration testing before launch to ensure the new Drupal application and server configurations are not vulnerable to common exploits.
- **As-Built Documentation:** Upanup prepared 'as-built' documentation to accomplish the complete transition of the services from Upanup to Thornton.

Unique Aspects of the Website

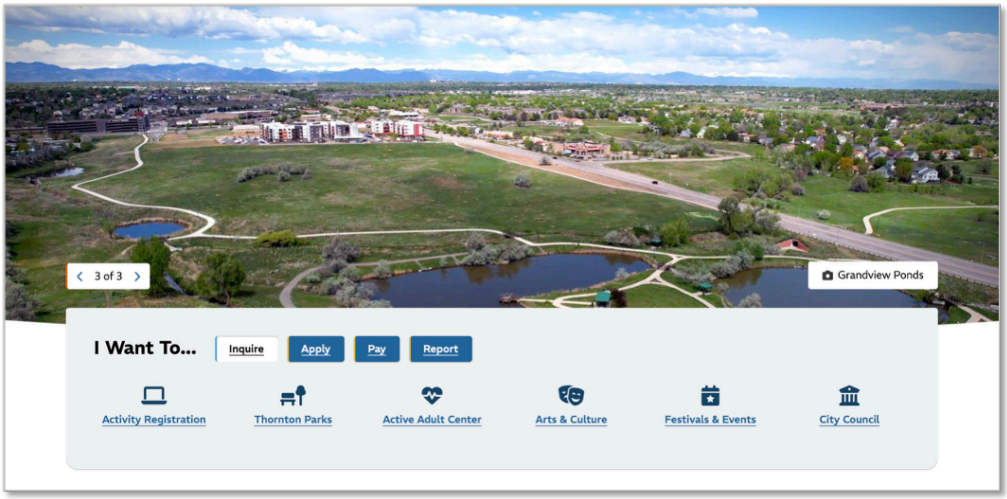
Language Selector and Text Resizer

Features such as a language selector enhance the ability for users to view content in their native language, and a text resizer helps users customize the font size based on personal preferences and vision needs.



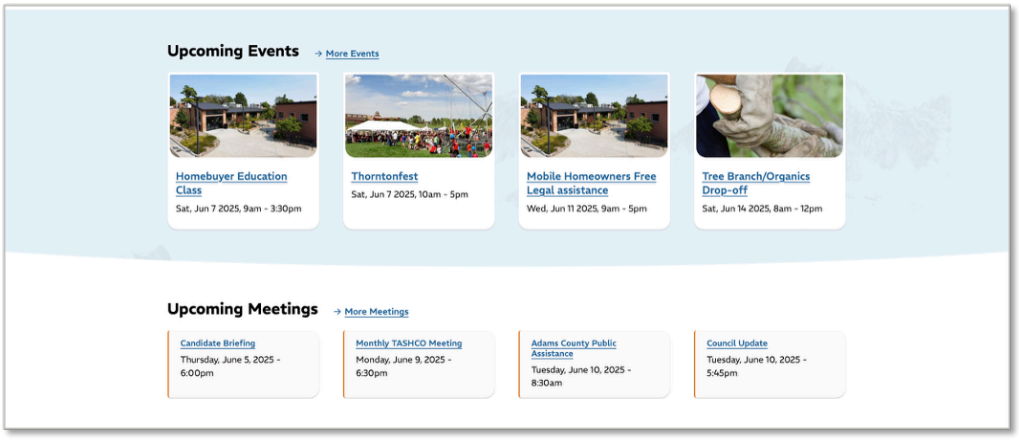
"I Want To..." Menu

The new site features a prominent 'I Want To...' menu of quicklinks that can be updated regularly based on current and relevant content. This service-oriented focus makes it easy for residents to browse topics related to their community, access city services, and report issues.



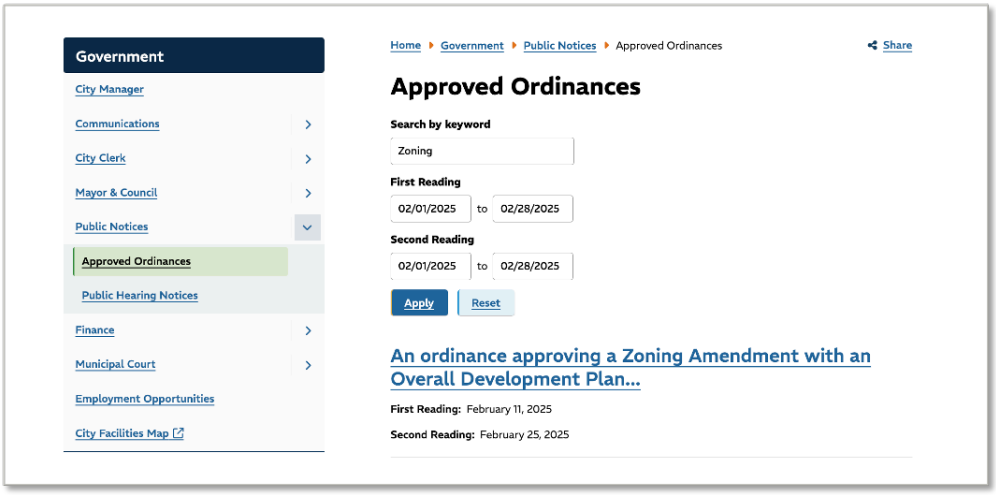
Engagement Opportunities on Homepage

The new homepage prominently features upcoming events and City meetings, making it easy for residents to stay informed and engaged. These visually distinct sections encourage greater civic participation by providing quick, accessible updates on what's happening in their community. In addition, our team improved the way Community Events display – a focal point for many users engaging with the City's website.



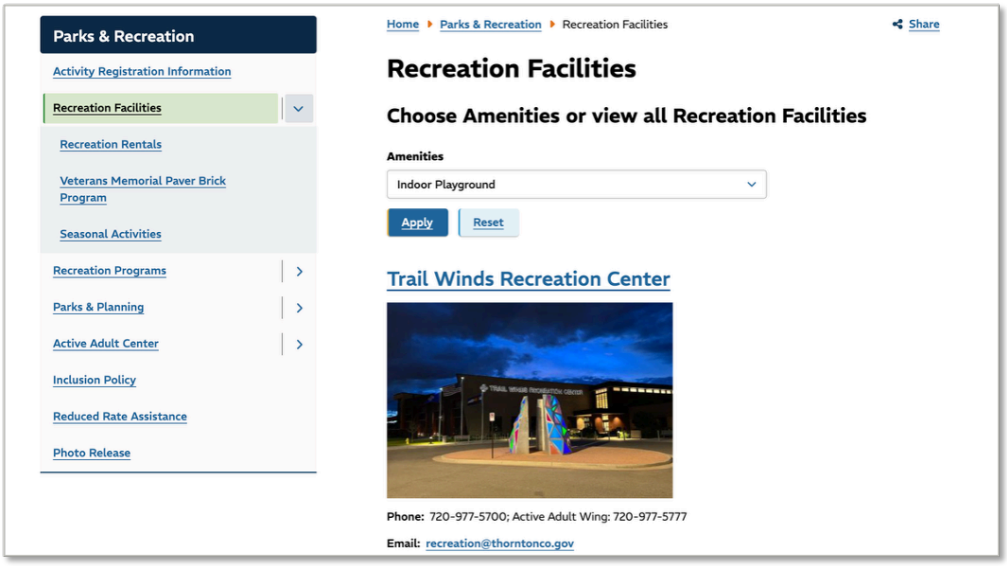
Approved Ordinances

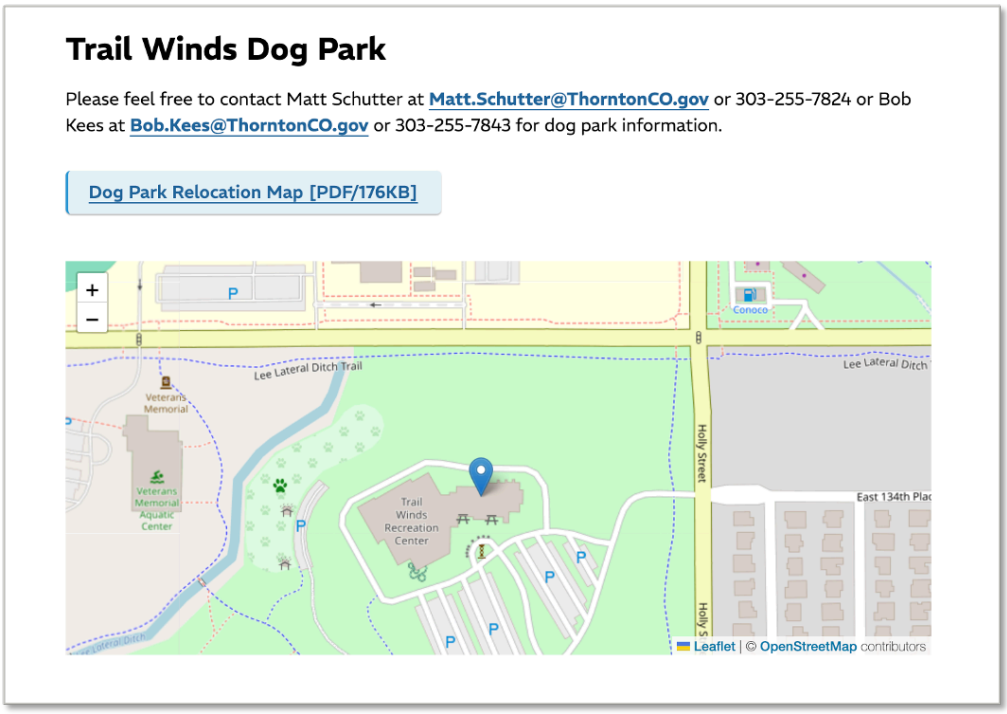
The Approved Ordinances feature on the City's website provides residents with transparent, up-to-date access to recently passed ordinances, organized by title and legislative stage. To enhance usability, the section includes a robust search and filter tool, enabling users to easily find ordinances by keywords or reading dates. This ensures community members can efficiently stay informed about legislative actions that impact local governance and daily life.



Recreation Facilities

The Recreation Facilities section provides a centralized view of all recreational venues, enabling users to easily explore the full range of options in one place. A user-friendly filter allows visitors to sort facilities by specific amenities—such as classrooms, indoor playground, dance studio, climbing wall, etc.—helping them quickly find locations that meet their needs. Each facility has a dedicated page with detailed information, including contact details, hours of operation, available services, and relevant guidelines or resources. Additionally, a Leaflet map on each page offers a visual, intuitive way to explore facility locations.





Single Sign On

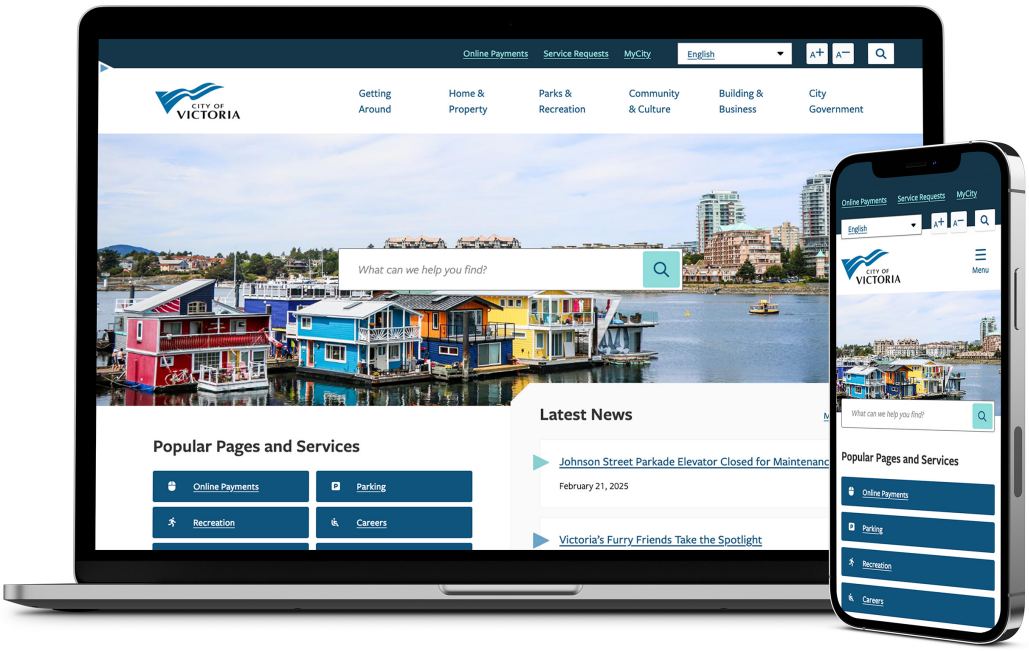
The City's website includes sophisticated user workflows and role-based permissions to support efficient content management across departments. To enhance security and streamline access, Upanup also implemented Single Sign-On (SSO) integration using Microsoft Entra ID (formerly Azure Active Directory).

Final Product

The City's new website launched in August 2024, and won a 2024 Pinnacle award celebrating excellence in digital government innovation. Upanup continues to provide ongoing hosting and support services to ensure the website remains secure, reliable, and adaptable as the organization grows.

Client Example 3 (CA)

City of Victoria, BC - victoria.ca



Client	The City of Victoria, the capital of British Columbia, is celebrated for its stunning coastal landscapes, historic architecture, and thriving tourism industry. With a population exceeding 90,000, Victoria serves as a central hub for government, business, and culture on Vancouver Island. To meet the needs of its growing digital audience, the City sought a modern and accessible website to better serve residents, businesses, and visitors.
Relevance	Upanup selected this project as an example due to its complexity in integrating multiple systems, particularly the integration with Xplor Recreation (formerly known as PerfectMind) for membership management and event registration. Leveraging Drupal's API-first capabilities, the project demonstrated Upanup's capacity to manage complex integrations, ensuring seamless data flow between platforms while maintaining a streamlined user experience. This project highlights Upanup's expertise in building flexible, scalable solutions for municipalities, effectively handling intricate technical requests and delivering a robust digital experience that meets the evolving needs of the City of Victoria.

Description of Scope

Overview	Upanup collaborated with the City of Victoria to redesign its municipal website, creating a more user-friendly and accessible platform for residents, businesses, and visitors. The new website, built on Drupal, enhances navigation, improves accessibility, and integrates advanced features to streamline online interactions. The design emphasizes mobile responsiveness and inclusivity, ensuring all users can efficiently access municipal services. With a focus on

scalability and long-term usability, the new website provides a future-ready digital foundation for the City.

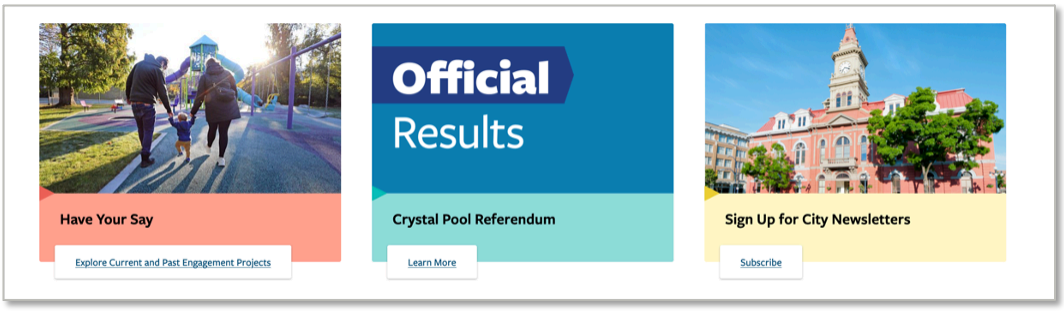
Key Services Provided

- **Custom Website Design & Development**: Redesigned and developed the City's municipal website with responsive layouts, ensuring accessibility and a consistent experience across devices.
- **Sitemap Usability Testing**: Designed a tree test using a draft of the new sitemap. The test was completed by 25 participants, providing information on how navigable the new sitemap was.
- **Content Coordinator Services**: Reviewed and revised existing website content, regularly meeting with City department staff to incorporate their feedback into new content drafts. These drafts went through two rounds of revisions before approval and migration to the new site.
- **Content Governance Guide**: Assisted the City in developing a content governance strategy for their new site, which included a Content Governance Guide that outlines a content workflow and user roles. We then prepared a presentation of this strategy for their staff as training on the new process.
- **Training:** Provided four comprehensive training sessions, including basic CMS editing, advanced CMS management, writing accessible website content, and webform training.
- **Internal Beta Testing & Launch**: Conducted internal testing with City staff to test functionality to ensure a smooth, successful public launch.

Unique Aspects of the Website

Call-To-Action (CTA) Cards on the Homepage

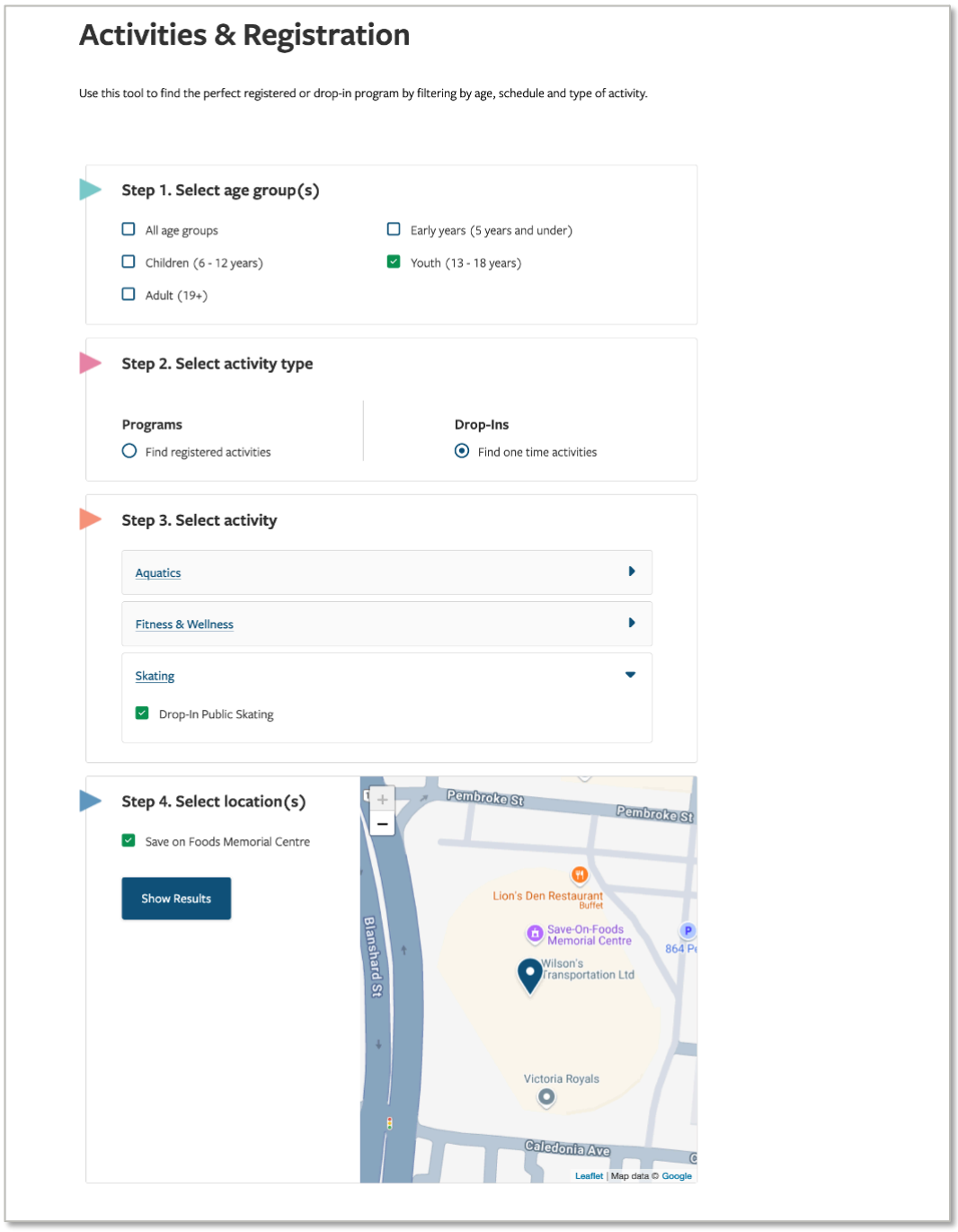
The modern-looking homepage features flexible CTA cards. The row can display one to four CTA links based on needs.



Xplor Recreation Integration

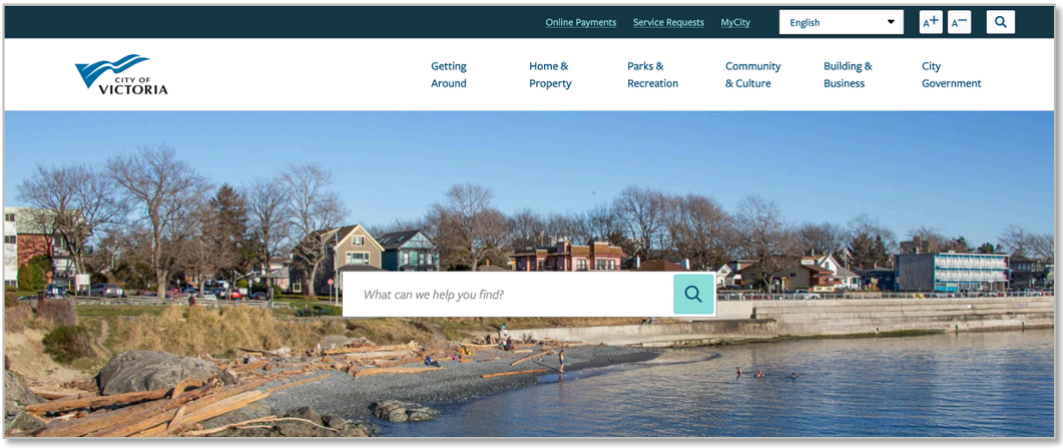
Upanup configured a custom module to integrate Xplor Recreation (formerly PerfectMind), a registration software for activities and recreation, with the City's website via API. This integration enables public users to easily search for available recreation programs through an intuitive, user-friendly interface.

The screenshot below features multiple steps of the Activities & Registration search tool.



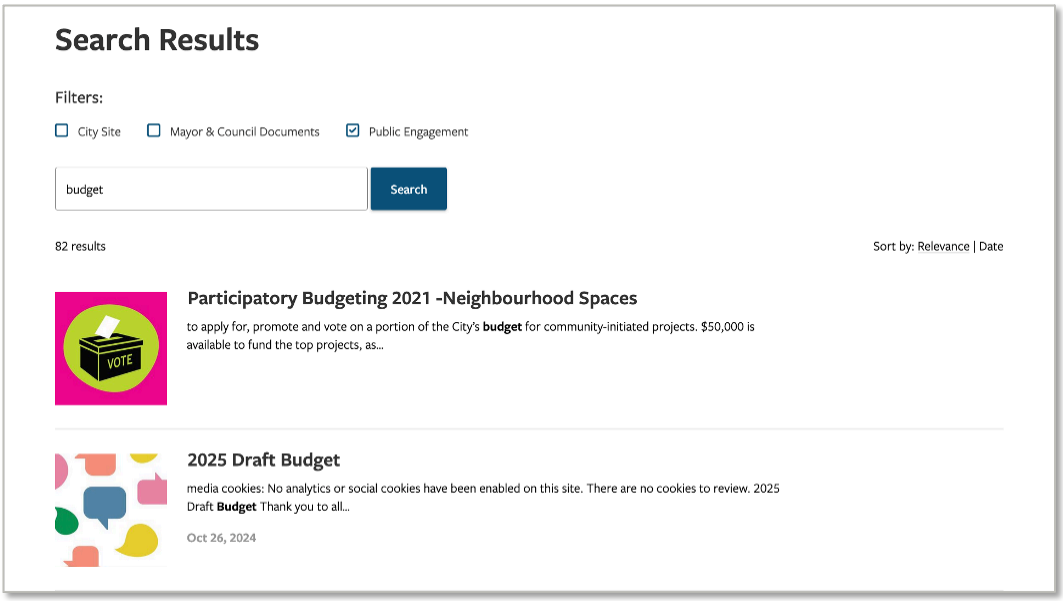
Multilingual and Text Size Adjustment Capabilities

The website was integrated with GTranslate to provide multilingual functionality with a variety of language options for public users. Additionally, a text size adjustment feature was incorporated into the header for easy access across the site.



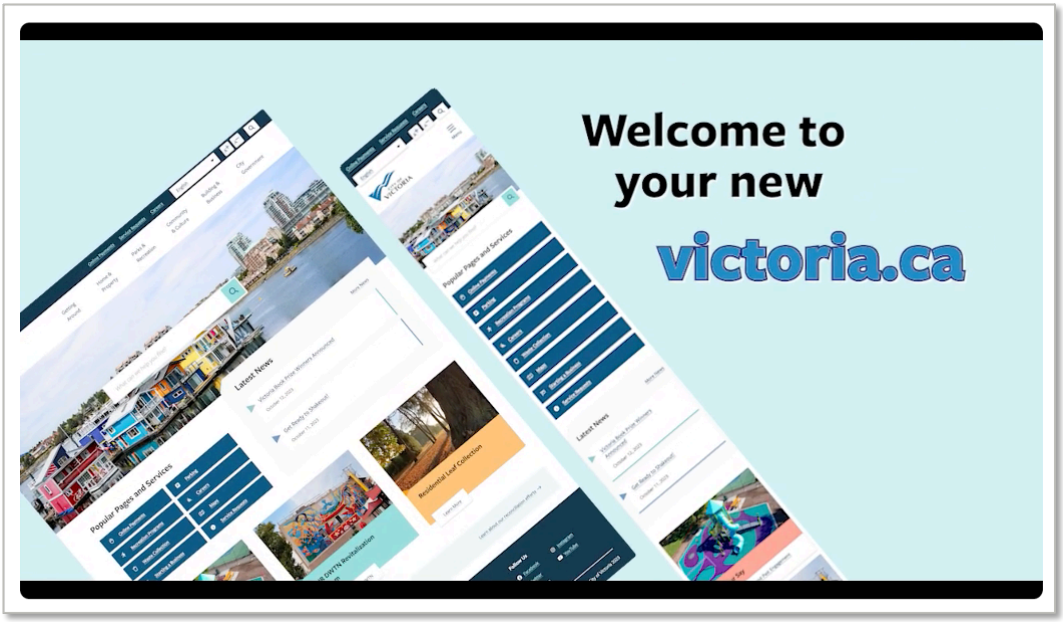
AddSearch Integration

Upanup integrated AddSearch into the City's website for enhanced search functionality, enabling indexing across multiple domains and providing users with easy-to-navigate results across the site's content.



Promotional Launch Video

Upanup created a 1-minute custom video to promote the newly launch website.



Final Product

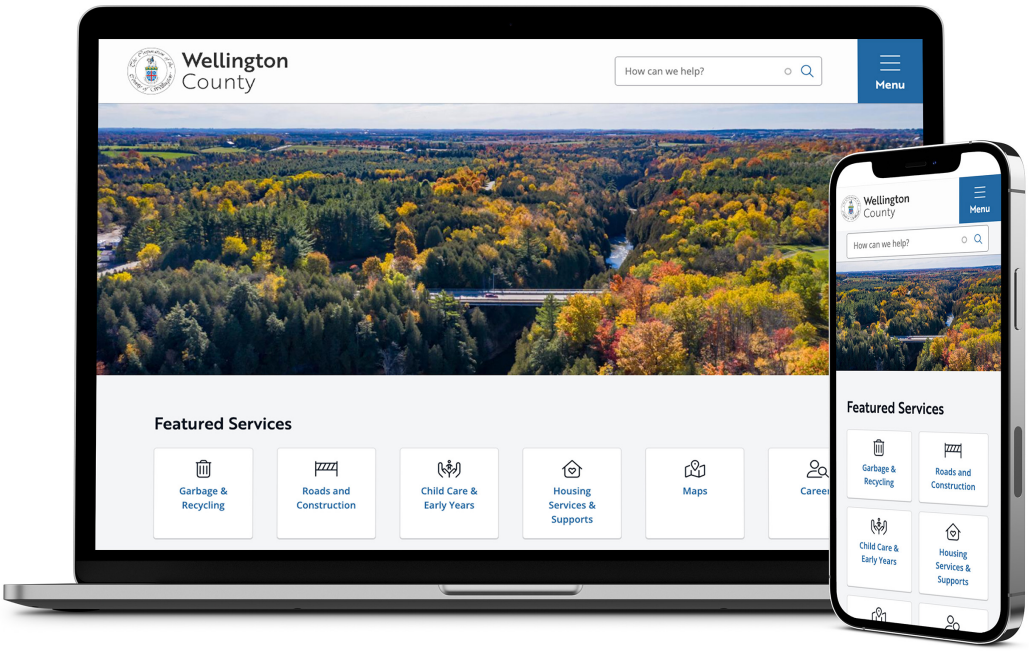
The new website launched in October 2023. Upanup continues to provide ongoing hosting and support services, ensuring the websites remain secure, high-performing, and continually evolving based on the City's needs.

City's testimonial:

> Upanup's support team and the UI/UX team have resolved our issues and created solutions for us so quickly (you are on fire!). Very grateful!
>
> — **Heather Follis**, Digital Services Advisor

Client Example 4 (CA)

Wellington County, ON - wellington.ca



Client	Wellington County is a centre for rural festivities and natural beauty. Named one of the safest, most beautiful places in Canada, Wellington County makes a popular destination for residents and tourists alike. With over 240,000 residents and millions of website visitors every year, Wellington County needed a sleek and user-oriented website redesign to deliver resources for its diverse population.
Relevance	Upanup selected this project as an example due to its similarities to the City's digital landscape, including a transition from a proprietary CMS to Drupal for greater flexibility and scalability. With a strong emphasis on municipal service delivery and accessibility, this project highlights Upanup's expertise in guiding municipalities through successful platform transitions, ensuring long-term scalability, ease of content management, and compliance with provincial accessibility standards.

Description of Scope

Overview	Upanup partnered with Wellington County to redesign its municipal website, enhancing accessibility, usability, and service delivery for residents, businesses, and visitors. The new website, built on the Drupal platform, provides a modern, user-friendly experience with intuitive navigation and a clean design. A key component of the project was improving accessibility by ensuring compliance with WCAG 2.1 AA standards to serve all users effectively. The site also provides several enhanced features and integrations as listed below, making it easier to access essential services. In addition to the municipal website, Upanup developed modern, accessible, and user-friendly websites for the County's Library and Museum & Archives using our turnkey hosted solution on the Drupal CMS. However, to showcase

projects similar in nature to the City's, Upanup has highlighted only the municipal website's key features below.

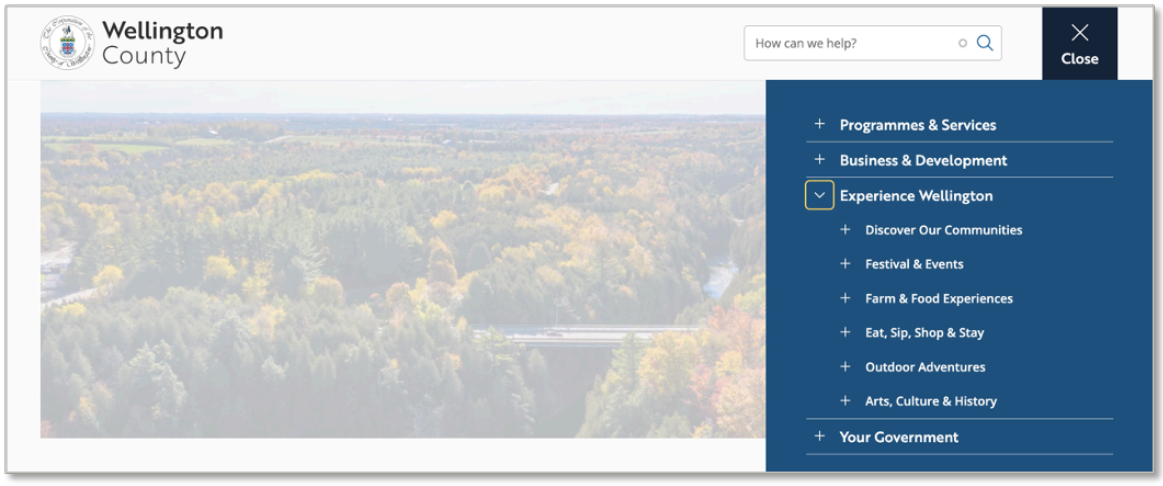
Key Services Provided

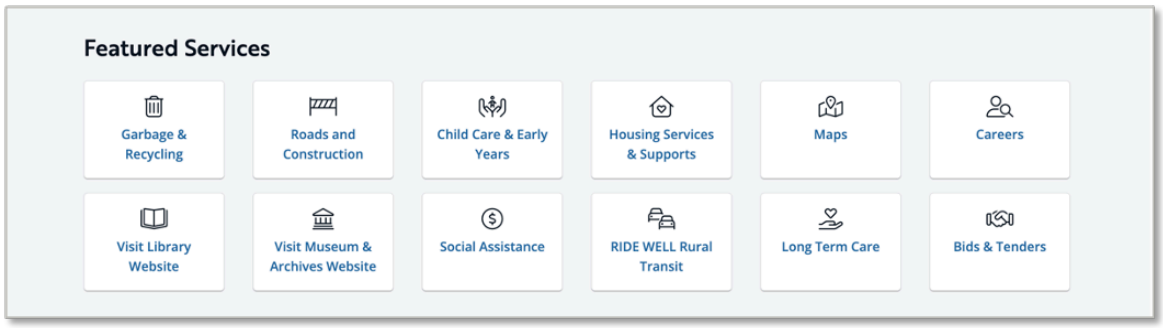
- **Custom Website Design & Development**: Delivered a fully redesigned municipal website tailored to Wellington County's unique identity, with a focus on accessibility and intuitive navigation.
- **Training**: Provided two comprehensive training sessions, including basic CMS editing and advanced technical training, to equip County staff with the knowledge to manage website content effectively.
- **Content Coordinator and Migration Assistance**: While the County chose to handle most content migration in-house for budgetary reasons, Upanup provided content migration training to ensure an efficient process, assisted with setting up import sheets where bulk migrations were possible to save time, and offered content coordinator services to re-style and migrate selected priority pages.
- **Internal Beta Testing & Launch**: Conducted internal testing with County staff to test functionality to ensure a smooth, successful public launch.

Unique Aspects of the Website

Improved Site Navigation

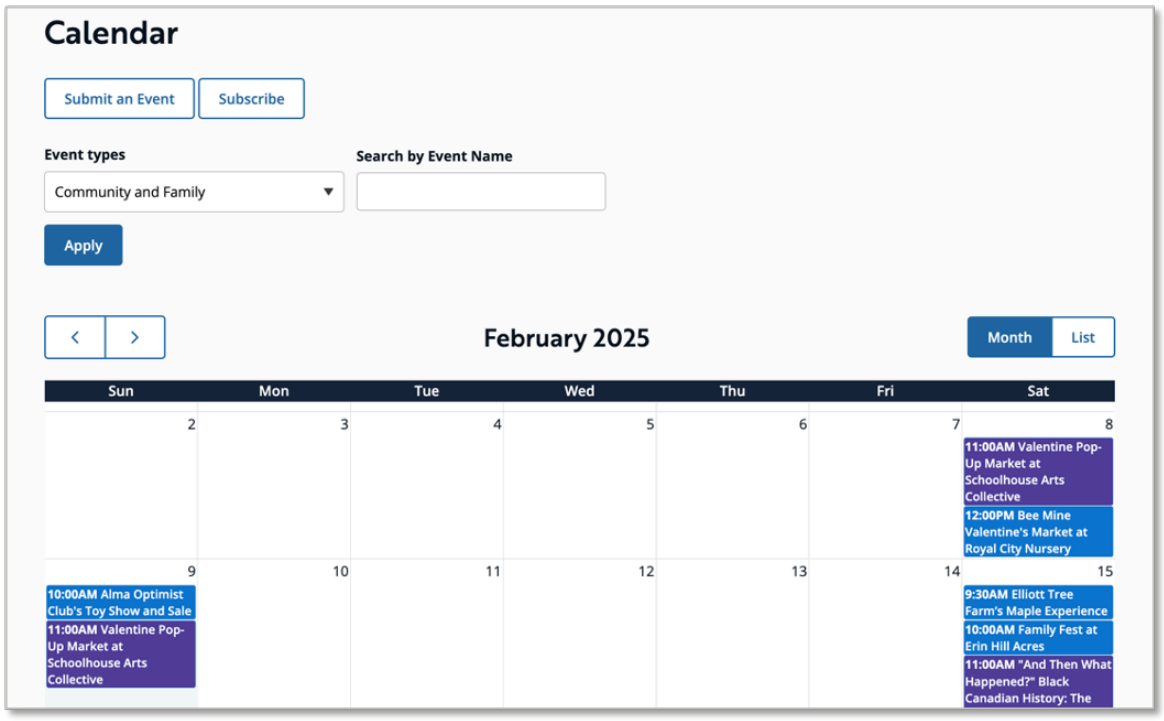
Intuitive mobile-first, hamburger-style menu and enhanced search functionality for quick access to key services.





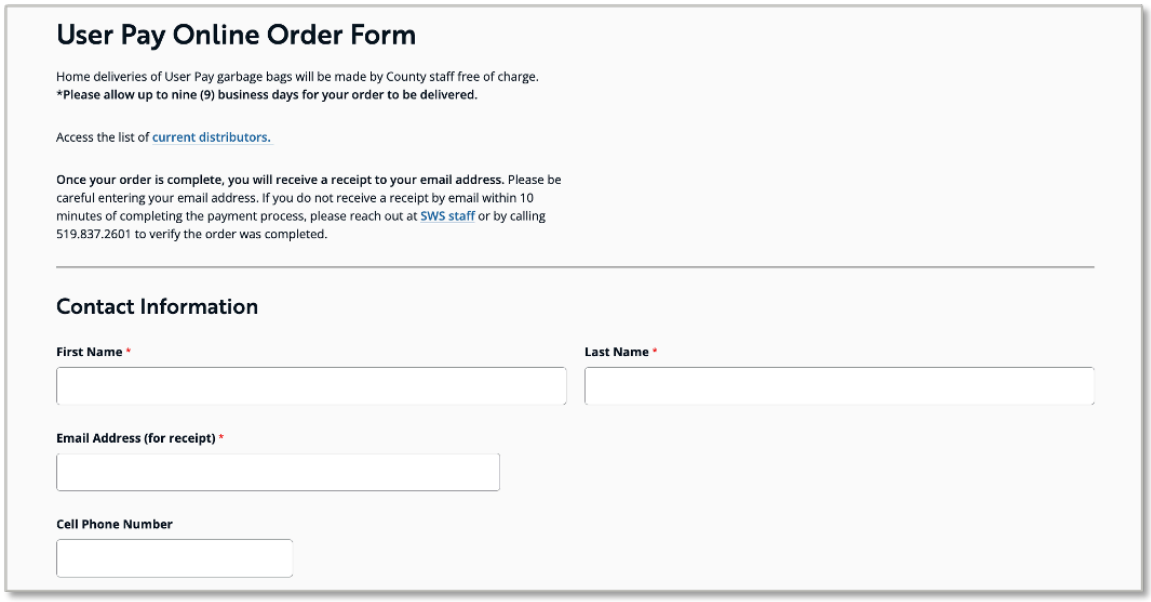
Intuitive Community Events

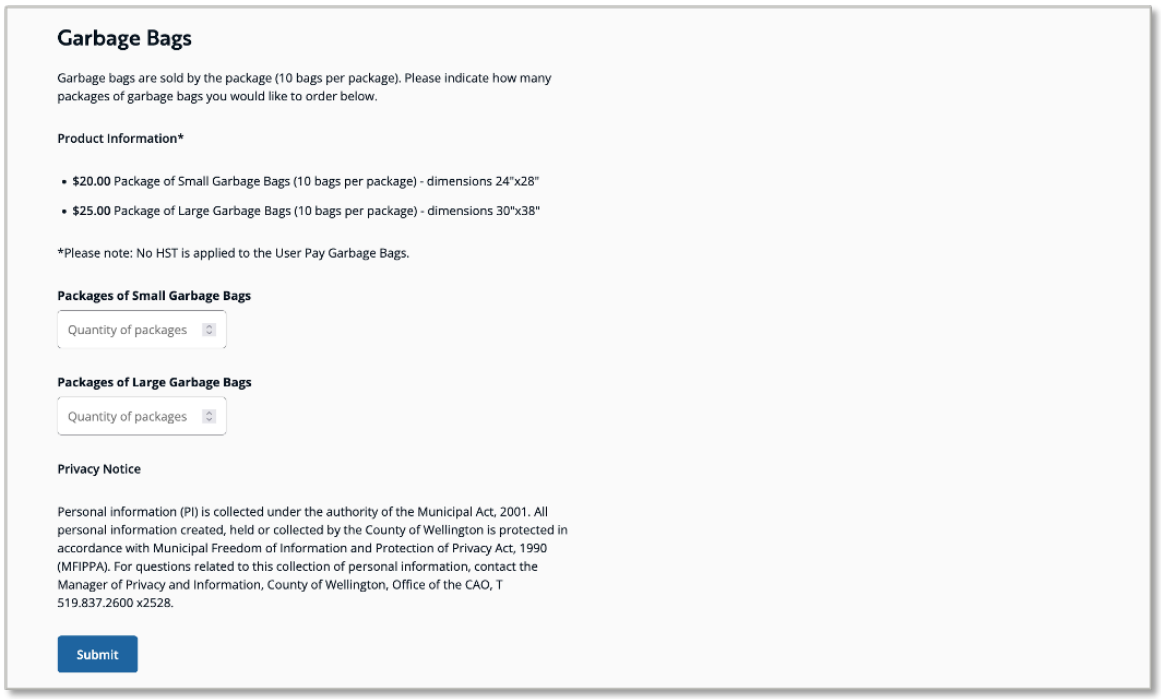
Community events, with "Upcoming Events" row on the homepage, and a colour-coded calendar with filter and search functionality.



Webforms & E-Commerce

We implemented customizable webforms and an e-commerce system with Moneris (payment gateway) integration. This not only replicated the functionality of the legacy website but also introduced additional features to enhance the user experience. As the live webform is long, the screenshot below shows the first and last sections of the form for reference

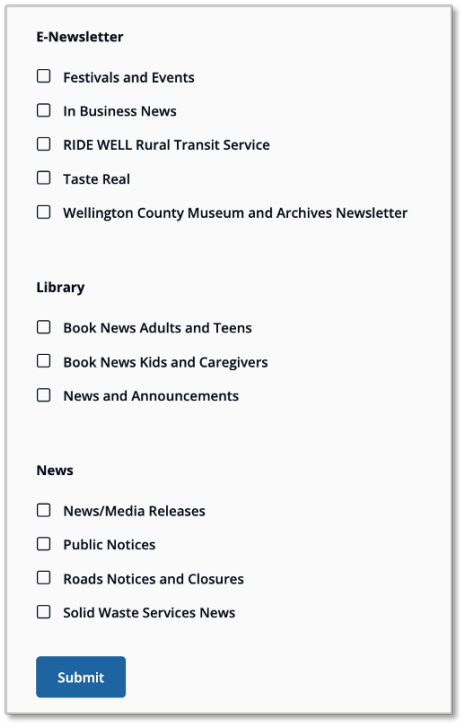




Email Subscription via Constant Contact

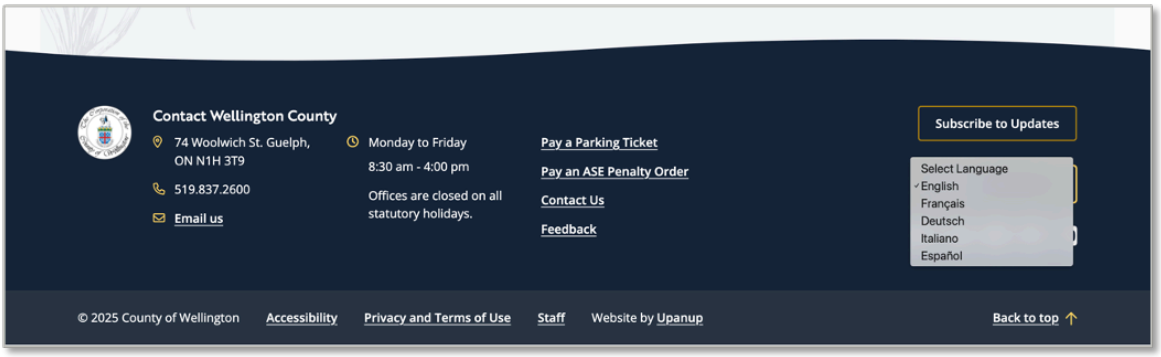
We created a custom Subscribe page that allows users to subscribe categories using multiple checkboxes. This required advanced development and styling, as we built a custom module to integrate with Constant Contact. This feature was a key component for the client and was designed to match the functionality they had in their legacy site.





Multilingual Capabilities

Upanup integrated the County's website with GTranslate tool for multilingual capabilities to serve a diverse community. The tool is placed in the footer, with selected languages of the County's choice.



Secure Page Content Type

For the County's housing providers, we implemented a secure content type to ensure sensitive information was safely stored and easily accessible.

Business Directory Dashboard in the Back End

To accommodate the large volume of businesses, we developed a separate content dashboard in the back end just for the Business Directory content type. This makes it easier for staff to manage and search through thousands of directory entries without cluttering the main content dashboard. Users can filter directory entries by categories and export search results as Excel files for added convenience.

Single Sign-On (SSO)

For secure user access, we integrated Single Sign-On (SSO) with Microsoft Entra ID (formerly known as Azure Active Directory). This streamlined login process improves security and access management.

Final Product

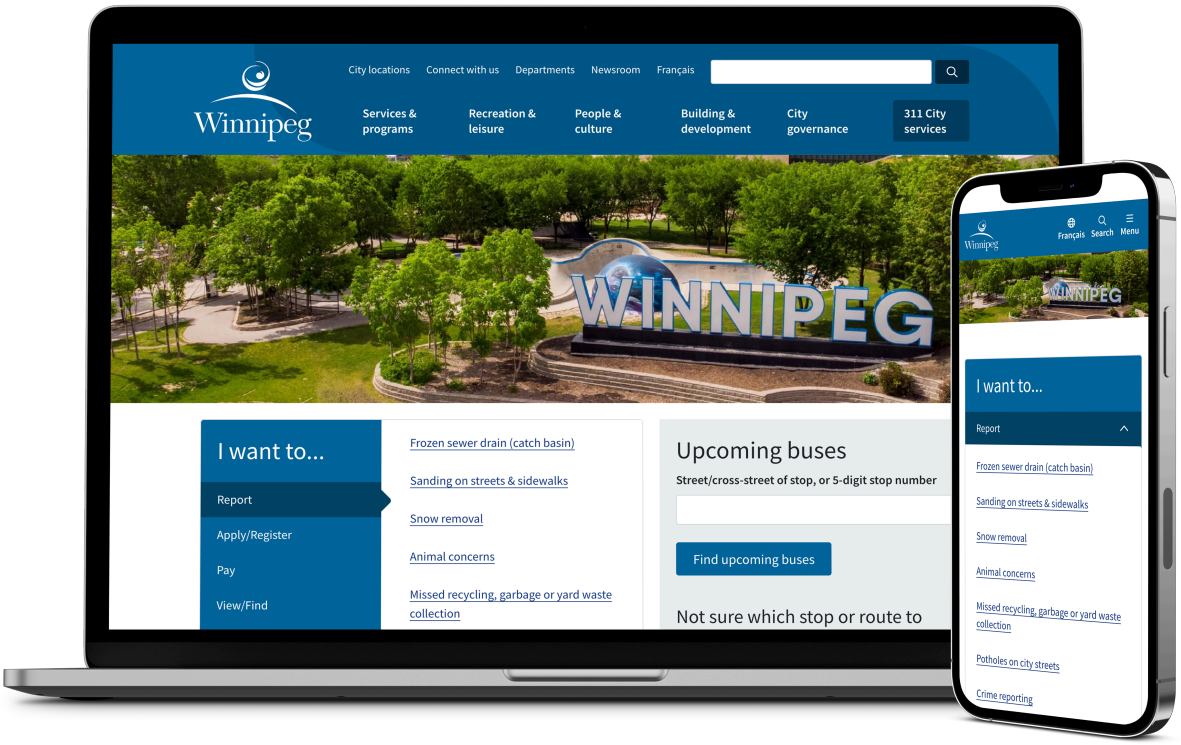
The new website was launched in June 2024. Upanup continues to provide ongoing hosting and support services, ensuring the website remains secure and functions smoothly.

County's testimonial:

> You gave us what we expected and even exceeded our expectations!
>
> — **Rachel Wilson**, Manager, Privacy and Information

Client Example 5 (CA)

City of Winnipeg, MB - winnipeg.ca



Client	The City of Winnipeg is a vibrant cultural hub and the capital of Manitoba. Known for its rich history, diverse arts scene, and welcoming community, the City is home to over 780,000 residents. As the seventh-largest city in Canada, the City's website serves as a vital resource for residents, businesses, and visitors, requiring a modern and user-focused digital experience.
Relevance	Upanup selected this project as an example due to its complexity and the extensive range of unique features and major integrations implemented for the City of Winnipeg. This project showcases Drupal's flexibility and scalability in supporting a large municipality with diverse digital needs, from interactive service tools to advanced integrations that enhance both user experience and internal workflows. The City's evolving website demonstrates Upanup's ability to collaborate with municipalities to develop tailored solutions that adapt to growing demands while maintaining accessibility, efficiency, and long-term sustainability.

Description of Scope

Overview	The City of Winnipeg has a unique and diversified economy and hosts many exciting and multicultural events. Upanup was very excited to have this opportunity to work with the City to enhance its website. The City wanted a new, responsive, and service-driven website that would be easy to use and accessible for all users, with content provided in both English and French. Their existing website was difficult to edit and did not provide a user-friendly CMS for website administrators. Drupal's flexibility and scalability to meet users' needs (both internal and external) were determining factors that led the City to select it as its new content

management system (CMS) of choice. The City's new website is much more intuitive for its various audiences, as well as internal website administrators and editors. The new site includes unique and easy-to-use tools and features, offering improved navigation so users can efficiently find the information they are looking for.

Key Services Provided

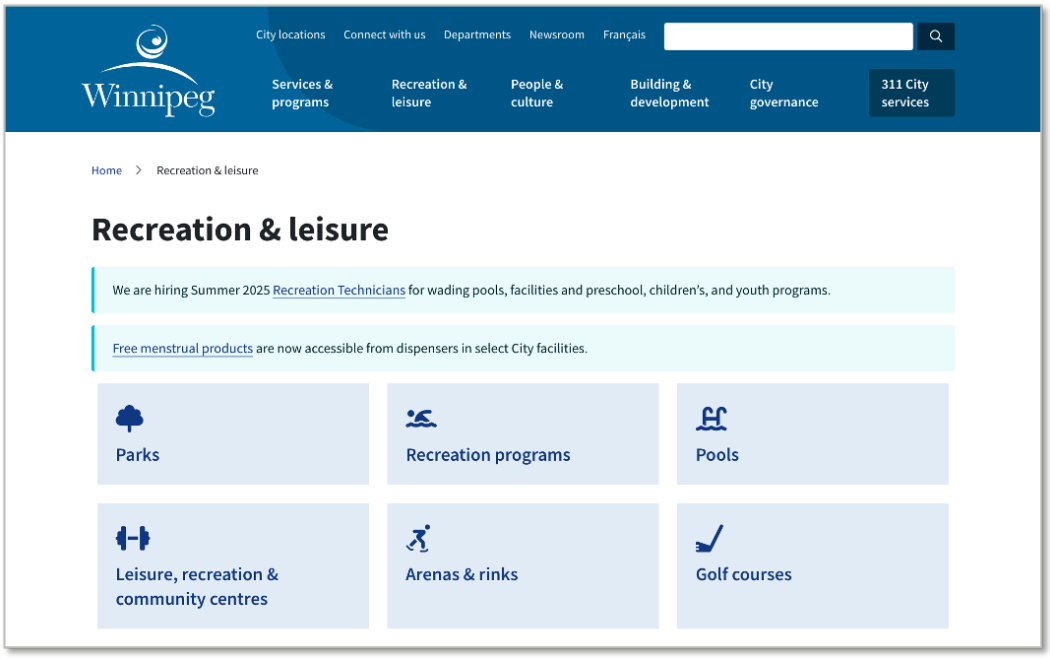
- **Website Redevelopment**: The City requested Upanup to retain the existing theme and design system to build a new CMS in Drupal, which was the key component of this project as the City previously did not have a CMS.
- **UX & Accessibility Improvements**: While adhering to the City's requirement to maintain the existing design, Upanup conducted a design review focusing on opportunities for improvement in user experience and accessibility. Our project team presented recommendations for user experience best practices to the City, based on the findings.
- **User Testing**: Upanup conducted a community survey and a card sorting exercise to gather feedback from various groups and users. We merged the old and new design systems and created layouts based on service-based architecture.
- **Sitemap Recommendations**: Upanup provided a new recommended sitemap that is more intuitive and user-focused, as opposed to being departmentally focused, as it was on the legacy site.
- **Training:** Upanup provided two comprehensive training sessions, including basic CMS editing session and content migration focused session.
- **Internal Beta Testing & Launch**: Upanup conducted internal testing with City staff to test functionality to ensure a smooth, successful public launch.

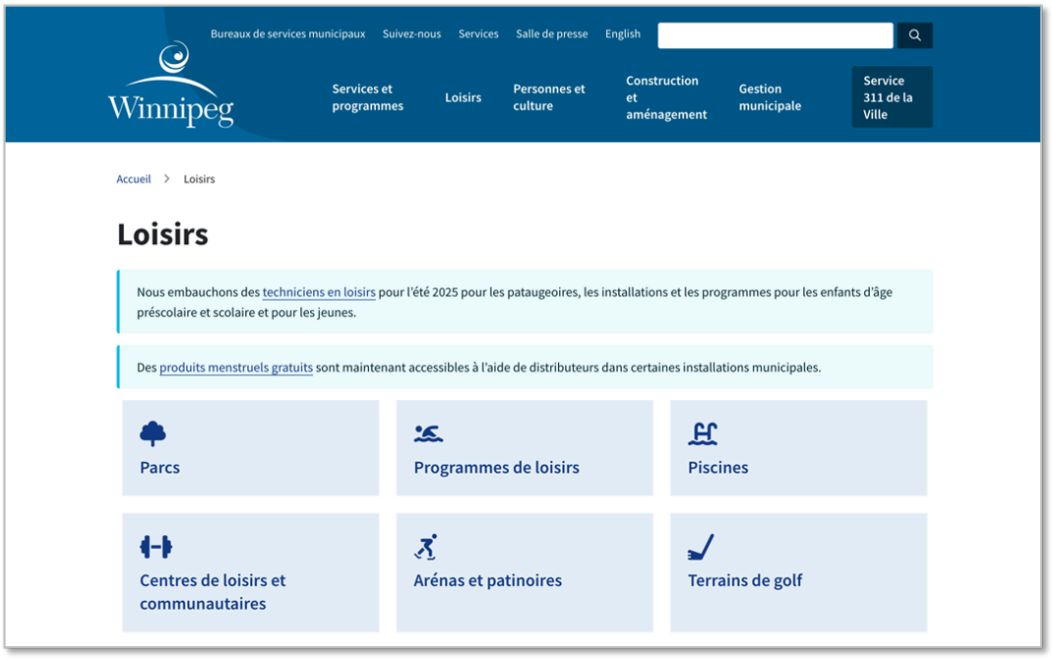
Unique Aspects of the Website

Fully Bilingual Setup (English and French)

Upanup implemented bilingual functionality (English and French) across the website, ensuring that all content, including menu items, is fully translatable by staff. An English/Français toggle option is prominently displayed in the header, providing easy and accessible language switching throughout the site.

The screenshots below showcase the same webpage in both English and French, demonstrating the bilingual functionality of the mirror site.

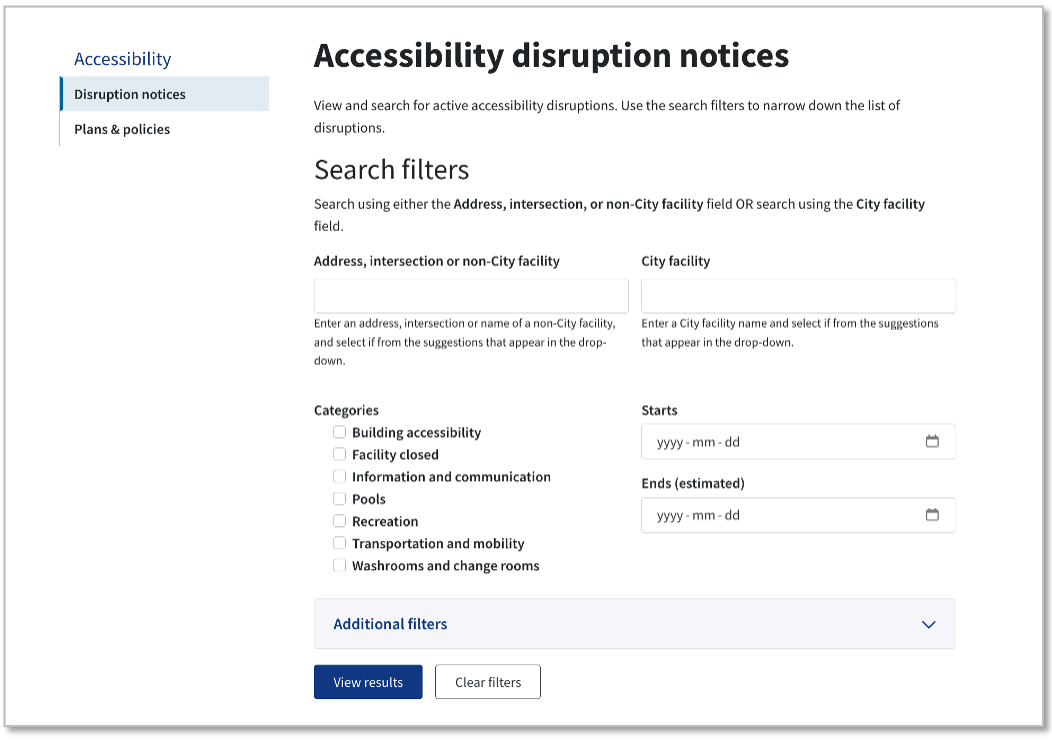




Opendata Accessibility Disruption Integration and Reporting Component

Post-launch, Upanup has since collaborated with the City on many projects including the creation of a unique content type for displaying a centralized list of accessibility disruptions. This feature includes both a map and list view, allowing residents to easily access information about accessibility disruptions to City of Winnipeg services and locations. Users can filter disruption details by various categories for enhanced usability.

The first screenshot below shows the search filters, allowing users to refine results by categories, dates, and other criteria. The second screenshot displays the next section of the page, featuring an interactive custom map with API integration to consume data from Winnipeg's transit and sidewalk API. The map is followed by a list of filtered results for easy navigation.



HTML Document Content Type

The City aimed to adopt an HTML-first approach to document creation, prioritizing accessibility over traditional PDF formats, which may not always be fully accessible. To support this vision, Upanup developed an HTML document content type, enabling a more accessible and user-friendly documentation system while reducing reliance on PDFs. This content type includes the following fields that content editors can populate in the back end:

- Report/Document title
- Publishing date
- Document type (e.g., Strategic plan, Policy, Study, Report, Guide)
- Topic
- Status (e.g., Draft, Final)
- Summary and summary keywords for a short blurb about the document, which also enhance content searchability
- Body for content with the ability to add content type components such as text, images with descriptions, accordions, tables, etc.

The sidebar navigation for documents using this content type was configured to be auto populated from document headings using anchor heading elements.

Print styles for documents were also configured so the page can be saved and downloaded as PDFs if public users wish to.

For example, the screenshot below shows the first part of the HTML document, which indicates a document type (Report), a document name (2024 Citizen Satisfaction Survey), publishing date (June 2024, Updated December 10 2024), sidebar navigation as a table of content, including a linked PDF version and a 'Print this page' button, which also allows users to print or save the page as PDF if desired.



The screenshot below shows the ability to add images with captions and descriptions. In this example, the City added a brief caption under a map image, and added a longer description using an accordion component to describe the figure in detail.

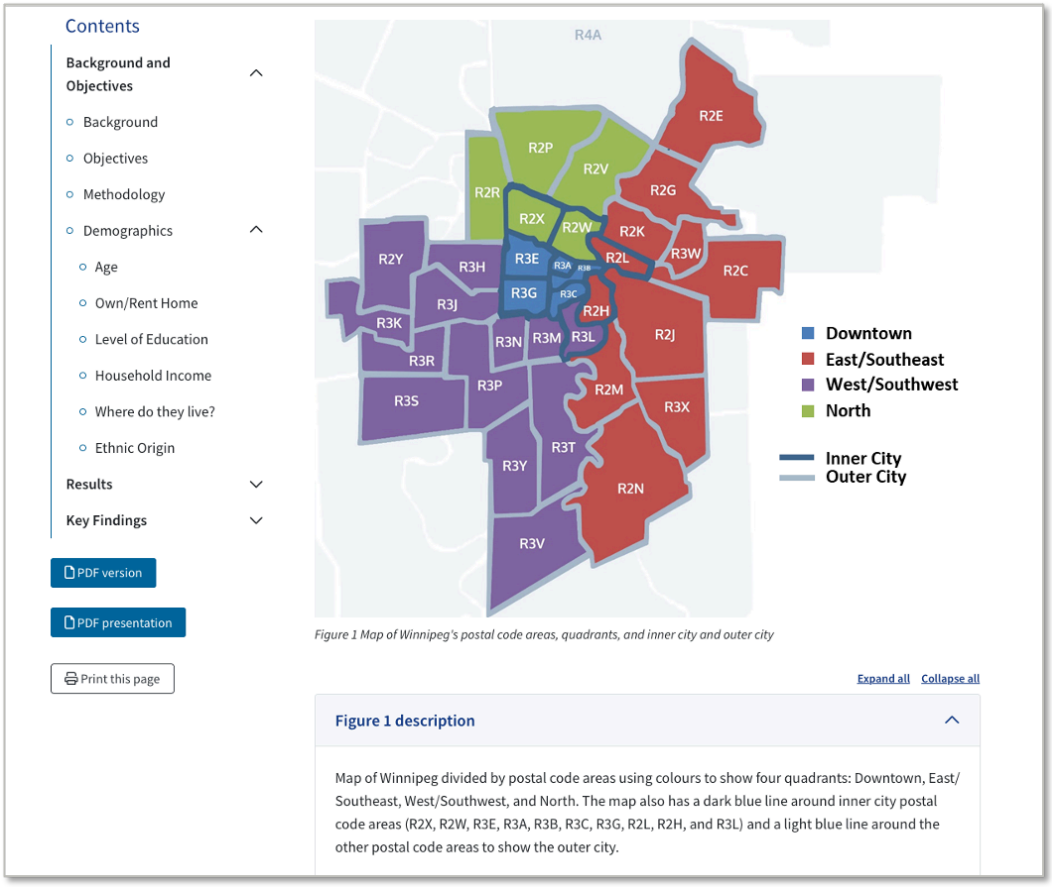
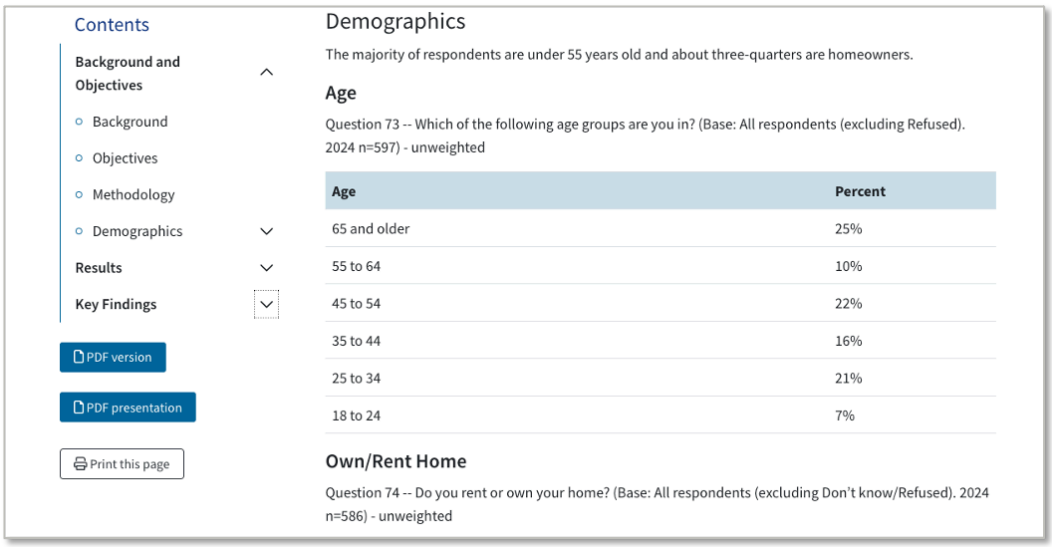


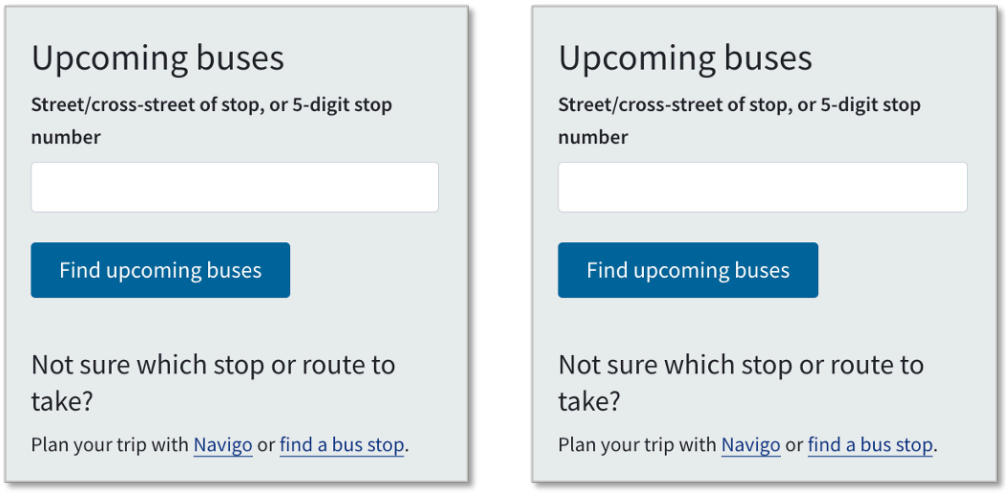
Figure 1 Map of Winnipeg's postal code areas, quadrants, and inner city and outer city

The screenshot below highlights the content with a table that is styled based on the website's design system.



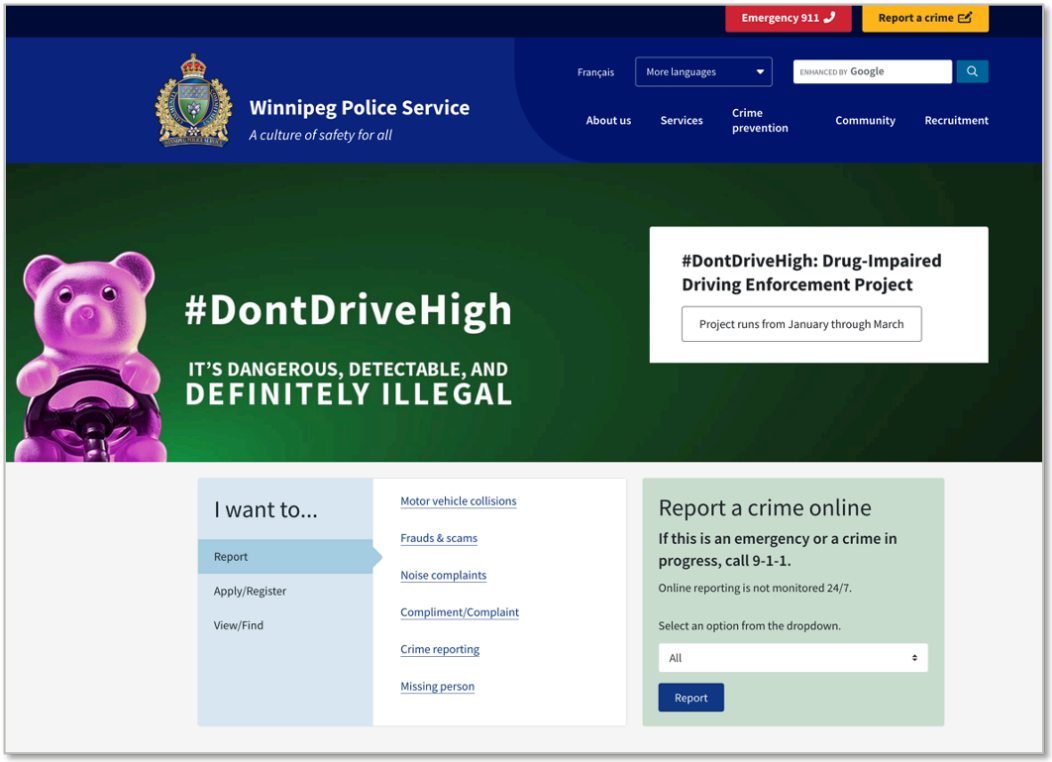
Upcoming Buses Custom Module

The website included a Transit custom module with an API key configured to enable the lookup of upcoming buses.



Police Section

In addition to the main website, we also custom designed and built the Police section of the Winnipeg website (that did not exist as part of the legacy website). This Police section has a different look and feel (i.e., a secondary theme designated to this section) while still matching the main theme/design.



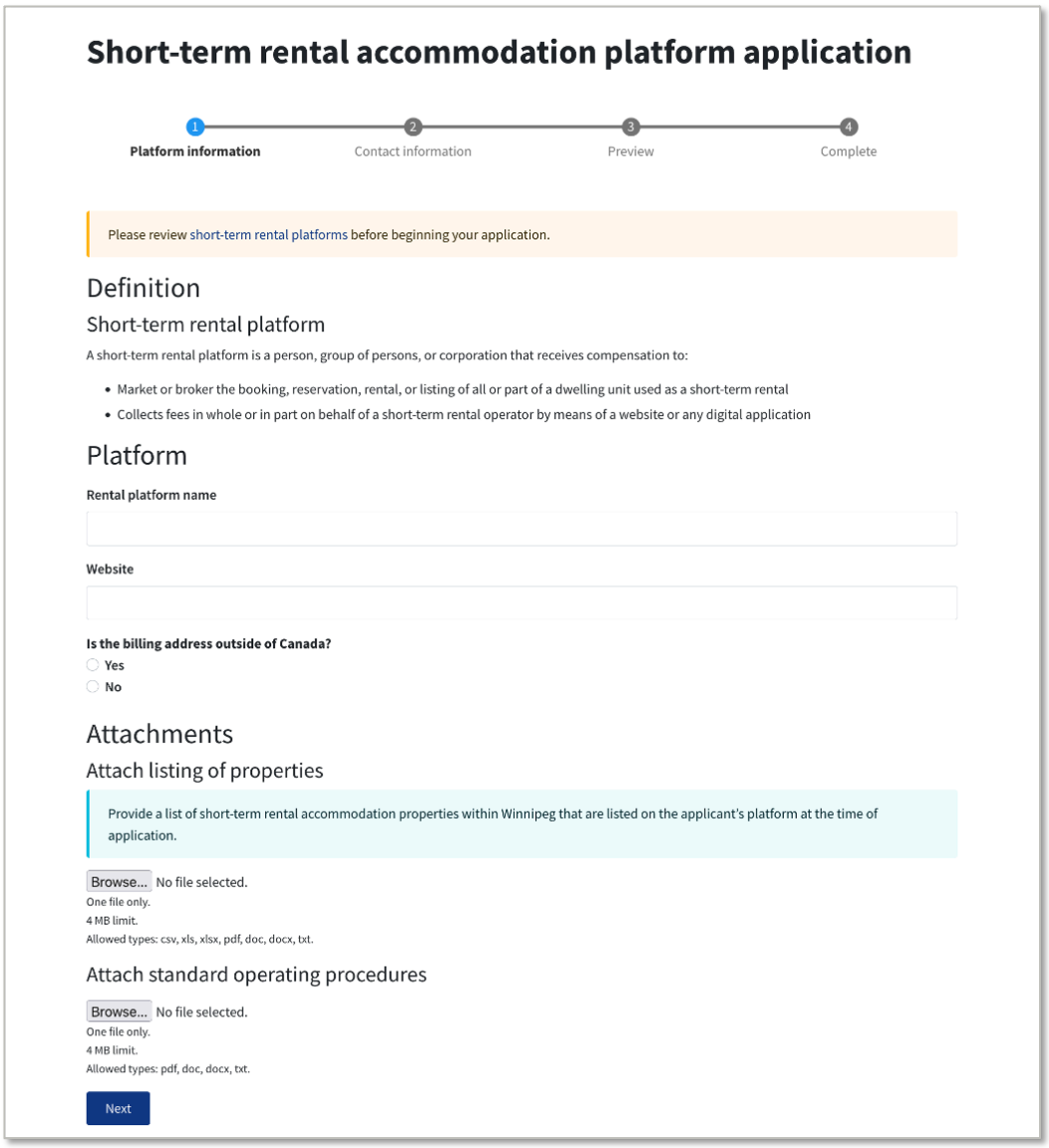
Azure AD integration for Single Sign On (SSO)

The City's website also has very complex user workflows and roles and Upanup configured single sign on using Microsoft Entra ID (formerly Azure Active Directory).

eCommerce Integration

Upanup implemented a Drupal eCommerce integration to the online payment processor Global Payments, with record management. This has helped the City collect processing fees for 600+ new short-term rental accommodation licensing applications in the first few months alone.

The below screenshot only shows the first part of a multi-step eCommerce form application.

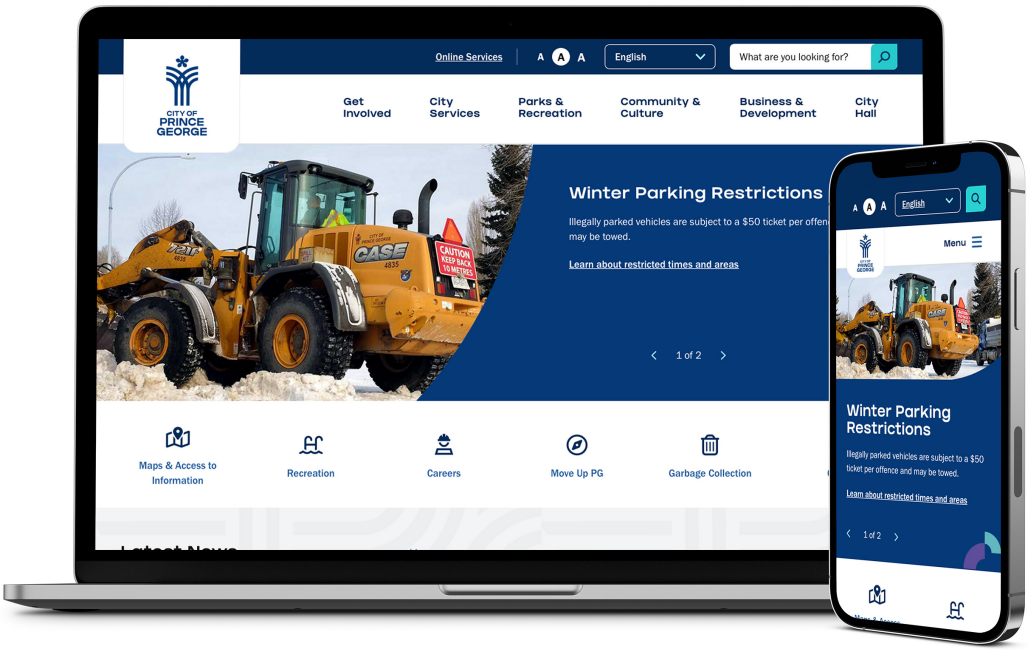


Final Product

The new website launched in November 2022, with Upanup providing ongoing managed hosting through Amazon Web Services (AWS) at the Enterprise level, including four application servers and one file server. Additionally, we continue to support the City with technical services, developing new features to meet its evolving needs.

Client Example 6 (CA)

City of Prince George, BC - princegeorge.ca



Client — As the largest city in the northern part of British Columbia, the City of Prince George is a thriving centre for industry, education, and outdoor adventure. Home to over 76,000 residents, the City plays a key role in connecting northern communities. With a strong focus on economic development and public engagement, Prince George required a dynamic and user-centric website to support its evolving digital needs.

Relevance — Upanup selected this project as an example due to its alignment with the City's digital goals, transitioning from a proprietary CMS to Drupal for improved flexibility, scalability, and content management. Prince George's website redevelopment focused on enhancing user experience, streamlining municipal service delivery, and ensuring long-term sustainability. This project demonstrates Upanup's ability to support municipalities in adopting modern, accessible, and future-ready digital platforms that meet evolving community and administrative needs.

Description of Scope

Overview — The City of Prince George engaged Upanup to redevelop their municipal website using the Drupal CMS. While retaining the existing website design look-and-feel at the City's request, Upanup provided an accessibility audit of the website design and delivered an improved design based on the accessibility audit results. The new Drupal site was built to improve accessibility and usability, and especially enhance the website navigation, which previously caused a lot of confusion for users. We also helped the City fix several inconsistent design and accessibility issues, bringing not only a positive user experience to their target audiences but

also internal efficiencies for staff. After the website launch, Upanup collaborated with the City on a Website Branding Design Consultation and Implementation project for website design updates that align with the City's updated branding guidelines.

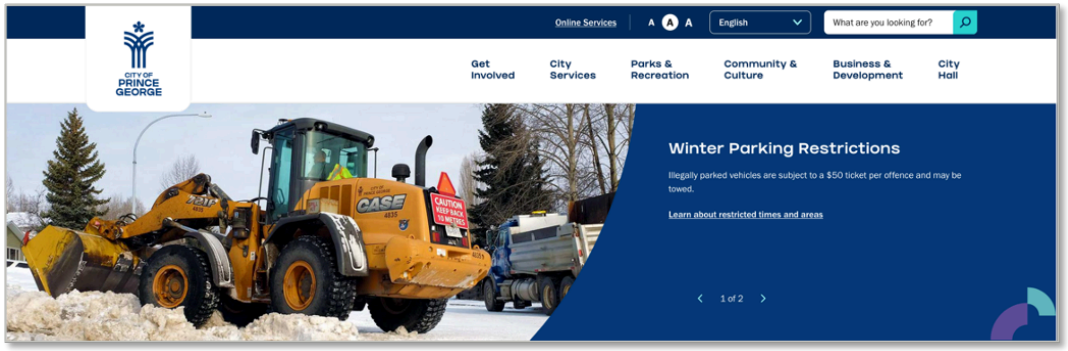
Key Services Provided

- **Website Redevelopment:** Upanup redeveloped the legacy website to transition from a proprietary CMS to Drupal for enhanced flexibility, scalability, and accessibility. This project also included amalgamating two microsites into the main website.
  - Following the main website's launch, Upanup continues to work with the City on many other standalone websites, including:
    - Move Up Prince George website: moveupprincegeorge.ca
    - Invest Prince George website: investprincegeorge.ca
    - Civic Centre website: princegeorgeciviccentre.ca
    - CN Centre website: cncentre.ca
- **Accessibility Audit & Updated Design**: While the City opted to retain its existing design, Upanup conducted an accessibility audit and recommended design adjustments to enhance the website's accessibility.
- **Sitemap Recommendations**: After the accessibility audit, a new sitemap was proposed to improve navigation, streamline content organization, and enhance the user experience for all visitors.
- **Training**: Upanup provided two comprehensive training sessions, including CMS administration and content training.
- **Internal Beta Testing & Launch**: Upanup conducted internal testing with City staff to test functionality to ensure a smooth, successful public launch.

Unique Aspects of the Website

Text Size & Language Adjustment Capabilities

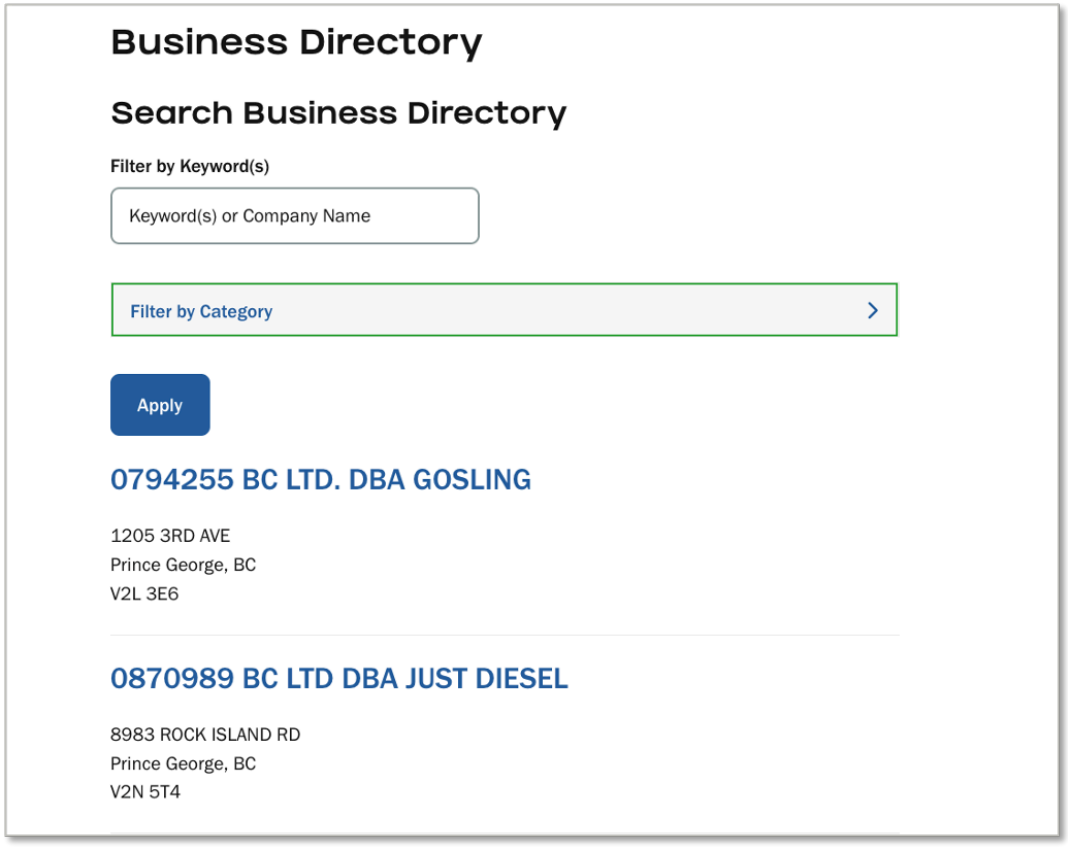
The website was integrated with GTranslate to provide multilingual functionality, offering languages selected by the City. Additionally, a text size adjustment feature was incorporated into the design. Both options are prominently displayed in the header for easy access across the site.

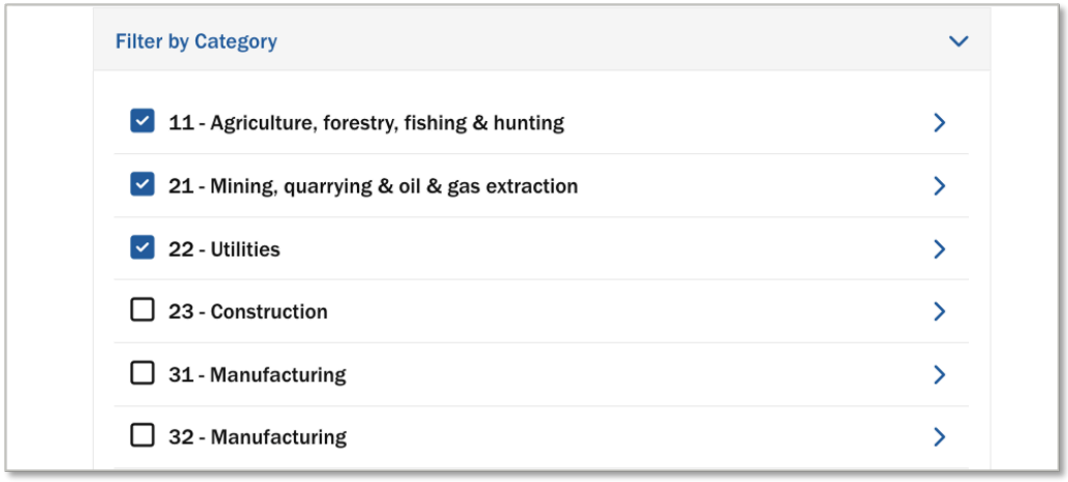


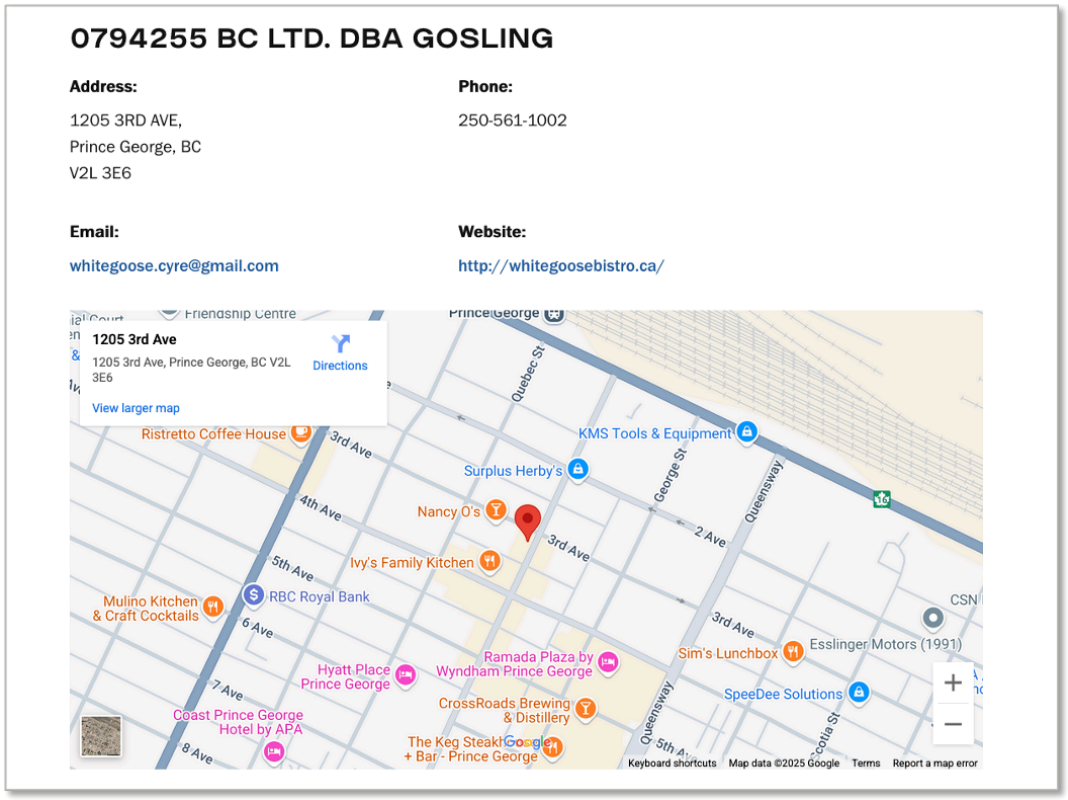
Business Directory Content Type

Unlike the legacy website, which relied on a proprietary system requiring a separate ongoing subscription for the Business Directory module, Upanup redeveloped the directory as a built-in Drupal content type, eliminating ongoing costs for the City. This enhancement also included integration with the City's Tempest permitting and licensing system, ensuring seamless synchronization of business information with the website.

The first two screenshots show the list view with filters, allowing public users to easily search for businesses. The third screenshot highlights the individual business view, displaying detailed information along with a map for location reference


Business Directory
Search Business Directory
Filter by Keyword(s)
Keyword(s) or Company Name
Filter by Category
Apply
0794255 BC LTD. DBA GOSLING
1205 3RD AVE
Prince George, BC
V2L 3E6
0870989 BC LTD DBA JUST DIESEL
8983 ROCK ISLAND RD
Prince George, BC
V2N 5T4


Filter by Category
11 - Agriculture, forestry, fishing & hunting
21 - Mining, quarrying & oil & gas extraction
22 - Utilities
23 - Construction
31 - Manufacturing
32 - Manufacturing



Final Product

The new website was launched in December 2022. We continue to support and host the City's municipal website and standalone microsites, as well as collaborate with the City on various other website enhancement projects.

City's testimonial:

> There isn't enough space to write all of the good things I'd like to say about my experience with Upanup, so I'll focus on the highlights. The communication and direction was excellent. We never felt like we weren't being heard, and Upanup is very forward with providing great ideas and solutions.
>
> — **Luke Reid**, IT Manager

Award-Winning Work

While our focus is not on pursuing awards, we are pleased to share the recognition of Upanup's award-winning website designs. The below Awards recognition list is curated for our municipal clients, highlighting Upanup's depth of expertise in that sector.

WebAward

Standard of Excellence | penticton.ca

dotCOMM Awards

Platinum | okotokstourism.ca
Gold | foothillscountyab.ca
Gold | northdundas.com
Gold | collingwood.ca
Gold | penticton.ca

W3 Awards

Silver | okotoks.ca
Silver | colwood.ca

Davey Awards

Gold | quesnel.ca
Silver | nvrc.ca
Silver | slrd.bc.ca

Hermes Awards

Gold | westvancouver.ca
Gold | 100milehouse.com
Gold | cityofgp.com
Gold | rdno.ca
Gold | fortstjames.ca

Vega Awards

Centauri | notl.com
Centauri | delta.ca
Centauri | investsurrey.ca
Arcturus | smithers.ca

AVA Awards

Gold | rdno.ca
Gold | collingwood.ca
Gold | abbotsford.ca
Gold | ylw.kelowna.ca
Gold | investsurrey.ca
Gold | vernon.ca
Gold | okotoks.ca
Gold | csrd.bc.ca

Communicator Awards

Excellence | clearview.ca
Distinction | 100milehouse.com
Distinction | discoversouthcariboo.ca
Distinction | king.ca
Distinction | abbotsford.ca

Marcom Awards

Gold | barrie.ca
Gold | smithers.ca
Gold | smallhallsfestival.ca
Gold | miabc.org
Gold | comoxvalleyrd.ca



5. Client References

Upanup is please to provide the below client reference examples. Additional reference examples are available upon request!

Reference #1 - Puget Sound Regional Council (PSRC), Website Redesign & Development	
Company Name:	Puget Sound Regional Council (PSRC), Washington
Company Address:	1201 Third Avenue, Suite 500, Seattle, WA 98101-3055
Contact Name:	Carolyn Downs, Senior Communications Specialist
Contact Information:	Phone: 206-852-1268; Email: cdowns@psrc.org
Date Project Started:	January 10, 2022
Description of Assignment:	The Puget Sound Regional Council ("PSRC") plays a vital role in shaping the future of one of the fastest-growing regions in the United States. Representing a dynamic network of cities, counties, ports, and transit agencies across the central Puget Sound area, PSRC supports sustainable growth, economic vitality, and transportation planning for over 4 million residents. With a broad and engaged audience relying on its digital presence, PSRC needed a modern, accessible website that clearly communicates data, policies, and initiatives to interested parties and the public alike. Upanup selected the PSRC project as a relevant example due to its alignment with the City's priorities around accessibility, regional service delivery, and clear communication of complex content. Like the City, PSRC serves a diverse and growing population, requiring an intuitive, user-focused website that supports strategic planning and public engagement. This project demonstrates Upanup's expertise in delivering modern, accessible designs and scalable websites for government organizations with a broad range of user groups and content needs. Upanup hosts the website and provides ongoing support and maintenance services, ensuring the site functions smoothly and stays secure on an ongoing basis.

Reference #2 - City of Port Coquitlam (portcoquitlam.ca), Website Redesign & Development	
Company Name:	The City of Port Coquitlam, British Columbia
Company Address:	2580 Shaughnessy Street Port Coquitlam, BC V3C 2A8
Contact Name:	Ximena Ibacache, Manager of Communications & Administrative Services
Contact Information:	Phone: 604-927-5499; Email: ibacachex@portcoquitlam.ca
Date Project Started:	April 22, 2024
Description of Assignment:	The City of Port Coquitlam engaged Upanup to redesign their municipal website, portcoquitlam.ca. The City was looking for an attractive, intuitive, service-oriented and accessible website on a user-friendly CMS that would make content management easier for staff. To meet the City's needs, Upanup designed and developed a custom site on the Drupal platform, including engagement activities with the City's community. At the beginning of the project, Upanup facilitated a community survey to gain website feedback from public users and ensure the design would meet the community's needs. We also conducted one-on-one usability testing sessions later in the project, helping further refine the final design. Since the legacy site had a large volume of content, Upanup conducted a content audit (including recommendations to edit, consolidate, or remove content before migration) and provided a new, user-focused sitemap to ensure users can easily access the City's information and resources. The new website features a clean, modern design that spotlights the City's unique story and values. It provides robust functionality, including integration with Microsoft Entra ID to allow single sign-on for staff. The site was built to comply with WCAG 2.2 Level AA and follows Responsive Web Design (RWD) guidelines, offering an optimal and consistent user experience across devices. We continue to provide post-launch, ongoing website support and hosting services to the portcoquitlam.ca website.

Reference #3 - Wellington County (wellington.ca), Website Redesign and Development	
Company Name:	Wellington County, Ontario
Company Address:	74 Woolwich St., Guelph, ON N1H 3T9
Contact Name:	Rachel Wilson, Manager, Privacy and Information
Contact Telephone Number:	Phone: 519-400-3315; Email: rachelw@wellington.ca
Date Project Started:	• Municipal website: August 3, 2023 • Library website: November 22, 2023 • Museum & Archives website: November 22, 2023
Description of Assignment:	Upanup collaborated with Wellington County to redesign its primary municipal website, along with dedicated subsites for the Wellington County Library and Wellington County Museum & Archives. The goal was to create a seamless, user-friendly digital experience while ensuring accessibility, performance, and efficient content management for County staff. The project focused on improving information architecture, streamlining navigation, and enhancing content organization to help users easily access government services, library resources, and museum exhibits. Built on Drupal, the new websites offer a scalable, secure CMS, allowing staff to update content with ease while ensuring WCAG 2.1 AA accessibility compliance. Optimized for performance and mobile responsiveness, all three sites deliver a modern, accessible user experience. The municipal website has a custom design and development approach and features an intuitive menu, enhanced search, intuitive calendar, and integrations with Single Sign-On (SSO), email subscription, GTranslate for multilingual capability, and payment processing. The Library website is a turn-key, hosted solution and provides seamless access to digital catalogues, event listings, and online services. The Museum & Archives is also a turn-key, hosted solution and showcases exhibits, archives, and educational resources.

	Upanup continues to provide ongoing hosting and support for the County's websites to ensure long-term success.

6. Proposed CMS Platform Summary

Proposed CMS Platform Summary

Upanup proposes **Drupal** as the CMS platform for the City of Joplin's website redesign. Drupal is a leading open-source platform trusted by government organizations worldwide. Its proven track record in the public sector makes it a reliable and future-ready solution, well aligned with the City's goals for a secure, scalable, and citizen-focused digital presence.

Unlike proprietary SaaS-based platforms, Drupal is fully open-source. This means the City will retain complete ownership and control of its website and data, avoiding vendor lock-in and recurring licensing fees. Drupal's modular architecture allows seamless integration with a wide range of third-party systems — including CRM, GIS, payment gateways, and engagement tools — which is particularly valuable for municipalities seeking to consolidate and modernize services.

From a technical perspective, Drupal is highly regarded for its robust security framework, maintained by a global community of contributors and a dedicated security team. Its scalability ensures that the City's site can handle both day-to-day traffic and sudden spikes in usage during critical public communications. Drupal also excels in accessibility, multilingual support, and mobile responsiveness, aligning with best practices for modern government websites.

Upanup's certified Drupal developers and digital strategists will oversee the implementation, drawing on extensive experience delivering municipal websites across North America. Post-launch, the City will have flexibility: staff can manage routine content updates with Drupal's intuitive editorial tools, while (if desired) Upanup can provide ongoing support, upgrades, and security maintenance as a trusted partner. This hybrid model ensures both in-house autonomy and expert contractor support, tailored to the City's evolving needs.

CMS Overview

- **CMS name:** Drupal (latest version, which will likely be Drupal 11).
- **CMS type:** Open-source (no ongoing fees like a SaaS proprietary system).
- **CMS hosting:** US-based AWS
- **CMS popularity:** Over 50% of the world's government websites use Drupal — spanning over 150 countries.
- **CMS fit for the City of Joplin:** We recommend the Drupal CMS for the City of Joplin given its flexible, open-source framework that empowers local governments to integrate seamlessly with multiple systems while adapting to evolving community and departmental needs.
- **CMS contractors**: No third-party contractors will be used; the contract with Upanup is solely with Upanup.

CMS Details

Our mission is to create a website that not only meets the City's current needs but also allows you to adapt to new technology and trends as your organization grows. Using Drupal, our proven custom approach provides key features designed for public-sector organizations. The new website will also provide consistency between pages (the website will include several built-in, pre-styled content types, and the ability to create landing pages for campaigns for increased credibility).

The Drupal platform is a world-class framework with next to no limitations and is an open-source CMS that is supported worldwide. Drupal is secure, stable, scalable, accessible, flexible, and configurable—an ideal platform for organizations with diverse staff and audiences. Your new website built on Drupal will provide scalability and can be easily updated and expanded in the future as needed.

Not all Drupal sites are built the same. Over the years, Upanup has tailored and refined our build of the platform to deliver a seamless and intuitive content management experience to our clients, with proven features and functionality for unique organizations like yours. Your staff will find the back end easy to use, regardless of their

technical abilities, and Upanup will train your team in effective website and content management to help you make the most of your new platform.

Features & Functionality Included

The City's new website will include all of the following features and functionality.

- **Mobile** optimized design.
- **Editable** homepage and flexible inside pages.
- **News/Announcements/Notices and News Releases, Alerts, Events Calendar, and Meeting** content types.
- **Directories** for contacts, and businesses.
- **Webform** functionality included (the City can create as many online forms as desired).
    - Turnstile online form challenges, to help reduce spam submissions.
    - Also see the Content Migration scope item, for which webforms come included in the build.
- **Website search** that searches the whole website (note: if separate sites need to be searched as well, please inquire about options).
- **Media** library with optional categories and tags. Media can include documents, audio files, images, and videos.
- **Optional 'dark site'** functionality for emergencies.
- **Easy-to-use** content management system (Drupal 10), with control over page layout and content (e.g. add quick links or accordions on any page).
- **Advanced content management** such as URL redirects.
- **Menu** structure management. Can be restricted to certain users.
- **Staff workflow** and user roles with different levels of site access.
- **Web accessible,** designed and built to WCAG 2.2 Level AA, with built-in accessibility checker and reading-level rating to help with ongoing compliance.
- **Stale Content report** to help keep the site up-to-date.
- **Schedule transitions**, such as pre-setting a news item to publish at a certain date/time.
- **Safety features**, such as a 'trash' which puts deleted items into a holding place for a month before removing.
- **Performance**: memcache, minification, and critical CSS configurations for optimal page loading speeds.
- **Security**: password strength and login policies to reduce authentication vulnerabilities and prevent login form abuse.
- **Translation** (optional): multilingual/translator using Gtranslate.

7. Other Proposed Solutions

Optional Add-Ons

Below we have outlined a few optional add-ons not currently in scope, that are available to the City to be added onto the project for additional fees and timeline if desired.

1. **Staff Intranet; $ + ongoing platform fees**
   Upanup's CiviKit staff intranet solution offers internal organization at its finest. It will help streamline your organization's in-house communication and processes. Our platform is easily accessible, robust, and simple to maintain while helping to connect, inform, and engage your staff. It can even connect with your existing website for a more streamlined workflow.

   An intranet built with best practices will inspire improved communication throughout your organization; our CiviKit Intranet solution by Upanup is built on Drupal and focuses on user experience (UX) to ensure your team can easily navigate the site and find information which will encourage the following:
   a. Employees from any department or team to share their knowledge and relevant data. This will encourage employees to grow as individuals and act as an informal cross-training strategy.
   b. Employees can not only share information but also provide feedback. Ensuring communication goes both ways is extremely important for making progress in any organization.
   c. Centralized communication to reduce the number of emails and meetings making more efficient use of everyone's time.

2. **Custom Technical Website Guide; $10,000**
   A custom technical website guide will have step-by-step instructions specific to the City's exact website design, features, and functionality – such as screenshots, hot-to descriptions, and more.

8. Scope of Work Responses (Tiers 1–3)

Overview

Upanup understands the City's desire to move away from their existing monolithic CivicPlus platform towards a secure, scalable, headless or decoupled architecture that delivers exceptional user experiences across web, mobile and IoT. Our team has delivered more than 300 municipal websites across North America and is confident that we can meet—and in most cases exceed—the City's requirements within the City's $250,000 budget.

Important Note For the City

We kindly ask the City to note that all information provided in this proposal refers to the website redesign and development of joplinmo.org, unless we have specifically stated/referred to the Bike Park website.

Approach Strategy

V2: Accordions have been added to condense the online view.

Accordion

Proposed Methodology

The City's project will follow Upanup's proven multi-phased project approach, refined over hundreds of successful website launches: Planning, Design, Implementation, Preview, Testing, and Launch Approval. This is a waterfall approach, with each phase successfully building on the last.

Project Approach

- **Custom Design Approach**
  We understand the importance of designing a website that is both flexible and forward-looking; the new website will be custom-designed using a UX lens so that it meets your users' exact needs and the City's goals and branding (e.g. logos, colours, font).
- **Proposed CMS**
  Your project will benefit from the globally-trusted Drupal platform. Drupal is a free, open-source platform trusted by high-profile organizations worldwide that offers excellent long-term benefits and wide-ranging support. For the proposed template approach, there are no associated ongoing license fees.
- **Project Management Style**
  We prioritize open communication, flexibility, frequent check-ins to help keep the project on track, and recommendations informed by our extensive experience, all to ensure project success and goal achievement. We focus on fostering positive, lasting relationships where our clients feel comfortable providing feedback. The project team will immerse themselves in the City's unique narrative, understanding those it serves and embracing its vision for the future to create a website solution that provides a true reflection of the City's vision, mission, and core values.
- **Accessibility**
  As a leader in accessibility and user experience, we take a user-focused approach to create solutions that are accessible to all and support to our clients in creating compliant content for their audiences. At Upanup, we are committed to creating web solutions that are accessible for people with disabilities, and we will design and build the new website to comply with **WCAG 2.2 level AA** guidelines. The website will also include a built-in accessibility checker tool that scans site content to help staff maintain accessible content going forward.

Proven Implementation

Through many years of experience building digital solutions for various municipal organizations, Upanup knows that each client's needs are unique. Open communication is key to completing a successful project and reaching your goals.
The Proven implementation for many of the detailed line items in the below Scope of Work are covered within this proposal under the experience summary, client case studies, awards list, or references. However, if the City would like further detailed examples on the below, please inquire anytime.

Management Strategies

Upanup will apply a proven waterfall project management approach, ensuring a structured and efficient process for the City of Joplin's website redesign. The project will progress through clearly defined phases—Planning, Design, Implementation, Preview, Testing, and Launch—where each phase builds upon the successful completion of the previous one. This phased methodology, refined through hundreds of website launches, minimizes risks, provides predictability, and ensures that milestones are consistently met with quality outcomes.
To maintain alignment and foster a strong partnership, transparent and frequent communication will be prioritized. During the Planning phase, Upanup will provide a detailed project schedule and project briefs for City feedback, ensuring early engagement with key interested parties and buy-in on key deliverables. The City will be supported by a dedicated project manager who coordinates all activities, supported by Upanup's senior leadership team. Our project management approach is based on the PMBOK framework and reinforced with professional tools that ensure seamless collaboration, even during staff transitions or absences.

Upanup also leverages virtual collaboration tools to create efficiency and accessibility throughout the project. The City will be provided with a centralized online document hub (e.g., Google Drive or Dropbox) for easy access to all project materials, as well as interactive design previews in Figma, where feedback can be given directly on the website mockups. This digital-first collaboration process ensures clarity, accelerates feedback cycles, and allows the City to remain engaged and informed at every stage of the project.

Timeline, Training and Support Resources

As requested in the Approach Strategy section of the RFP, Upanup has also included in this proposal the Timeline and Training/Support Resources -- both detailed further in sections below.

3.1 General Statement (Page 30)

Accordion

The below proposal section provides a point-by-point response to the City of Joplin's 2025 RFP, covering the Tier 1, Tier 2, and Tier 3 requirements across all scope areas. It demonstrates how Upanup meets each requirement, explains optional features and provides alternatives when full compliance is challenging, all within the specified budget.

The following section includes text directly copied from the RFP. Responses from Upanup are outlined clearly below, with additional clarification noted from Upanup as needed throughout.

3.1 General Statement

Upanup **confirms** that we will design and implement an award-worthy website, and that the CMS is easy for everyday communications staff to manage, and end result will be improved usability and accessibility for the public website(s) visitors.

Upanup **clarifies** that we will apply to 2-3 awards upon project completion (exact recommendations can be discussed with the City).

The City's RFP notes that the selected consultant is responsible for delivering an **award-worthy, user-friendly website** built on a **robust, flexible, future-proof CMS** and designed to empower the City's communications staff while improving site usability, accessibility, and maintainability. Upanup embraces this vision, and commits to designing and building a modern, best-in-class web presence that meets and exceeds these expectations.

- **Award-winning quality:** We will **custom-design** the primary municipal website and the Bike Park site to meet current design and usability standards. Once launched, Upanup will help the City submit the new website(s) to 2–3 relevant industry awards (e.g., MUSE Creative Awards, WebAwards, Davey Awards) to ensure recognition and benchmarking against best practices.
- **Empowering City staff:** Our solution uses Drupal, which can support a decoupled/headless architecture, allowing the CMS to serve as a single source of truth for all digital experiences. Non-technical staff will have an intuitive authoring experience, enabling them to create, edit and publish content without developer intervention. Clear workflows and permissions will ensure autonomy with appropriate oversight.
- **Future-proof & maintainable:** Drupal's open-source ecosystem and API-first design enable continuous upgrades and innovations. Component-based development allows the City to add new features over time without costly redesigns. Upanup's maintenance and support services will ensure the site stays secure, accessible and up-to-date.

3.1.1 Intuitive Navigation

The RFP requires the site's information architecture to shift from department-based navigation to a **service-oriented, user-journey-based** structure and to support multiple methods of page discovery. Upanup's approach focuses on clarity and efficiency:

RFP requirement	Upanup Response
Service-oriented navigation – reorganize content around residents', businesses' and visitors' tasks rather than department ownership.	Upanup will conduct stakeholder workshops and user research to map typical user journeys and tasks. We will create a new information architecture that emphasizes services, life events and actions (e.g., "Pay a fine," "Report an issue") rather than departmental silos.
Minimize clicks & confusion – ensure users can quickly find information and complete tasks.	Through strategic menus, contextual quick links, and prominent calls-to-action, we will reduce the number of clicks required to reach key information. A robust site-wide search with predictive suggestions and filtering will support "find-first" behaviour. Breadcrumbs and clear headings will orient users throughout their journey as needed.

RFP requirement	Upanup Response
Multiple discovery methods – global navigation, secondary menus, footers, and an effective search.	Upanup will design a consistent global navigation bar with top-level categories aligned to users' tasks. Secondary navigation panels, footer links, and contextual side menus will provide alternative pathways. Our Drupal implementation includes an intuitive search option (e.g., Solr) for improved accuracy when fetching results.

3.1.2 Visual Design Aesthetic

We recognize the City desires a **component-based design system** aligned with **atomic design principles** and a **modern, community-reflective visual identity** comparable to best private-sector experiences. Upanup's design process delivers the following:

RFP Requirement	Upanup Response
Component-based design system & atomic principles	Upanup will develop a **custom design system** comprising colours, typography, buttons, form fields, organisms (header, footer, card patterns), content types and pages. This system can be documented and integrated into Drupal's layout-builder and design library so City staff can assemble pages from pre-built components while maintaining visual coherence.
Modern, community-reflective visual identity	We will work with the City to refresh or reinforce Joplin's digital brand, leveraging local imagery, colours and typography that resonate with residents and visitors. Our creative team will craft a contemporary look and feel that communicates trust and warmth. The design will reflect private-sector standards, ensuring the user experience feels polished and current.
Consistent patterns across all pages	The design system will be incorporated into the CMS, allowing editors to reuse elements across pages if desired. This ensures consistency and reduces technical debt. Uniform styling is typically followed when new components are added.

3.1.3 Accessibility

Upanup shares the City's belief that accessibility is a top website priority; the RFP mandates an **accessibility-first design and development methodology** that complies with ADA, Section 508 and **WCAG** standards, with aspirations to meet **WCAG 2.0/2.1 AA** minimum and AAA where possible. Upanup is a recognized leader in accessible design and commits to the following:

RFP Requirement	Upanup Response
Accessibility-first methodology	Our design and development lifecycle embeds accessibility from the outset. Design mock-ups are reviewed for colour contrast, keyboard navigation and screen-reader friendliness. Development includes semantic HTML, ARIA attributes, and responsive layouts. Our QA process involves using tools and manual testing with assistive technologies.
Compliance with ADA/Section 508 and WCAG (AA/AAA)	Upanup adheres to **WCAG 2.2 Level AA** as the baseline and strives for AAA where achievable. Features include skip-navigation links, high-contrast options, resizable text, accessible forms, and captioned media. We will provide documentation detailing how each criterion has been addressed and supply a Voluntary Product Accessibility Template (VPAT) upon request.
Coaching & procedures for City staff	We will develop accessible content guidelines and deliver virtual training for City editors, ensuring they understand general accessibility requirements, heading structures, link descriptions, and colour usage. Drupal's built-in **accessibility checker** will limit options that could produce inaccessible content. Upanup offers optional **accessibility**

RFP Requirement	Upanup Response
	maintenance packages and updates as part of our ongoing support services - please inquire directly for more details.

3.1.4 Mobile-First

Upanup's websites are designed to provide a comfortable, **mobile-first experience** (device agnostic) while maintaining excellent layouts across all screen widths. Upanup's approach ensures:

- **Mobile-first design and testing:** Our designers will ensure core information and actions are readily accessible on small screens, so pages automatically adapt to tablets, laptops and desktops.
- **Progressive enhancement:** Essential functionality will work on all devices. Performance optimization (minified assets, caching, lazy loading) ensures quick load times for mobile users.
- **Cross-device consistency:** The design system will enforce consistent styles across breakpoints.

3.1.5 Reduction of Paperwork

We recognize the City's emphasis on the ability for its main website to enable customers to conduct business with the City online without necessarily having to visit a facility, and provide backend tools for staff to manage transactions and records. Upanup's solution leverages digital forms, workflows and integrations to reduce paperwork, as outlined below:

RFP Requirement	Upanup Response
Easy-to-navigate online processes	Upanup will implement interactive webforms (as outlined in scope) for common services, such as permit applications, and facility bookings. Forms will include clear instructions, and can include in-form validation to reduce errors.
Encourage online transactions	We will integrate e-commerce with the City's chosen payment gateway provider (e.g. Moneris) to allow residents to pay fees, fines or taxes online. The site can support account creation where users can track submissions, payments and status updates.
Robust backend tools for staff	Through Drupal's content moderation and workflow modules, City staff can manage submissions, route requests to appropriate departments, add internal notes, and archive records. Role-based permissions help ensure only authorized staff view sensitive information.

3.1.6 Websites In Scope

Upanup acknowledges the City's project will include a replacement of **joplinmo.org,** and a new, custom-designed website for the **Joplin Bike Park**. With this in mind, Upanup confirms the following:

- We will redesign joplinmo.org using the service-oriented architecture described above. We understand the City prefers a headless CMS option, which we can provide using Drupal. Our design will be flexible enough to accommodate departmental microsites and future expansion.
- We will provide a new templated **Bike Park website** using the same CMS, using Upanup's proposed **CiviKit turnkey solution**, to meet the City's desired expedited timeline. Please note the templated design component is part of the overall website implementation.

3.1.7 Headless CMS Preferred

We understand the City prefers a headless CMS that houses all public-facing content in a single, future-proof repository so new digital experiences can be built without migrating content. Upanup's proposed solution for **JoplinMO.org** aligns with this vision as follows:

RFP Requirement	Upanup Response
Single content warehouse for websites, mobile apps & IoT	Upanup recommends **Drupal** configured as a **decoupled/headless CMS**. The CMS will serve structured content to multiple front-end applications. Content is stored once and can be reused across channels.
Future-proof & continually updated	Drupal's active open-source community provides regular security and feature updates. The City will benefit from long-term stability without proprietary lock-in or licensing fees. Upanup will follow a proven workflow for safe updates and automated testing.
Freedom to redesign without content migration	In a decoupled architecture, the front-end is separate from the CMS. This allows the City to refresh the site's look and feel or build new digital experiences (e.g., mobile apps) without migrating or restructuring content. Upanup will design flexible content models and taxonomy that accommodate future growth. Please note to meet this request, Upanup will conduct a detail planning meeting(s) with the City at the project outset to confirm needs and next steps.

3.1.8 Additional Websites to Be Replaced

The RFP lists several smaller websites that may be consolidated into the new CMS. Upanup's approach respects the City's desire for efficiency while being able to support each site's unique page content - amalgamating content into the main City website.

Website & RFP Requirement	Upanup Response
JoplinCDBG.com – migrate to a landing page, major project page or normal pages	Upanup will migrate relevant content from JoplinCDBG.com into a dedicated Community Development section of joplinmo.org (as outlined within the scope parameters for content migration). This section can include a sign-up option if desired by the City.
Joplin-Museum.org – replace and supersede the current site, allow Museum staff and volunteers to manage content	Upanup can create a Museum section within the CMS (main website), allowing authorized users to manage content. Museum staff can have delegated user roles allowing them to manage exhibits and events, while the City webmaster retains overarching control.
FlyJoplin.com – currently the City's best-designed property; convert to a sub-site/microsite with airport marketing firm access	We can build an Airport section within the CMS (main website), accomodating dedicated content types (as outlined in scope). The CMS can permit external marketing partners can be granted editor access limited to the airport content, ensuring other areas remain unaffected, if desired by the City.
JoplinGolf.org – determine whether to replace due to integration with golf course management software	Upanup will consult with the City to evaluate the feasibility of integrating content from the golf management system with the new CMS. We can develop a landing page in scope within the CMS. If the current site remains separate, we will ensure the main site links away to the golf site.
VisitJoplin.com – out of scope but ensure CMS can accommodate future migration	Our headless CMS architecture can support additional sites. If the City chooses to migrate/merge VisitJoplin.com into the main CMS in future, we would be happy to discuss this option with the City and provide a separate quote for the potential work.

3.1.9 Sub-Sites/Microsites/Department Landing Pages:

We acknowledge that the City's RFP provides a list of up to 23 sub-sites or department landing pages with unique navigation and branding considerations. Upanup's flexible architecture accommodates what the City seeks as follow

(please note however, we typically recommend a cohesive look and feel across the main municipal website for accessibility, user-friendliness, and navigation considerations).

- **Flexibility for microsites:** Drupal's multi-site and domain access modules allow us to create dedicated website sections, or connect with microsites.
- **User roles & permissions:** We will configure granular roles so that department staff (e.g., Airport marketing, Police recruitment) can manage their own content without affecting other sites. The City webmaster retains global oversight.
- **Domain management:** Upanup will assist with acquiring and configuring the required domains (e.g., JoinJoplinPolice.com, JoplinRecycles.com). Our domain strategy consulting will ensure SEO best practices and prevent page spoofing.
- **Scalable navigation structure:** For each landing page (e.g., Airport, Police, Fire, Health, Parks & Rec, Transit, Recycle & Waste, Bike Park, Museum, JATSO, Arts & Culture, Government, Business, Resident, Jobs, City Council, Boards & Commissions, Planning & Development, Public Works, Sewer Utility), we can provide user-friendly navigation that reflects the City's needs while maintaining consistency with the overall design system.

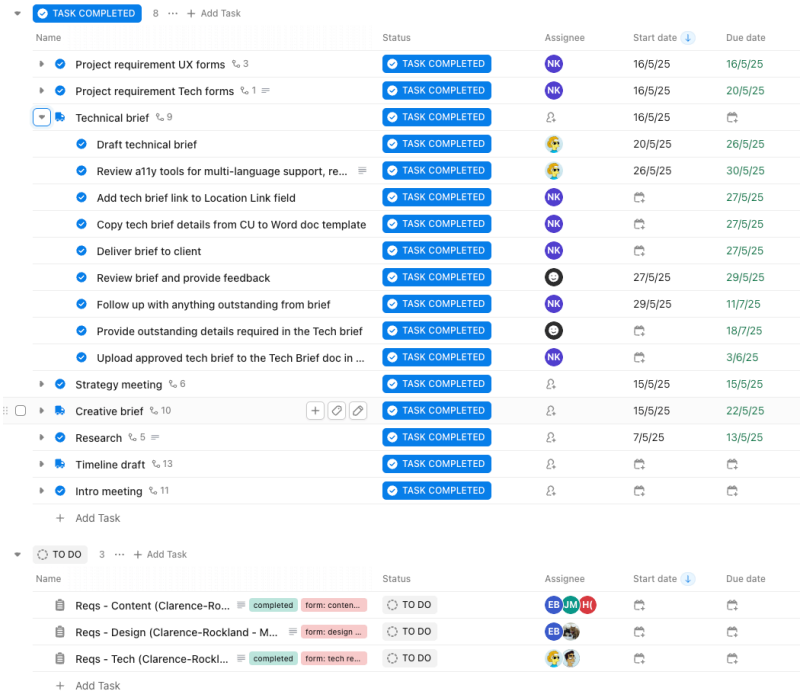
We will discuss the City's vision for each of these existing sub-sites/landing pages, and outline next steps for incorporating these into the new main website, within our proposed scope parameters at the project outset.

Upanup is excited about the possibility to partner with the City of Joplin on this transformative digital solutions project. By leveraging our experience in municipal web design, our commitment to accessibility and usability, and our expertise with Drupal, we will deliver an exemplary, service-oriented website ecosystem that empowers City staff, and serves the community for years to come.

3.2 Strategic Planning & Discovery — US$ 22,000

3.2.1 Tier 1 Priorities (Page 33): — US$ 12,000

Please find Upanup's initial responses below.

RFP Requirement	Upanup Response
3.2.1.1 Project management, timeline and process – the consultant must have a proven record of success and develop a detailed project timeline with checklist soon after project initiation.	**Meets.** Upanup has delivered 300+ government projects over 12 years. Our PMP-certified project manager will lead the engagement using a phased approach—discovery, information architecture, design, development, testing and launch—with a detailed timeline, project milestones, and deliverable checklists. We employ proven practices with strategic planning and frequent check-ins to keep the project on track. Upanup **confirms** that we have the experience and capacity, and proven track record for all of the above. To show the level of detail that Upanup plans with our projects, see the below. This is just one website project, and just the '**planning and strategy**' phase of that project. It shows tasks, subtasks, assignees, statuses, dates. There is much more detail within the project management software itself; this is just an overview, to provide the City with a sense of Upanup's planning, communication, and organization. 
3.2.1.2 Solutions consulting – provide trusted advice on software and technology, including security	**Meets.** Upanup's strategy team evaluates technology using a vendor-agnostic lens. We recommend a headless CMS built on open-source Drupal or a MACH-compliant platform, combined with

RFP Requirement	Upanup Response
best practices, accessibility, mobile apps and IoT experiences.	best-in-class SaaS tools for payments, alerts and digital engagement. We will advise on security (SSO, MFA, FedRAMP-certified hosting) and ensure compliance with WCAG 2.2/2.1 standards, ADA and Section 508. Our consultants will also outline future opportunities for mobile apps and IoT integration through API-first architecture. Upanup **confirms** that we have completed 100's of similar projects, and will provide advice/recommendations throughout the process.
3.2.1.3 Policy/procedure consulting – assist with developing content governance policies, consistent naming conventions, information architecture and staff training.	**Meets.** We will facilitate workshops with departmental stakeholders to define content governance (roles, naming conventions, approval workflows). Upanup's content strategists will reorganize content around user needs, producing a sitemap and taxonomy that staff can maintain. Deliverables will include a governance guide and training materials detailing how to create, approve and archive content, ensuring long-term consistency. Upanup **confirms** that we will be a strategic long-term partner to the City, and that we have extensive experience with content migration/management/organization for municipalities. Below is a summary of our content migration process, for example. 

☑ 3.3.2 Tier 2 Priorities (Page 34): USS 5,000

Please see Upamup's initial responses below.

RFP Requirement	Upanup Response
3.2.2.1 .Gov domain transition – assist with acquiring and transitioning to a .gov domain.	**Meets.** Upanup has experience assisting US local governments with transitioning to .gov domains. We can coordinate with the federal General Services Administration to register joplinmo.gov, configure DNS records, update SSL certificates and ensure SEO redirects from joplinmo.org.
3.2.2.2 Domain strategy consulting – recommend additional domains/aliases and budgeting for procurement.	**Meets.** We will perform competitive analysis and search-engine research to identify protective domain names (e.g., visitjoplin.gov, bikejoplin.gov) and propose a cost-effective acquisition plan through GoDaddy or another registrar. Our recommendations will include annual renewal costs.
3.2.2.3 DNS hosting – recommend a DNS solution since CivicPlus currently manages DNS.	**Meets.** We recommend migrating DNS management to an enterprise-grade provider such as AWS Route 53 or GoDaddy Premium DNS.

☑ 3.3.3 Tier 3 Priorities (Page 35): USS 5,000

Please see Upanup's initial responses below.

RFP Requirement	Upanup Response
3.2.3.1 Onboarding meeting & discovery process – describe the kickoff and discovery phase.	**Meets.** Upanup begins every website redesign project with a detailed strategy meeting with the client to confirm needs and goals. Because the RFP calls for expedited discovery, we will leverage the City's existing research and focus our efforts on gaps. If the City would like additional services to expand on the proposed discovery process, Upanup recommends interviewing key staff, and adding testing such as sitemap testing; please inquire for details on how this could affect the scope/price/timeline.
3.2.3.2 Project management tools – recommend tools (e.g., Trello or Monday.com).	**Meets.** Our team primarily uses ClickUp for internal project management, and additional tools as needed depending on project/client needs.

3.3 Architecture & CMS USS 35,000

The RFP expresses a strong preference for a **headless architecture** and lists 65 CMS features across Tier 1–3. Upanup recommends **Drupal** as the core CMS, delivered either headless or as a decoupled implementation using React or Next.js for the front-end. Drupal satisfies all Tier 1 requirements and many Tier 2/3 items through its modular architecture

and vast ecosystem. Where functionality is not available out-of-the-box, we will build custom modules or integrate third-party services. The table below summarizes each requirement and our response.

3.3.1 Tier 1 CMS Priorities (Page 35): USS 20,000

Please see Upanup's initial responses below.

Section #	RFP Requirement	Upanup Response
3.3.1.1	**Multiple websites, mobile apps and IoT experiences** – manage multiple sites and channels from one CMS.	**Meets.** Drupal's multisite and content API features allow a single CMS to serve joplinmo.org, microsites (e.g., bike park), mobile apps and future IoT devices. Content types and taxonomies can be syndicated across channels, while each site retains its own theme and permissions.
3.3.1.2	**Intuitive visual editor (WYSIWYG) with drag-and-drop components**.	**Meets.** Upanup's implementation includes a modern, WYSIWYG visual page builder (Layout Builder or Paragraphs in Drupal) that offers drag-and-drop components (aka content rows that can be arranged in any order desired), live preview and inline editing. Non-technical users can build pages without code.
3.3.1.3	**Easy management of UI styles** – central control of typography, colors, icons and buttons with restricted access.	**Meets.** We can implement a centralized design system in Drupal using Theme Settings and configuration management. Only administrators can update style variables (fonts, colors, icons) and override CSS when necessary. Style changes can propagate across sites without the need for senior-level developer intervention.
3.3.1.4	**Custom favicon by page** – ability to set different favicons for departments.	**Meets.** We can extend Drupal's theme to allow per-node favicon fields. Department pages can specify alternative icons (e.g., Fire or Police patch), while the default "J-con" appears site-wide.
3.3.1.5	**Image compatibility** – support JPG/JPEG, PNG, GIF, WebP, AVIF, TIFF, SVG and HEIC.	**Meets.** Drupal's Media module supports all common formats, and we will configure additional MIME types (including AVIF, HEIC) through ImageMagick or Cloudinary integration.
3.3.1.6	**Copy-and-paste text stripped of formatting**.	**Meets.** With Drupal, the editor can sanitize pasted content using a filter to remove external formatting (Microsoft Word styles), ensuring consistent typography.
3.3.1.7	**Drafting content** – support draft states, approvals and publishing status.	**Meets.** Drupal's Workbench Moderation module provides draft, needs review, scheduled and published states. Editors can save drafts without publishing.
3.3.1.8	**Autosave progress** – autosave page edits and recover unsaved versions.	**Meets.** Autosave functionality will be enabled via the Autosave Form module. It stores interim drafts automatically and alerts editors to recover previous versions after timeouts.
3.3.1.9	**Content lifecycle support** – create, draft, approve, publish, unpublish and archive.	**Meets.** Upanup implements a robust workflow using moderation states. Archiving and scheduled unpublishing are configured per content type, and administrators can restore archived items.
3.3.1.10	**Modular content components** – scalable, reusable components with	**Meets.** We can leverage Drupal Paragraphs to build reusable widgets (e.g., hero banners, call-outs, accordions). Components are tied to the design to prevent style deviations.

Section #	RFP Requirement	Upanup Response
	design system enforcement.	
3.3.1.11	**Ability to create custom page templates** – high-level users can create templates and include interactive components anywhere.	**Meets.** Using Layout Builder, administrators can create page templates and add unique components, including forms, maps or media. Templates are version-controlled and exportable for reuse across sites. Upanup will include content types in the website build, which will be discussed and determined during the content audit.
3.3.1.12	**Fillable forms with payments, conditional logic, hidden fields and backend reporting**.	**Meets.** The CMS includes a built-in webform builder, allowing staff to create unlimited custom webforms with many options for formatting, including conditional logic. We can integrate Drupal Webform with Authorize.net for payments and CentralSquare via API. Webforms support conditional logic, hidden fields, multi-file uploads and role-based permissions. Submissions can be stored in a secure database in accordance with privacy regulations for a set period of time before automatic deletion, with the possibility of exportable reports and dashboards.
3.3.1.13	**Multiple fillable forms on content pages** – not limited to one per page.	**Meets.** Drupal Webform permits embedding multiple forms on a page. We will configure blocks so editors can place forms within any layout region.
3.3.1.14	**Preview individual components**.	**Meets.** The page builder provides per-component preview; editors can toggle preview mode to view each block.
3.3.1.15	**Blueprints or component templates** – force structured content with fields for headers/body.	**Meets.** We create structured content types and paragraphs that enforce field order (e.g., H1, H2, Body). Editors complete fields rather than selecting arbitrary styles, ensuring accessibility and brand consistency.
3.3.1.16	**Share page previews prior to publishing**.	**Meets.** Drupal CMS can provide secure preview links that can be emailed to approved recipients (please note Upanup will need to discuss this request further with the City before confirming if in scope).
3.3.1.17	**Template creation with granular permission controls**.	**Meets.** Role-based permissions restrict who can create/edit templates and which components each role can access.
3.3.1.18	**Publish with approval/at-will settings** – majority of staff require approval; superusers can publish directly.	**Meets.** Our workflow enforces approvals by department managers, while superusers (Webmaster/Director) bypass approvals. Permissions are configurable per role.
3.3.1.19	**Support for multiple and custom user roles with low, mid and high-level access**.	**Meets.** Drupal provides a powerful and efficient solution for website content creation and management by allowing administrators to set up custom workflows, define permissions and roles for different users, and manage access to content at various stages of the publishing process. Drupal has great flexibility in workflows and user roles, which can be created to match the organization's internal workflow for effective website management.

Section #	RFP Requirement	Upanup Response
		For example, content editors can create and edit content while publishers can review and publish content. Permissions can be set to restrict and only allow publishers to save content in the "Published" state, while enabling editors to save content in "Draft" and "Needs Review" states. Drupal's role and permission system allows unlimited roles. We can pre-configure low-level editors, mid-level approvers and high-level administrators per the City. Drupal's roles and permissions system allows administrators to define specific permissions for different roles, such as creating, editing, and deleting content. By assigning these roles to users, administrators can control who has access to specific content and what actions they can perform on it.
3.3.1.20	**Content scheduling with calendar interface**.	**Meets.** Editors can schedule publishing and expiration dates using the Scheduler module. A calendar interface displays scheduled posts and sends reminders to reviewers.
3.3.1.21	**Visual version control** – revision history with preview and restore.	**Meets.** The City can track revisions and see revision history with their new site in Drupal. Editors can compare versions and revert to previous layouts without developer assistance.
3.3.1.22	**Content locked while editing, with timeout and forced unlock**.	**Meets.** The Content Lock module prevents concurrent edits. Locks expire after a configurable timeout, and designated administrators can override locks. Autosaved changes persist for the previous editor.
3.3.1.23	**Audit logs and change tracking** – see who made what changes and when.	**Meets.** We can enable logging modules that record actions (create/edit/delete) along with user ID and timestamp.
3.3.1.24	**Testing content across environments (staging/production)**.	**Meets.** Upanup provides separate staging and production environments. Content can be promoted through configuration management pipelines; testing occurs in staging before going live.
3.3.1.25	**Ability to change page names with redirects/aliases**.	**Meets.** Page titles and URLs can be edited by administrators. Certain modules can automatically update URLs and create 301 redirects from old paths to prevent broken links.
3.3.1.26	**Global content syndication** – update once and reflect across experiences.	**Meets.** We implement reusable paragraphs and view modes that syndicate content blocks across multiple pages and sites. Edits to a central content item propagate wherever it is referenced.
3.3.1.27	**Buttons, links & CTAs** – create and manage CTAs and icon buttons without developer involvement.	**Meets.** It is possible for editors to insert CTAs using pre-styled button components. Administrators can add new icons via our proposed FontAwesome incorporation, and deploy them across the site.
3.3.1.28	**Preview content across breakpoints**.	**Meets.** The page builder provides device preview toggles (desktop/tablet/mobile). We will also supply guidance on responsive design best practices.
3.3.1.29	**Content indexing for internal search by metadata**.	**Meets.** Drupal Search indexes content (published and unpublished) with metadata fields (author, date, tags). Editors can search by keyword, file type or taxonomy.

Section #	RFP Requirement	Upanup Response
3.3.1.30	**SEO & public searchability of content** – ensure external search engines return accurate results.	**Meets.** Upanup configures modules for meta tags, XML sitemaps and schema.org markup. We optimize on-site search to prioritize recent and relevant results and support AI-powered search. All our websites are built out with best practices for SEO (e.g., meta tags, alt tags, and title attributes). We can also include tips on how to maintain your website's SEO in the training sessions to assist City staff in optimizing SEO going forward.
3.3.1.31	**Content organization and taxonomy structure** – folders and taxonomy with metadata.	**Meets.** We will design a taxonomy vocabulary for departments, topics and document types. Content is organized within hierarchical menus and file directories accessible via an intuitive tree view.
3.3.1.32	**Automatic generation of SEO tags**.	**Meets.** The Metatag module can be incorporated to automatically generates titles and descriptions based on fields (e.g., page title, summary) but allows editors to override values.
3.3.1.33	**Custom meta tags**.	**Meets.** Editors can add custom meta tags using a dedicated interface restricted to designated, high-level users/webmaster.
3.3.1.34	**Sitemap planning & wireframing; Figma integration**.	**Meets.** We provide tools to visualize the sitemap and integrate with Figma for design review and feedback. Designs created in Figma can be translated into Drupal layouts.
3.3.1.35	**Accessibility best practices – alt-text enforcement and automated suggestions**.	**Meets.** Drupal requires alt text for images. We integrate AI-powered alt-text suggestions and run accessibility audits to ensure WCAG 2.2 AA compliance. Please note a subscription may be required for the AI component, to be discussed with the City.
3.3.1.36	**Uniform metadata timestamps (YYYY/MM/DD-HH:MM:SS)**.	**Meets.** Our CMS stores timestamps in ISO 8601 format. Listing pages will display uniform date/time metadata for sorting.
3.3.1.37	**Digital asset management (DAM) with extensive document management**.	**Meets.** We implement **Drupal Media Library** for images and documents and integrate with a DAM such as Cloudinary or FA Digital Asset Manager. Assets are organized by department folders; metadata fields (keywords, author, upload date, size) are enforced via validation rules. Bulk uploads retain folder structure.
3.3.1.38	**Image management – separate library, metadata search, file usage tracking**.	**Meets.** Images can be stored separately from documents. Administrators can see where each image appears across the site and search by keywords, date, size or resolution. Image orientation is preserved.
3.3.1.39	**Content Delivery Network (CDN)** – distributed servers for fast asset delivery.	**Meets.** Upanup utilizes a CDN to cache and deliver static assets (images, CSS, JS files) closer to users, reducing latency and improving page load times. We configure Drupal to utilize the CDN for asset delivery.
3.3.1.40	**Image resizing & focal point control**.	**Meets.** Image styles automatically generate responsive sizes. Editors can set a focal point to ensure proper cropping across viewports.
3.3.1.41	**Video upload & delivery** – support silent looping headers and longer videos.	**Meets.** Our CMS supports video uploads with configurable length and file size. Header videos can auto-play silently, while other videos

Section #	RFP Requirement	Upanup Response
		typically default to click-to-play. We can discuss the City's preferred vision during the project.
3.3.1.42	**Intuitive embedding of maps (ESRI ArcGIS & Google Maps)**.	**Meets.** In scope we will integrate ESRI and Google Maps. Editors can embed interactive maps by selecting layers or entering coordinates, with options for map type and markers.
3.3.1.43	**Staff directory with sorting/filtering**.	**Meets.** We build a staff directory content type with fields for name, department, role, contact details and photo. The directory can be filtered by last name, department or role and updated by authorized HR staff.
3.3.1.44	**Content syndication across pages and sites**.	**Meets.** Using view modes and entity reference fields, content (news, events, images) is created once and displayed across multiple locations based on category tags.
3.3.1.45	**Asset organization & navigation with tags, naming conventions and breadcrumbs**.	**Meets.** Drupal's Media Library includes folders, breadcrumb navigation and mandatory metadata fields. The file path of each asset is displayed, and intuitive back buttons maintain folder context.
3.3.1.46	**Asset search by metadata with tagging and categories**.	**Meets.** The search interface filters by upload date, modification date, file size, type, tags and keywords. Editors can assign categories and subtypes upon upload.
3.3.1.47	**Batch asset uploads via API for migration**.	**Meets.** It is possible to script batch uploads through Drupal's REST or Migrate API, to be discussed and determined during the project. Please note additional timeline/fees may apply. Note: Drupal also provides the ability to track site assets such as JPGs, GIFs, PDFs, and other files through its file management system called media library. Drupal allows you to upload files and add metadata such as names, captions, alternative text, and tags.
3.3.1.48	**Batch asset actions (move, unpublish, delete, rename)**.	**Meets.** Staff can add web assets, including documents and images, using a button or the drag-and-drop upload tool (which will allow single or multiple items upload, depending on the site's fields). Web assets can also be modified (e.g. name, location), and deleted (or unpublished) as needed. In the media library, staff can search for assets by keyword, file name, or using search filters such as media type, categories or tags. Staff can see a list view (aka table view) and thumbnail view (aka grid view) of all assets. We can also add custom fields and filters to media entities and the media manager.
3.3.1.49	**Search result optimization – daily recrawling, relevance ranking, Boolean support, typo tolerance and search analytics**.	**Meets.** We use **Search API Solr** for advanced search, which supports this request from the City.
3.3.1.50	**Editorial workflows – use assets directly in visual editor with drag-and-drop and rules**.	**Meets.** Editors can drag assets from the media library into the page builder. Rule-based placement ensures images or videos adhere to design guidelines.

Section #	RFP Requirement	Upanup Response
3.3.1.51	**System extensibility – integrate with external platforms and custom features**.	**Meets.** Drupal's API-first architecture and module ecosystem allow integration with various third-party applications and future tools. No-cost embeds or link-away options are also available.
3.3.1.52	**Integrations already developed and available**.	**Meets.** Our solution comes with various prebuilt integrations and modules. We can provide a complete list to and demonstrate those requested in Section 1 to the City at their request.
3.3.1.53	**Custom integrations – examples and process**.	**Meets.** Drupal is a highly flexible, API-first platform that can provide seamless integrations for many different tools, such as social media, single sign on, MFA, SEO tools, ESRI GIS mapping/notification, eCommerce, and more; integration options include embed/iframe/link-away at no extra cost, or seamless API integration (if available and suitable) for additional fees. In the scope of this proposal, we have included the following integrations: • Email integration using using Constant Contact (or similar, e.g. Upanup typically recommends Cyberimpact) • ESRI (ArcGIS) Map • GTranslate • eCommerce with the City's preferred payment gateway provider (e.g. Moneris) on the website • Link-away to Waste Wizard • Link-away to the City's current recreation software, if desired. **Note:** Our team has extensive experience worked with Xplor, ActiveNet, and other recreation integration third-party providers. Once the City has completed their RFP process for a new software platform (excluding CivicPlus) Upanup can provide recommendations for what our other municipal clients have found works well with their website. For , a no-cost link-away solutions are also available for other potential integrations the City is interested in. We would be happy to discuss this option further with the City anytime. **Third-Party Integration Examples:** Upanup has implemented various levels of payment processing, reservation booking, and application submission capabilities for clients through seamless API integrations, as well as no-cost link-away solutions. Both options are possible, and can be discussed with the City at your request during the project. Please refer to the following live examples that Upanup has implemented for various municipal clients: 1. **Live Examples of Custom API Integration (as outlined in the proposal's scope parameters):** ◦ eCommerce API integration: notl.com/form/resident-parking-permit-form 2. **Live Example of Linking Away (in scope):**

Section #	RFP Requirement	Upanup Response
		◦ License online portal link-away: delta.ca/city-hall/permits-licences/dog-licence 3. **Live Example of Embedding via iFrame (in scope):** ◦ eScribe embed: License online portal link-away: https://www.thebluemountains.ca/town-hall/council-committees/agendas-minutes-reports In future, Upanup can provide separate quotes for adjustments to website functionality and custom third-party integrations at the City's request. **Note:** Upanup has built custom integrations with CentralSquare, Xplor Recreation (formerly PerfectMind), and other municipal systems. We can provide live client examples, and estimated costs for any not already included in the scope of this RFP response, to the City at their request.
3.3.1.54	**Built-in dashboards and analytics views**.	**Meets.** We can configure in-dashboard analytics using modules such as Views and Content Insights, and Google Analytics.
3.3.1.55	**Robust documentation and resources**.	**Meets.** Drupal has extensive online documentation. Upanup supplements this with tailored administrator manuals and videos.
3.3.1.56	**Open-source tools**.	**Meets.** Drupal is open-source, and leverages community-maintained modules.
3.3.1.57	**Tailored interface reflecting City branding**.	**Meets.** The CMS admin theme will incorporate the City logo and color palette, following branding and accessibility guidelines.
3.3.1.58	**Onboarding support for staff and developers**.	**Meets.** We have included 3 CMS onboarding/training sessions in scope for the City (more available upon request, which may require additional timeline/fees) and an online website guide, to transition to City staff to their new website.
3.3.1.59	**24/7/365 global support**.	**Meets.** Upanup provides detailed website support (24/7 for disaster recovery issues) through a dedicated support system. Please see Section 3.9 for more details.
3.3.1.60	**Dedicated account manager**.	**Meets.** An account manager can be provided, and act as liaison for the CMS provider and coordinate with the City and Upanup's team for training, support, and enhancements requests.
3.3.1.61	**Future platform improvement with open roadmap and ability to influence feature planning**.	**Meets.** Upanup participates in the Drupal Core roadmap via contributions and issue queues. We will advocate for Joplin's needs or build custom modules when features are not on the core roadmap.
3.3.1.62	**Governance – role-based workflows and approvals**.	**Meets.** Our governance model uses Workbench Access and Taxonomy-based permissions to ensure proper approvals and publishing controls.
3.3.1.63	**Webhooks to trigger external workflows**.	**Meets.** Based on the existence of external APIs and their support of desired functionality, Upanup can develop webhooks to trigger external workflows from within the Drupal website.

Section #	RFP Requirement	Upanup Response
3.3.1.64	**Quality assurance, testing and debugging** – ensure minimal bugs and quick resolution.	**Meets.** Upanup follows rigorous quality assurance testing when developing website, our processes can include automated testing, accessibility audits, security scanning and manual review. Bug tickets are triaged and responded to within an interactive online tool (typically, Feedbucket), which Upanup will train the City on, and it allows to quick bug fixes and responses within the testing phase of the project.
3.3.1.65	**Security – SSO, 2FA, SAST/SCA, integration with Microsoft Authenticator**.	**Meets.** Drupal supports SSO via SAML or OAuth2; in scope we will integrate with Microsoft Entra ID and Microsoft Authenticator for MFA.
3.3.1.66	**Hidden access to CMS login**.	**Meets.** The login path can be obfuscated and removed from public menus. Direct access would require the explicit URL, protecting the CMS from casual discovery. For example, for one of our clients we have the following URL pattern: www.**clientdomain**.com/login?access=**clientname**736 as their login URL.
3.3.1.67	**Ability to build custom workflows within the CMS (e.g., Council agenda workflow)**.	**Meets.** Using Drupal Workflow and custom modules, we can recreate the City Clerk's agenda process: template generation, document upload, approvals and publishing as printer-friendly PDFs with linked attachments. If certain workflow elements require a specialized system (e.g., agenda management software), we can discuss potential integrate options with the City.

☑ 3.3.2 Tier 2 CMS Priorities (Page 46): USS 15,000

Please see Upanup's initial responses below.

Section #	RFP Requirement	Upanup Response
3.3.2.1	**Custom language translation** – AI translation with ability to edit.	**Meets (optional).** We can integrate Microsoft Translator or AWS Translate to auto-generate multilingual content and allow staff to revise translations. Additional licensing costs will be itemized. In scope we have included implementing GTranslate to the main corporate website, and have outlined the optional add-on for additional human-performed translation services at a later date, in the *Other Proposed Solutions* section of this proposal.
3.3.2.2	**WCAG 2.0 AAA compliance where possible**.	**Meets.** Upanup designs and develops websites to comply with **WCAG 2.2 Level AA guidelines**. The new website will include prompts and tools, such as required fields for alt text and the Accessibility Checker, to help you maintain accessibility standards going forward. The building and development of a website is only a portion of accessibility compliance. Content is key to ensure your website stays accessible in the future. We have features built into your content management system to help ensure your site remains accessible and continues to achieve compliance. We will not only deliver an accessible website built to WCAG 2.2 Level AA, but also provide the City with the tools to maintain an accessible and barrier-free online platform for users. The below features help ensure accessibility issues are not missed when new and old content (text, PDFs, images, and videos) are being added to the site: Upanup adheres to WCAG 2.2 AA as a baseline and will strive towards AAA where possible (e.g., contrast ratios, navigation aids).
3.3.2.3	**Previewing content to non-CMS users** – send interactive page previews by email.	**Meets.** Drafted content that needs to be viewed by non-CMS users can either be sent with a screenshot or it can be published but not included in any menus (live link, but not easily accessible by the public).
3.3.2.4	**User testing and A/B testing built in**.	**Meets.** Upanup has included one of these in scope (no additional fees to add it) if desired by the City, and we recommend discussing and testing this first to see what works best for the City, before implementing.

☑ 3.3.3 Tier 3 CMS Priorities (Page 46): N/A

Note: The RFP does not enumerate Tier 3 CMS items beyond those listed above. Upanup confirms that all Tier 1 and Tier 2 features are supported. Optional Tier 3 enhancements (e.g., headless micro-front-ends) can be developed if the City desires.

3.4 Additional Technology Procurement — US$ 45,000

Below are Upanup's initial responses to each requirement.

3.4.1 Tier 1 Priorities (Page 47): — US$ 15,000

RFP Requirement	Upanup Response
3.4.1.1 Secure fillable forms with payments – integrate Authorize.net and CentralSquare for secure payments.	**Meets.** We can use Drupal Webform with Authorize.net (live example: https://www.notl.com/form/resident-parking-permit-form), and we can link-away* to CentralSquare to process payments securely. Sensitive fields are encrypted, and PCI compliance is maintained. Note: We have assumed a link-away since we've never seen CentralSquare's API allow for API-level payment integrations within a form, but in the unlikely case that the City's API with CentralSquare allows for this, please clarify and this proposal can be revised. See a live example of a CentralSquare link-away under MyCity here, https://www.langleycity.ca/city-services/online-services.
3.4.1.2 Mass alert/messaging system – categories, subscription preferences, integration with Constant Contact or Smart911.	**Meets.** Upanup will connect multiple areas of the CMS to email/SMS systems. For example, a typical setup would be for the City's website editor to (a) create an Event/News/Alert in the CMS, (b) check off to send a notification (or leave that unchecked if not), then through Upanup's technical integration, it will notify the subscribers via email and/or SMS text. *For example, Scenario A: create an Event, check to send a notification, and Constant Contact emails the subscribers. Scenario B: create an Alert, check to send a notification (or we can make this just automatic), and Smart911 sends an email and/or text to the subscribers.*
3.4.1.3 Public engagement tools – polls, surveys, discussion boards, digital sticky notes with moderation.	**Meets.** Upanup can build on Drupal's Survey and Forum modules for engagement opportunities. Additionally, we can implement our turnkey **Engagement Platform** for the City, for additional timeline and fees (this platform is not currently in scope).
3.4.1.4 Publicly searchable archive of City documents – filter by metadata and search document contents.	**Meets.** Our CMS includes a robust document library. For advanced search inside PDFs, we integrate **Apache Solr** with Tika extraction to index PDF content. Users can filter by category (Council documents, publications, policies, financials, bid opportunities, active/expired contracts). During migration we will collaborate with departments to prioritize documents and gradually build historical archives.

☑ 3.4.2 Tier 2 Priorities (Page 48): USS 25,000

RFP Requirement	Upanup Response
3.4.2.1 Waste Wizard integration – procurement and integration of Routeware's Waste Wizard.	**Meets (optional).** Upanup recommends the City procures Waste Wizard directly (alternatively, Upanup can create an account for the City, and there will be a 15% admin fee added to the expense). Regarding integration, this can be done through an iframe. **Live Example:** https://www.thebluemountains.ca/resident-services/garbage-recycling-waste/curbside-garbage-collection
3.4.2.2 Agenda & minutes management system – provide replacement if workflow is not native.	**Meets.** Upanup has included in scope an integration with eScribe for the City's new website for agenda & minute management.
3.4.2.3 Records request system – build forms for open records and consider comprehensive request management.	**Meets.** We can create an open records request form with mandatory fields and conditional logic. For advanced request management (searching existing public documents, tracking requests), we can potentially integrate **JustFOIA** or **GovQA** as an optional add-on. **V2: Added post-submission based on new clarifications from the City:** • As per our call with the City, we understand that the City will likely need a way to show all the documents requested through this Open Records request in one list/webpage (exact solution will be determined with the City within the project). This could potentially be a tag and filter system, for example. • Also, the City's legal department also requested that the open records request (form) be capable of taking payment, because sometimes it costs money to ask for lots of documents from the City, just for the first person to file the request. Then, when we upload documents to the library of prior records requests, the next people can get the same documents for free. ◦ Upanup confirms that ecommerce (aka payment within a webform) is already within scope; therefore, no additional fees or timeline is needed for this.
3.4.2.4 Chatbot – AI chatbot trained on site content, able to crawl documents; staff can supervise.	**Meets (optional).** Upanup proposes using **SiteImprove's AI Chatbot**, **Forethought**, or an **Azure OpenAI** deployment trained on the City's content. The bot provides accurate answers and surfaces links to relevant pages. Staff will access a dashboard to review interactions, correct answers, and take over conversations when needed. We will address privacy and bias controls.
3.4.2.5 Single sign-on using Microsoft Authenticator.	**Meets.** Our Drupal implementation supports SSO via SAML/OIDC with Microsoft Entra ID and leverages Microsoft Authenticator for MFA. We will aim to extend SSO to related systems (forms, engagement tools) where supported.

☑ 3.4.3 Tier 3 Priorities (Page 50): USS 5,000

RFP Requirement	Upanup Response
3.4.3.1 Analytics dashboard to augment Google Analytics.	**Meets (optional).** We can provide a customized analytics dashboard, likely using **Google Looker Studio or similar tool,** that aggregates website analytics, search statistics and engagement metrics in one place. Department-specific dashboards are configurable.
3.4.3.2 Tables, graphs & charts – create interactive charts accessible to screen readers.	**Meets.** We can implement/connect a chart library (e.g., **Chart.js** or **Highcharts**) into Drupal so editors can build accessible, interactive graphs and tables without coding.

3.5 Website Design & Development USS 67,000

Upanup will design a mobile-first, responsive website that reflects Joplin's brand and meets WCAG 2.2 AA standards. We assign a dedicated multidisciplinary team and involve the City's Webmaster throughout the process.

Below are Upanup's initial responses to each requirement.

3.5.1 Tier 1 Priorities (Page 50): USS 40,000

RFP Requirement	Upanup Response
3.5.1.1 Dedicated web development team – assist with CMS transition, information architecture, UI design and ongoing support.	**Meets.** Upanup will assign a project manager, UX/UI designer, information architect (aka content strategist), and Drupal developer to the City's project., with oversight and involvement of senior-level management. We will collaborate closely with the City's Webmaster and provide post-launch support.
3.5.1.2 Mobile-first, responsive design – prioritize mobile usability while adapting to all screen widths.	**Meets.** Upanup's Drupal CMS supports responsive design, and responsive design is baked into Upanup's project process. We design and develop websites following principles of Responsive Web Design (RWD) to ensure full mobile responsivity is built in; it will not require adjustments, but support through our post-launch services will be available to assist with future changes if desired by the City. Audiences expect an easy-to-navigate, responsive website design that works well on all screen sizes. We are leaders in responsive design and have helped many organizations update their websites to strategically deliver content for mobile. We consider a range of screen sizes from the very outset in every website's design and development. We will also be mindful of touch screen experience with clickable areas and interactive activities for user engagement.
3.5.1.3 Content search – reliable, filterable search with top results in first three positions.	**Meets.** We implement Solr search with relevancy tuning, synonyms, typo tolerance and faceted filters (date, department, content type). Search results display excerpts and icons, and we continuously monitor search analytics to optimize ranking.
3.5.1.4 Concise menu design – avoid overwhelming drop-down menus.	**Meets.** Our IA subject matter experts will create a concise, task-oriented menu hierarchy, working with the City to best meet their vision.
3.5.1.5 Friendly URLs for pages and documents.	**Meets.** On a per-page basis, staff can create short, SEO-friendly and memorable URLs without the need to make changes at web server level. The organization's website editors (depending on permissions you choose) will be able to create URL redirects to the appropriate pages as needed.

RFP Requirement	Upanup Response
3.5.1.6 Department landing pages – each with its own URL, menu, news, events, contacts and facilities.	**Meets.** We can create a landing page template for departments and divisions. Each page aggregates department-specific news, events, staff directory entries, and quick links.
3.5.1.7 Project tracker pages – map of City projects linking to detail pages.	**Meets, may require additional clarification.** To best meet this request, Upanup will discuss it with the City at the project outset, and communicate what is possible within scope after a detailed assessment.
3.5.1.8 Council meeting agenda workflow – replace CivicPlus workflow.	**Meets, may require additional clarification.** Please refer to our response to 3.3.1.67. Our custom workflow will allow staff to create agendas, attach bills and exhibits, set ordering, link PDFs, and publish pages. If the City has something else in mind with this request, Upanup would require further clarification before confirming.
3.5.1.9 Bid document workflow – searchable library with subscriber alerts and migration of current subscribers.	**Meets, may require additional clarification.** Bid postings will be a content type with categories, subscription options and a document library. Importing the current subscriber lists from CivicPlus into the new alert system will need to be discussed further before confirming.
3.5.1.10 News blog with categories & subscriptions; ability to pin feature stories and publish alerts.	**Meets.** The news module supports categories, tags, and featured posts. Subscribers can choose notification methods for each category. Editors can turn news item into a site-wide banner. Department landing pages filter news by category. Blog post content type can be included for the City, in scope.
3.5.1.11 Alert banners – add banners across all pages or specific sections.	**Meets.** Editors can create global or scoped alert banners with priority levels (e.g., emergency, maintenance). Banners display prominently above navigation and can include links.
3.5.1.12 Video embeds on pages with autoplay, mute/unmute and URL entry.	**Meets.** Drupal's media component allows embedding of YouTube/Vimeo via URL or local video files. Editors can set autoplay and audio options per video.
3.5.1.13 Visual, interactive timelines – include images, text and links.	**Meets.** We can implement an interactive timeline component so editors can build chronological narratives with multimedia. Please note that implementing interactive components such as timelines need to have careful considerations for web accessibility, and including mobile responsiveness.

RFP Requirement	Upanup Response
3.5.1.14 Statistical dashboards – present statistics as accessible dashboards instead of static images.	**Meets.** Upanup can create a dashboard as part of this project - since Upanup is committed to quality accessibility, design, and layout, we strongly recommend using a combination of reports to achieve this. Appropriately trained developers can generate different kinds of reports as needed. Staff will find administrative experience user-friendly with the admin toolbar and contextual links. Administrative navigation will most likely be based on the permissions the City chooses (e.g., administrators will have access to more sections than editors).
3.5.1.15 Email and text alerts – integrate with subscription system.	**Meets.** See 3.4.1.2. The alert system can support both email and SMS; users can manage preferences via their account.
3.5.1.16 Navigational breadcrumbs.	**Meets.** Breadcrumb trails are automatically generated from the menu hierarchy and displayed at the top of pages.
3.5.1.17 External links open in new window.	**Meets - see details.** While this is possible, typically, opening links in new tabs is generally discouraged for accessibility concerns, as it can be disorienting for users, especially those using screen readers or who have cognitive disabilities, because it breaks the standard "back button" functionality.
3.5.1.18 Multiple images and attachments in news posts.	**Meets.** News items can include galleries and multiple attachments. Editors can reorder images and provide captions.
3.5.1.19 Interactive map embeds – embed ArcGIS or Google Maps.	**Meets.** See 3.3.1.42. Editors can embed interactive maps via a map component.
3.5.1.20 Calendars – multiple calendars with category filtering, month and list views, and page-specific calendars.	**Meets.** We will implement a calendar module (e.g., Drupal Calendar) that supports multiple calendars and categories. Users can view monthly or list views, filter by category, and export events. Department pages display filtered calendars.
3.5.1.21 Directory of services/programs – searchable, filterable by keyword and department.	**Meets.** A service directory content type with fields for service name, description, department and partner link will enable users to search and filter by department or keyword. Partner services link off-site.
3.5.1.22 Embedded fillable forms – multiple forms per page with	**Meets - additional clarification may be needed.** Depending on the complexity of the form we build, forms can support attachments,

RFP Requirement	Upanup Response
attachments, notifications, conditional logic and payments.	conditional logic, and email notifications. Payments can be supported as well, however this component may require addition discussion between Upanup and the City to confirm possibilities in scope. • **Note:** PCI Compliance is required for the secure transitional storage of financial information, particularly relating to eCommerce. All of our eCommerce implementations are partnered with a gateway provider which in effect offloads the PCI compliance (to where the transaction and storage occurs). We do not provide PCI compliance directly ourselves but do so with transactional gateway partners.
3.5.1.23 Staff directory – assign editing permissions by department and display comprehensive info.	**Meets.** Department editors can manage their section of the staff directory.
3.5.1.24 Directory of partner organizations – centralized listing shared across pages.	**Meets.** We can implement a partner directory for the City in scope, with centralized listing shared across pages.
3.5.1.25 Automated communications with triggers – confirmations and reply notifications.	**Meets.** Webforms can send autoresponder emails with submission copies. Discussion boards trigger notifications when comments receive replies. Additional triggers can be configured if needed.
3.5.1.26 WCAG 2.0 AA compliance minimum.	**Meets.** Upanup designs and develops to WCAG 2.2 Level AA standards. We will work towards AAA where feasible.
3.5.1.27 Online payments integrated with CentralSquare's Naviline.	**Meets.** See 3.4.1.1. Payments can occur via the City's preferred payment gateway provider - please note if Upanup has not worked with this payment gateway provider before, additional R&D may be required This can be discussed during the project.
3.5.1.28 Archive of live-streamed meetings.	**Meets.** Upanup can typically set up automatic archiving of older content, after a specified number of days. These archived items can still be accessed and viewed (we typically recommend this approach as opposed to deleting content permanently). Upanup will confirm options for archiving live-streamed meetings with the City during the project.
3.5.1.29 Archive of MarCom videos.	**Meets.** We can create a category for marketing videos, allowing them to be browsed by series and displayed in galleries.

RFP Requirement	Upanup Response
3.5.1.30 Citizen engagement tools – surveys, comment sections, digital sticky notes and SeeClickFix integration.	**Meets.** See 3.4.1.3. We can also implement **SeeClickFix** or a replacement for reporting issues, if needed.
3.5.1.31 Security features – SSL, FedRAMP-authorized infrastructure, daily backups, updates, encryption and reliable cloud hosting.	**Meets.** Please refer to our *Hosting & Maintenance* section for details.

☑ 3.5.2 Tier 2 Priorities (Page 54): USS 15,000

RFP Requirement	Upanup Response
3.5.2.1 Online burn permit workflow with payments.	**Meets.** We will create a burn-permit application form integrated with payment processing and email notifications. Data will be exported for Fire Department workflows.
3.5.2.2 Control of breakpoints for all layout widths.	**Meets.** Administrators can adjust responsive breakpoints via theme configuration without developer assistance. We will document how to modify these values.
3.5.2.3 Ticket sales workflow with numbered tickets and GL allocation.	**Meets (optional).** Typically, when the details of this request are discussed in full, our clients end up using EventBrite rather than re-building the tools of EventBrite into a website CMS (EventBrite is more cost-effective). Therefore, based on that experience, Upanup has not included this CMS tool in scope of this proposal (it's an optional add-on for additional fees).
3.5.2.4 Department-specific data dashboards.	**Meets (optional).** We can create customizable dashboards for each department using Chart.js and Views. Data can be fed manually, via CSV or via API from third-party systems.
3.5.2.5 Geo-fenced messaging for mobile apps.	**Meets (optional).** Through integration with Everbridge or custom mobile apps, we can send push notifications based on geofences. This feature will be scoped during future mobile app development.
3.5.2.6 Transit bus live locations and ETA display.	**Meets.** I would adjust as follows: For the transit agency's AVL/GTFS-realtime feed, we can either link-away to it or embed an iframe (if the 3rd party allows), to display bus locations and ETAs on a public page. This is included in the proposed scope and fees. If the City requires a more complex API integration, this will be an optional paid add-on.
3.5.2.7 Chatbot for website.	**Meets.** An AI chatbot (using the City's chosen tool, e.g. MS Copilot) will be integrated into the website in scope.
3.5.2.8 Figma integration for design and wireframing.	**Meets.** Upanup uses Figma for UI design. We will share editable Figma files with the City for collaboration and future iterations.
3.5.2.9 FontAwesome and design system tools integration.	**Meets.** FontAwesome icons will be available within the CMS. We can integrate Storybook or similar tools to document the design system.

☑ 3.5.3 Tier 3 Priorities (Page 56): USS 12,000

RFP Requirement	Upanup Response
3.5.3.1 Auto-recommended content – "you may also be interested in…" suggestions.	**Meets.** We can enable recommendation engines using Drupal's **Smart Content** or external services (e.g., Recombee) to suggest related content based on tags and user behavior.
3.5.3.2 Embed weather map and weather radio widgets.	**Meets.** We can likely embed weather widgets and live radio streams via iFrame or API on emergency management pages.
3.5.3.3 Advanced bid software integration (e.g., IonWave).	**Meets.** If the City selects a dedicated e-procurement platform, we will connect it via link-away, or can explore API integration or single sign-on options for additional timeline and fees.
3.5.3.4 Advanced plan progress reporting software integration (e.g., Envisio).	**Meets.** We can embed dashboards to display strategic plan progress with permissions for department heads and managers.
3.5.3.5 Embed public access streaming channel.	**Meets.** We can embed the City's public access streaming channel (e.g., via Vimeo or YouTube live) and advise City staff on creating lists of council meetings.
3.5.3.6 Retail sales workflow – sell merchandise via the website.	**Meets.** Using Drupal Commerce, we can set up an e-commerce functionality with the City's preferred payment gateway provider for payment processing.
3.5.3.7 Single account for users with unified cart across departments.	Upanup can implement a single sign-on for CMS users with Microsoft Entra ID if needed as an optional add-on (e.g. staff editing the site), but a unified "cart"--which implies multiple payment gateways/platforms--for public website visitors is not currently possible. For more context: Upanup has recently done R&D on this particular 'citizen portal' or 'mycity' style gated and personalized dashboard request and based on extensive research and testing, it is not possible because the 3rd party systems can't be overridden with one gateway to all their different systems. There are workarounds like a citizen login with bookmarking and a central location to link-away to online services but that is usually met just as well with a public-facing hub of services.
3.5.3.8 Future app development & ownership.	**Meets.** Upanup's architecture is API-first, enabling future mobile apps. The City will own any custom apps we develop for them specifically, with intellectual property owned by Upanup [CO please review]. We will provide consultation on app use-cases and long-term maintenance.

RFP Requirement	Upanup Response
	The website will be able to work with applications, which the City can own. Regarding Upanup developing the apps, this is possible (e.g. we've done mobile apps in the past for municipal clients); however, we typically instead recommend a cost/benefit review of an app versus website functionality before implementation since, depending on the requirement, often web development will meet the needs without a full app development. **Note:** If an app is still required, Upanup will look at the needs and either propose a solution or recommend an app-specific developer in case they have more experience in that field.

3.6 Content Migration (Assumed To Be Tier 1) USS 35,000

Point-by-Point Responses

Below are Upanup's initial responses to each requirement.

RFP Requirement	Upanup Response
Pages – 502 existing pages need significant rewriting; major reorganization and creation of new content.	**Meets.** Upanup will conduct a content audit, collaborate with departments to retire outdated pages, and restructure content based on user tasks. We will assist with rewriting and copyediting **up to 50 pages** in scope, and may provide content templates for efficiency. Additional pages requiring rewriting/editing/styling can be discussed, and quoted separately. If the documents need to be further tagged or categorized, Upanup can assist with that.
Images – do not migrate current image libraries; new images will be compiled and approved.	**Meets.** Drupal's media library supports media of various types; the City can upload the images that reflect their content needs best to this library.
Documents – migrate critical document libraries; review relevance with departments (Agenda Center, Archive Center, Bids Postings, Calendar, Document Center, Facilities, FAQs, Forms, Jobs, News Flash, Resource Directory, Staff Directory.	**Meets.** Upanup can import the website documents into the new CMS. Typically, the following process is followed: export of documents from the current CMS, import to the new CMS, then they are linked/added to pages throughout the content migration process. If the documents need to be further tagged or categorized, Upanup can assist with that.

Content Migration — USS 25,000

Upanup will migrate indexed public pages and files from the following websites - this includes content from the current JoplinMo.com site, and the City's existing microsites excluding the Bike Park (see note below), up to 1,500 pages total in scope unless otherwise mutually agreed by Upanup and the City.

Notes:

- Bike Park content to be migrated separately to the new standalone platform. See *Bike Park Website - CiviKit Municipal Platform (with migration)* section below for details.
- Upanup understands the other current microsites/subsites will likely be amalgamated into the main corporate website, while the Bark Pike website will be a separate, standalone microsite..
- Depending on the migration needed, this could include up to the last 5 years of date-related items (news, events, and meetings).

Migration includes:

- Crawling and exporting importable structured content from existing site's publicly accessible ("findable") pages.
  - Internal-facing, unlinked, gated pages, or pages that block content crawlers, are not included in this service.
- Exporting crawl results and other compiled content data into tab-delimited importable data sheets.
- Cleaning HTML to remove inline-style overrides and other unnecessary HTML elements.
- Configuring Feed Types for page and media importing, including basic settings, field mappings and tamper plugins as needed.
- Processing Feed import data sheets (and/or XMLs if the original site is Drupal) into Drupal field content tables, running integrity checks to verify import accuracy.
- Coordinating a manual migration process when existing site content structure is not compatible with extraction and import procedures.
- Importing and migrating existing site media (files and images) for page and other node attachments.
  - NOTE: Images of poor quality and/or that do not meet quality standards *may not* be migrated to the new website.
  - Upanup uses AI to generate image alt text when migrating images from your existing site. AI-generated alt text is reviewed and revised by Upanup when images are uploaded. The client is to review alt text in the media manager and update as needed.
- The following **webforms** are included from Upanup's base configurations. If further forms are needed, this proposal can be revised as needed (additional timeline/fees may apply).
  - Contact Us
  - Bylaw Complaint
  - Job Application
  - Request a Service
  - Report an Issue
  - Plus 10 additional forms of the City's choice.
    - **V2: Added post-submission based on new clarifications from the City:** Upanup recommends that one of these forms is the Open Records Request form (with ecommerce).
    - Potentially also one for the Insurance Claims as well.

*Please note that ecommerce integration (e.g. paying through an online form), content editing (e.g., adding/removing/adjusting the text for grammar, spelling, punctuation, and consistency in tone and formatting), and content styling (e.g., reordering content, putting into content rows, styling buttons) are not included unless explicitly stated elsewhere in this scope of work.

Modifications

☐ Optional Add-On: Additional Webform Created by Upanup — USS 350 × 1 USS 350

Note that any number of webforms can be created by the website users. This modification is for Upanup to build the webforms during the redesign process.

One webform is equivalent to a small-medium or moderately complex webform.

If the webform is large or very complex, it counts as two webforms. Examples of larger size/complexity are as follows:

- *multi-row calculations in a table,*
- *multiple 'office use only' conditions resulting in custom workflows,*
- *large adjustments to accommodate for improved online user experience and/or web accessibility and/or security (e.g. requests for multiple signatures or attaching a void cheque/check).*

Content Editing & Styling — USS 10,000

Note: If selected, this work will be completed **after** content migration, and will be conducted on the new Upanup/CiviKit website.

Upanup will edit and style **up to 50 content pages**. Details are below. To add more pages, use the modification below.

Editing

Content editing services include adjusting the existing content including any of the following:

- Content writing (e.g. new webpage needed)
- Content editing (e.g. for accessibility)
  - Ensure accurate grammar, spelling, and punctuation across content.
  - Ensure consistency in writing style, tone, and formatting throughout the content.
  - Incorporate relevant keywords and optimizing content for search engine visibility.
  - Improve overall clarity to ensure that the content is easily understandable by your target audience.
  - Edits for accessibility, such as (a) removing excessive emphasis or italics, (b) adding semantically correct headings (h2, h3, h4, h5, h6) and removing any text made larger or bold to look like a heading, (c) removing long strings of ALL CAPS, (d) ensuring link text is descriptive and makes sense out of context, (e) defining any acronyms on the first instance of any page on which they appear, (f) adding alt text to images.
- Content re-organizing (e.g. amalgamating two pages together)

Styling

Content styling services involves improving the look of existing content, including:

- Reordering existing content
- Putting into content rows, like accordions (moving content around so that it's better for the user's experience)
- Using buttons for existing links that should be calls to action

3.7 Deployment & Hosting — USS 14,700/Year

Below are Upanup's initial responses to each requirement relating to this this RFP section.

Notes:

1. We have not responded to Tier 2 or Tier 3 priorities in this section as none were identified by the City, as stated in the RFP.

2. The below information reflect our recommended **Fortified Managed-Hosting Package** - please refer to the *Hosting & Maintenance* section for additional details.

3.7.1 Tier 1 Priorities (Page 60): USS 14,700/Year

RFP Requirement	Upanup Response
Reliable high-speed hosting.	**Meets.** Upanup offers cloud hosting on Amazon Web Services. 99.99% Uptime guarantee are included in our SLAs for Fortified and Enterprise hosting packaged (Fortified Hosting is included in the scope of this proposal). See hosting comparison chart for details in *Hosting & Maintenance* section.
Hosting support 24/7/365.	**Meets.** Our managed hosting service includes round-the-clock monitoring and 24/7 support for emergency issues. Critical incidents are responded to within 30 minutes.
Multiple domain hosting and sub-domains with secure logins.	**Meets.** Our hosting environment supports multiple domains and SSL certificates. Each domain can have its own site instance while sharing the same CMS.
SSL encryption (128-bit/256-bit).	**Meets.** Data is encrypted using best practices.
Redundancy and disaster recovery options.	**Meets.** Disaster recovery is included with all of Upanup's managed-hosting packages.
Performance monitoring and reporting.	**Meets.** Upanup provides performance dashboards (uptime, response times, resource usage). Bi-monthly reports are included in Upanup's retainer Support services.
Issue escalation path.	**Meets.** Our SLA defines escalation tiers and contact methods. The City will have direct access to a senior developer for urgent issues.

3.8 Training & Documentation — USS 13,300

3.8.1 Tier 1 Priorities (Page 60): USS 12,000

RFP Requirement	Upanup Response
3.8.1.1 Site transition and go-live plan – detailed transition plan, content prep checklists, testing, CMS training and public education.	**Meets.** Upanup will develop a comprehensive go-live plan including content freeze dates and quality assurance testing ahead of launch. We can provide checklists for departments to prepare content if requested by the City.
3.8.1.2 Training – robust training for the Webmaster and staff CMS users via live and recorded sessions; manuals alone are insufficient.	**Meets.** We deliver role-based training through virtual sessions, that will be recorded. A "train-the-trainer" program equips the Webmaster to onboard new users. Training is is built into the project timeline before launch, but additional training can be provided via a Support retainer with Upanup.
3.8.1.3 Documentation – searchable online libraries for troubleshooting; clarity on issues requiring vendor support.	**Meets.** Upanup will provide a detailed online website guide for the City to use as a resource, with step-by-step guides, troubleshooting articles and FAQs. We will identify which issues can be self-resolved and which require vendor involvement.

☑ 3.8.2 Tier 2 Priorities (Page 61): USS 1,300

RFP Requirement	Upanup Response
3.8.2.1 How-to videos – library of short videos showing how to perform common tasks.	**Meets (optional).** We can produce a library of short how-to videos demonstrating tasks such as creating pages, uploading documents, managing forms, etc. for additional timeline/fees, if requested by the City.

☑ 3.8.3 Tier 3 Priorities (Page 61):

RFP Requirement	Upanup Response
3.8.3.1 Support community – online communities for CMS users.	**Meets.** Drupal has an active community forum. We will orient the Webmaster on how to access community resources and contribute. While optional, this provides peer support and knowledge sharing.

☑ 3.9 Ongoing Maintenance & Support — US$ 6,480/Year

Below are Upanup's initial responses to each requirement.

Notes:

1. The RFP does not enumerate Tier 2 or 3 items beyond those listed above. Upanup confirms that all Ongoing Maintenance & Support Tier 1 requests as outlined in the RFP will be met.

2. The below information reflect our recommended **Intermediate Support Package.**

3.9.1 Tier 1 Priorities (Page 61): USS 6,480/Year

RFP Requirement	Upanup Response
3.9.1.1 Dedicated account manager – primary point of contact during design, build, maintenance and future integrations.	**Meets.** During the website project, a dedicated Project Manager(s) will be assigned to work closely with the City, as a guide and liasion between Upanup and the City. Project Manager(s) will be the primary point of contact throughout the website project. A dedicated Upanup account manager can also be provided post-launch to serve as a primary point of contact, coordinating communication for new requests, and future enhancements.
3.9.1.2 Web development/consulting support – 24/7/365 availability via phone/email; liaison with third-party vendors.	**Meets.** Our support desk provides guaranteed response times within business hours and 24/7 availability for emergencies. For issues involving third-party systems (CMS vendor, payment gateway, engagement tools), we act as liaison and coordinate resolutions on the City's behalf.
3.9.1.3 Budgeting for future additional website features and digital experience development – propose annual costs including maintenance and hours for future enhancements.	**Meets.** Upanup's proposal will include annual maintenance and hosting fees covering upgrades, security patches, monitoring and support. Additional features may be procured on an hourly or fixed-price basis depending on scope.

Accordion

Training & Implementation Plan

Virtual Training

Included in the scope of work of this proposal are detailed training session for City staff, including administrators and content contributors. **These sessions are recorded** and sent to City for future use—this is very helpful for future onboarding. Each session typically lasts 1-2 hours, depending on how many people are involved from City. This session can be done as interactively as the City would prefer. For example, Upanup can run the session then give the City its usernames/passwords, or provide usernames/passwords in advance so that your staff can follow along on in sandbox-style pages to play around with the site's features. If the City would like more training sessions, Upanup can also quote separately as needed.

Online Guide

As well as the virtual training session, Upanup will deliver a custom Website Content Guide, which is an online resource for ongoing maintenance of the City's new website. Sections include the following:

- **Basic Drupal Editing** – including menus, webforms, content rows, taxonomy terms, URL aliases, URL redirects, WYSIWYG (what you see is what you get, basic Editor—similar to Word editing), and adding users.
- **Best Practices** – including user experience (UX), accessibility, image design choices, quick link icons, videos, writing and styling content, and alerts.
- **What's New** – including on-demand resources such as industry webinars, white papers, and articles; and latest tools and features such as community engagement platform, live meeting pop-up, tax calculator, and more.

Approach to Training

We take a "train-the-trainer" approach; you'll have all the tools (such as the recorded sessions and online guide) to easily train new staff as other people get involved and empowered to the use the website as well.

Training Outline

- Background and context (purpose of the session, introductions, expectations, and goals).
- What to expect after the training, discuss logins and password resets.
- Understanding where we are in the project, the staging website, what may still be in progress, and upcoming testing and bug tracking.
- Logging in, security, navigating the CMS, and how to access the online guide.
- Discuss content types (aka page templates), and node-based editing for efficiency.
- Basic page editing and creation (e.g., new page, document, calendar event), use of headings within page content, boilerplate examples, features of the WYSIWYG editor (like MS Word). Includes best practices and tools to help with accessible content.
    - Saving of pages in various states, including but not limited to draft, unpublished, and published (live).
    - Scheduling the automated publishing and unpublishing of content pages.
    - Duplicate existing pages.
- Homepage editing (e.g., adding a community notice to the homepage), best practices for things like quick links as applicable.
- Media and file library—how to search, filter, add and edit files, including uploading images and adding alt tags to images.
- Adding a page / menu item to a menu or navigation.
    - Move pages around within the site structure (i.e., relocate pages in menu and hierarchies, without having to recreate).
    - Permanently or temporarily redirect pages.

- Webform creation and editing, setting up email handlers and more.

Bike Park Website (Assumed To Be Tier 1)

USS 6,000
USS 2,700/Year

CiviKit Municipal Platform (With Migration)

USS 6,000
USS 2,700/Year

This **turnkey solution** is pre-built (template-based design) and provides a feature and functionality-rich website, at a more budget and timeline-friendly approach than alternative options. While the website does offer personalization capability, all customizations are limited to the options already existing on the platform.

Process

1. Kick off meeting
2. Gather assets and confirm timelines
    a. Optional: If the City doesn't currently have high quality photos on the existing website, they can send up to 20 photos to be placed on the new website.
3. Ongoing updates via calls/emails

City's Role:

- **What**: Participate in the kick-off call. Review project timeline, provide feedback, approve timeline, and provide required assets.
- **Who**: City's main contacts such as project manager and/or the project leadership team (typically 2-4 people).
- **How long**: 30–60 minutes.

See the **Features** page for more details on design and layout or the **Technical Approach** for features and functionality.

Content Migration Scope

Depending on the migration needed, this could include up to the last 2 years of date-related items (news, events, and meetings).

Migration Includes:

- Crawling and exporting importable structured content from existing site's publicly accessible ("findable") pages.
    - Internal-facing, unlinked, gated pages, or pages that block content crawlers, are not included in this service.
- Exporting crawl results and other compiled content data into tab-delimited importable data sheets.
- Cleaning HTML to remove inline-style overrides and other unnecessary HTML elements.
- Configuring Feed Types for page and media importing, including basic settings, field mappings and tamper plugins as needed.
- Processing Feed import data sheets (and/or XMLs if the original site is Drupal) into Drupal field content tables, running integrity checks to verify import accuracy.
- Coordinating a manual migration process when existing site content structure is not compatible with extraction and import procedures.
- Importing and migrating existing site media (files and images) for page and other node attachments.
    - NOTE: Images of poor quality and/or that do not meet quality standards *may not* be migrated to the new website.
- The following 5 webforms are included from Upanup's base configurations. If further forms are needed, this proposal can be revised as needed.
    - Contact Us
    - Bylaw Complaint
    - Job Application
    - Request a Service
    - Report an Issue

*Please note that ecommerce integration (e.g. paying through an online form), content editing (e.g., adding/removing/adjusting the text for grammar, spelling, punctuation, and consistency in tone and formatting), and content styling (e.g., reordering content, putting into content rows, styling buttons) are not included unless explicitly stated elsewhere in this scope of work.

Modifications

- ✔ Ongoing Platform Services — USS 2,700/Year

  Platform services include:

  - Security updates with zero-downtime, safe-install procedure (typically 6+ times per year)
  - Bug (technical error) fixes to the site
  - ReCAPTCHA maintenance of webforms, for protection against spam bots
  - Support for user role management, including password resets and new site editor's setup (up to 10 times a year included)
  - Support for content changes to normally static content areas such as address in footer (up to twice per year included)
  - Ongoing platform improvements
  - Online help guide to assist site editors with step-by-step instructions for content management of site
  - Industry-leading, Canadian-based third-party hosting infrastructure via AWS
  - Daily snapshot backups to Upanup's protected servers, ensuring continuity in case of compromise
  - Maintenance, ongoing optimization, and security of web server hardware, software, and databases
  - 24/7 monitoring of site uptime, proactive response,e and reporting on any disruptions

  Future Year Rates:

  - Year 1 (2025 start date): $2,700
  - Year 2 (2026 start date): $2,760
  - Year 3 (2027 start date): $2,820

- ✔ Content Migration — USS 2,000

  Includes up to 50 pages.

☑ In-Personal Attendance (Addendum 1) - Optional Add-On USS 5,000

Addendum 1, Question 5 Response: "We expect the vast majority of this project work to be performed remotely, however, a representative from the winning bidder may be asked to attend a council meeting at the time of contract adoption by council (public hearing tentatively scheduled for Nov. 3, 2025) to answer questions the council may have about your firm's ability to execute the project, and may also be asked to attend a council meeting at the completion of the project to present highlights of the new website and outline potential future developments which could further enhance the City's digital experience. We anticipate that working meetings with city staff will be performed virtually using Microsoft Teams or Zoom."

Note: Upanup has not automatically included the below preparation and in-person meeting attendance options in scope, but can add them to the total project fees should the City select the option(s).

☐ Upanup's Preparation for Council Meeting & Presentation — US$ 2,500

This task reflects the preparation work required by Upanup's team for the Council Meeting in Joplin, MO for the City's website redesign project, as stated in the RFP requirements.

Preparation includes:

- Coordinating with the City for the date/time/location of the event.
- Virtual attendance for as many of Upanup's staff as is needed, likely 2-5 staff (if that's an option at the time).
- Debrief with the City -- most likely the following day if it's an evening event.
- Digital presentation (e.g., PowerPoint)
  - Two rounds of revisions included with the project contacts before the meeting are included
- Summary notes of the following:
  - Key takeaways
  - Themes or trends in feedback
  - Insights and new information
  - Recommendations such as feedback to incorporate into the redesign process and end product

Note: This fee includes scope for a 1-hour virtual meeting (if the City decides not to request Upanup's in-person attendance).

☑ Upanup's Attendance of In-Person Council Meeting & Presentation — US$ 5,000

V2: As discussed in December 2025, two meetings are needed:

1. Upanup will waive this fee for the January 2026 meeting.
2. An end-of-contract meeting is also required (date to be determined).

Scope of Service

This task fee reflects the scope of work involved for Upanup staff to participate in-person in one Council Meeting event in Joplin, MO for the City's website redesign project. Fees shown are per meeting, and are inclusive of the following:

- **Travel expense:** Flight from Upanup's Victoria, Alberta, and/or Ontario office, plus 1-2 hotel nights, and food/drink.
- **Travel time:** Time to fly, taxi transportation, check in at the hotel, and arrive early at the meeting location, etc.
- **Attendance:** Upanup staff member will attend the City's Council meeting.
  - **Meeting:** 4 hours onsite are included.
  - **Important Note:** We have assumed 1 staff member attendance in scope. If additional Upanup staff members are required to attend, this will be reflected in an additional per person fee.

Additional Fees

Any material costs such as printing presentations will be the responsibility of and at the expense of the City.

Requirements Not Met or Alternative Solutions

Upanup can meet the requirement listed in the RFP (unless otherwise explicitly clarified in the above Scope of Work details). If there is a case where clarification was needed, we have outlined any safe assumptions and recommended a best practice path forward based on (a) our extensive relevant experience and (b) the City's goals.

Upanup appreciates the comprehensive vision articulated in the City of Joplin's RFP. Our response demonstrates how our open-source, headless/decoupled architecture, robust project methodology and municipal expertise align perfectly with the City's Tier 1 requirements while offering scalable options for Tier 2 and Tier 3 enhancements. We are committed to delivering a secure, accessible and future-proof digital ecosystem that empowers City staff and serves the community.

Contingencies

US$ 5,000
US$ 5,000/Year

V2: Added based on December conversations.

- [x] Project Contingency — US$ 5,000

Upanup recommends setting aside some funds for items that might arise during the project implementation.

- [x] Annual Contingency — US$ 5,000/Year

Upanup recommends setting aside some funds for items that might arise after implementation.

Advanced Community Engagement tools

US$ 6,500
US$ 7,290/Year

V2: Added based on December conversations.

- [ ] Upanup's in-CMS content type — US$ 5,000

(example: https://www.thebluemountains.ca/planning-building-construction/current-projects)

- [x] Upanup's Engagement Platform — US$ 6,500 / US$ 7,290/Year

(setup) - assumes no migration is needed

Modifications

- ✓ Upanup's Engagement Platform (year 1) — US$ 7,290/Year
  See SLA document for multi-year pricing.

- [ ] Another option — Cost TBD

Social Pinpoint for an engagement site, which has more features and is closer to $30k/year

Other Optional Add-Ons

US$ 24,750
US$ 10,980/Year

V2: Added based on December conversations.

☑ Advanced AI with human editing capability (per site) — US$ 2,400/Year

This is a per-site setup and fee. It is assumed that this item would be for the JoplinMO site.

Choose the modification to add this to the Bike Park site.

Modifications

- ☑ Bike Park site as well — US$ 1,200/Year

Base Cost: **US$ 1,200/Year**

☑ Accessibility Tool: AccessPoint — US$ 13,750

Accessibility tool for the public: "AccessPoint" (JoplinMo only) -- example: comox.ca, see the accessibility icon in the bottom left

☑ Accessibility Tool: Website Accessibility Maintenance (annual scan & report) — US$ 8,580/Year

Accessibility tool for staff editors in help with compliance: using Upanup's website accessibility maintenance services, post launch (first site) -- incl. 1 report/year

Use the below modification to add the Bike Park site scan/report as well.

Modifications

- ☑ Second Site — US$ 3,840/Year

Base Cost: **US$ 4,740/Year**

☑ Single Sign-On (SSO) for the Bike Park Site — US$ 2,000

☑ More Email Integrations — US$ 1,000

Add 3 more content type integrations for Constant Contact (or Cyberimpact) -- such as Job Opportunities, Bid Opportunities.

There's also a higher tier if more are needed.

☑ Transit/bus integration like shown in demo — USS 2,000

Example: See "upcoming buses" tool here, https://www.winnipeg.ca/.

The range for this is $2,000 to $10,000 depending on the situation: Lower end if the City can provide the API and the script to call it (i.e. not much for Upanup to do for the implementation).

☑ Multi-Site Search (1st site added) — USS 6,000

Integrating AddSearch so that the JoplinMo.gov site's global search can search the Bike Park site as well.

NOTE: AddSearch has 3rd party fees to be paid by the City, approximately $1,500/year (for any number of sites). See https://www.addsearch.com/pricing/ for up-to-date pricing.

Modifications

☑ 2nd Site — USS 2,000
AddSearch so that the JoplinMo.gov site's global search can search the a second site (e.g. engagement platform).

Base Cost: **USS 4,000**

One Time

Total(s) **USS 264,550**

Recurring Annually

Total(s) **USS 47,150**

9. Methodology & Timeline

Methodology

We understand that every aspect of the website, and each step of the design and development process, contribute to the success of the website design and development project. As the website comprises various elements, including design, content, and technical aspects, we will take a holistic approach to evaluate the City's website and ensure a smooth process. We include frequent check-in points throughout the project to keep the City informed and updated, ensuring the project moves forward on time. All in all, we aim to deliver a visually appealing website with an optimal user experience in all aspects and will work closely with the City to achieve this mutual goal.

User-Friendly Navigation

Upanup will deliver a website that provides a user-friendly experience for both public users and City staff.

Regarding the back-end experience, Upanup's solution features an intuitive and accessible content authoring interface. Our Drupal CMS provides a clean, modern, accessible, and responsive administration theme. You will find the back end easy to navigate from the admin toolbar, which will provide access to all the administration areas, as well as contextual links (to directly access tasks related to page elements instead of navigating through the administrative menu). Upanup's team will provide guidance on how to implement distinctive, descriptive page titles for clear navigation and better search ability for assistive technologies.

Regarding the navigation experience for public users, website navigation is comprised of various elements such as sitemap, navigation menu, search bar, quicklinks, buttons and call-to-actions (CTAs), etc. The navigation menu will reflect the City's approved sitemap, which can also be adjusted in the future as needed.

- **Side Navigation**
  This will be present on all inside pages to provide users with easy, accessible, and quick access to various website sections/pages.
- **Search Bar**
  Your website will have a prominent search bar on all pages to assist users in finding content.
- **Quicklinks**
  Your website will have prominent links associated with icons that link to popular pages or sections to facilitate users' navigation.

Dynamic Sitemap

- **Ability to dynamically generate sitemap**
  Your new site will include a dynamically generated sitemap and breadcrumbs for easy navigation. An XML sitemap helps with search engine crawling and SEO (e.g., https://www.lakecountry.bc.ca/sitemap.xml).
- **Ability to control or manually remove items from dynamic sitemap**
  Staff with permissions will have the ability to hide pages from the dynamic sitemap (checkbox on the node to exclude).

Content Migration Process

The below is Upanup's process overview for migrating content:

1. Upanup's team will conduct a sitemap audit and recommendations. If we are doing a "one-to-one" migration (no sitemap changes unless the City wants to do them once on the new site), then please skip Step 1.
2. We will put together a content migration plan for the City to review.
3. Migration -- this includes programmatic migration for data that can be exported/imported (e.g. news exported into a spreadsheet format of data), as well as manual migration (copy/pasting) into content rows and paragraphs. Similarly to #1 above, if it's a "one-to-one" migration, please skip step 3.

4. Up to 50 pages of content styling and editing is included in the scope of this proposal; optional additional pages can be discussed and likely added onto the project if desired by the City for additional fees and timeline.

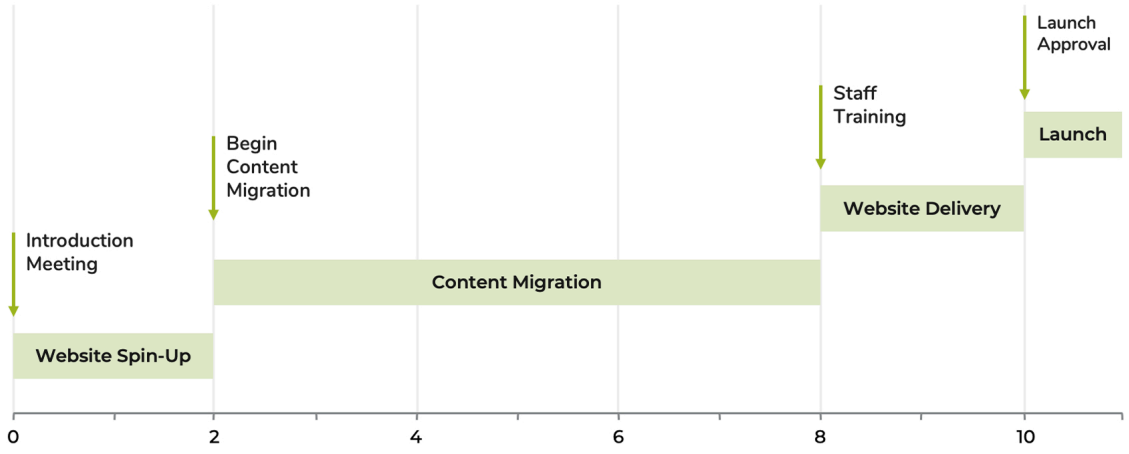
Timelines for Each Website

1. Bike Park Website

Given the potentially rushed request for the Bike Park website (the RFP stated that it may need to be ready the same month as the project start), Upanup recommends our turnkey, template-designed solution which is purpose-built to deliver quick turnaround times. After years of working with municipal organizations, we have found they often need a solution that is efficient, simple, and cost-effective for these types of microsites.

Therefore, the methodology for the BIke Park site will be as follows. A typical timeline is 10 weeks (2.5 months) but this can be shortened to 1 month if required; this will take careful coordination with the City but Upanup has done this before!

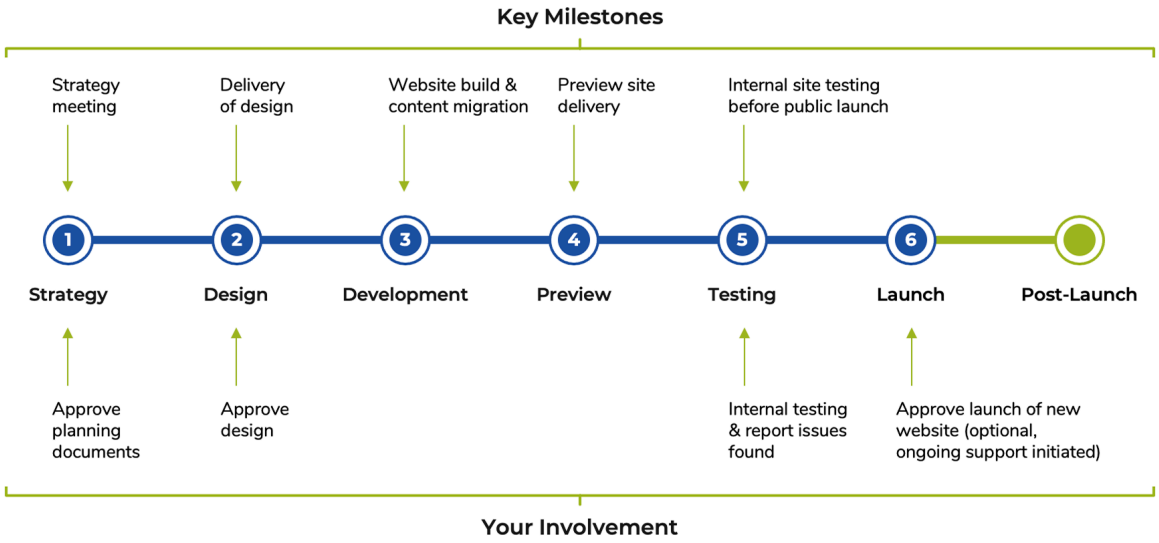
If the City chooses to go live with the new Bike Park website at a later date in March 2026, as initially stated in the RFP under 2.1 RFP Schedule (page 24), Upanup can adjust the project timeline as needed, to be discussed and confirmed with the City.



2. Corporate Website, joplinmo.org

This website project will be much more involved with regards to design mockups and approvals, content adjustments, and technical integrations. It will be a longer timeline (typically 6-12 months) and follow this process:

- Phase 1 - Strategy, includes planning meetings with the Project Manager and City staff to discuss needs and next steps, and provide a project brief including the confirmed timeline.
- Phase 2 - Design, custom design options will be provided to the City for review and approval, as outlined in scope.
- Phase 3 - Development, the City's new website will be implemented and approved content will be ported over.
- Phase 4 - Preview, the City will be provided access to preview their new site in a staging environment, for initial review and feedback.
- Phase 5 - Testing, where internal testing and reported issues will be addressed and fixed.
- Phase 6 - Launch, approval to launch the new website, hosting and support services are initiated on launch date.



Estimated Project Schedule

Upanup understands work for this project will likely commence in November 2025, and the City would prefer to launch the website by July 2026 if possible. If approved to proceed, Upanup will confirm the start date and the timeline, when the approval is received. At the time of sending this proposal, Upanup can confirm availability for the above timeline.

Contingency Weeks

Once the project timeline has been approved, within the above recommended timelines, we can offer up to four contingency weeks (per website project) to the grouped timeline without scope/fees adjustments since we know that a lot can change between the procurement process and when the project actually starts, and there are some unknowns that we aim to work with (e.g., your project manager's vacation availability during the project). To extend the timeline longer than four weeks, any anticipated scope/fees adjustments will be provided in writing for approval by you before proceeding.

10. Budget

Pricing By Tiers

- **Tier 1 total: $163,880**
  - This includes: implementation of Bike Park and JoplinMO.org websites, content migration as outlined in scope for both websites, Year 1 Hosting, Maintenance & Support Services Fees for JoplinMo.org, and Year 1 CiviKit Municipal Website (Bike Park) Year 1 Platform fees.
- **Tier 2 total: $61,300**
- **Tier 3 total: $22,000**

1. Main Corporate Website (joplinmo.org)

The following table shows a fixed-price, lump sum proposed cost for the City's website project (joplinmo.org). All prices are shown in American funds.

Please refer to the **Point-by-Point Responses to Scope of Work** section above, for the itemized budget costs.

Item Category	**Fees**
Website Design & Development **(JoplinMO.org only)**	$217,300
Third-Party Integrations	Included in the above line item as these integrations are part of the website development. *Note that some of the third-parties many have their own subscription fees.*
CMS Licensing (please see below for hosting details)	$0
Taxes	N/A
Implementation Fees Total	**$217,300**
Post-Launch, Ongoing Hosting and Support for Year 1 (Project Budget as per RFP)	**Fees**
Year 1 Support (Intermediate Package)	$6,480
Year 1 Hosting (Fortified Package)	$14,700
Taxes	N/A

Website Project Total (JoplinMO.org only Implementation Fees and Year 1 Hosting, Maintenance & Support)	**$238,480**

2. Bike Park Microsite (yourdomain)

The following table shows a fixed-price, lump sum proposed cost for the City's new Bike Park website project. All prices are shown in American funds.

Item Category	Fees
Website Implementation (turnkey solution)	$6,000 (includes content migration up to 50 pages)
Third-Party Integrations	We have not included third-party integrations in the scope of this proposal for the Bike Park website. Options can be discussed with the City at a later time, if possible within Upanup's turnkey solution's parameters.
Drupal CMS Licensing	$0
CiviKit Platform Service Fees	$2,700 (2025 rate)
Implementation Fees Total (Website Implementation + Year 1 Platform Fees)	**$8,700**

Total Project Fees for JoplinMo.org + Year 1 Hosting, Maintenance & Support, and Bike Park Website + CiviKit Platform Fees: $247,180

Recurring Annual Costs Breakdown for Hosting, Support, and Maintenance

Main Corporate Website (joplinmo.org) - assuming 2026 launch date			
	Year 1	**Year 2**	**Year 3**
Fortified Hosting	$14,700	$15,300	$15,900

Intermediate Support	$6,480	$6,780	$6,780
Invoicing timing	One annual invoice upfront upon the website launch date.	One annual invoice upfront upon the website renewal date.	One annual invoice upfront upon the website renewal date.
Bike Park Website (yourdomain) - assuming 2025 launch date			
CiviKit Platform Services Fees	$2,700 • Please note that Upanup has proposed 2025 rate for Year 1 for this website, given the City's preference to launch the microsite before end of 2025, if possible. **If the website launch occurs in 2026, Upanup will honour the 2025 rate for the first year.** Rates from Year 2 onward will follow our standard annual pricing (e.g., the 2027 rate for Year 2, and so on).	$2,820	$2,880
Invoicing timing	One annual invoice upfront upon the website delivery and training date.	One annual invoice upfront upon the website renewal date.	One annual invoice upfront upon the website renewal date.
Annual Recurring Fees - Totals for Both Websites per Term	**Year 1: $23,880**	**Year 2: $24,900**	**Year 3: $25,560**

Contingency Budget (optional)

Upanup also recommends $5,000/year for potential additional features and functionality changes. This is completely optional, and recommended to keep the site up to date with (a) industry trends such as moving more municipal services online, (b) internet trends such as artificial intelligence, and (c) user expectations such as more ongoing engagement.

This budget can be used on an hourly basis (see below for rates) or on a fixed price project basis, as the City prefers. If choosing an hourly basis, the blended rate would be **$157/hour** (see below for rates by type of service).

Annual Uplift

Upanup's annual services typically increase 2-5% per year.

Hourly Labour Rates

Upanup's hourly rate for this project are as follows, separated by type of service as requested in the RFP.

Implementation Rates

- Within the one-time implementation, if additional hours-based work is needed, the following applies.
  - **$150/hour** for general project management, client relations, or CMS training.
  - **$165/hour** for requested senior staff such as Directors, rush requests, or highly-technical requests such as API integrations.

The above reflect Upanup's rates for 2026. See above about annual uplift for rates in future years.

Post-Implementation Rates

- Within the ongoing post-implementation services, if additional hours-based work is needed, please refer to the SLA (service level agreement) details.

11. Hosting & Maintenance

Extensive Experience Providing Hosting & Maintenance

Upanup hosts and maintains over 180 websites, and receives fantastic client feedback such as the following.

Regarding the following testimonial, Upanup refers to its "*ongoing website support and maintenance*" services as "*support*" for short.

> "Upanup's support team and the UI/UX team have resolved our issues and created solutions for us so quickly (you are on fire!). Very grateful!"
>
> **Heather Follis**
> Digital Services Advisor, City of Victoria

Important Note About Upanup's Proposed Hosting Services:

Please note the main JoplinMo.org website will have separate hosting; we have proposed our Fortified Hosting package to meet the City's needs. The Bike Park website will have mandatory ongoing platform fees, that include hosting & limited technical support (additional support retainer can be added if requested).

Please refer to the *Budget* section of this proposal for specific pricing accounted for in project scope, and recurring fees, for the two websites.

Hosting Specifications

For the City's new main corporate website, JoplinMo.org, we have proposed in scope our Fortified Hosting package. With that said, Upanup offers 4 different hosting package options (fees vary), and the City may choose their preferred package.

The below assumes a 2026 launch date (Year 1) for the main corporate site, JoplinMo.org. For any additional future rates, please inquire directly.

	Professional	Premium	Fortified	Enterprise (2 application servers and file storage)
Fees (Main Website)	Setup: $0 Year 1: $3,480 Year 2: $3,600 Year 3: $3,720	Setup: $0 Year 1: $5,340 Year 2: $5,580 Year 3: $5,820	Setup: $0 Year 1: $14,700 Year 2: $15,300 Year 3: $15,900	Setup: $8,100 Year 1: $39,300 Year 2: $40,860 Year 3: $42,420
Fees (Additional Website after	Setup: $0	Setup: $0	Setup: $0	Setup: $900

the Main)	Year 1: $2,580 Year 2: $2,700 Year 3: $2,820	Year 1: $4,440 Year 2: $4,680 Year 3: $4,920	Year 1: $6,600 Year 2: $7,200 Year 3: $7,800	Year 1/2/3: $0, unless additional AWS virtual application server is needed
Recommended for Organizations	Servicing a population up to 10,000 people, and/or Anticipating up to 400 visits per day (12,000 visits per month).	Servicing a population up to 50,000 people, and/or Anticipating up to 1,000 visits per day (30,000 visits per month).	Requiring sole tenancy on a server due to dedicated resource assurances, custom security specifications and/or data privacy requirements, such as a high volume of user accounts and/or confidential data storage needs.	Requiring sole tenancy, also with potential for high traffic spikes that require redundancy for automatic server failovers, mission critical, high performance, high data privacy, dedicated resource assurance and/or security needs.
Virtual machine	Shared (with a limited number of trusted Upanup-managed websites)	Shared (with a limited number of trusted Upanup-managed websites)	Dedicated one server (not shared)	Multiple dedicated VM: • Two dedicated application servers • One dedicated S3 cloud file storage • Ability to add additional servers as optional add-ons, if needed
Differentiators among Packages				

Environment setup includes	Shared server configuration and resource allocation, security measures, and ongoing performance monitoring for reliable operation.		Dedicated server instance creation, setup and configurations including database, firewall, security, performance, DNS relay, malware scans, access controls and ongoing uptime monitoring.	Multiple server instance creation, setup and configurations including network, subnets, load balancing, availability zones, file object storage connection, CI/CD devops pipeline, database, firewall, security, performance, DNS relay, malware scans, access controls and ongoing uptime monitoring.
Processing power	Shared access to 8 vCPUs within the shared VM	Shared access to 8 vCPUs within the shared VM	Exclusive access to 8 vCPUs within the dedicated VM	Exclusive access to a minimum total of 8 vCPUs with vertical scaling 4 vCPUs[1] minimum per dedicated application server
RAM	Shared access to 32 GB of memory within the shared VM	Shared access to 32 GB of memory within the shared VM	Exclusive access to 32 GB of memory within the dedicated VM	Exclusive access to a minimum total of 32 GB with vertical scaling 16 GB[1] minimum per dedicated application server
Website asset storage	Max 50 GB SSD	Max 100 GB SSD	Up to 640 GB SSD	Unlimited object storage

				bucket
Dedicated virtual private application server containers (2 servers)	Not available	Not available	Not available	Yes
Dedicated S3 object cloud storage for static file assets	Not available	Not available	Not available	Yes
AWS load balancer	Not available	Not available	Not available	Yes, ensures speed infrastructure resilience by balancing traffic between servers
Dedicated (sole tenant) virtual server	Not available	Not available	Yes	Yes
Any incurred AWS support	Not available	Not available	Not available	Yes, without additional charges
AWS RDS database	Not available	Not available	Optional add-on	Yes
AWS RDS with point-in-time backup service	Not available	Not available	Optional add-on	Optional add-on
Uptime goal	99.99%[2] for a yearly timeframe	99.99%[2] for a yearly timeframe	See Uptime guarantee below	See Uptime guarantee below
Uptime guarantee	Not available	Not available	99.99%[3] for a yearly timeframe	99.99%[3] for a yearly timeframe

Priority response times for critical security updates	Within 5 weeks of patch release	Within 4 weeks of patch release	Within 2 weeks of patch release	Within 1 week of patch release
Security Measures				
Included in scope for all packages	• Drupal required security updates by Upanup included [4] • ModSecurity (web application firewall) rules for banning suspicious user activities, and Imunify360 multilayer security suite (malware, IP/bot blocking, etc.) • AWS Route 53 DNS relay service for recovery mitigation and DDoS prevention [5] • Firewall and security extension management			
Business Continuity				
Included in scope for all packages	• Daily full database and non-private file backup exports to a separate AWS S3 bucket with ongoing versioning retention of up to one year • Daily full VM container snapshots with 3-day retention • Static IP management for failover and incident recovery • 24-hour emergency support included for host-related issues			
Other Services				
Included in scope for all packages	• Amazon Web Services (AWS) third-party hosting infrastructure • Upanup acts as main point of contact for all services • Linux-based software stack managed and updated proactively • License, configure and update Plesk power panel • Performance optimizations, including server-side caching service (to speed up page load) • Drupal codebase of non-confidential configuration files versioned and stored in a private GitHub repository owned by Upanup • Computing resources for performant search indexing as per configuration requirements such as Solr index servers • Value adds for hosting with Upanup: License management and provision for Font Awesome integration (fees included)			

[1] **Note**: This is the minimum per application server and can be customized based on each server's particular needs to handle data and traffic.

[2] **Uptime goal stipulations**: Statistics can be reconciled year-over-year based on the deployment date. For example, if the website is launched on a specific date this year, the uptime statistics become relevant starting from the same date the following year, and so forth for subsequent years. Uptime monitoring service is at the discretion of Upanup.

[3] **Uptime guarantee stipulations**: Statistics can be reconciled year-over-year based on the deployment date. For example, if the website is launched on a specific date this year, the uptime statistics become relevant starting

from the same date the following year, and so forth for subsequent years. Uptime monitoring service is at the discretion of Upanup.

- In the event the above-mentioned uptime guarantee thresholds are not upheld for a yearly timeframe, a credit would be applied (5% of the past year's monthly fee for every hour of downtime, up to a max of 50% of the monthly fee within the affected year).

[4] For major Drupal version releases or security updates that necessitate a website rebuild or replatform due to different architecture (e.g., similar to the transition from Drupal 7 to Drupal 8, which is a rare occurrence and unlikely to happen in the near future), Upanup will provide a separate quote for this work, as it falls outside the standard hosting scope.

[5] **Cyber security and incident response stipulations:** Upanup provides proactive cyber security protections as part of its managed hosting services, including standard DDoS mitigation (via AWS Route 53, ModSecurity, Imunify360, and other measures), firewalls, and continuous monitoring. These protections are designed to prevent and mitigate common automated attacks and suspicious activity.

- If a cyber security incident occurs, Upanup will respond promptly and assist with recovery using the tools and services included in this hosting package—such as restoring from backups, applying security patches, and adjusting firewall rules. In many cases, these measures will be sufficient to restore service without additional cost to the Organization.
- However, some incidents may exceed the scope of standard protections or be beyond Upanup's reasonable control. Examples include:
  - Large-scale or sustained DDoS attacks, involving traffic levels many magnitudes greater than typical site usage (for example, billions of requests), which can overwhelm standard defenses and require advanced security services beyond this package.
  - Security breach caused by compromised credentials or unauthorized access resulting from actions on the Organization's side (e.g. phishing, weak passwords, or disclosure of login information) that can require advanced remediation services beyond this package.
  - Targeted or sophisticated cyber attacks that go beyond common automated threats and require specialized expertise or services outside this package.
- In the unlikely event of such cases mentioned above, additional time, resources, or third-party services may be required to fully mitigate and recover from the incident. These costs are not included in the base hosting fee. Upanup will act quickly to recommend appropriate next steps and will seek written approval (including expedited email approval where possible) from the Organization before proceeding with any additional costs.
- For Organizations that prefer to eliminate the risk of additional costs entirely, enhanced hosting and security packages are available. These services provide broader coverage against advanced threats, but at a significantly higher monthly fee compared to this package. If desired, Upanup can provide separate quotes for such coverage.

Service Level Agreement (SLA)

If the City wishes to receive a SLA, please request it at any time. The following outlines what is in the SLA:

- **Specifications**: Specifications of the chosen hosting and support packages, as outlined in the Scope of Work section; see the comparison charts for details.
- **Term & Adjustments**: The term is 1 year from the start date. After the initial year, the term is ongoing. A 30-day written notice is required from either party for changes or termination. If the City cancels partway through the annual billing period, they may receive a pro-rated credit for Upanup services for the unused portion of the year, calculated based on the number of full months remaining. Please note that there will be fees associated with any request for hosting transfer.
- **Start Date**: The hosting start date for this Agreement is the website launch date.

12. Support Services

Support request process

Retainer support clients enjoy front-of-the-line status for service requests. Support requests will be submitted directly to Upanup's support desk (e.g., email or webform submission), which goes directly to several members of Upanup's website support team.

1. **Contact detail**. Upanup's Support Team can be reached during regular support hours through one of the following channels:
   a. Emailing the Support Team at: Support@Upanup.com
   b. Online form if mutually agreed between Upanup and the City
   c. Calling the Support Team at: 1-250-590-1721
2. **Customer responsibility**. When reporting an incident to Upanup, the City's responsibilities are to notify Upanup what occurred, when it occurred, any error messages received, relevant screenshots/links, and what other items or tasks were being performed at the time by the City .

Response time

Upanup will provide the City with a response and a resolution within the specified time limit based on the below Priority Code of the Support Issue (a "Response Time" and a "Resolution Time"). The following Target Response Times are within the hours of coverage and are considered to be business hours/days.

Priority Code	Description	Response Time	Resolution Time
P0 - Critical	The problem is impacting all users by the service being unavailable with no work-around available.	30 Minutes	1 Hour
P1 - Urgent	The problem is impacting a significant number of users and is causing a significant business impact, where there is no work-around available. This includes inaccessible website, networking problems, cyberattacks, software failures, and/or code errors.	1 Hour	1 Day
P2 - Non-Urgent	The problem is minor and requires assistance from Upanup for errors that do not hinder the website from being accessible and a work-around does exist. This includes minor enhancements, assistance with login issues, etc.	2 Hours	2 Weeks

Hours of coverage

Upanup's business hours are 5:30am to 5:00pm PT, Monday through Friday excepting statutory holidays.

Blackout Dates and Holidays

The following days are considered standard days of unavailability for Upanup and the City as of the date of this Agreement. For some holidays where it falls on a weekend, another day (e.g., Friday or Monday) will be the holiday instead.

Upanup's Blackout Dates or Holidays

- New Years Day
- Family Day
- Good Friday
- Victoria Day
- Canada Day
- Heritage Day / BC Day / Civic Holiday
- Labour Day
- National Day for Truth and Reconciliation
- Canadian Thanksgiving
- Remembrance Day
- Christmas Day
- Boxing Day

Emergency Contact

On-call and emergency support are provided outside of regular hours through online and by phone. Please inquire directly with us for more details.

Problem Escalation

Upanup has a well-defined problem-escalation process that ensures issues are resolved quickly, transparently, and at the right level of expertise. Please inquire directly with us for more details.

Artificial Intelligence Use Policy

At Upanup we encourage team members to utilize tools that are consistent with our values, and particularly help us be more efficient while creating quality work. This includes Artificial Intelligence (AI) tools, which have been used to assist our team's preparation of our proposal for the City of Joplin.

AI is used internally to help make us more efficient, gain progress faster and provide quality work. Solutions for our clients need to consider AI where it is sensible and helps users. Solutions that utilize or work with AI will be an important part of Upanup's future.

Our approach to using AI tools is guided by the following principles:

1. We use AI tools to help our efficiency and quality, to achieve our purpose and to drive towards our strategic direction.
2. We uphold integrity by not publishing content or code created by artificial intelligence without reviewing, doing a quality check and testing.
3. We ensure privacy and security of Upanup and our clients are upheld by never disclosing private or confidential information to shared AI tools.
4. We look to add a human element to content created using an AI tool.
5. We do not use AI to replace existing jobs, only to make existing jobs more efficient and provide us with better ability to scale.
6. We attempt to prevent, identify and address bias that can proliferate in AI-generated content.
7. AI tool usage should be made transparent internally with associated team leads (i.e. no secretive use of AI tools).
8. We do not hide our usage of AI from clients. We should disclose to them when it makes sense or when asked. This is similar to how we would disclose using any other tool.

The above principles are subject to change as our use of AI tools evolves and matures. We may notify our clients as needed as when any material adjustments are made in future.

If you have any questions or concerns in relation to Upanup's use of AI tools, please contact us directly at contact@upanup.com.

Thank You

Final Thoughts

Upanup appreciates the comprehensive vision articulated in the City of Joplin's RFP. Our response demonstrates how our **open-source, headless/decoupled architecture**, **robust project methodology** and **municipal expertise** align perfectly with the City's Tier 1 requirements, while offering scalable options for Tier 2 and Tier 3 enhancements. We are committed to delivering a secure, accessible, and future-proof digital ecosystem that empowers City staff and serves the community.

Working Partnership

Our values are incredibly important to our work and our working relationships. They are as follows: integrity, friendliness, progress, efficiency, and quality. We believe these values align well with your goals and culture, and we look forward to the opportunity to work with you!

Confidentiality

Please note that the information included in this document is confidential and only to be shared with the intended audience at the City of Joplin.

Payment

Upanup accepts check. The following address will be used on the invoice unless otherwise requested by the City of Joplin.

- 602 S. Main St. Joplin, MO 64801

Invoicing will likely be equal monthly payments unless otherwise mutually agreed between Upanup and the City of Joplin.

Proposal Left Open

This proposal will be left open for 6 months from October 15, 2025.

Contact

If the City has any questions, please connect anytime at **contact@upanup.com.**

From all of us at Upanup, thank you and we look forward to the opportunity of working with the City of Joplin!