

Attachment 4—Scope of Work for Website Development and Maintenance Services

1 Introduction and Background

1.1 Introduction

This document provides a Scope of Services for a qualified vendor (“Vendor”) to provide the Ramsey/Washington Recycling & Energy Board (“R&E Board” or “R&E”) with online ordering website development and maintenance related to the Food Scraps Pickup Program (FSPP), a program that launched in 2023. An agreement will be prepared using this Scope of Services as the basis for the final scope of services in the agreement.

The following is an outline of the Scope of Services:

- Build, host, and maintain a website that receives, validates, and confirms orders from customers for designated quantities of food scrap bags. We are looking for a WordPress foundation (or similar) with Shopify (or similar) integration for payment processing and warehouse inventory management (Extensiv-Softeon)
- Build and maintain functionality for household customers to purchase additional food scrap bags (beyond their allotted no-cost quantity) using the website.
- Build and maintain functionality for customer order data to be provided to specified R&E staff and R&E-specified vendors, including an order fulfillment/shipping vendor and customer service vendor
- Maintain data and provide reports to R&E on specified metrics
- Recommend products and oversee other necessary applications and collection of data from applications, including but not limited to plugin maintenance for GovDelivery, SendGrid, contact forms, and sales tracking applications
- Build and maintain a user-centric Website that is accessible, intuitive, and aligned with WCAG 2.1 Level AA standards; ensure multi-device usability, accessibility for non-English speakers, and continuous monitoring of user behavior and engagement through integrated analytics tools.

1.2 R&E Board Background

The R&E Board is a public joint powers board of Ramsey and Washington counties, located in the eastern Twin Cities Metropolitan Area (East Metro). The R&E Board is responsible, on behalf of the two counties, for administering solid waste resource recovery activities, and programs to reduce the land disposal of waste. The R&E Board assists the counties in implementing an integrated regional solid waste management system in the East Metro aimed at implementing the Waste Management Hierarchy outlined in the Minnesota Waste Management Act (Minn. Stat. Chaps. 115A and 473, the Act).

The R&E Board has continued that work to achieve environmental, economic and community benefits for the East Metro. Ramsey & Washington counties collectively have a total population of just over 813,000¹ and span a total of 593 square miles^{2,3} consisting of urban, suburban, and rural areas. The R&E Board owns and operates the Recycling & Energy Center (R&E Center), in Newport, Minnesota. Purchased on December 31, 2015, the R&E Center receives and

¹ <https://mn.gov/admin/demography/data-by-topic/population-data/our-estimates/>

² <https://www.ramseycounty.us/your-government/about-ramsey-county>

³ <https://www.co.washington.mn.us/102/County-History>

processes all acceptable mixed municipal solid waste (MSW) generated in the two Counties. The R&E Center currently produces refuse-derived fuel and recovers certain recyclable materials.

The R&E vision, “vibrant, healthy communities without waste,” is being pursued in several phases. While R&E activities and each county’s programs partner to work upstream, preventing waste and increasing source separation of recyclables, the R&E Center will be redesigned and repurposed to recover more value from waste. Over the next two years, enhancements at the R&E Center will be installed to accommodate a new program to collect source-separated organics and enable the recovery of these high-value materials from trash. Details of the processing enhancements can be found [here](#).

1.3 Description of Organics Collection Using Food Scrap Bags

The State of Minnesota has set a 75% recycling goal for the metropolitan area by 2030. Food scraps make up approximately 20% of the Municipal Solid Waste (MSW) collected in Ramsey and Washington counties.

The R&E Board has established a system to collect source-separated food scraps and other organics from households in the two counties (hereafter referred to as “customers”) using food scrap bags co-collected with MSW. This program includes the installation of additional processing upgrades at the R&E Center to accommodate separation of food scrap bags. R&E has also contracted with two other waste transfer stations that will install food scrap bag sortation equipment. The food scraps bag program started rolling out to select areas of Ramsey and Washington counties starting in 2023. Going in phases, it is anticipated that the program will be fully rolled out to all households in the two counties by the end of 2027.

Ramsey and Washington county residents who opt into the program will be provided with food scrap bags at no charge to the residents (2 free orders per calendar year, with an option to purchase more). The process of collecting, processing, and transporting organics in food scrap bags is shown in Figure 1-1. Food scraps and other BPI Certified compostable products are placed into specially designed bags, which are then tied shut and placed into the customer’s existing trash receptacle (such as a dumpster or trash cart). Food scrap bags will then be sorted out of the MSW either at the R&E Center or transfer stations contracted to deliver material to the R&E Center.

**Figure 1-1
Food Scrap Bag Collection & Management Process**



There are approximately 329,000 households in Ramsey and Washington counties. R&E has set a goal to have 40% of all households participating in the Food Scraps Pickup Program by

the end of four years after program launch for each of the phases. If 40% of all households participate it amounts to around 131,600 households that could participate on an ongoing basis. The R&E Board plans to roll-out the residential program in phases, launching in communities sequentially over the course of four years.

The voluntary, opt-in program began with a small-scale pilot phase in the spring of 2023 and rolled out to an initial 'phase one' group of communities in October 2023. Two sizes of food scrap bags are available for customers to choose upon enrolling in the program (6-gallon and 13-gallon.) Enrolled households must contact customer service or log into their online account to select and order their bags. Each calendar year a household is eligible to receive two free orders of bags (60 bags per order) and can choose to purchase any additional orders for the full cost of bags and shipping.

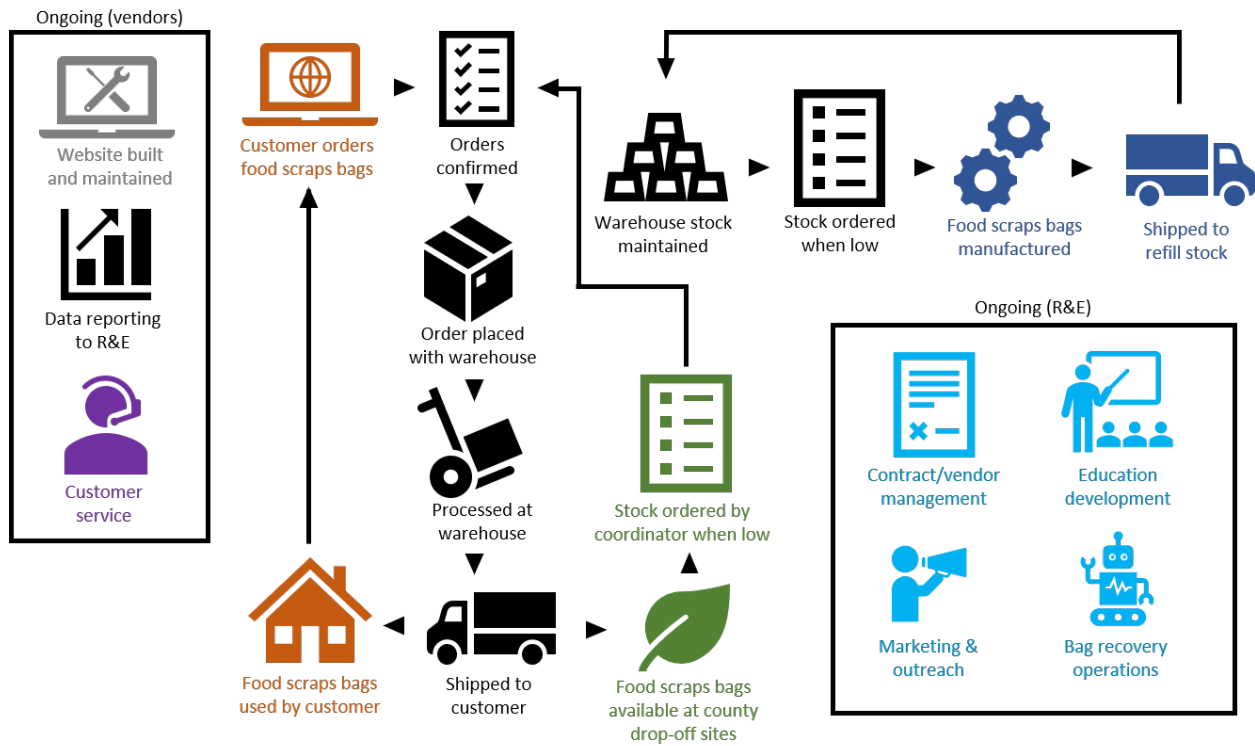
1.4 Ordering & Order Fulfillment System Components

The R&E Board has established multiple contracts to provide the food scrap bags system for customers. One contract is for customer support services. Another contract is for order fulfillment and delivery services to receive and fulfill food scraps bag orders. The R&E Board has also established a contract with a manufacturer for production of the food scrap bags themselves. The selected manufacturer will interface with the order fulfillment contractor. This Scope of Services document is for the website development and maintenance services contract that will maintain an on-line ordering system and re-develop a website for qualified customers to register and order food scrap bags.

Customer-facing components of ordering and fulfillment include the website for on-line ordering; access to educational materials; reordering and ongoing subscriber engagement; customer service functions for addressing questions and issues; and delivery notification of food scrap bags to customers' homes.

System management, logistical and operational components for the food scraps bag program are depicted in Figure 1-2. This includes taking the existing website and putting it in a new format, maintaining the ordering process, as well as ongoing components such as website maintenance and data reporting.

**Figure 1-2
Overview of Food Scraps Bag System Components**



The primary method by which customer orders will occur is via a website built specifically for the food scraps bag program. Customers are also able to order food scrap bags and ask questions by utilizing customer service. Customer service representatives utilize the 'back end' of the ordering website to help place customer orders. Customers located in Ramsey and Washington counties will be eligible to use the website to order food scrap bags. The system is programmed to only allow eligible areas of the program to obtain bags. Customers will have their choice of 6-gallon food scrap bags or 13-gallon food scrap bags (60 per box) to be delivered to their home address. Currently, customers can order an unlimited number of bags.

Starting in 2026, customers will have the opportunity to re-order a second free supply of food scrap bags within each calendar year. Orders beyond the two allotted free orders, must be paid for by the customer. The customer becomes eligible again for free bags at the start of each calendar year. Customers are reminded of their ability to order by automated communication (GovDelivery or SendGrid). In addition to yearly order reminders, the FSPP sends out emails to residents who have not re-ordered to let them know that they are eligible and that their participation is important. These are currently sent out after a certain period of not ordering bags. The current system utilizes Shopify for order processing and notifications, while GovDelivery is integrated for communication campaigns. The new website should maintain these capabilities and integrate with these services.

2 Website Development & Maintenance Scope of Services

2.1 Food Scraps Bag Ordering Website

The Vendor shall transition the existing website to a WordPress platform, host and maintain a Website (hereafter, "Website") that customers can access year-round, 24 hours per day, seven days per week to place orders for food scrap bags, find information about the program, create and update their password-protected account, update their account address, and reorder food scrap bags annually at no charge and/or on-demand at the frequency specified by R&E.

2.1.1 Customer Information Requirements

The Website shall manage and protect customer information, including facilitating the creation of password-protected customer accounts with specified required inputs, verifying account requirements, and managing the data consistent with the requirements of Minn. Stat. Ch. 13 and other applicable data practices and privacy laws.

The Website will require customers to input essential information during account creation, including but not limited to:

- Personal identification (name, password)
- Contact information (email, phone),
- Address verification
- Communication preferences.
- Additional optional demographic information may be collected as needed for program evaluation and improvement. The specific data fields may evolve over time as program needs change.

Optional information required for account creation is beyond the data required for fulfillment processing. However, this additional data will be useful to R&E and the Counties to better target service. For example, if residents in a certain demographic area not well represented, R&E can implement additional outreach to market the program to those audiences.

The Website design should implement reasonable measures to minimize duplicate accounts per household, recognizing that perfect enforcement is not feasible, this can be achieved through address verification, requiring unique email addresses, and providing robust account recovery options to reduce the need for users to create new accounts when they forget login credentials. The system should provide tools for administrators to identify potential duplicate accounts for manual review. The Website design should also validate customer accounts. This includes:

- Only customers with addresses in Ramsey County and Washington County can register and place orders for food scrap bags
- Email address is unique to account
- Name/ mailing address combination is unique to account
- Addresses are stored in a format recognizable to GIS for future analysis purposes

There is currently no internal validation method available (i.e., list of valid addresses in the Counties). Some zip codes fall across Counties. The same is true for cities. An outside web service, such as an API provided via Google Maps, should be used to validate address by county. It is the responsibility of the Vendor to ensure only valid addresses (i.e., addresses located within Ramsey and Washington Counties) can create an account. The Vendor shall work with R&E staff to identify areas in which issues may occur with residents located outside the two Counties attempting to subscribe (e.g., St. Anthony, Forest Lake, etc.) and address this in the Website development as appropriate.

Customer data and database shall be owned by R&E. The Vendor shall manage the development and maintain customer data and database needs for the duration of the agreement. There is no initial database load available. Initially, the customer will input their address and demographic information, and this information will be appended as orders are placed. The customer dataset will be housed in an R&E owned and controlled database, which will be built and maintained by the Vendor. This data includes, but is not limited to:

- Customer data
- Order placement data
- Order shipment data

Once validated, order data will be sent directly from the Website to the fulfillment entity (via Extensiv-Softcon API integration). This should be an automated process with no manual intervention required, except for exception handling when an error occurs.

2.1.2 Usability Requirements

The Website will include instructions to the customer about how to order food scrap bags. This includes informational content pertaining to the overall process, as well as content pertaining to questions that could arise during the ordering process. This content will be in multiple languages as specified by R&E, with content approved by R&E prior to publishing. The Website shall support multiple languages including English, Spanish, Hmong, Oromo, Somali, and Karen. It should be noted that Hmong and Karen are a predominately oral language with various dialects so Google translate will not be sufficient for translation (Karen isn't offered as an option on Google Translate). The solution must include:

- A straightforward translation management system
- Analytics that track language usage
- A simple, intuitive interface for R&E staff to update and manage translations
- Ability to export/import translation for professional translation services
- The professional translation service must support the languages above and work with native speakers
- Clear language selection options for users
- The system should minimize complexity while ensuring quality translations, potentially using a combination of AI, professional translation services, and modern translation APIs

Development of the written and video instructions is outside the scope of the Website development effort. The Vendor will be responsible for facilitating the content to be placed onto the Website for customer use. The selected Website Vendor will be expected to establish direct coordination channels with R&E's marketing Vendor to ensure seamless integration of marketing initiatives and Website content. This should include regular communication protocols, shared access to relevant systems where appropriate, and collaborative planning for new features or campaigns, minimizing the need for R&E staff to serve as intermediaries.

The Website shall be designed to allow customers to access the Website and complete orders via mobile devices in addition to computers.

The Website shall be designed to facilitate ordering in English and other languages specified below, at minimum, by R&E as part of the system, such as managing content presented to site use after a specific language has been selected using a browser extension for translation, or other means. Multilingual content presentation to customers is in the scope of this agreement. The Vendor should propose a comprehensive translation solution that goes beyond basic Google Translate integration. This may include a combination of AI, and/or professional

translation services for static content, specialized translation APIs for dynamic content, and the ability to manually override/edit translations. The solution should balance quality, maintenance effort and cost while ensuring accessibility for all supported languages. Vendors should describe their proposed translation approach, methods of maintaining translation accuracy and experience with the specified languages in their proposal.

R&E specifies the following languages at minimum:

- English
- Spanish
- Hmong
- Somali
- Karen
- Oromo

Ramsey County, Washington County and R&E must be able to include a hyperlink on their respective websites that directs users to the Website.

The Website shall have a modern, user-friendly design that aligns with R&E and the FSPP's brand identity. The Vendor will establish a program of regular UX evaluations (quarterly or twice yearly) and recommend improvements based on user behavior data and best practices.

The Vendor shall implement a clear Website feedback mechanism that allows users to report technical problems with the Website itself (e.g., broken links, display issues, functionality problems), which should be directed to the web development team. This should be separate from the customer service contact information for program inquiries or order issues, which are directed to the customer service team.

2.1.3 Order and Re-Order Function Requirements

Customers shall receive a supply of food scrap bags as a result of their initial on-line order on the Website. The Website shall be designed to allow customers to choose from a selection of a supply of food scrap bags in sizes and quantities specified by R&E. Starting in 2026 customers can order 2 free supplies of food scrap bags each year. The ordering component of the Website shall facilitate the collection of information required in Section 2.1.1.

The Website shall also facilitate the sale of food scrap bags in the scenarios previously described in Sections 1.3 and 1.4. The purchase of food scrap bags shall be available on the Website via credit card payment by the customer. Payment processing will utilize industry standard credit card processing service, which will be PCI compliant. The Vendor will not store credit card information on the Website.

Customers that have provided an email address shall receive an email notification after placing an order that confirms that their order was successfully placed. Customers also receive an email notification when the product ships from the warehouse.

The order fulfillment vendor will use a package delivery tracking system. The Website Vendor shall maintain and enhance the existing package tracking integration that allows customers to track their food scrap bag deliveries. Any improvements to the user experience of tracking should be considered in the Website design.

The Website Vendor shall maintain and enhance the email notification system for customer communications, including but not limited to order notifications, shipping notifications, reorder

reminders, and program updates. The system should:

- Support multiple types of automated communications based on customer actions and timeframes
- Integrate with email delivery services (currently SendGrid, but alternative solutions may be proposed)
- Include analytics capabilities to track email performance and conversion rates
- Allow for easy modification and creation of new message types by R&E staff
- Support A/B testing of messaging to optimize engagement
- The Vendor should consider modern AI automation solutions such as Clay or similar platforms that can automate email sequences, provide robust tracking of conversion rates, and offer insights into which messages drive customer action. These AI systems can significantly reduce the manual effort required to manage communications campaigns while improving their effectiveness. The specific type and timing of communications will evolve based on program needs and marketing strategy.

There shall be no mechanism that implements automatic renewals or automatic re-orders of food scrap bags to customers.

The Website's re-ordering function shall confirm the customer still resides at mailing address associated with user account. If the customer indicates that they do not, the customer shall be directed to the appropriate web page to allow them to update their mailing address. The Website shall provide customers with the ability to update their account information at any time, not limited to the ordering process. This includes contact information, delivery address, communication preferences, and other account details. Changes to critical information (such as delivery address) should trigger appropriate verification processes.

2.1.4 Fulfillment-Related Requirements

The Website shall push order data to the fulfillment vendor via Extensiv-Softeon API integration or similar automated process in real-time as orders are placed, ensuring prompt processing. The website should have the capability to hold orders for a period before it is sent to fulfillment vendor for review by staff if needed. Fulfillment of orders occurs daily during business hours. No orders are fulfilled over the weekend or holidays and are held in the fulfillment warehouse management system until the next business day to be processed. Order fulfillment data will be pulled from the fulfillment vendor regularly to update the customer order information in website. As described in Section 2.1.1, this data movement should occur via an automated process so human intervention is not required with the exception of specified situations. The Website shall provide customer service contact information for customers with ordering and fulfillment issues. It will provide a customer service telephone number and email address at minimum, with other methods of contact (e.g., text message, web chat) provided if available.

2.1.5 Customer Service Requirements

The Website shall display the customer service telephone number and email address. Other methods for customers to contact customer service (e.g., text message, web chat), if provided by the customer service vendor, shall also be provided on the Website. This contact information shall also be included in email notifications to customers, such as order confirmation and re-order reminder emails.

The Website shall include industry standard functionality for customers to retrieve or reset forgotten passwords or other login information.

The Vendor shall include functionality for customer service personnel and R&E staff (as

determined by R&E) to have the ability to securely sign-on to an administrative portion of the Website (or similar) to help address customer issues, such as (but not limited to) checking order status or entering orders with credit card information.

2.1.6 Reporting Requirements

The Vendor shall provide aggregated participation data to R&E, or other vendors as requested, on a monthly basis, submitting each report within 30 days from the last day of the reporting month. The required contents of this report are further specified in Section 2.2.

The method by which reports are distributed to R&E staff shall be agreed upon by both parties. It is the preference of R&E that reports be provided via an R&E reporting dashboard or portal. Data should be pulled in a real time manner whenever possible.

The Vendor shall provide designated R&E staff with continuous access to individual account data and the ability to download this data electronically. This access should include data on the running total of food scrap bags orders per account. This allows R&E or county staff to identify and contact customers with high usage, as deemed necessary. The length of time tracking for this report component (e.g., lifetime, three-year total, annual total) will be specified by R&E.

2.1.7 Security & Compliance Requirements

The Vendor shall maintain data integrity and security using industry best practices. The Website and all components thereof must facilitate compliance with the Minnesota Government Data Practices Act and other applicable data practices and privacy laws

The Website shall include all applicable privacy statements and Tennessee warning language. Governmental entities must give individuals notice when collecting private or confidential information from them. This is referred to as a "Tennessee warning notice," or may also be called a "privacy notice," a "notice of collection of private/confidential data," or similar verbiage. The purpose of the notice is to enable people to make informed decisions about whether to give information about themselves to a governmental entity. (Minnesota Statutes, section 13.04, subdivision 2.)

The Website shall be compliant with the Americans with Disabilities Act/Web Content Accessibility Guidelines (WCAG) 2.1 Level AA Standards including usability with computer accessibility features for sight-impaired customers. Annual accessibility audits and compliance documents are required.

2.1.8 Deployment Requirements

The deployment of the Website will occur in a series of phases, including but not limited to:

- Initial Website development ("build out")
- Revision phase – iteration of Website based on customer and R&E feedback in observation of initial Website operation
- The revision phase should be informed by actual user behavior and feedback. That ensures we're using real-world data for UX optimization.

The Vendor shall include a detailed deployment timeline in their proposal, broken out by major phases including initial build-out, revision period, and full rollout. The timeline should include estimated durations for each phase (in weeks), assigned project roles per phase, identification of key dependencies, and any known risks to schedule. Vendors are encouraged to include milestone tracking tools (e.g., Gantt charts) and describe how feedback will inform the revision cycle.

2.1.9 Website Technology Requirements

The Website shall be accessible to customers 24 hours per day, seven days per week, 365 days per year to place food scraps bag orders. The Website should be hosted on a public cloud platform, such as (but not limited to) GoDaddy, Amazon AWS, or similar. This will avoid the need to go through R&E's firewall to access its servers.

It is the preference of R&E that the Website will be developed using commonly available, off-the-shelf tools, such as (but not limited to) WordPress for the website/content management functionality and WooCommerce for the eCommerce functionality, as is determined to be feasible by the Vendor.

The Vendor shall use industry best practices to manage Website and database back-ups.

The Vendor shall provide on-going support for the Website, to be included in the Scope of Services. This support includes bug fixes, software upgrades, database back-up and maintenance, and similar functions.

The Vendor shall implement a tool to perform Website activity monitoring and reporting (such as Google Analytics or similar application). It is the preference of R&E that these reports be added to a R&E reporting dashboard or portal developed by the Vendor, as applicable. If feasible, the Vendor will provide designated R&E staff the capability to survey customers or send information (such as educational messages) via email.

The Vendor shall design the Website to be SEO-friendly and compatible with third-party Search Engine Optimization (SEO) services. While performing SEO services is not in the scope of this agreement, the Website architecture should support SEO best practices and include the necessary hooks and metadata structures to enable effective SEO by R&E's designated SEO vendor. The Website Vendor shall coordinate with the SEO vendor as needed to implement technical SEO requirements.

The Vendor shall immediately notify the R&E Board of any breach of the security of the data collected as part of this Agreement as required by Minn. Stat. 13.055. Vendor shall indemnify the R&E Board for any such breach attributable to Vendor's actions or negligence and shall obtain insurance coverage for losses resulting from such breach.

Website Technology Requirements

The Website shall incorporate current technology standards and best practices, including:

Platform & Architecture

WordPress as the foundation CMS with Shopify integration for e-commerce functionality

Cloud hosting with appropriate scalability and redundancy

Security & Compliance

Secure coding practices with no hardcoded credentials

Code repository scanning for malware

Comprehensive data protection and privacy compliance

Code Management

Implementation of Git version control system

Providing R&E with continuous access to the code repository

Documentation of code structure and development standards

Future-Ready Architecture

API-first design to enable future integrations

Architecture that supports adding an AI chatbot in the future

Extensible framework that allows for new tool integration as needs evolve

Data Handling & Analytics

Implementation of tools that simplify collection and analysis of timeline and spatial data

Data storage solution capable of handling diverse formats without manual processing

Advanced analytics integration with export capabilities

Real-Time Dashboards

Custom reporting dashboards providing immediate program insights

User-configurable views and reports for different stakeholders

Visualization tools for complex data relationships

Mobile & Cross-Browser Compatibility

Responsive design for all device types

Testing and compatibility across all major browsers

The vendor should demonstrate their experience and approach to implementing these technologies in their proposal, with particular emphasis on creating maintainable, secure, and extensible systems.

2.2 Data & Reporting

The Vendor shall be responsible for maintaining data integrity and security. The Vendor will comply with the Minnesota Government Data Practices Act, found at Minn. Stat. Ch. 13.

The Vendor shall provide a comprehensive analytics and reporting system with the following capabilities:

- **Flexible Data Access**
 - API access to metrics for real-time or near real-time dashboarding
 - Ability to integrate with third-party business intelligence tools

- Export functionality in standard formats (CSV, JSON, etc.)
- **Customizable Reporting Cadence**
 - Support for metrics collection and reporting at various intervals (daily, weekly, monthly)
 - Ability to adjust reporting timeframes as program need evolve
 - Option to schedule automated report delivery to stakeholders
- **Core Metrics Categories**
 - User account statistics (creation, activity, demographics)
 - Order data (volumes, cadence, types, geographic distribution)
 - Website performance and user behavior
 - Communication effectiveness (email open rates, conversion tracking)
 - Multi-language usage statistics
 - The specific metrics, their collection frequency and reporting format will be determined in collaboration with R&E during implementation. The reporting system should be flexible enough to adapt to changing program needs without requiring significant development effort.

The Vendor shall also provide designated R&E Board staff with continuous access to individual account data and the ability to download electronically. If feasible, the Vendor will provide designated R&E staff the ability to survey customers via email.

2.3 Payment

R&E will negotiate terms of payment for Vendor services. A cost worksheet has been provided as Attachment 5 to the RFP.

The Vendor shall provide pricing estimates for the Website development (1st release and 2nd release at minimum) and maintenance components described in Section 2, broken out as follows. Only actual hours as directed by R&E Staff will be compensated.

Provide the hourly rate for each role shown below in the attached cost worksheet (Attachment 5). Should the role not be applicable to the proposal or project phase, please write "N/A" under that role in the cost worksheet. The Vendor may propose additional and/or alternate roles to those named below, and in which case should provide the requested information on a separate sheet of paper.

Website development; 1st release (note all of this will need to be updated based on 2.1.8)

- Rate by role (roles: creative director, UX/UI strategist, designer, dev. team lead, developer, solutions architect, Q.A. specialist, project manager, and other [define])
- Low total project hours per role and total fees per role
- High total project hours per role and total fees per role
- Total 1st release cost (low estimate and high estimate)

Website development, 2nd release ("revision phase")

- Low total revision phase hours estimate per role and total revision phase fees per role
- Low total revision phase hours estimate per role and total revision phase fees per role
- Total revision phase cost (low estimate and high estimate)

Website maintenance/support

- Rate by role (if different than website development)
- Low total monthly hours estimate per role and total monthly fees per role

- Low total monthly hours estimate per role and total monthly fees per role
- Total monthly maintenance cost (low estimate and high estimate)

2.4 Service Level Agreement (SLA)

Availability & Communication

- The Vendor shall maintain regular availability during R&E’s business hours (Monday through Friday, 8:00 AM – 5:00 PM Central Time).
- The Vendor shall designate a primary point of contact for coordination and communication throughout the project.
- Routine check-ins (e.g., weekly or biweekly) will be scheduled during active development and revision phases to ensure progress alignment. Ad hoc meetings may be scheduled as needed during maintenance and support.
- Advance notice of at least 48 hours should be provided for any planned website maintenance or updates that may affect user experience or system performance.
- The Vendor shall share an escalation process for time-sensitive or unresolved issues, including contact information for key team members.

Service Levels & Response Expectations

The following table outlines the expected response and resolution timelines based on issue severity:

Severity	Examples	Initial Response	Resolution Target
Critical	Website down, payment not processing	1 business hour	4 business hours
High	Order form issues, data syncing errors	4 business hours	1 business day
Medium	Minor bugs, content updates	1 business day	3 business days
Low	Cosmetic or non-urgent requests	2 business days	As prioritized

The Vendor should maintain a method for reporting and tracking issues (e.g., ticketing system, project management portal) and provide regular updates on issue status, resolution efforts, and performance metrics.

Vendors are encouraged to describe how they meet or exceed these service expectations in their proposal, including communication tools, staffing models, and support procedures.