

CONSULTING AGREEMENT

And

AUTHORIZATION TO PROCEED (ATP)

Mammoth Lakes Trail System Website Enhancement Project

Amendment #2

August 12, 2013

Between: Town of Mammoth Lakes (Town)
P.O. Box 1609
Mammoth Lakes, CA 93546

And: John Wentworth (Consultant)
Mammoth Lakes Trails and Public Access (MLTPA)
P.O. Box 100 PMB 432
Mammoth Lakes, CA 93546

Amendment #1 directed the Town and MLTPA to enter into an agreement for the allocation of remaining funds to create the final New Web Page work product outlined in the original Consultant Agreement

MLTPA has submitted a proposal dated August 9, 2013 addressing the scope of services and costs to produce Milestone #1 - New Pages for MLTS Website; Final Web Pages Production List.

The Town and MLTPA agree to the following Consultant Services Agreement changes:

- 1. New Web Page Production: 112 pages (see attached "lists")
2. Lump Sum Compensation for 112 New Web Pages: \$16,000.00 (NTE)
3. Scope of Services: Milestone #1 - New Web Pages for MLTS Website

MLTPA proposes to deliver 112 new web pages within 90 days of the Town's issuance of an Authorization to Proceed (ATP). MLTPA has worked from the inventory of candidate pages prioritized by the Town and the United States Forest Service to produce a revised list of new web pages for production. The specific web pages are represented in the attached "Final Web Pages Production List - Revised", and include:

- 44 new "Trail" website pages
• 8 new "Destination" website pages
• 2 new "Activity" website pages
• 6 new "Experience" website pages for New Activities Pages

- 26 new "Experience" website pages for Existing Activities Pages
• 26 new "Experience" website pages for additions to the inventory of Existing Activities Pages

Additional deliverables to the MLTS Website program per this effort will include:

- Updating of on-line maps including integrated navigation for both winter and summer trails as well as enhanced resolution of all trail lines.
• Enhanced map information for motorized winter recreation activities
• Significant numbers of new images for the MLTS Photo Library

- 4. Compensation Schedule: MLTPA shall provide 3 project invoices for payment by the Town:
a. Invoice #1 for \$3,200 (20% of the funds available) upon receipt of the ATP
b. Invoice #2 for \$10,400 (65% of the funds available) upon submission of web pages for review and comment by TOML
c. Invoice #3 for \$2,400 (15% of the funds available) upon completion of agreed upon changes to the web pages.

Total compensation for this agreement is \$16,000. Any additional work authorized and directed by the Town will be billed per MLTPA's current billable rate schedule.

- 5. New Web Pages
a. All new pages created under this agreement will be developed and produced consistent with existing and like pages currently existing on the MLTS website.

- 6. Review of Draft Pages
a. The Town is entitled to a single set of changes to each draft web page submitted by MLTPA to the Town. Changes will only be made to the new content created by MLTPA per this agreement and scope of work.
b. Requests for changes from the Town will be submitted in written form and may represent the comments of MLTS Website Partners.
c. The Town will serve as the single point of contact on behalf of the MLTS Website Partners. MLTPA looks forward to meetings and discussions with all the MLTS Website partners, but is under no obligation to compel 3rd parties to perform.
d. The Town and MLTPA shall agree to changes in writing before any work is undertaken to implement the changes.
e. Any and all changes made to the new web pages will be made consistent with the design, format, intent and content of the existing pages on the MLTS website.
f. Draft web pages will be delivered to the Website Partners (TOML, USFS, & MLT) for review.

Where possible, pages will be delivered per category (Trails, Destination, etc). Pages will be delivered as complete non-public web pages. The Partners will be provided log-ins and password for access to the draft pages for review.

- i. The Partners will review draft web pages in a timely manner.

ii The Town shall provide comments on behalf of itself and the Partners - should it so choose - within 14 days of delivery of draft pages for review. If no comment is received from the Town within 14 days, additional funds may be required to complete the work.

7. Spatial Data
a All spatial data (GIS data) is derived from Agency corporate data sets (Town of Mammoth Lakes, USFS, etc). MLTPA is not responsible for veracity of Agency corporate data. Any changes to corporate data sets are beyond scope of this agreement and shall be considered additional work.

8. Milestone #2 - New Interpretive Content for MLTS Website is not a part of Amendment #2. A separate agreement shall be developed at a later date that clearly specifies the scope of work and cost.

TOWN: Stuart Brown
Recreation Manager
Town of Mammoth Lakes
P.O. Box 1609
Mammoth Lakes, CA 93546

CONSULTANT: MLTPA
P.O. Box 100 PMB 432
Mammoth Lakes, CA 93546

IN WITNESS WHEREOF, the parties have executed the Agreement Amendment and Authorization to Proceed (ATP) as of day and year first written above.

CONSULTANT

TOWN OF MAMMOTH LAKES

[Handwritten signature of John Wentworth]

[Handwritten signature of Stuart Brown]

John Wentworth
CEO - MLTPA Foundation

Stuart Brown
Recreation Manager

Date:

Dated August 12, 2013

13/08/13



August 9, 2013

Stuart Brown
Recreation Manager
Town of Mammoth Lakes
PO Box 1609
Mammoth Lakes, CA 93546

FINAL

RE: Proposal for Production of Enhanced MLTS Website Content - REVISED

Dear Stuart –

After consultations with Steve Speidel, the Town's designated Project Manager for this agreement, MLTPA offers this revised proposal for lump sum contracting efforts to produce content for the Mammoth Lakes Trail System website. Steve and I have had several productive conversations recently, and based upon what MLTPA believes to be mutual understandings, we would like to propose the following modifications to the proposal we submitted to you on August 8, 2013.

Allocation of Funds

MLTPA recommends the following with regards to the allocation of funds for the balance of work to take place under this agreement:

T+M effort for development of New Web Pages	\$4,500
T+M effort for development of Interpretive Content	\$1,500
Lump Sum funds for New Web Page production	\$16,000
Lump Sum Funds for Interpretive Content production	\$3,000

Total Contract Value: \$25,000

Milestone #1 - New Web Pages for MLTS Website - REVISED

MLTPA proposes to deliver 112 new web pages within 90 days of the Town's issuance of an Authorization to Proceed (ATP). MLTPA has worked from the inventory of candidate pages prioritized by the Town and the United States Forest Service to produce a revised list of new web pages for production. The specific web pages are represented in the attached "Final Web Pages Production List - Revised", and include:

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Additional deliverables to the MLTS Website program per this effort will include:

- Updating of on-line maps including integrated navigation for both winter and summer trails as well as enhanced resolution of all trail lines
- Enhanced map information for motorized winter recreation activities
- Significant numbers of new images for the MLTS Photo Library

Accompanying this proposal are two documents for your review:

- The updated "Final Web Pages Production List - Revised" itemized per category of proposed new web pages.
- A revised draft list of suggested contracting terms for your attorney's review should the Town choose to proceed. These "contracting concepts" were reviewed with the Town's representative to this effort, and should help in expediting the Authorization to Proceed and the contracting process.

Milestone #2 - New Interpretive Content for MLTS Website - REVISED

While MLTPA is still unable to provide a lump sum proposal for the creation of interpretive content at this time, we believe that our conversations with Steve Speidel have yielded important understandings for a productive way forward for the potential production of QR code based interpretive content for the Mammoth Lakes Trail System Website.

MLTPA's understandings are as follows:

- Using the balance of funds allocated to Milestone #2 for the development of opportunities for the production of interpretive content, the Town will convene the parties with authority to approve interpretive content together with MLTPA to review two documents dated January 28, 2013 that you provided to MLTPA in your letter of July 31, 2013, and which revised the scope of our current agreement. I have attached those two documents to this proposal for your reference.
- The Town will represent to all parties that MLTPA has demonstrated expertise in the production of contemporary media in a wide variety of formats, including the construction and creation of content for the Mammoth Lakes Trail System website.
- Should the parties mutually identify opportunities for the production of interpretive content that MLTPA agrees can be reasonably produced within the technical constraints of the QR code program of the Mammoth Lakes Trail System Website, MLTPA will draft a proposal to the Town for the production of the identified content.
- The Town has acknowledged that within the budgetary constraints of the current agreement, there may not be sufficient funds to either draft the proposal for the production of content or to produce the interpretive content itself, and that additional funds may be required to complete this effort.
- In the interests of maintaining our productive working relationship, MLTPA recommends that our common understandings on these matters be documented in written form.

A statement I made in the previous draft of this proposal needs to be refined. A meeting between MLTPA and the Town that was scheduled to take place on February 6, 2013 was rescheduled and, in fact, never occurred. Advice that MLTPA received from the Town regarding MLTPA's participation in the development of the scope of work for the interpretive

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content, as detailed in the previous draft of this proposal, was obviously not received at that meeting. I apologize for any confusion this previous statement may have sown. Thanks in large part to the efforts of Mammoth Lakes Tourism, the Mammoth Lakes Trail System website is receiving significant traffic from the Internet, including 35,000+ page views in the last month. Moving forward with this revised proposal will ensure that new web pages and enhanced web content will be available for the coming fall, winter, and next summer seasons.

On behalf of the MLTPA Board of Directors, we recommend that the Town consider and approve the revised "Final Web Pages Production List" for a lump sum agreement and approve a production effort that is ready to go and can get underway immediately. We further recommend that the Town convene the appropriate parties to review the suggestions for interpretive content made by the Town and the USFS to date, and to engage in the constructive dialogue necessary to yield a successful production effort.

As previously stated, to ensure successful production outcomes, work needs to get underway on the production of new website pages by Wednesday, August 14, 2013.

Thanks again for your time -

Best -

John Wentworth
MLTPA Foundation

Attachments:

- Final Project List – August 7, 2013 (7 pages)
- Suggested Contracting Concepts (2 pages)
- Scope of Work for Interpretive Content + Matrix (TOML/USFS - 2 Pages)

Cc w/attachments:

Peter Bernasconi, Public Works Director, TOML

Steve Speidel, Website Enhancement Project Manager

Bill Sauser, Chair, Recreation Commission

Sean Turner, Chair, MLTS CC

MLTPA Board of Directors

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**Final Web Pages Production List
New Trail Page Candidates
Revised for TOML - August 9, 2013**

Count	Rank	Trail Name	Difficulty	Vegetation	Season	TOML	Season
1	3	A Trail	Low	Shady Rest	Y	Y	Snow
2	2	Agnew Meadow - Pumice Flat	High	Reds Meadow	Y	Y	No Snow
3	2	Agnew Wildflower Loop	High	Reds Meadow	Y	Y	Bloom
4	2	Agnew Lake	High	Lakes Basin	N	Y	No Snow
5	3	B Trail	Low	Shady Rest	Y	Y	Snow
6	3	C Trail	Low	Shady Rest	Y	Y	Snow
7	3	College Connector Path	Low	Town	Y	Y	Year Round
8	3	Connect Creek	High	Eastern Lands	N	Y	No Snow
9	3	Connect Lake Loop	High	Eastern Lands	N	Y	No Snow
10	3	D Trail	Low	Shady Rest	Y	Y	Snow
11	3	Dragon's Back Trail	High	Lakes Basin	Y	Y	No Snow
12	3	E Trail	Low	Shady Rest	Y	Y	Snow
13	3	F Trail	Low	Shady Rest	Y	Y	Snow
14	3	G Trail	High	Reds Meadow Valley	Y	Y	No Snow
15	3	H Trail	Low	Shady Rest	Y	Y	Snow
16	3	I Trail	Low	Shady Rest	Y	Y	Snow
17	3	Inter-Lake Trail	High	Lakes Basin	Y	Y	No Snow
18	3	J Trail	High	Reds Meadow Valley	Y	Y	No Snow
19	3	Hot Creek Trail	High	Eastern Lands	Y	Y	No Snow
20	3	K Trail	Low	Shady Rest	Y	Y	Snow
21	3	Inyo Craters Trail	High	Inyo Craters	Y	Y	No Snow
22	3	L Trail	Low	Shady Rest	Y	Y	Snow
23	3	M Trail	Low	Shady Rest	Y	Y	Snow
24	3	N Trail	Low	Shady Rest	Y	Y	Snow
25	3	Mammoth Mountain - Mammoth Pass Trail	High	Lakes Basin	Y	Y	No Snow
26	2	Mammoth Park Station - Duck Pass	High	Lakes Basin	Y	Y	No Snow
27	3	McConnell Lake Spur	High	Lakes Basin	Y	Y	No Snow
28	2	Mt City Trail	High	Sherwin's	Y	Y	No Snow
29	3	Minaret Vista Trail	High	Inyo Craters	Y	Y	No Snow
30	3	Monarch Dome Mountain Bite Trails	Medium	Lakes Basin	Y	Y	No Snow

Final Web Pages Production List
New Trail Page Candidates
Revised for TOML - August 9, 2013

Count	Rank	Trail Name	Readiness	Sub Region	TOML PLAN	Season	
31	3	Panorama Mountain Bike Spur	High	Lakes Basin	Y	No Snow	
32	3	Rainbow Ridge Trail	Medium	Reds Meadow Valley	Y	No Snow	
33	2	Red Cones Canyón	Medium	Reds Meadow Valley	Y	No Snow	
34	3	Red Trail	Medium	Lakes Basin	Y	No Snow	
35	3	Blue Trail	Medium	Reds Meadow Valley	Y	No Snow	
36	3	Seven Lakes Point Loop	High	Lakes Basin	Y	No Snow	
37	3	Shadow Creek Trail	Medium	Reds Meadow Valley	Y	No Snow	
38	3	Reds Meadow Loop	Medium	Lakes Basin	Y	No Snow	
39	3	Sotcher Lake - Marmoth Pass	High	Reds Meadow Valley	Y	No Snow	
40	3	Sotcher Lake Loop	High	Reds Meadow Valley	Y	No Snow	
41	3	Starkweather Trail	High	Reds Meadow Valley	Y	No Snow	
42	3	TI Lake Loop	High	Lakes Basin	Y	No Snow	
43	3	Inyo Craters - Marmoth Trail	Medium	Reds Meadow Valley	Y	No Snow	
44	1	Wood Lake Trail	Medium	Lakes Basin	N	No Snow	
		* Wilderness is part of this trail					

Final Web Pages Production List
New Destination Page Candidates
Revised for TOML - August 9, 2013

Count	Rank	Destination Name	Readiness	Sub Region	TOML PLAN	Season
1	3	Coldwater Campground	Medium	Lakes Basin	Y	No Snow
2	3	Earthquake Fault	Medium	Inyo Craters	Y	No Snow
3	3	Inyo Craters	Medium	Inyo Craters	Y	No Snow
4	3	Lakes Basin Winter Access	Medium	Lakes Basin	Y	Snow
5	3	Mammoth Consolidated Mine	Medium	Lakes Basin	Y	No Snow
6	3	Pine City Campground	Medium	Lakes Basin	Y	No Snow
7	2	Sotcher Lake	Medium	Reds Meadow	Y	No Snow
8	2	Starkweather Lake	Medium	Reds Meadow	Y	No Snow

Final Web Pages Production List
New Activity Page Candidates
Revised for TOML - August 9, 2013

Count	TOML	Activity Name	Readiness	Sub Region	Season
1	3	Fall Color Viewing	Medium		Fall
2	3	Interpretive	Medium		Year Round

Final Web Pages Production List
Experience Candidates for New Activity Pages
Revised for TOML - August 9, 2013

Count	Rank	Experience Name	Readiness	Sub Region	Season
1	3	Fall Color Viewing #1	Medium		No Snow
2	3	Fall Color Viewing #2			
3	3	Fall Color Viewing #3			
4	3	Interpretive #1	Medium		No Snow
5	3	Interpretive #2			
6	3	Interpretive #3			

Final Web Pages Production List
New Experiences Candidates for Existing Activities
Revised for TOML - August 9, 2013

Count	Rank	Experience Name	Readiness	Sub Region	Season
1	3	Cross Country Skiing #1			Snow
2	3	Cross Country Skiing #2	Medium		
3	3	Cross Country Skiing #3			
4	3	Dog Sledding #1			
5	3	Dog Sledding #2			
6	3	Equestrian #1			
7	3	Equestrian #2			
8	2	Ice Skating #1			
9	2	Ski and Snowboarding #1			
10	2	Ski and Snowboarding #2			
11	2	Ski and Snowboarding #3			
12	3	Snowmobiling #1	Medium		No Snow
13	3	Snowmobiling #2			
14	3	Snowmobiling #3			
15	3	Snowplay #1	Medium		No Snow
16	3	Snowplay #2			
17	3	Snowplay #3			
18	3	Snowshoeing #1	Medium		No Snow
19	3	Snowshoeing #2			
20	3	Snowshoeing #3			
21	2	Swimming #1			
22	2	Swimming #2			
23	2	Swimming #3			
24	2	Wildflower Viewing #1	Medium		No Snow
25	2	Wildflower Viewing #2			
26	2	Wildflower Viewing #3			

Final Web Pages Production List
Experiences Candidates for Existing Activities
Revised for TOML - August 9, 2013

Count	Rank	Activity Name	Readiness	Sub Region	Season
1		Adaptive Options: Handicycling around Town	Medium		No Snow
2		Adaptive Options: Handicycling from Eagle Lodge to the Lodestar Connector	Medium		No Snow
3		Biking: Family Biking at Shady Rest	Medium		No Snow
4		Biking: Family Biking the Horseshoe Lake Loop from Twin Falls Overlook	Medium		No Snow
5		Biking: Family Biking the Lakes Basin	Medium		No Snow
6		Biking: Road Biking around the Lakes Basin	Medium		No Snow
7		Biking: Road Biking from Mammoth Lakes to Arcularius Ranch	Medium		No Snow
8		Hiking: Hiking from Lake George to JJ and Barrett Lakes	Medium		No Snow
9		Hiking: Hiking from Minaret Vista to Starbushwater Lake	Medium		No Snow
10		Hiking: Hiking the Panorama Dome Trail	Medium		No Snow
11		Hiking: Hiking the Sierra Crest from Minaret Vista to Deadman Pass	Medium		No Snow
12		Hiking: Walking on Sierra Park Road and Old Mammoth Road	Medium		No Snow
13		Hiking: Walking the Horseshoe Lake Loop	Medium		No Snow
14		Hiking: Walking the Horseshoe Lake Loop Out and Back	Medium		No Snow
15		Hiking: Walking the Lakes Basin Path at Twin Lakes	Medium		No Snow
16		Hiking: Walking the Lakes Basin Path from Horseshoe Lake to Lake Mary	Medium		No Snow
17		Hiking: Walking the Shady Rest Path	Medium		No Snow
18		Hiking: Walking the Town Loop and Chateau Road	Medium		No Snow
19		Mountain Biking: Mountain Biking the Inyo Crests Loop	Medium		No Snow
20		Mountain Biking: Mountain Biking the Mammoth Rock Trail	Medium		No Snow
21		Mountain Biking: Mountain Biking the Panorama Mountain Bike Trail and the Mammoth Rock Trail	Medium		No Snow
22		Mountain Biking: Mountain Biking the San Joaquin Ridge	Medium		No Snow
23		OHV: Dual Sport Motorcycle Riding Sherman Creek Road	Medium		No Snow
24		OHV: Motorized Trail Riding Inyo Crests Road	Medium		No Snow
25		OHV: Motorized Trail Riding Lookout Mountain Loop	Medium		No Snow
26		Running: Trail Running around Horseshoe Lake and Swimming Horseshoe Lake	Medium		No Snow



Suggested Contracting Concepts
To Aid in the Preparation of a
Lump Sum Agreement for Enhanced Website Content Production
August 7, 2013
Revised Text in Red - August 9, 2013

1. Proposal and Timing

a. This proposal is valid and in effect through the close of business on August 12, 2013.

- Absent a written and received (via email) authorization to proceed (ATP) from the Town by the close of business on Monday, August 12, this proposal and its proposed scope of work will expire.
- Creation of a revised or subsequent proposal may require additional funds.
- Should an ATP be received, new pages will be delivered in an expeditious manner on or before 90 days of receipt of the ATP.

2. Lump Sum Agreement: Funds Available for Production

a. Funds available for this agreement are calculated at \$16,000 (\$25,000 less \$4,500 for Web Page T+M work less \$1,500 for Interpretive T+M work less \$3000 for interpretive content production work.)

3. Lump Sum Payment and Invoicing

- MLTPA will provide 3 project invoices for payment by the Town:
 - Invoice #1 for \$3,200 (20% of the funds available) upon receipt of the ATP.
 - Invoice #2 for \$10,400 (65% of the funds available) upon submission of web pages for review and comment by TOML.
 - Invoice #3 for \$2,400 (15% of the funds available) upon completion of agreed upon changes to the web pages.

4. Additional Work

a. Any additional work desired by the Town will be billed per MLTPA's current billable rate schedule.

5. Photographic Materials

- The Town acknowledges that photographic materials owned and copyrighted by Mammoth Lakes Tourism may be used and represented on web pages completed through this agreement.
- The Town acknowledges that due to seasonal constraints, placeholder images may be used to represent winter activities. MLTPA will make every attempt to identify appropriate images from the Town's existing photo library for use. Should there still be a need for winter imagery, and should there be sufficient snowfall during the 2013/2014 winter season, MLTPA will provide replacement imagery and update the requisite SlideShow Pro libraries at no cost to the Town.

6. New Web Pages

a. All new pages created under this agreement will be developed and produced consistent with existing and like pages currently existing on the MLTS website.

7. Review of Draft Pages

- The Town is entitled to a single set of changes to each draft web page submitted by MLTPA to the Town. Changes will only be made to the new content created by MLTPA per this agreement and scope of work.
- Requests for changes from the Town will be submitted in written form and may represent the comments of MLTS Website Partners.
- The Town will serve as the single point of contact on behalf of the MLTS Website Partners. MLTPA looks forward to meetings and discussions with all the MLTS Website partners, but is under no obligation to compel 3rd parties to perform.
- The Town and MLTPA shall agree to changes in writing before any work is undertaken to implement the changes.
- Any and all changes made to the new web pages will be made consistent with the design, format, intent and content of the existing pages on the MLTS website.
- Draft web pages will be delivered to the Website Partners (TOML, USFS, & MLT) for review.
 - Where possible, pages will be delivered per category (Trails, Destination, etc).
 - Pages will be delivered as complete non-public web pages. The Partners will be provided log-ins and password for access to the draft pages for review.
 - The Partners will review draft web pages in a timely manner. The Town shall provide comments on behalf of itself and the Partners - should it so choose - within 14 days of delivery of draft pages for review. If no comment is received from the Town within 14 days, additional funds may be required to complete the work.

8. Spatial Data

a. All spatial data (GIS data) is derived from Agency corporate data sets (Town of Mammoth Lakes, USFS, etc). MLTPA is not responsible for veracity of Agency corporate data. Any changes to corporate data sets are beyond scope of this agreement and shall be considered additional work.

January 28, 2013
 MLTPA Web Enhancements
 Scope of Work for Web Enhancements

- Develop a QR code accessed user portal to interface with Interpretive content
- QR portal will have flexibility to be used with any future interpretive web content and simplify the interface with other content
- QR portal should be sized to fit with a single screen of a smart phone, yet provide an opportunity to link to various types of interpretive content
- Other than that required for testing, all proposed content shall be implemented and ready for public use at the same time.

Audio Content

- Interpretive content should be developed delivered as shown in the scope Matrix
- The USFS or TOML will contact each proposed participant and invite them to be a part of the project. The USFS or TOML will then direct the Consultant to contact the willing contributors to coordinate and manage their participation in the development of content.
- In the event that the proposed participant does not wish or is unable to prepare the content the Consultant shall seek out the expertise of someone with similar qualifications and knowledge.
- Once participants have been secured for all content consultant will seek authorization from the Town Representative to proceed.
- Once authorized the consultant will work with the content providers to develop audio narrative proposals. Proposals will include the written narratives, proposed background noises and other representative sounds. Consultant will provide ideas on any background noises or other audio clips that help to support the narrative. Consultant will explain how this added content will be integrated into the audio clip, where it will come from, and rights or permissions needed to use it.
- The audio narrative proposals will be forwarded to the Town Representative for approval by the appropriate partners. At this time the Consultant will suggest the format that the audio content will be recorded in. This format must be sized appropriately for the limited bandwidth of the Lakes Basin and must be functional by the average smartphone user without the need of additional software or applications
- Upon approval the Consultant may proceed with the recording of audio content and development of any interpretive content support systems.

Web Links, Test, and Images

- Web links, Test, and Images either proposed by the consultant or outlined in the matrix will be provided to the Town to be reviewed in consultation with the appropriate partners.
- Consultant will take the necessary steps to ensure that the content proposed will not violate any copyright laws.
- Web links, Test, and Images must be approved prior to implementation.

Table 1
 MLTPA Web Enhancements Scope of Work Matrix

Task	Deliverables	Responsible Parties	Start Date	End Date
Develop a QR code accessed user portal to interface with Interpretive content	QR code accessed user portal	USFS, TOML, Consultant	01/28/13	02/15/13
QR portal will have flexibility to be used with any future interpretive web content and simplify the interface with other content	QR portal with flexibility for future content	USFS, TOML, Consultant	01/28/13	02/15/13
QR portal should be sized to fit with a single screen of a smart phone, yet provide an opportunity to link to various types of interpretive content	QR portal sized for smartphone screens	USFS, TOML, Consultant	01/28/13	02/15/13
Other than that required for testing, all proposed content shall be implemented and ready for public use at the same time.	All content ready for public use	USFS, TOML, Consultant	01/28/13	02/15/13
Interpretive content should be developed delivered as shown in the scope Matrix	Interpretive content as per scope matrix	USFS, TOML, Consultant	01/28/13	02/15/13
The USFS or TOML will contact each proposed participant and invite them to be a part of the project. The USFS or TOML will then direct the Consultant to contact the willing contributors to coordinate and manage their participation in the development of content.	Participant contact and coordination	USFS, TOML, Consultant	01/28/13	02/15/13
In the event that the proposed participant does not wish or is unable to prepare the content the Consultant shall seek out the expertise of someone with similar qualifications and knowledge.	Alternative content providers	USFS, TOML, Consultant	01/28/13	02/15/13
Once participants have been secured for all content consultant will seek authorization from the Town Representative to proceed.	Authorization from Town Representative	USFS, TOML, Consultant	01/28/13	02/15/13
Once authorized the consultant will work with the content providers to develop audio narrative proposals. Proposals will include the written narratives, proposed background noises and other representative sounds. Consultant will provide ideas on any background noises or other audio clips that help to support the narrative. Consultant will explain how this added content will be integrated into the audio clip, where it will come from, and rights or permissions needed to use it.	Audio narrative proposals	USFS, TOML, Consultant	01/28/13	02/15/13
The audio narrative proposals will be forwarded to the Town Representative for approval by the appropriate partners. At this time the Consultant will suggest the format that the audio content will be recorded in. This format must be sized appropriately for the limited bandwidth of the Lakes Basin and must be functional by the average smartphone user without the need of additional software or applications	Approved audio narrative format	USFS, TOML, Consultant	01/28/13	02/15/13
Upon approval the Consultant may proceed with the recording of audio content and development of any interpretive content support systems.	Recorded audio content and support systems	USFS, TOML, Consultant	01/28/13	02/15/13
Web links, Test, and Images either proposed by the consultant or outlined in the matrix will be provided to the Town to be reviewed in consultation with the appropriate partners.	Reviewed web links, test, and images	USFS, TOML, Consultant	01/28/13	02/15/13
Consultant will take the necessary steps to ensure that the content proposed will not violate any copyright laws.	Copyright clearance for content	USFS, TOML, Consultant	01/28/13	02/15/13
Web links, Test, and Images must be approved prior to implementation.	Approved content for implementation	USFS, TOML, Consultant	01/28/13	02/15/13