

WEBSITE ENHANCEMENT AGREEMENT

JULY 31, 2013

REDUCTION IN SCOPE OF SERVICES



July 31, 2013

MLTPA

Attn: John Wentworth

P.O. Box 100 PMB #432

Mammoth Lakes, CA 93546

RE: Consultant Agreement "Mammoth Lakes Trail System Website Enhancement Project"

- Town's Representative Designation
- Reduction in Scope of Services

Dear John:

The purpose of this letter is to provide notice, clarification, and information on the Town of Mammoth Lakes "Town Representative" and Project Manager for the Mammoth Lakes Trail System Website Enhancement Project and a reduction to the scope of Services as outlined in Exhibit "A" for the Consultant Agreement related to the Mammoth Lakes Trail System Website Enhancement Project, Amendment #1 signed by the TOML July 15, 2013.

Per section 3.2.5 of the Town of Mammoth Lakes Professional Consultant Services Agreement, MLTS Website Content Management, the Town Manager's designee, Stu Brown shall act as the "Town's Representative", and the MLTSCC Coordinator, Steve Speidel shall act as the Town's project manager.

Exhibit "A" Scope of Services lists Milestones and Tasks to be provided by the consultant (see attached). During the period from January 7, 2013 to July 15, 2013 the Town of Mammoth Lakes and the USFS developed a Scope of Work for Web Enhancement and an Interpretive Scope of Work Matrix dated January 28, 2013 (see attached). These documents are to be used for Interpretive Content Scope Development, as they have been reviewed and approved by the USFS and the TOML. **Milestone #1, Task a. ii. Interpretive Content** as well as **Task b. ii. 1. & 2. Interpretive Content** (see attached) are no longer needed to be provided by MLTPA and shall be removed from the required MLTPA scope of services.

April 29, 2013

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The requirements of **Milestone #2 New Interpretive Content for MLTS Website: Approval and Delivery** with **Tasks** and **Deliverable** listings with associated costs shall remain within the scope of Amendment #1, on a Time and Materials basis at \$1,500.00 not to exceed maximum.

The Town of Mammoth Lakes and the USFS look forward to receiving your proposal for the "Final Project Scope and Deliverables" per the revised scope of services as outlined in this letter.

There remains the need to provide an additional amendment to the January 7, 2013 Professional Consultant Services Agreement as outlined in Amendment #1 for the final work products.

Please let me know if you have any questions regarding this change to the scope of services and if this change in scope effects MLTPA's ability to perform or provide as per the requirements as outlined in Amendment #1, Milestone #2.

Sincerely;



Stu Brown, Recreation Manager, Website "Town's Representative"

Attachments:

Consultant Agreement, Amendment #1 (3 pages)

Exhibit A Scope of Services (2 pages)

MLTPA Web Enhancements Scope of Work, January 28, 2013

MLTPA Enhancements Contract INTERPRETIVE Scope of Work Matrix, January 28, 2013

Cc w/attachments:

Ray Jarvis, Public Works Director, TOML

MLTSCC Chair, Sean Turner

MLTSCC Coordinator, Steve Speidel

CONSULTING AGREEMENT
Mammoth Lakes Trails System Website Enhancement Project
Amendment #1

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)
PO Box 100 PMB #432.
Mammoth Lakes, CA 93546

The original consulting agreement for this project dated January 7, 2013 included a term of 90 days from the date the Agreement was executed. Compensation under the original Agreement totaled \$32,500. Of this amount, MLTPA was matching the Measure R award amount of \$25,000 with \$12,500 for a total compensable services amount of \$32,500. The Town and MLTPA agree to the following contract changes:

- 1) Add Nicole Montano to the list of approved MLTPA staff in section 3.2.4 of the Agreement.
- 2) Add new Exhibit "C" to update billable rates only. Change compensation for Milestone 1 to \$4,500 and Milestone 2 to \$1,500 for a total estimate of \$6,000.
- 3) Extend the original 90 day term by resetting the start date to July 15, 2013, and adjust the total compensation due under the contract to \$25,000; the amount of the Measure R award. Additionally, Section 3.3.1 Compensation is amended as follows:

3.3.1 Compensation. Consultant shall receive compensation, including authorized reimbursements, for all Services rendered under this Agreement at the rates set forth in Exhibit "C" attached hereto and incorporated herein by reference. The total compensation for the T&M work described in Exhibit "A" shall not exceed six thousand dollars (\$6,000.00) without written approval of the Town Manager or his/her designee as applicable. Extra Work may be authorized, as described below, and if authorized, will be compensated at the rates and manner set forth in this Agreement.

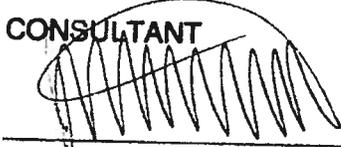
The work described in Exhibit "A" of this Agreement is preliminary work and is necessary to fully develop the final Project scope and deliverables as generally described in the spring 2012 Measure R application and specifically developed through this Agreement. Upon the Town's acceptance of the work described in Exhibit "A," the Town and MLTPA have agreed that MLTPA will complete the final Project scope and deliverables. The work necessary to complete the final Project scope and deliverables will be completed through an amendment to this Agreement and will be compensated on a lump sum basis utilizing what remains of the original project budget of \$25,000.

TOWN Mr. Raymond Jarvis, PE
Director of Public Works
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 this Agreement as of the day and year first above written.

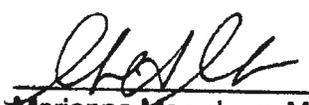
CONSULTANT



John Wentworth
CEO - MLTPA Foundation

Dated: 13/07/11

TOWN OF MAMMOTH LAKES



Marianna Marysheva-Martinez
Town Manager

Dated: 7/15/2013

Exhibit C



Rate Sheet 2013 Update effective 5/23/13

Position	Held by	Billable rate
CEO	John Wentworth	\$57.00
Community Relations Director	(Vacant)	\$57.00
Operations Director	Megan Mahaffey	\$57.00
Natural Resources Director	Drew Blankenbaker	\$57.00
GIS Coordinator	Chuck Megivern	\$57.00
Data Technician/Paid Intern 1	Kristy Williams	\$37.29
Graphic Intern	Linsey Duddridge	\$44.89
Webmaster	Nicole Montano	\$49.73
Data/Paid Intern 3	Colin Farrell	\$37.29
Video Tech	Colin Farrell	\$49.73
Specialist	Matt Benjamin	\$59.86
Photographer	Rebecca Garrett	\$42.93
Photo Librarian	Jen Girard	\$32.77

VOID
SEE 7/18/13
RATE SHEET



Rate Sheet 2013 Update effective 07/18/13

Position	Held by	Billable rate
CEO	John Wentworth	\$57.00
Community Relations Director	<i>(Vacant)</i>	\$57.00
Operations Director	Megan Mahaffey	\$57.00
Natural Resources Director	Drew Blankenbaker	\$57.00
GIS Coordinator	Chuck Megivern	\$57.00
Data Technician/Paid Intern 1	Kristy Williams	\$37.29
Graphic Intern	Linsey Duddridge	\$44.89
Webmaster	Nicole Montano	\$49.73
Data/Paid Intern 3	Colin Farrell	\$37.29
Video Tech	Colin Farrell	\$49.73
Specialist	Matt Benjamin	\$59.86
Photographer	Rebecca Garrett	\$42.93
Photo Librarian	Jen Girard	\$37.29

EXHIBIT "A" SCOPE OF SERVICES

MLTPA will create enhanced content for the mammothtrails.org website. Deliverables will be developed from 214 new web page candidates, the exact number of the final deliverables and their specific individual identification(s) to be confirmed by the TOML in consultation with the MLTS Website Partners through efforts identified in this scope. New web page candidates include:

- 13 Activity Pages
- 43 Trails Pages
- 12 Destination Pages
- 122 Experience Pages
- 24 Interpretive Pages with QR-Code-Accessed Interpretive Content

The content and number of pages in total for each category may be modified as approved by The Town of Mammoth Lakes (TOML).

MILESTONES

Milestone #1 - New Web Pages for MLTS Website: Web Page Identification

Tasks: Meetings and communications between MLTPA, the Town and the Inyo National Forest to produce a "Final Web Pages Production List".

- a. Project Workflow
 - i. New Web Pages
 - 1. Project Overview
 - 2. Master Task Spreadsheet
 - 3. Needs Assessment for Web Pages
 - ii. Interpretive Content
 - iii. Project Overview
 - iv. Partner Content Development Meetings
 - v. Content Production
- b. Agency Review and Approval Protocols
 - i. New Web Pages: Review/Approval by TOML
 - 1. Monthly Draft Content Review Meetings
 - 2. Review/Approval by USFS
 - ii. Interpretive Content
 - 1. Review and Approval by Partners
 - 2. Review and Approval by TOML
- c. Establishment of Final Web Pages Production List
 - i. Establishment of Draft Web Pages Candidate List
 - 1. Review and refinement with TOML
 - 2. Review and refinement with USFS
 - ii. Establishment of Final Web Pages Candidate List

- iii. Reconciliation of Final Web Pages Candidate List with Production Budget
- iv. Establishment of Draft Web Pages Production List
- v. Review of Draft Web Pages Production List
 1. Review and refinement with TOML
 2. Review and refinement with USFS
- vi. Establishment of Final Web Pages Production List
- vii. Review and approval of Final Web Pages Production List

Deliverables:

- Drafting of iterations of Web Pages Production lists
- Preparation of supporting materials for Agency review
- Draft meeting agendas for TOML review/approval
- Final meeting agendas and distribution
- Convening and/or facilitation of meetings
- Meeting minutes for TOML review/approval
- Production budget analysis/reconciliation with draft lists on a per page basis
- Final drafts and distribution of Web Pages Production lists
- Final draft and distribution of Final Web Pages Production List
- Email communications between TOML and MLTPA

Milestone #2 - New Interpretive Content for MLTS Website: Approval and Delivery

Tasks: Efforts necessary for review, response to comments, and approvals by Partners of all new interpretive content and publishing of all new interpretive content and integration of content into the MLTS Website.

1. Partner review of draft interpretive content per established protocols
2. Responses to Partner comments on draft interpretive content
3. Publishing of final interpretive content and integration of final interpretive content into MLTS Website

Deliverables:

- Draft interpretive content for Agency review and approval
- Response to Agency comments
- Publishing of approved interpretive content
- Full integration of interpretive content into MLTS Website

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.

28-Jan-13
MLTPA Enhancements Contract
Interpretive Scope of Work Matrix

Panel	Concept	Deliverable	Supporting Agency	Contact Info
Story of Fire and Ice	Audio - Use excerpts from ESIA Volcano Tour. Direct user ESIA tour and nearby sites such as Hot Creek, Devil PP, Inyo Craters, Earthquake Fault. Link to USGS Pamphlets Link to USGS	Audio Clip Images Web Links	ESIA USGS USGS	Kristin Reese, kristinr.esia@gmail.com, 760-914-2731 Margaret Mangan, mmangan@usgs.gov, 650-329-5738 cbsauser@earthlink.net; rdmorning@hotmail.com
A Portal to the Lakes Basin	Audio narrative describing the "recent" history of the Lakes Basin (mining, recreation, the road itself)	Audio Clip w/historic image collage	Bill Sauser / Mark Davis / Robin Morning	Mark Davis, 760-934-6918 Raymond Andrews, Raymond.andrews@bishoppaiute.org
Walking in Their Footsteps	Audio narrative focusing on social aspects of the region	Audio Clip w/historic image collage "Learn the Paiute word for XXXX"	Piute Tribe, Mammoth Tourism	John Urdi, Jurdid@visitmammoth.com, 760-934-2712 ext 1259 Friends of the Inyo, 760-873-6500
A Wild and Attractive Destination	Audio testimony describing real experiences of volunteers. Audio of USFS Ranger describing volunteer opportunities Links to stewardship groups and event calendars	Audio Clip Audio Clip Web Links	Volunteers USFS Ranger MLTPA / FOI / TOML	Jon Regelbrugge or Ed Armenta
Protecting Wild Interests	Audio Narratives regarding Bear Ecology Audio Narratives regarding Bear Awareness Audio Narrative about back country safety	Audio Clip Audio Clip Audio Clip	USFS Biologist Steve Searles CA Fish / Wildlife	Richard Perloff, 760-924-5508, rperloff@fs.fed.us 760-937-BEAR Jonathan Fusaro or Elisa Ellsworth, (760) 872-1171
Creeks are vital Waterways	Audio bird calls - With still picture of bird Audio narrative about watershed change due to climate change	Audio Clip linked to bird image Audio Clip	Cornell SNARL	Bermudez, Barry, Marketing Manager, Birds of North America Online 607-254-1143 bab78@cornell.edu Dan Dawson, dawson@eri.ucsb.edu, (760) 935-4334
Connecting with the Environment	Audio regarding Junior and Snow Ranger Programs Links to children's forest/children's activities	Audio Web Links	USFS Ranger USFS	Paul McFarland, 760-709-1093, paul@friendsoftheinyo.org Lawson Reif, reif@fs.fed.us, 760-924-5516
An Invisible Danger at Horseshoe Lake	Audio Narrative by USGS discussing the geological and seismic process that created these unique features Safety information (use existing materials)	Audio Clip Text	USGS USFS	Jennifer Lewicki, jlewicki@usgs.gov, 650-329-4604