City of Belmont, CA

GIS Strategic Plan Implementation

April 25, 2018

Dawn Siegel
Senior Regional Account Manager
p: 205.725.5831
e: dawn.siegel@gisinc.com

Geographic Information Services, Inc.
2100 Riverchase Center, Suite 105
Birmingham, AL 35244
p: 205.941.0442 | f: 205.982.7733 | w: gisinc.com
July 27, 2018

Jason Eggers  
GIS Coordinator  
City of Belmont  
One Twin Pines Lane  
Belmont, CA 94002  

RE: GIS Strategic Plan Implementation Revised

Dear Jason,

Geographic Information Services, Inc. (GISinc) is pleased to submit our proposal to provide GIS Strategic Plan Implementation services to the City of Belmont. With over 27 years of experience providing GIS services for municipal, state, federal, and commercial clients, GISinc meets or exceeds all requirements for this contract.

GISinc - Overview

Established in 1991, GISinc’s core business is location technology. Our core mission is helping clients leverage and realize the full value of GIS in their organizations. We provide comprehensive GIS services and customized solutions. We have extensive geospatial resources and an expert team with the expertise to ensure the successful completion of each task.

Why Select the GISinc Team?

- **Most Qualified and Most Relevant Experience:** We are an Esri Platinum Partner; less than 1% of firms have reached this highest level of distinction. We were one of four piloting partners with Esri’s ArcGIS for Local Government Initiative and have supported over 100 local government agencies with successful adoption and implementation. We have an expertise and domain knowledge with migration of data into the Local Government Information Model (LGIM), deployment of the Esri templates that integrate with business systems.

- **Our Capacity** – With over 155 GIS professionals and staff located in 35 states across the US, our team has a wide range of GIS, specifically Esri and Asset Management Solution (AMS) experience with municipal clients and public works utilities. Unlike many other firms, our core business is GIS, AMS, and Internet-of-Things (IoT) technology. We provide GIS-centric solutions, helping clients establish technical independence, and have the technical team to ensure successful completion within schedule.

- **We Are The Low-Risk Selection** - With an unmatched track record of success. GISinc is known for helping clients leverage the most value from their system, to meet both short-term and long-term goals and budgets. We’ve been partnering with both of your neighboring communities the City of San Mateo, CA and Redwood City, CA providing several of the exact same services as requested in this Request for Quote (RFQ).

If you would like additional information, please don’t hesitate to contact me. We look forward to the opportunity to work with you for the successful accomplishment of this contract.

Sincerely,

Dawn Siegel, Senior Regional Account Manager  
Phone: 205.725.5831  Cell: 248.343.1024  
Email: dawn.siegel@gisinc.com
1. GISinc Company Overview and Background

Established in 1991, GISinc specializes in providing GIS services for government agencies and some of the largest public and privately-held companies in the world. Our core competency is helping clients leverage and realize the full value of GIS in their organization, encompassing all areas required for this project. GISinc is a proven provider, with the experience, expert personnel, and resources to ensure the success of each task for this contract. We offer:

- Award-winning past performance and comprehensive experience on local government contracts
- Experienced GIS personnel, with extensive resource capacity to expedite tasks
- An advanced level of expert service and innovative solutions for the required services
- 27+ Years of similar experience focusing exclusively on Geographic Information Systems
- Quality assurance procedures and innovative techniques, for timely and cost-efficient solutions

Offices and On-Site Personnel

GISinc Headquarters: 2100 Riverchase Center | Suite 105 | Birmingham, AL 35244  
p (205) 941-0442 f (205) 982-7733 | www.gisinc.com

GISinc DC Office: 1600 Duke Street | Suite 300 | Alexandria, VA 22314

As a small business, we have extensive resources and are just the right size to provide a personalized level of service. We are known for our commitment to detail, innovative technical knowledge, budget-friendly solutions, and excellent customer service.

With over 155 GIS professionals, we have the capacity and performance history to accomplish large-scale projects. We utilize a tried-and-proven project management plan and quality assurance approach. We embrace this model because it allows us to provide the best support to our clients, ensuring a successful and timely completion of your project.

Corporate Experience and Industry Strengths

We have served over 400 government agencies in all 50 states. GISinc has completed literally hundreds of GIS projects, including over 650 GIS projects within just the last few years, of all sizes. This includes dozens of GIS projects ongoing today. At any given time, we may have over 200 projects ongoing, providing a depth of GIS resources that is unmatched.

GISinc – Esri Platinum Partner

As an Esri Platinum Partner, GISinc is one of only nine US firms to reach this highest level of distinction, bringing an advanced level of expertise and technical solutions to our clients. In addition to Esri Platinum Partnership, GISinc has achieved Esri specialty status in both ArcGIS for Local Government and ArcGIS Online. We’re proud to be among a small handful of partners that have achieved both designations, and will bring our expert capability throughout this project.

GISinc – Cityworks Platinum Partner

GISinc is a Cityworks Platinum Partner, providing a GIS-centric approach and an advanced level of GIS expertise. Cityworks delivers a highly capable, yet sensible and cost-effective GIS-centric Asset Management Solution (AMS). GISinc became an Implementation Partner with Cityworks in 2014 and achieved Platinum status in just three years, becoming the only firm to hold a Platinum status with both Cityworks and Esri.
2. GISinc Organizational Chart and Team Bios

As a company focused on GIS and with a legacy as a leader in the development of location-based solutions, our team has the technical expertise required to ensure the success. One of the benefits of working with GISinc is our dedicated Technical Team, shown in the organizational below. The State and Local team is exactly that – dedicated to working on state and local government agency projects. In addition, we have the reach-back support of our 155-member staff to provide additional project support when needed. Our team includes dozens of Certified GIS Professionals, GIS analysts, developers, technical architects, solutions engineers, quality control managers, and Cityworks CMMS specialists.

We have included resumes for the GISinc personnel that will work on the City of Belmont GIS Implementation Plan on the following pages.

**GISinc State and Local Technical Team**
### Laura Wilson, PMP

**Title:** Technical Architect  
**Total Years of Experience:** 19

**Education:**  
• B.S. Geology, University of North Carolina

**Licenses/Certifications:**  
• Project Management Professional (PMP) #1699600

**Professional Experience:**

**City of San Mateo, Stormwater System Upgrades (San Mateo, CA):** Conducted client review meetings, documenting requirements for enterprise upgrade and Adopt-A-Drain implementations. Other responsibilities included managing weekly tasking using JIRA, management of project budgets and monthly status reporting.

**City of Fremont Support Block (Fremont, CA):** Project lead for: best practices, design, SSL and port information for migration of Web Adapter to DMZ; scripting to automate database performance; creation and publishing of geocoders; slope calculations and installation and configuration of GeoEvent Server.

**City of Napa, Various Projects (Napa, CA):** Project lead for the Development of Water Geometric Networks; ArcGIS Online Water Map Design; and Conversion of existing basemap to vector tiles including streams, parcels, addresses, roads and contours.

**City of Arvada, Impervious Surface Coverage (Arvada, CO):** Development of new impervious cover dataset and tax parcel analyses to establish drainage fees. Utilized Agile processes for sprints and scrum management. Managed team of Solutions Engineers in establishment of sample areas to begin the impervious classification.

**City of Waukegan, GIS Health Check (Waukegan, IL):** Assessment of City’s enterprise GIS system and development of recommendations to increase the use of GIS across departments. Conducted onsite interviews across city and public works departments to review current workflows. Documented roadmap of recommendations including improvements for data modeling and quality, software and system environments.

### Christopher Blinn, GISP

**Title:** Sr. Solutions Engineer  
**Total Years of Experience:** 9

**Education:**  
• M.S. Geosciences, Western Kentucky University  
• B.S. Geography, Western Kentucky University

**Licenses/Certifications:**  
• Certified GIS Professional (GISP)

**Professional Experience:**

**San Antonio Water System (San Antonio, TX):** Design and implementation of server architecture for production ArcGIS platform. Consultation on ArcGIS Enterprise best practices. Determine environmental migration strategy.


**New Braunfels Utilities (New Braunfels, TX):** Designed architecture and specs for new system. Installed and configured all components of ArcGIS Enterprise and migrated content from the old system. Conducted data analysis and created ETL processes to move outdated data models into standardized data models, such as the Water Utility Network data model by Esri.

**Stevens Point Water Utilities (Steven’s Point WI):** Migrated client’s data into Local Government Information Model using ETL and FME tools. Set-up client database and web server environment; set-up database maintenance scripts to improve user end performance.

**Oxford Water Works & Sewer Board (Oxford, AL):** Migrated client’s data into Local Government Information Model using ETL and FME tools. Set-up and deployed web application to analyze affected utility assets and customers in the event of a main break or valve closure. Established applications for: Leak Investigator, Map Change Request, Hydrant Inspection, Valve Exercising.
<table>
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<tr>
<th>Bill Roberts</th>
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<tbody>
<tr>
<td><strong>Title:</strong> Solutions Engineer</td>
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<tr>
<td><strong>Education:</strong></td>
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<td>• M.S. Natural Resource and Park Management, Slippery Rock University</td>
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<tr>
<td><strong>Professional Experience:</strong></td>
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<tr>
<td><strong>City of San Mateo, Stormwater System Upgrades (San Mateo, CA):</strong></td>
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<td><strong>Loma Linda University Health (Loma Linda, CA):</strong></td>
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<td><strong>Opelika Utilities Water Loss Solution (Opelika, AL):</strong></td>
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<td><strong>Airport Enterprise GIS, Hillsborough County Aviation Authority (Tampa, FL):</strong></td>
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<td><strong>Opelika Utilities Water Loss Solution (Opelika, AL):</strong></td>
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<tr>
<td><strong>ArcGIS Online Implementation, Hillsborough County Aviation Authority (Tampa, FL):</strong></td>
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<td><strong>Hartsfield-Jackson Atlanta Intl Airport (Atlanta, GA):</strong></td>
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### Tony Urquidi

**Title:** Solutions Engineer  
**Total Years of Experience:** 12

| Education:          |  
|---------------------|----------------------|
| B.S. Chemistry, University of Texas |  
| A.A. Chemistry, El Paso Community College |  

| Licenses/Certifications: |  
|--------------------------|----------------------|
| Security+ Certification  |  
| Microsoft® Windows Server® |  

**Professional Experience:**

**City of Fremont Support Block Services (Fremont, CA):** Provided GIS solutions on projects including: best practices, design, SSL and port information for migration of Web Adapter to DMZ; scripting to automate database performance; creation and publishing of geocoders; and installation and configuration of GeoEvent Server.

**Riviera Beach ArcGIS Enterprise Installation and Configuration (Riviera Beach, FL):** Solutions Engineer for the installation and configuration of ArcGIS Server, Portal and Data Store.

**Enterprise GIS Data Migration – St. Johns County Utility Dept (St. Augustine, FL):** Configured FME ETL tools to facilitate the migration. Built consolidated migration crosswalks and reporting docs. Taught Staff how to create and edit data utilizing Feature Templates and Attribute Assistant. Trained staff on Esri Water Utility Editing and Reporting Toolbars.

**City of El Paso, GIS Programmer/GIS Lead (El Paso, TX):** Managed the GIS Enterprise system for the City of El Paso which involved maintaining the database servers, GIS web servers, desktop systems, and GIS web applications. Created applications for public use and converted the applications to Javascript for use on any web device. Lead the development of internal Flex applications to migrate users from ArcMap desktop.

### Kelly Bigley

**Title:** Sr. Geospatial Developer  
**Total Years of Experience:** 19

| Education:          |  
|---------------------|----------------------|
| B.S. Geography, University of Georgia |  
| B.A. German, University of Georgia |  

| Licenses/Certifications: |  
|--------------------------|----------------------|
| Geographic Information Systems Certificate |  

**Professional Experience:**

**Campus Navigation Application – The University of Washington (Seattle, WA):** Lead Geospatial Developer for a campus-wide indoor and outdoor mapping, positioning, and navigation application. The application included maps and search capabilities, incorporating capabilities for the Americans Disability Act (ADA) compliant routing option, a Fitness Routing option and role- and time-based routing options.

**Loma Linda University Health (Loma Linda, CA):** Lead Geospatial Developer for the design and development of an interactive wellness application to aid LLUH patients identify nearby community assets. The Wellness Map is dynamic and adapts to reflect preferences and any changes in the patients’ electronic health record. The app displays unique and personalized patient views including their home, church, preferred pharmacies, and support groups related to their care.

**GeoReadiness Enterprise System Lifecycle Maintenance – US Navy (Norfolk, VA; Jacksonville, FL; Washington DC; and Port Hueneme, CA):** Led the development of a web application built utilizing C#, .NET, MVC, JavaScript, jQuery, and Entity Framework providing a filterable view of database logs from various Navy applications. Provided a high level MVC code training utilizing this application.

**Hartsfield-Jackson Atlanta Intl Airport (Atlanta, GA):** Geospatial Developer responsible for building the Airport web application utilizing JavaScript, AngularJS, C#.NET. The application provides airport management with near real-time analytics to monitor passenger foot traffic, dwell times, and a variety of location analytics.
3. Local Client References

City of San Mateo, CA

GISinc has been working with the City of San Mateo since November of 2013 when we began on a GIS Support Block aimed to jumpstart the City’s implementation of Esri’s ArcGIS for Local Government COTS environment. The focus initially was to help the City implement the out-of-the-box tools and workflows for Address Data Management. GISinc worked with the City to convert all of the address GIS data into the Local Government Information Model (LGIM) and deploy Esri’s out-of-the-box addressing data management tools. GISinc also supported the City on LGIM data conversion and data management template deployment to support the City’s Fire Pre-Planning process.

When the City of San Mateo chose to migrate to Esri’s GIS software from Intergraph, a primary objective was to establish alignment with the ArcGIS for Local Government solutions to aid succession planning. Their goal was to establish a widely used data schema which would aid in the recruiting of quality future staff. In the past, the City struggled with organizing their spatial data from a variety of locations and formats. Improving the addressing and fire planning processes and supporting an ongoing permitting system implementation provided the initial motivations.

The first phase of the project was to implement Esri’s Address Data Management template. We performed the necessary planning and created the extract, transform, load (ETL) process to migrate the City’s current data into the ArcGIS for LGIM. Through a remote knowledge transfer, we loaded the City’s SDE database and taught their staff how to use Esri’s editing tools in a versioned editing environment. A similar process was used for the Pre-Incident Planning of emergency services.

The City chose to perform a full adoption of the ArcGIS for LGIM upon which to build its EnerGov permitting system. In this final project phase, we assisted with the migration of over 30 priority layers into the LGIM database, including extending the model for layers that were not a good match. To support a single data repository, more than 120 layers were eventually migrated into the central database.

The ease of use of the Addressing and the Pre-Incident editing templates encouraged the City’s users to more broadly adopt the ArcGIS for LGIM. This allowed them to establish a single, central data repository built upon a widely used standard to support their permitting system. They anticipate new users will require less time to learn the data model than the previous ad-hoc structure.
Redwood City, CA - GIS Support Block

In fall of 2017, GISinc performed a server assessment and migration to **ArcGIS Enterprise 10.5.1**. This project included an assessment of current software and services running in ArcGIS 10.4. GISinc provided planning, installation and configuration for new server architecture:

- Portal for ArcGIS
- ArcGIS Data Store application server
- ArcGIS Server application server
- Database server
- Image Server

Prior to the migration GISinc lead technical discussions with GIS and IT to verify ports, service accounts, SSL certificates and domains were in place. GISinc provided an upgrade checklist for pre-planning, during the migration and post install items.

City of Fremont, CA - GIS Support Block, As-Needed Services

In early 2018, GISinc performed the following services for Fremont, CA.

**Recommendations for DMZ Web Adapter**  
Provided best practices, design, SSL and port information for migration of Web Adapter to DMZ.

**Scripting to Automate Database Performance**  
Users were experiencing latency in edit sessions. GISinc reviewed the SDE logs to determine slowdowns. After review of the errors, we recommended moving data maintenance tasks to a nightly automated script to compress and build indexes.

**Custom Geolocator**  
Worked with the City to create several geocoders, including a composite geocoder. These were published, tested and configured for the online Search and Near Me Widgets.

**GeoEvent Server Installation**  
Installation and configuration of GeoEvent Server including the Verizon Network Fleet and Waze connectors.

**Slope Calculations**  
15% Slope raster development to support fire and mudslide response. The city is very hilly and is located downslope from major dam. The pixel values have the slope percentage and can be symbolized to show red for everything that is greater than 15%.

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**CLIENT REFERENCE**  
Stephen De Jong  
GIS Manager  
(650) 780-7230  
sdejong@redwoodcity.org

**CLIENT REFERENCE**  
Christine Frost  
GIS & Addressing Manager  
(510) 494-4830  
cfrost@fremont.gov
City of Tracy, CA - GIS Assessment and Support Block

In January 2014, the City of Tracy, CA contracted with GISinc to review their current system architecture and workflows to identify opportunities for improvement. The City implemented GIS approximately 5 years ago by converting CAD data into GIS and deploying a series of web applications. The primary goal of this project was to evaluate current practices and make recommendations to better position the City to take full ownership of their enterprise program.

GISinc performed an onsite GIS HealthCheck at the City to identify the core “needs” of the enterprise GIS, assessing the City’s current GIS system architecture, and prioritizing system needs. At the conclusion of the assessment, GISinc delivered a final requirements document itemizing:

- Detailed Functional Requirements for an ArcGIS Online implementation
- Solution Description to Include an Architecture System Design
- Technology Requirements
- High Level Project Plan
- Future Project Pricing

The City followed the GIS HealthCheck with a GIS Support Block to jumpstart the initiatives identified and prioritized during the assessment. GISinc has continued to provide the City GIS capacity and capability since 2014, implementing their GIS improvements including upgrading to ArcGIS for Server 10.2 and replacing a proprietary, 3rd party webviewer with a complete Esri COTS web presence via ArcGIS Online. The City’s new ArcGIS Online web presence will support two key goals for the City: mobile accessibility and eliminating dependency on 3rd party products through the deployment of Esri’s Local Government Solutions: Parks Locator, Public Notification, and Tax Parcel Viewer.

CLIENT REFERENCE

Matt Engen
IT Manager
(209) 831-6806
Matt.Engen@cityoftracy.org

Jeff Davis
GIS Technician
(209) 831-6811
jeff.davis@cityoftracy.org
City of Napa, CA - GIS Support Block

GISinc has been providing GIS services to the City of Napa since 2017. Our projects include:

Data
- Development of Water Geometric Networks
- Setup and training on water editing tools in ArcMap
- Processed LiDAR to create DEM and 10ft contours

Python Scripting
- 10.5.1 Silent Installer Python Script: Developed python script to act as a ‘silent’ installer to push 10.5.1 Desktop updates to Desktop Users
- Scripting to implement GENERATE_ID Attribute assistant functionality
- Script to automate the reconcile\post and compress processes

Vector Tile Base Map
Conversion of existing basemap to vector tiles including streams, parcels, addresses, roads and contours.
- Training and knowledge transfer on how to create and maintain vector tiles.

ArcGIS Online Water Map Design
Provided recommendations and design for the Napa Water Utility map in ArcGIS Online to replace the AutoCAD 360 map currently in use.

Napa Meter Inspections for use with Esri Collector
In early 2018, GISinc created an offline capable map for use after the Napa, CA fires. Fires had damaged customer water meters and the City needed a digital inspection tool to capture meter condition and replacement needs. GISinc added a capability to filter by meters that had experienced a total burn.

Vector Tile Basemap

Water Map Pressure Zones
San Francisco Public Utilities Commission (SFPUC) - GIS Support Block for As-Needed Services

GISinc has been providing GIS services to the San Francisco Public Utilities Commission since 2016. Our projects include:

**Upgrade Enterprise GIS Architecture**
- Worked with them to plan and execute their upgrade to 10.5 for ArcGIS Enterprise (including: Portal, ArcGIS Server and Enterprise Geodatabase)
- Provided reach back support during upgrade process.

**Implementation of Maps and Apps**
- Created automation scripts to move data from their cloud hosted Survey123 application to their internal ArcGIS Enterprise environment. This was used to enhance Survey123 and better distribute the data being collected in the Survey(s).

**Data**
- Automatically updating internal enterprise geodatabase data, using Python scripts, with data collected by Survey123 hosted within an Amazon AWS environment.

GISinc has provided examples of recent, successful local projects that are related to the ongoing consulting services the City of Belmont outlined in the RFQ. The selected projects are similar in scope and highlight our specific, related experience. These projects exemplify our capabilities and demonstrate that GISinc ensures success across all service areas throughout the US sought by the City of Belmont.

<table>
<thead>
<tr>
<th>Project Tasks</th>
<th>City of San Mateo, CA</th>
<th>Redwood City, CA</th>
<th>City of Napa, CA</th>
<th>City of Tracy, CA</th>
<th>SFPUC, CA</th>
<th>Other GISinc Clients</th>
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<tbody>
<tr>
<td>Task 1: Upgrade Enterprise GIS Architecture</td>
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<td>Task 2: Link Documents to GIS*</td>
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<td>Task 3: Create Master Street Address Database</td>
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<td>Task 5: Setup Standard Data Maintenance Workflows</td>
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<td>Task 6: Update Priority GIS Data Layers</td>
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*Although our local account references have not required this specific task, GISinc has completed Link Documents to GIS and other Enterprise Systems for clients throughout the US.*

CLIENT REFERENCE
Lily Dryden  
GIS Coordinator  
415.551.4363  
ldryden@sfwater
B. GIS Support Block

GIS Support Blocks provide a vehicle for accessing GIS support on-demand. Once a GIS Support Block is put in place, GISinc will provide professional services to assist City of Belmont, CA with GIS support. All services provided as part of the GIS Support Blocks will be conducted by the most effective and cost-efficient method, including: virtually through remote network access, telephone conference calls, Internet (WebEx) demonstrations, or on-site consultants.

How do GIS Support Blocks work?

Once the GIS Support Block vehicle is in place, GISinc will provide City of Belmont, CA with a single point-of-contact. GISinc will identify the support tasks and establish a communication plan for coordinating the activities of the task as well as status reporting. We will match the support task with the correct GISinc resource.

If a support task becomes large, GISinc may require using a management team. This function includes people, processes, and technology that are designed to make sure that City of Belmont, CA receives outstanding value. Milestones and completion dates will be established for the Planning and Analysis, Client review, Design, Client review, Development, Testing, and Installation/Implementation phases of a large task or project. There are many tasks and risks that have the potential to derail a project. To manage this effort, larger tasks or projects that we execute are assigned a Project Coordinator or Technical Architect from GISinc.

Prepaid blocks of hours can be purchased at the prices listed below and volume discounts are included at each block level. Support block hours expire after 12 months from the date of signature. GISinc will invoice City of Belmont, CA upon receiving the signed form. You may indicate your acceptance of the above proposal with a signature from authorized personnel at City of Belmont, CA. Any expenses or travel incurred by GISinc while performing GIS Support Block services to City of Belmont, CA will be billed at actual costs separate from this contract.

GISinc does recommend one trip per year for annual planning/onsite support with an estimated budget of $1,500 for one person onsite for three business days.

GISinc can offer the prepaid support block at the prices per block listed below at this time for a one to three-year annual prepaid support block, locking in the proposed block cost detailed below for up to three years.

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<tr>
<th>Prepaid Support Block Price</th>
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<td>$5,000</td>
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### Quotation Terms and Conditions

This confidential quotation is valid for thirty (30) days unless otherwise stated and does not include shipping or tax unless otherwise stated. This quotation information is proprietary and may not be copied or released other than for the express purpose of system and service selection and purchase. This information may not be given to outside parties or used for any other purpose without written consent from Geographic Information Services, Inc. (GISinc).

Payment Terms: Client will be billed monthly for all travel expenses and labor costs based on hours worked. Client agrees to NET 30 terms after receipt of invoice on this prepaid GIS support block. Supporting details will be provided as requested to detail the hours, rates, and deliverable(s) performed during the preceding month.

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