



STURGIS

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A CATALIS™ COMPANY

Proposal for

Town of Orange, CT
Tax Collector

RFP No. 12373
Next Generation Front End Project

PREPARED FOR:

Thomas P. Hurley
Office of the Tax Collector
617 Orange Center Rd.
Orange, CT 06477-2432

PROPOSAL SUBMITTED:

January 27, 2023

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3025 Windward Plaza, Suite 200, Alpharetta, Georgia 30005



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Town of Orange
Office of the Tax Collector
617 Orange Center Rd.
Orange, CT 06477-2432

Re: RFP 12373 for Next Generation Front End Project

Dear Thomas P. Hurley,

January 27, 2023

Sturgis is pleased to submit a response to the Town of Orange Tax Collector Request for Proposals for Next Generation Front End Project. Our response details our experience providing tax payment processing solutions for hundreds of customers throughout the United States. We are confident that our solutions will meet and exceed the Town's requirements and expectations.

We have extensive knowledge and experience developing tax products for government clients across the country. Founded in 1999 to help citizens access web-based data while improving the efficiency of government agencies, we have performed hundreds of Search, View, and Pay integrations. Our footprint extends across thirteen (13) States, interfacing with products of over thirty (30) partner software companies. Sturgis currently supports over 350 instances of fully integrated tax filing systems, as well as 150 non-integrated tax payment calculators.

We are confident in our ability to provide dynamic payment solutions to the Town, and we firmly believe that our payer-centric pricing models, our platform flexibility, and our real-time electronic payments experience uniquely position Sturgis to build a long-term, successful relationship with Union County and its participating departments and agencies.

Sturgis is a division of Catalis Payments, LLC (Catalis). With the support of Catalis, we are able to deliver cutting-edge financial technology and component-based software, leading to high-performance results with unmatched value, support, and efficiency to our customers. We are able to serve as a trusted partner to the Town, providing modern and convenient solutions to assure a worry-free and future-proof experience.

Please do not hesitate to contact me with any additional questions or clarification. Thank you for considering Sturgis in your Request for Proposals process. We look forward to the opportunity to provide our services to the Town of Orange.

Sincerely,

Frank Shield, Regional Sales Director

fshield@catalisgov.com

603-490-7169

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VOLUME ONE: TECHNICAL VOLUME

S Introduction

In the Volume One response each paragraph should be addressed. Responders are hereby notified that a rank order process will be used on submitted proposal responses. Ranking numbers will be based on the number of proposal responses submitted. Failure to address an item will place that item at the end of the ranking for that category plus 1. So, if there were 3 proposals. A ranked non-response would rate a "4". Ranking order one (1) is best. This SOW is lined up with the requirements document. Responses to each paragraph in this SOW should be short and to the point. Rambling responses are likely to get a higher ranking. So, while limits as to the size of responses is not given here, the response should be given the size necessary to respond to the question being given and to the proposer's solution to the requirement being expressed. This SOW It is not intended to create a burden on the respondents as they know their proposed solution and should be easily able to answer the questions proposed. Outside references may be used to shorten your response but should not be used as the primary response to the SOW paragraph. Cost information is not to be included in your Volume One Submission but in Volume Two. If you have Proprietary information, address it in a Volume 3. To the extent that this proposal is subject to the Freedom of Information ACT in CT, vendors should expect that the public may request to see your proposal. This information will not be released until either an award occurs, or the selection process is cancelled. A post award conference may be requested.

Did you include an introduction to your solution? Yes Qualified No

Response:

Sturgis Web Services was founded in 1999 to help citizens access web-based data while improving the efficiency of government agencies. We have extensive knowledge and experience developing payment products for government clients across the country, including hundreds of Search, View, and Pay integrations. Our footprint extends across thirteen (13) States, interfacing with products of over thirty (30) partner software companies. Sturgis currently supports 150 non-integrated tax payment calculators, as well as over 350 instances of fully integrated tax filing systems.

Sturgis became a division of Catalis Payments, LLC, in 2018. During the acquisition process, Sturgis gained access to funding for capital improvements and has invested heavily in product development. The acquisition also allows Sturgis access to numerous partnerships with sister companies under the Catalis umbrella to provide customers a variety of market-leading software and service offerings.

Catalis

Catalis is the transformational SaaS and integrated payments partner powering all levels and sizes of government – municipalities, counties, states, federal agencies, and utilities. Our deep expertise, proven track record, and thoughtfully configured digital solutions have helped public servants across the U.S. and Canada deliver at their highest ability on behalf of their communities.



Catalis Payments empowers government agencies and constituents across North America with industry-leading software and integrated payment solutions. We specialize in financial technology and software solutions for every aspect of government operations and management. By delivering cutting-edge financial technology and component-based software, Catalis Payments delivers high-performance results with unmatched value, support, and efficiency to our customers.

Our payment services include:

- Tax Payments
- Court Payments
- DMV Payments
- Utility Payments
- Child Support Payments & Wage Garnishment Solutions
- Integrated Payment Solutions
- Lockbox Payments

Catalis divisions also provide numerous other software solutions developed specifically for government agencies, including Computer-Aided Mass Appraisal (CAMA), Tax Billing & Collections, Citizen Engagement Solutions, Unemployment Benefits Solutions, Online Dispute Resolution, Court Case Management, Mass Escrow, and many more.

Catalis solutions deliver unmatched value with simplified payment processing systems. Our proven solutions help all levels of government increase revenue collections, exceed constituent expectations, and improve cash flow with the most payment options available industrywide. We're not just another government payment provider; we're your trusted partner, taking you to the next level.

S1 System

S1.1 System and System Integration (Reference R1.1).

In this section Describe in general your system, your affiliates (Include Your bank, credit card handler, etc.) and your approach to meet the requirements in the Requirements Document (R), the number of other users of your system. Explain any Qualified answer. Qualified means a partial solution is provided. No means the requested requirement is not met. Please explain your answers.

Does your proposal meet the requirement R1.1.a? Yes Qualified No

Response:

Sturgis has an existing partnership with Quality Data Service and is integrated to work with the QDS 5 Tax Collector System.

All services provided by Sturgis are strictly web-based. The flexibility of our system will allow the Town and each participating agency to elect either hosted, standalone web-based payment sites, or payment sites integrated with existing Town websites.

Does your proposal meet the requirement R1.1.b? Yes Qualified No

Response:



Sturgis' mobile solution does not require any application download by the Town or user. It is designed specifically for ease of use and direct integration with the online payment processing system.

The mobile interface for payment sites is optimized to work with the internet browsers on mobile devices, creating an intuitive user experience. Our onboarding and development teams will work with each participating department to develop mobile interfaces with our system that work with Apple and Android devices – interfaces which provide similar payment options to citizens and update the system in real time when payments are processed.

Does your proposal meet the requirement R1.1.c? Yes Qualified No

Response:

Sturgis developed our flexible solutions with the knowledge that every government client has a different use case for what they need to deliver to their citizens. The platform is adaptable so that each Town department will have a solution that works for them, and not a one-size-fits-all solution that agencies would have to conform to. We work to build each solution around the goals of the agency.

Does your proposal meet the requirement R1.1.d? Yes Qualified No

Response:

Sturgis provides a kiosk solution, which is designed and deployed in conjunction with our software. We can provide kiosks for various use cases with a wide range of functionality for different environments (i.e., standalone units for indoor use in Town offices, through-the-wall models, external drive-up kiosks, etc.).

Using Sturgis kiosks, customers can scan their bill or statement to begin the transaction or enter their account information to proceed to payment. Kiosks accept credit and debit cards or bank account information, all of which can complete a transaction which then links in real time to the appropriate customer system.

Key Features & Benefits of an Integrated Kiosk

- Eliminates manual data entry, which creates a streamlined and automated process for efficient bill payment with each payment posted correctly
- Accepts debit, credit cards, and checks
- Multilingual, including Spanish
- Multiple configurations including stand-alone and interior or exterior through the wall units
- Combines local requirements with centralized guidelines to ensure adherence to corporate policies and controls
- Simple user interface with exception-based processes
- Supports centralized or decentralized management, including multi-site, multi- currency, and multi-language requirements
- Highly scalable and configurable with unparalleled speed-to-market
- Proven Agile methodology for development and quality assurance
- Dedicated development resources to meet aggressive timelines



- Robust reporting capabilities including dashboards and email alerts to manage trending, patterns, and improved KPI management



Does your proposal meet the requirement R1.1.e? Yes Qualified No

Response:

Sturgis' team of experienced in-house developers can quickly deploy either standard turnkey or fully customized payment solutions to meet our customers' various needs. Under our convenience fee funded model, we will provide our solution at no cost to the Town.

After implementation, Sturgis will always suggest to Town departments any changes that could improve processing hardware, software, card acceptance, or collection strategies. We also recognize that during the duration of the project, there may arise needs for changes or upgrades to the technology and payment systems that are unique to the Town or a particular department. If not a simple patch or update, this upgrade process may flow through a Statement of Work (SOW) amendment, with estimated development hours, hourly rates, and proposed timelines all agreed to and signed off on beforehand.

S1.2 Terms and Conditions

In this section describe how your system displays Terms and Conditions both for site use and for the Town Requirements.

Does your proposal meet the requirement R1.2.a? Yes Qualified No

Response:

Sturgis can configure our client facing websites to contain the Terms and Conditions statements listed above. Web page content is configurable to meet the needs of the Town and each individual department. This can be included on a separate page on the payment site, or we can configure our system to require customers to read and accept the statements before making a payment.



S1.3 Disclaimer Notice

In this section describe how your system displays Disclaimer Notices.

Does your proposal meet the requirement R1.3.a? Yes Qualified No

Response:

Sturgis can configure our client facing websites to contain the Disclaimer Notice statements listed above. Web page content is configurable to meet the needs of the Town and each individual department. This can be included on a separate page on the payment site, or we can configure our system to require customers to read and accept the statements before making a payment.

S1.4 Charge Notice

In this section describe how your system displays Charge Notices both for site use and for the Town Requirements.

Does your proposal meet the requirement R1.4.a? Yes Qualified No

Response:

For all payments processed by Sturgis across all payment channels, we will clearly display the convenience fees that are being charged so the customer is aware of the fee before the transaction is processed. The customer will clearly see the transaction amount, convenience fee amount (if applicable), and total amount paid when the payment has been processed on the payment receipt and confirmation email.

Does your proposal meet the requirement R1.4.b? Yes Qualified No

Response:

The customer is always made aware of the convenience fee before accepting the payment terms and submitting their payment, and Sturgis clearly conveys that the fee is being charged by Sturgis and not the agency. Language is configurable to Town needs.

To further avoid any customer confusion, the convenience fee is shown separately on the customer's bank statement and confirmation. The amounts will be the same as the information displayed on the payment receipt. Other information provided on the statement can be customized to meet Town requirements.

Does your proposal meet the requirement R1.4.c? Yes Qualified No

Response:

Sturgis does not charge taxpayers for simply viewing their data and will plainly identify this in the Charges Notice.



The Sturgis reporting tools provide archiving capabilities and will store data for a customized amount of time, depending on how long the Town would like it to be retained.

S1.5 Privacy and Privacy Notices

In this section, please describe how your system handles Privacy and Privacy Notices.

Does your proposal meet the requirement R1.5.a? Yes Qualified No

Response:

Sturgis can configure our client facing websites to contain a Privacy Notice (PII). Web page content is configurable to meet the needs of the Town and each individual department. This can be included on a separate page on the payment site, or we can configure our system to require customers to read and accept the statements before making a payment.

Does your proposal meet the requirement R1.5.b? Yes Qualified No

Response:

Sturgis will adhere to the Town's processes to validate your customers, ensuring that we do not impact customers' Personal Identifiable Information (PII).

S1.6 Other System Requirements

In this section, please describe how your solution meets the other system requirements. Make sure to address the identification requirements for device types and supported browsers including versions.

Does your proposal meet the requirement R1.6.1? Yes Qualified No

Response:

The customer is always made aware of the convenience fee before accepting the payment terms and submitting their payment, and Sturgis clearly conveys that the fee is being charged by Sturgis and not the agency (see image below). Language is configurable to Town needs.



1 Payment Method 2 Payment Details 3 Review Information 4 Payment Receipt

Convenience Fee Information

A convenience fee of 2.20% of the payment amount (\$1.95 minimum fee) or \$1.50 for eCheck is charged by Sturgis Web Services for using this service. We accept PayPal, Visa, Mastercard, Discover, and American Express debit and credit cards.

Close

Does your proposal meet the requirement R1.6.2? Yes Qualified No

Response:

On Sturgis' payment websites, the convenience fee is fully disclosed in a clear and concise manner before any transaction via any payment channel is completed. The system requires the end user to accept the convenience fee before a transaction can be processed. providing the end user with an opportunity to opt out of the transaction.



1 PAYMENT DETAILS 2 REVIEW INFORMATION 3 PAYMENT RECEIPT

If you would like to cancel your payment, please close browser window.

This is not a receipt. Review your information and click the Accept Terms and Process Payment button to process your payment.

Account Information
Payment Type: Research
Address: 155 Franklin Rd Suite 330 Brentwood TN 37027 US
Phone Number: 6159421144

Payment Information
Amount: \$100.00
Convenience Fee: \$2.35*
Total Amount: \$102.35

Card Number: XXXXXXXXXXXX9861
Expiration Date: 04/2025

The total amount will be itemized as the transaction amount and the convenience fee.

Select the “Edit Payment Details” button to return to the previous page and edit payment information.

Want to receive payment confirmations on your phone?
By checking the box and entering your mobile phone number, you will receive a confirmation message and data.

Confirm all information, then select the “Accept Terms & Process Payment” button to process the payment and go to the Payment Receipt page.

* A non-refundable convenience fee will apply.

I'm not a bot  reCAPTCHA [Privacy](#) • [Terms](#)

Edit Payment Details **Accept Terms & Process Payment**

Does your proposal meet the requirement R1.6.2.a? Yes Qualified No

Response:

Sturgis validates bank routing numbers as part of our eCheck processing solution, and we are able to capture the routing transit number, bank account number, account nickname (account ID), and account type when ACH is selected as a form of payment.

In addition, to ensure compliance with the National Automated Clearing House Association (NACHA) WEB Debit Validation Rule, we have partnered with MicroBilt, a NACHA Preferred Partner and Payments Innovation Alliance Member, to leverage their best-in-class Risk Verification platform. MicroBilt's bank account prescreening products make it easy to verify someone's banking information before accepting and processing ACH transactions. Predictive analytics means payment acceptance can be done with confidence that our clients know who they are dealing with and can assess their ability to pay.

Does your proposal meet the requirement R1.6.3? Yes Qualified No

Response:



Sturgis' mobile solution does not require any application download by the Town or user. It is designed specifically for ease of use and direct integration with the online payment processing system.

The mobile interface for payment sites is optimized to work with the internet browsers on mobile devices, creating an intuitive user experience. Our onboarding and development teams will work with each participating department to develop mobile interfaces with our system that work with Apple and Android devices – interfaces which provide similar payment options to citizens and update the system in real time when payments are processed.

Does your proposal meet the requirement R1.6.3.a? Yes Qualified No

Response:

Our payment solutions fully support all major browsers, including Internet Explorer, Google Chrome, Mozilla Firefox, Microsoft Edge, and Apple Safari. The mobile interface is optimized to work with the internet browsers on mobile devices, creating an intuitive user experience.

Does your proposal meet the requirement R1.6.3.b? Yes Qualified No

Response:

The applications provided to the Town will be usable from any web-enabled device; this includes smartphones and tablets such as iPhone, iPad, and Android devices.

Does your proposal meet the requirement R1.6.3.c? Yes Qualified No

Response:

Sturgis identified the trend toward mobile payments years ago and we have tracked the increase in mobile usage closely. Our responsive web design ensures users paying via mobile devices (such as tablets and phones) experience a user-friendly interface, with our web design automatically detecting and formatting for mobile functionality.

The mobile interface is optimized to work with the internet browsers on mobile devices, creating an intuitive user experience. Payment sites are built with responsive design, so any mobile device 'sees' a payment site configured for that device, not just a scaled down website that is impossible to read. Our mobile solution requires no app download and is designed specifically for ease of use and direct integration with the online payment processing system. Mobile payments are recorded, tracked, and are shown in the daily reconciliation report as mobile payments.

Does your proposal meet the requirement R1.6.3.d? Yes Qualified No

Response:

The applications provided to the Town will be usable from any web-enabled device; this includes smartphones and tablets such as iPhone, iPad, and Android devices.

Does your proposal meet the requirement R1.6.4? Yes Qualified No

Response:



Sturgis' settlement platform leverages Dynamic Payout capabilities that give the Town the ability to have funds settled "Next-Day" via ACH, "Same-Day" via ACH or "Same-Hour" (settlement within 30 minutes) via FastAccess Funding.

1 Same-day ACH

Funding instructions executed on the same day as submission.*

- Supports all funding instruction types
- Available everyday, except weekends and holidays

2 Next-day ACH

Funding instruction executed after the daily cut-off time.

- Standard use of funding instructions
- Settlement occurs within two business days, sometimes faster

3 FastAccess funding

Allows funds transfer to certain debit cards within 30 minutes of submission.

- Increased speed and frequency of payouts
- Weekend and holiday funding
- Increased merchant satisfaction

Our settlement platform provides the ability to execute payouts for all major credit and debit card brands (Visa, Mastercard, Discover, American Express). We process transactions through the appropriate Card Association and settle directly from the settlement bank to the Town's designated bank account. The convenience fee is processed similarly and sent to Sturgis' existing bank account. We are also able to fund departments that need deposits split across multiple bank accounts.

Sturgis' processing system can either automatically close the daily batch at a designated time or allow Town staff to manually settle the daily batch. Additionally, Sturgis provides our clients with the flexibility to vary batch closing times by application, department, or Merchant ID (MID). Most of our clients utilize the midnight to midnight (calendar day) batch time.

If a transmission fails, communication exceptions are sent back through the API Caller in real time and are logged automatically. Sturgis' system will automatically retry the failed transmission. In the unlikely case of a suspended or failed batch, Sturgis will provide the Town with notification by email, phone, or fax within eight (8) hours to ensure the Town is aware of the failed transmission.

When a batch fails, Sturgis operators are notified immediately and alerted to fix the issue by triggering a resend. Although failed batch transmissions occur infrequently, Sturgis will always work to determine the cause of the failed batch to prevent future occurrences.

Does your proposal meet the requirement R1.6.5? Yes Qualified No

Response:

Sturgis offers a retail cash solution, VanillaDirect Pay through InComm, to allow the unbanked, underbanked, and cash-preferring citizen to fulfill tax obligations and fund accounts using a vast network of over 70,000 retail locations nationwide. Retailers include Walmart, Walgreens, CVS, Family Dollar, and many other national and regional retail brands. Your residents can easily find the nearest available location by using a free geo-locator tool available on mobile devices and online.

While competitors force taxpayers to print a unique barcode for each retailer, the Sturgis solution uses a ubiquitous barcode solution to ensure taxpayers need only receive the provided barcode via smartphone, email, or print and bring it to any participating partner. For added convenience,



Sturgis allows citizens to use the same barcode for payments made throughout their user experience, encouraging repeat payments and system usage.

Citizens can make cash payments 24/7 right in their neighborhood through retailers that are easy to find, safe, and trusted, without traveling to Town offices or waiting in line. This frees Town staff members to focus and spend time on department initiatives instead of processing cash payments. In addition, Sturgis' Client Portal is integrated with InComm, so cash payments are reflected in the Client Portal in real time.



S2 Training

The vendor should describe the Training Programs (HELP) available for the end users. The vendor should describe the options for Town Staff Training. Both on-site and off-site training should be addressed.

S2.1 Town Staff Training on the Vendor's Platform.

Does your proposal meet the requirement R2.1.a? Yes Qualified No

Response:

Upon being awarded the contract, Sturgis will assign a designated account manager, who will lead the Town through the implementation process, including training and technical assistance.

Introductory training can be completed within a matter of 2-3 days. Sturgis will provide training to Town users to utilize reporting software, understand industry practices, introduce new products, educate on data entry, and more. Initial training can be completed onsite or online, depending on the needs of the Town and each individual department. Sturgis will provide all training materials and user manuals and will train according to the needs specified.

Typically, Sturgis account managers can coordinate all implementation processes remotely via phone or webinar due to the flexibility of the Sturgis payment gateway and system. However, Sturgis is committed to providing on-site support, if desired by the Town, including spending time at Town offices to assist with implementation of payment terminals, provide training, and more.

Initial core training will include, but is not limited to, the following activities:

POS Training

- User guides and training provided for all equipment
- POS installation provided
- On-site group training available
- POS terminals pre-configured according to project specifications
- Test transactions performed alongside Town staff
- Test refund and batch closing processes performed

Web Application Training

- User guides and training provided for the payment site
- Walk-through of the payment site in a testing environment
- Test transactions performed alongside Town personnel to ensure the payment site is accepting and processing payments according to project specifications

Client Portal Training

- User guides and training provided for online reporting functionalities
- Training on the Client Portal's reporting features, including filters to generate and download reports



- Daily Reports training
- Training on transaction refund and void from within the Client Portal
- Training on user accounts and account hierarchy creation

API Training

- Testing and training typically conducted by the integrator
- Sturgis support until certification is achieved

Our clients are very familiar with our systems once they perform testing prior to going live. If a department needs further training, this can be handled through the assigned account manager on an as-needed basis.

S2.2 End User Training

Does your proposal meet the requirement R2.2.a? Yes Qualified No

Response:

Sturgis' system is extremely user friendly and intuitive for both staff and taxpayers. While we do not have a formalized taxpayer training program, our payment application website includes a list of frequently asked questions (FAQs) to assist payers 24/7.

For additional support, Town taxpayers can call Sturgis' Customer Support Center (CSC). Our bilingual (English and Spanish) call center can be reached via a toll-free number from 8:00 A.M. – 8:00 P.M. Eastern Monday – Friday, and from 10:00 A.M. – 2:00 P.M. Eastern on Saturday and Sunday. Additionally, payers can reach the CSC from the payment site through an instant messaging application. This allows citizens to communicate with our CSC representatives from their personal computers without the need to call the support center.

CSC representatives can assist with processing payments, respond to questions regarding the products/services, respond to email inquiries, and escalate issues, should any arise.



S3 Security

Please describe your System security in this section. DO NOT provide any information that would compromise your Solution!!!! This proposal Volume is available to the public.

S3.1 Security

Does your proposal meet the requirement R3.1.a.1? Yes Qualified No

Response:

Sturgis will use good commercial practice in compliance with Federal and State of Connecticut law to secure our platform and Town data. Sturgis complies with all Federal, State, and local rules and procedures applicable to payment processing.

Does your proposal meet the requirement R3.1.a.2? Yes Qualified No

Response:

Sturgis has never experienced a breach of our environment nor of our client data. However, in the unlikely event of a data breach or potential threat to our services, Sturgis will contact the designated Town parties immediately upon discovery. If it is determined that a breach occurred, Sturgis will provide an incident report within five (5) business days that will include a description of the incident, the cause, number of constituents impacted, duration of the incident, and remedial actions taken.

Sturgis will engage the Town throughout this potential event to support Town customers, manage their accounts and data, and ensure the customers are protected and made whole.

S3.2 Failover

Does your proposal meet the requirement R3.2.a.1? Yes Qualified No

Response:

Sturgis maintains a high availability (HA) environment within Amazon Web Services (AWS) utilizing HA Firewalls, Web Application Firewalls (WAFs), and duplicate servers over multiple Availability Zones (AZs). In the event that one of the AZs or servers experiences a catastrophic failure, the incoming traffic is routed to the alternate AZ/servers. Data is replicated in real time between the two SQL Servers across two AZs to maintain an instantaneous backup and restore to operation.

Does your proposal meet the requirement R3.2.a.2? Yes Qualified No

Response:

Sturgis' payment systems are hosted on AWS, and our web servers and databases are deployed across multiple availability zones (US West and US East) for geographic redundancy.



S3.3 Town/Vendor Interfaces (A yes means the vendor concurs with the requirement.)

Does your proposal meet the requirement R3.3.a.1? Yes Qualified No

Response:

Sturgis' information technology and implementation teams will work closely with the Town's IT Department to ensure required secured connections and communication.

Does your proposal meet the requirement R3.3.a.2? Yes Qualified No

Response:

Sturgis' information technology and implementation teams will work closely with the Town's IT Department to ensure required secured connections and communication. The Town will not have to install any hardware to use our systems as all hardware is hosted at Sturgis' facility.



S4 Maintenance, Data Integrity and Vendor Due Diligence

S4.1 Maintenance and Data Integrity

The Vendor shall explain their Maintenance Processes and how taxpayer data is protected. Remember to explain all qualified answers.

S4.1.a Maintenance Schedules, Hot fixes, Platform Integrity and upgrades.

Does your proposal meet the requirement R4.1.a.1? Yes Qualified No

Response:

Software upgrades are communicated to clients via email notification of upcoming maintenance windows. Sturgis will provide such communications no less than ten (10) business days from the expected deployment or go-live date.

All services provided by Sturgis are strictly web-based, and all upgrades and maintenance tasks are performed by Sturgis at off-peak hours. The three maintenance windows we use are as follows:

- **Maintenance of the primary database** – Database maintenance is performed every two weeks, on Sunday morning beginning at 2:00 A.M. Eastern.
- **Core application updates** – Core application updates are performed as needed during off peak hours. There is no set schedule for core application updates, because these updates are made based on an as-needed basis.
- **Operating system maintenance** – Operating system maintenance is performed quarterly on the first Sunday morning of the quarter beginning at 2:00 A.M. Eastern.

Database and operating system maintenance does not result in any system downtime due to the redundancy in our network. Core application updates may result in a minimal downtime; however, these updates are performed during off-peak hours to avoid business disruption.

Does your proposal meet the requirement R4.1.a.2? Yes Qualified No

Response:

Sturgis' Amazon Web Services (AWS) environment provides for redundancy, which would yield no scheduled maintenance downtime for the Town.

When Sturgis schedules maintenance, we provide email notification to the Town at a minimum of ten (10) days in advance of the maintenance windows to accommodate any maintenance and/or change requests. Although our maintenance does not result in downtime, these windows will occur outside of normal business hours and peak transaction times in case there is any disruption in service. Standard maintenance windows will include system/hardware upgrades, code deploys, and network/database maintenance, as well as any change requests.

In the rare case that Sturgis must plan an outage due to the addition of new hardware, notification will be sent six (6) weeks in advance. If the planned maintenance will interfere with the Town's ability to conduct business, the Town can request an alternate date/time.



Does your proposal meet the requirement R4.1.a.3? Yes Qualified No

Response:

When Sturgis schedules maintenance, we provide email notification to the Town at a minimum of ten (10) days in advance of the maintenance windows to accommodate any maintenance and/or change requests. Although our maintenance does not result in downtime, these windows will occur outside of normal business hours and peak transaction times in case there is any disruption in service.

In the rare case that Sturgis must plan an outage due to the addition of new hardware, notification will be sent six (6) weeks in advance. If the planned maintenance will interfere with the Town's ability to conduct business, the Town can request an alternate date/time.

Sturgis acknowledges that during the duration of the project, there very well may arise needs for software upgrades. We will always work with the Town to implement these upgrades. No changes or upgrades will be made without the explicit, written consent of both parties.

All software upgrades and maintenance are provided at no cost to the Town under the convenience fee model.

Does your proposal meet the requirement R4.1.a.4? Yes Qualified No

Response:

Sturgis' Amazon Web Services (AWS) environment provides for redundancy, which would yield no scheduled maintenance downtime for the Town.

Although Sturgis does not anticipate any outages, we are vigilant and will provide an incident report of any network outage, work stoppage, or other payment processing problems regardless of whether the root cause is from Sturgis or a third party (e.g., the Sturgis hosting partner). Sturgis will inform the Town within twenty-four (24) hours and provide an incident report within five (5) business days that will include a description of the incident, the cause, number of constituents impacted, duration of the incident, and remedial actions taken.

Once the maintenance commences, another notification will be made to the Town. A final notification will be made confirming the completion of all maintenance tasks.

Does your proposal meet the requirement R4.1.a.5? Yes Qualified No

Response:

Software fixes, upgrades, and/or patches are transparent to our customers, but if there are any issues that need to be addressed to the application, Sturgis will engage the Town in the process.

Sturgis communicates with our Client partners directly and immediately for any unscheduled activities which might affect our clients or their customers. Sturgis will contact the clients via phone, email, and text if available.

Should a disaster incident occur, Sturgis will first communicate the operational impact(s) with Sturgis stakeholders and clients, with specific contact and escalation information and timelines.



An initial assessment is then made of the type of error, and based on the type, troubleshooting options are assessed and performed. For any error that is not quickly mitigated by onsite redundant resources, a total failover to backup infrastructure or operation site is performed. This backup site is maintained with the same configuration and capabilities as the primary site.

Does your proposal meet the requirement R4.1.a.6? Yes Qualified No

Response:

Sturgis is very familiar with the need to provide upgrades as technology changes. The Town's designated account manager is responsible for reaching out to the Town when there are new platform capabilities. The account manager will thoroughly describe the new capabilities and gauge interest from the Town. If the Town would like to implement the new capability, the account manager will provide a revision to the Statement of Work along with the proposed timeline for implementation. The Town will have the ability to test the new capabilities within our test environment prior to going live.

Does your proposal meet the requirement R4.1.a.7? Yes Qualified No

Response:

Sturgis' Amazon Web Services (AWS) environment provides for redundancy, which would yield no scheduled maintenance downtime for the Town.

Sturgis understands the criticality of our software's function for our customer base, and we contractually commit ourselves to a standard of service and functionality that our customers expect and require. We also pass through to our customers the industry-leading Service Level Agreements (SLAs) that we demand from our hosting provider, Amazon Web Services (AWS). This ensures Town departments can rest easy knowing their solutions have a 99.999% uptime commitment.

We will provide a monthly uptime report to the Tax Collector and IT department, as requested.

Does your proposal meet the requirement R4.1.a.8? Yes Qualified No

Response:

Sturgis' monitoring software reports an uptime of 99.97% during the past twelve months, with maintenance windows included. Our system is maintained on Active-Active redundancy; Sturgis did not have any non-maintenance web service outages in the last year.

Sturgis' IVR system experienced minor Internet Service Provider (ISP) related outages during the past year. Due to this experience, we have migrated our system to a new IVR hosting platform with dedicated support staff. No issues have been reported post-migration.

Does your proposal meet the requirement R4.1.a.9? Yes Qualified No

Response:

Sturgis understands and agrees; we define downtime the same way.



S4.2.a Vendor Due Diligence

Does your proposal meet the requirement R4.2.a.1? Yes Qualified No

Response:

Anti-virus and anti-malware protection is standard to ensure our system's integrity and to prevent malware from spreading through our customer websites.

Data is replicated in real time between two SQL Servers across two Amazon Web Services (AWS) Availability Zones (AZs) to maintain instantaneous backup and operational restoration capability. Along with data replication, data is backed up locally and migrated to a secure file share off-device. We utilize 10-minute transaction log, 12-hour differential, and weekly full backups on our database servers. The Sturgis back-up site has the same configuration and capabilities as the primary site. If the primary operations site becomes unavailable or transactions are impaired at this location, Sturgis' Recovery Time Objective (RTO) for full operation at the alternate operations site is one (1) hour.

Does your proposal meet the requirement R4.2.a.2? Yes Qualified No

Response:

Anti-virus and anti-malware protection is standard to ensure our system's integrity and to prevent malware from spreading through our customer websites.

Does your proposal meet the requirement R4.2.a.3? Yes Qualified No

Response:

To protect against DDOS attacks, Sturgis maintains a secure firewall and uses an automated system with its firewalls to restrict specific IP addresses based on suspicious behavior. This Intrusion Detection and Prevention System will temporarily or permanently block or disable IP addresses that attempt to access Sturgis systems without authorization or in manners that do not fall within the tolerances of normal traffic. Many of these IP addresses are from overseas high-risk areas.

To this point, Sturgis has never experienced a breach of our environment nor of our client data. However, if there is a determination that a breach occurred, Sturgis will inform the Town within twenty-four (24) hours and provide an incident report within five (5) business days that will include a description of the incident, the cause, number of constituents impacted, duration of the incident, and remedial actions taken. Sturgis will engage the Town throughout this potential event to support Town customers, manage their accounts and data to ensure the customers are protected and made whole.

Does your proposal meet the requirement R4.2.a.4? Yes Qualified No

Response:

A comprehensive Disaster Recovery Plan is in place. The Plan is reviewed and tested at least annually, or after any significant change to the environment. Upon alert or notification that



operations are impaired, Sturgis personnel enact the established Contingency Plan (i.e., Disaster Recovery Plan).

This first step of this plan describes the steps for communicating the operational difficulty through the Sturgis organizations and clients, with specific contact data and time requirements. The second step describes how to make an initial assessment of the type of impairment, and based on the type, which troubleshooting actions to perform. For any impairment that is not quickly mitigated by onsite redundant resources, a total failover to the alternate operations site is performed. The Sturgis backup site has the same configuration and capabilities as the primary site.

The Disaster Recovery Plan is part of Sturgis' comprehensive security and privacy plan, the Sturgis System Security Plan. This plan is maintained by the Director of Network Security and contains over 130 separate security controls. Sturgis does not publish the contents of our System Security Plan but can discuss particular controls and mitigations as desired by clients.

Does your proposal meet the requirement R4.2.a.5? Yes Qualified No

Response:

Sturgis engages the services of an independent, third-party firm to certify our compliance with PCI standards monthly. Third-party network scans are performed quarterly to ensure ongoing security and continuous compliance. Additionally, third-party annual penetration tests are performed to ensure secure coding standards are in place and are guarding against known OWASP vulnerabilities.

S4.2.b Stress Testing

Does your proposal meet the requirement R4.2.b.1? Yes Qualified No

Response:

Sturgis employs stress testing as part of our standard practices. Sturgis currently processes more than 14 billion transactions per year across our customer base of 3700 clients. Our systems have never experienced volume-related slowdowns or outages; the theoretical maximum transactions our system can process based on our current server configuration capacity is in the millions of transactions per day. We currently use less than five percent of our theoretical maximum, and our team has processes in place to increase capacity should we reach 50% capacity of the current server configuration.

Our system architecture and database structure provide scalability to handle a transaction volume significantly higher than our current processing volume and the volume contemplated in this RFP. As the payment processing environment within the Town grows, Sturgis' scalable system can easily grow with you.



S5 Standards

S5.1 Standards

If your application does not need to meet one of these standards please explain. Certifications are a plus and should be provided.

S5.1.a ACH and Nacha Compliance

Does your proposal meet the requirement R5.1.a.1? Yes Qualified No

Response:

Sturgis is NACHA compliant. Our solutions maintain full compliance with and abide by NACHA rules in regards to ACH transactions. Sturgis adheres to NACHA operating rules and stays up-to-date with any rule changes made by NACHA.

Sturgis stays current with NACHA compliance requirements and will comply with subsequent upgrades of these standards throughout the term of any contract and amendment(s) that may result from this RFP.

Does your proposal meet the requirement R5.1.a.1.1? Yes Qualified No

Response:

Sturgis will comply with the procedures set forth by the Town's Bank of Deposit (M&T Bank).

S5.1.b Good Escrow Accounting Practice

Does your proposal meet the requirement R5.1.b.1? Yes Qualified No

Response:

Sturgis is not proposing a Tax Escrow solution.

Does your proposal meet the requirement R5.1.b.2? Yes Qualified No

Response:

Sturgis is not proposing a Tax Escrow solution.

S5.1.c ADA Compliance

Does your proposal meet the requirement R5.1.c.1? Yes Qualified No

Response:

The web e-payment solutions for the Town will be developed to be 508 compliant. Compliance standards are set by Section 508 of the Rehabilitation Act of 1973 that requires federal agencies to provide software and website accessibility to people with disabilities. When accessible features



are built into web pages, websites are more convenient and more available to everyone – including users with disabilities.

Does your proposal meet the requirement R5.1.c.2? Yes Qualified No

Response:

[Please see our response to R5.1.c.1 above.](#)

Does your proposal meet the requirement R5.1.c.3? Yes Qualified No

Response:

The web e-payment solutions for the Town can be developed to be compliant with Section 508 of the Americans with Disabilities Act (ADA) and WCAG 2.1AA standards.

S5.1.d PCI DSS Compliance

Does your proposal meet the requirement R5.1.d.1? Yes Qualified No

Response:

In recognition of Sturgis' large credit/debit card processing system, Sturgis maintains a Tier 1 – Service Provider PCI compliance status. This status requires constant monitoring for security breaches, security weaknesses, and effective security controls on PII. As part of this compliance, Sturgis also submits to an annual security audit by a PCI-Qualified Security Assessor, which creates a report on compliance. The PCI compliance approval is completed each calendar year.

S5.1.e E Signature Act

Does your proposal meet the requirement R5.1.e.1? Yes Qualified No

Response:

Sturgis complies with all Federal, State, and local rules and procedures applicable to payment processing, including the Federal E-Signature Act. For avoidance of doubt, Sturgis' solution is housed in Alpharetta, GA, and in several Amazon Web Services (AWS) Availability Zones outside of the State of Connecticut.

S5.1.f 12 CFR § 205.10 - 12 CFR § 1005.10 - Preauthorized transfers. (EFT. PAC).

Does your proposal meet the requirement R5.1.f.1? Yes Qualified No

Response:

Sturgis' solution provides for Electronic Funds Transfers, and will comply with these regulations.



The Next Generation Front End Project Statement of Work



S6.1 Schedules

An implementation schedule showing deliverables and installation times and cutover dates shall be provided.

S6.1 Schedules

Does your proposal meet the requirement R6.1.a? Yes Qualified No

Response:

Sturgis has provided our sample project schedule in Volume 3.

Does your proposal meet the requirement R6.1.b? Yes Qualified No

Response:

Sturgis has provided our sample project schedule as a PDF, exported from SmartSheet.

Does your proposal meet the requirement R6.1.c? Yes Qualified No

Response:

The Sturgis Project Manager and the team will prepare and deliver weekly overall Project status reports to the Town's Project Director or designee. Sturgis will collaborate with the Town representative to determine the appropriate information to be included in the report.

Does your proposal meet the requirement R6.1.d? Yes Qualified No

Response:

Sturgis understands that the Town has regular blackout periods, and we will make every effort to schedule maintenance outside of these blackout dates.

Does your proposal meet the requirement R6.1.e? Yes Qualified No

Response:

Sturgis' solution will be operational in advance of the December deadline. Our project schedule depicts a 4-month implementation from April through August, with these dates subject to change. We estimate the project will be completed in less time, dependent on the Town's procurement schedule and implementation complexity.

Does your proposal meet the requirement R6.1.f? Yes Qualified No

Response:

Sturgis will work with the Town's current vendor(s) during the initiation phase of the project to ensure efficient and successful conversion. A draft and final copy of the Project Management Plan will be given in advance to the Town's Account Manager. Where applicable, Sturgis will complete the implementation project in the following phases:

- **Initiation:** Sturgis ensures the needs of the Town are adequately defined by engaging with the Town in high-level discussions on phase deliverables during Project Initiation.



Additionally, the high-level barriers, potential problems, and roles and responsibilities of the project will be summarized at this time.

- **Planning:** Sturgis will establish business requirements, the precise cost and schedule of the project (in accordance with the Pricing Model and Project Schedule (including a list of deliverables and delivery dates)), the work organization, and approval by the Town. The Planning Phase will involve identifying and documenting the project scope, tasks, schedules, risk, quality, and staffing needs. This identification process continues until all possible areas of the chartered project have been addressed. All documents required for the Statement of Work (SOW) must be completed before work begins. Sturgis will work with each Town agency to complete the Implementation Requirements Checklist.
- **Execution and Control:** The Sturgis project team will carry out the project. Sturgis will include internal Quality Assurance (QA) testing and external Customer Acceptance (CA) testing in this phase. When development is completed, the Town's project will enter Sturgis' internal QA environment for rigorous testing. Once the requirements for functionality and operability are satisfied, Sturgis will offer the project to the Town for testing. This process will continue until the Town is satisfied that the application meets Sturgis' contractual obligations, as well as the specifications defined in the Project Management Plan.
- **Closing:** Sturgis will perform Project Closeout once all defined project objectives have been met and the Town has accepted the final product. The application is migrated to Sturgis' live production environment, and the publicity campaign/marketing campaign begins.

Throughout the transition, Sturgis will provide training on the payment system – how customers make payments, how to set up profiles, automatic payments, etc. Training will be conducted during initial implementation and available anytime, as needed. Sturgis also provides a training manual with sections pertaining to all aspects of the overall solution.



S7 Proposed Solution Demonstration

S7.1 Demonstration

Does your proposal meet the requirement R7.1.a? Yes Qualified No

Response:

Sturgis will provide a link to our demo environment once a contract is in place. We will also provide a solution demonstration for the Town (per R7.1.e) and can provide the Town with a recorded version of the demo for review.

Does your proposal meet the requirement R7.1.b? Yes Qualified No

Response:

Sturgis will provide a link to our demo environment once a contract is in place. We will also provide a solution demonstration for the Town (per R7.1.e) and can provide the Town with a recorded version of the demo for review.

Does your proposal meet the requirement R7.1.c? Yes Qualified No

Response:

Sturgis will provide a link to our demo environment once a contract is in place. We will also provide a solution demonstration for the Town (per R7.1.e) and can provide the Town with a recorded version of the demo for review.

Does your proposal meet the requirement R7.1.d? Yes Qualified No

Response:

Sturgis will provide a link to our demo environment once a contract is in place. We will also provide a solution demonstration for the Town (per R7.1.e) and can provide the Town with a recorded version of the demo for review.

Does your proposal meet the requirement R7.1.e? Yes Qualified No

Response:

Sturgis understands and will comply with these requirements for our solution demonstration.



S8 References

S8.1 Third Party References

Does your proposal meet the requirement R8.1.a? Yes Qualified No

Response:

Please see below for our 3 references.

Does your proposal meet the requirement R8.1.b? Yes Qualified No

Response:

Town of Rye, NY

Debbie Reisner, Town Administrator
222 Grace Church Street
Port Chester, NY 10573
(914) 939-3553

City of Lockport, NY

Teresa Rucci, Deputy Treasurer
One Locks Plaza
Lockport, NY 14094
(716) 439-6744

City of Suffolk, VA

Ronald Williams, Treasurer
442 West Washington Street
Suffolk, VA 23434
(757) 514-4275

Does your proposal meet the requirement R8.1.c? Yes Qualified No

Response:

Sturgis understands and has the permission of our references to be included in this proposal.

S8.2 Additional References

Does your proposal meet the requirement R8.2.a? Yes Qualified No

Response:

Please see our website at the following link: <https://www.sturgiswebservices.com/>

Please also see the website of our parent company, Catalis: <https://catalisgov.com/>



S9 Help Desks

Help Desks are critical to encourage use of any system. Explain your solution to providing help to both the end user and the Town user. Make sure to include online help tools provided.

S9.1 System Help Desk

Does your proposal meet the requirement R9.1.a? Yes Qualified No

Response:

Sturgis staffs our own help desk (i.e., Client Support team) that is a dedicated support department available to you to answer any questions you may have about the electronic payment processing program. This team will handle any issue the Town may have whether it relates to payment processing, reporting, reconciliations, or other program questions.

Does your proposal meet the requirement R9.1.b? Yes Qualified No

Response:

The Town and its payers can reach the bilingual (English and Spanish) call center via a toll-free number from 8:00 a.m. to 8:00 p.m. Eastern Monday through Friday, and 10:00 a.m. to 2:00 p.m. on weekends, for support. The CSC representatives can assist with processing payments, respond to questions regarding the products/services, respond to email inquiries, and escalate issues, should any arise. In addition, Sturgis includes a list of frequently asked questions on the payment application website to assist customers 24 hours a day, 7 days a week.

Does your proposal meet the requirement R9.1.c? Yes Qualified No

Response:

Payers can call and email the bilingual CSC. Additionally, payers can reach the CSC from the payment site through an instant messaging application. This allows citizens to communicate with our CSC representatives from their personal computers without the need to call the support center.

Does your proposal meet the requirement R9.1.d? Yes Qualified No

Response:

Sturgis' help desk will comply with these response times.

S9.2 End User (Taxpayer) Help Desk

Does your proposal meet the requirement R9.2.a? Yes Qualified No

Response:

For payer support, Sturgis' Customer Support Center (CSC) is located in-house in the continental United States and is operated by our full-time employees. The Town and its payers can reach the bilingual (English and Spanish) call center via a toll-free number from 8:00 a.m. to 8:00 p.m.



Eastern Monday through Friday, and 10:00 a.m. to 2:00 p.m. on weekends, for support. Additionally, payers can reach the bilingual CSC from the payment site through an instant messaging application. This allows citizens to communicate with our CSC representatives from their personal computers without the need to call the support center. An after-hours contact will be provided, should it be needed.

S9.3 Help Desk Locations and Other Support

Does your proposal meet the requirement R9.3.a? Yes Qualified No

Response:

Sturgis' in-house Customer Support Center (CSC) is located in Alpharetta, GA. Sturgis' CSC is staffed by direct, US-based employees.

Does your proposal meet the requirement R9.3.b? Yes Qualified No

Response:

Our CSC is bilingual (English and Spanish).

S9.4 Telephone/Customer Service/Help Desk Support

Does your proposal meet the requirement R9.4.a? Yes Qualified No

Response:

Sturgis' CSC representatives can assist with processing payments, respond to questions regarding the products/services, respond to email inquiries, and escalate issues, should any arise. In addition, Sturgis includes a list of frequently asked questions on the payment application website to assist customers 24 hours a day, 7 days a week.

Does your proposal meet the requirement R9.4.b? Yes Qualified No

Response:

The Sturgis Customer Support Center (CSC) is located within the United States and staffed by over 30 full-time employees. The Town and its customers can reach the bilingual (English and Spanish) call center for support via a toll-free number from 8:00 a.m. – 8:00 p.m. Eastern, Monday through Friday, and 10:00 a.m. to 2:00 p.m. on weekends, for support. Additionally, the Town's customers can reach the CSC from the payment site via instant message.

CSC representatives can assist with processing payments, respond to questions regarding the products/services, respond to email inquiries, and escalate issues, should any arise. In addition, Sturgis includes a list of frequently asked questions (FAQs) on the payment application website to assist customers 24 hours a day, 7 days a week.

Does your proposal meet the requirement R9.4.c? Yes Qualified No



Response:

The Town and its customers can reach the bilingual (English and Spanish) call center for support via a toll-free number from 8:00 a.m. – 8:00 p.m. Eastern, Monday through Friday, and 10:00 a.m. to 2:00 p.m. on weekends, for support. A direct after-hours contact will be provided to the Town.

Does your proposal meet the requirement R9.4.d? Yes Qualified No

Response:

By providing live, bilingual call center services in a PCI level 1 environment, Sturgis provides a PCI compliant way for Town constituents to make payments over the phone using the assistance of a live call center specialist. If a citizen calls into Town offices to make a payment, Town staff can simply refer them directly to Sturgis' call center, or we can establish a direct transfer to our call center. We understand the importance of PCI compliance and the burden establishing and maintaining compliance can be on our government agency clients and do everything in our power to remove that burden from you.

Does your proposal meet the requirement R9.4.e? Yes Qualified No

Response:

Sturgis currently has in-house TTY payment processing capabilities. A TTY is one of the most commonly used accommodations by people who are unable to understand speech on the telephone. TTY is an acronym for Tele Typewriter – a device that uses text instead of voice to communicate via telephone lines. Sometimes the acronym TDD (Telecommunications Device for the Deaf) is also used for the same device. This term is used less frequently since we prefer to describe the device, rather than those who use it (some people who use a TTY are not deaf).

The TTY enables people who are deaf, hard of hearing, or speech impaired to converse on the telephone by typing messages that are sent through the telephone network. A TTY works by converting text messages into a sound-based code (loud beeps) that are transmitted through the telephone line. The person on the other end of the line must also use a TTY to decode the sounds back into text. Each party in the conversation takes a turn typing a message and then reads the response of the other person.

Does your proposal meet the requirement R9.4.f? Yes Qualified No

Response:

Our CSC and IVR systems can be accessed by telephone with no need for an internet connection.

Does your proposal meet the requirement R9.4.g? Yes Qualified No

Response:

Our CSC representatives have access to the Sturgis Client Portal to view customer account/bill information.

Does your proposal meet the requirement R9.4.h? Yes Qualified No

Response:



Our customer service is provided in English and Spanish.

S10 Payments

Payment vehicles are important to encourage taxpayer use. Payment to the Town regardless of the payment vehicle is always paid in US dollar denominated instruments to the Town's general account. The vendor assumes the risk for accepting other payment types not delineated in US dollars and for any conversion fees.

S10.1 Methods of Credit Payment

Does your proposal meet the requirement R10.1.a? Yes Qualified No

Response:

Sturgis provides onsite, online and phone payment solutions (including IVR). Sturgis' system can process ACH/electronic checks and debit/credit cards by Mastercard, Visa, Discover, and American Express, as well as digital wallets and PayPal.

Does your proposal meet the requirement R10.1.b? Yes Qualified No

Response:

Sturgis can accept professional credit cards provided by the major card associations (Visa, Mastercard, Discover, and American Express), which would include Diner's Club, Diner's Club International, and Carte Blanche.

Does your proposal meet the requirement R10.1.c? Yes Qualified No

Response:

With Sturgis, the public can make payments via the web, mobile device, payment IVR, call center, and in person at government agency office locations throughout the United States. We provide convenient payment options ranging from traditional credit and debit cards to digital wallets like Apple Pay, Google Pay, PayPal, Venmo, and more. By offering a wide range of payment channels and methods, we improve the speed of collections by making it easy for people to pay.

Does your proposal meet the requirement R10.1.d? Yes Qualified No

Response:

To help minimize chargebacks, we provide feedback on the cardholder descriptor to make sure it is extremely clear and provide the cardholder descriptor on the receipt so constituents know what the charge will look like on their credit card or DDA statement. As we are sensitive to these transactions when they occur, as infrequently as that is, our customer service department will provide feedback on how to reduce chargebacks based on information we receive from constituent calls to originate a chargeback.

Sturgis would also be happy to discuss some of our other optional solutions for chargeback reduction. These services include an indemnification model, which we provide for several of our clients, and an additional level of service in which we also handle the management of chargebacks.



Does your proposal meet the requirement R10.1.e? Yes Qualified No

Response:

Through our custom designed solution, we can establish a flag or warning if the customer makes duplicate payments within a certain timeframe. For payments that are being made online, our system will identify duplicate transactions through a variety of automated controls/checks and notify the user that they are processing the same payment twice.

For payments made in-office, the Town will have the option to review the batch, and if a payment has been made twice, the Town can select the duplicate payment and eliminate it from the terminal. This will need to be done before the batch closes and the settlement process begins.

S10.2 Other Methods of Payment

Does your proposal meet the requirement R10.2.a? Yes Qualified No

Response:

Sturgis validates bank routing numbers as part of our eCheck processing solution, and we are able to capture the routing transit number, bank account number, account nickname (account ID), and account type when ACH is selected as a form of payment.

In addition, to ensure compliance with the National Automated Clearing House Association (NACHA) WEB Debit Validation Rule, we have partnered with MicroBilt, a NACHA Preferred Partner and Payments Innovation Alliance Member, to leverage their best-in-class Risk Verification platform. MicroBilt's bank account prescreening products make it easy to verify someone's banking information before accepting and processing ACH transactions. Predictive analytics means payment acceptance can be done with confidence that our clients know who they are dealing with and can assess their ability to pay.

Does your proposal meet the requirement R10.2.b? Yes Qualified No

Response:

In addition to other payment methods, Sturgis can process debit cards with the Visa, Mastercard, American Express, and Discover logos.

Does your proposal meet the requirement R10.2.c? Yes Qualified No

Response:

Through its partnership with PayPal, Sturgis will enable cryptocurrency. Users can convert the holdings in their PayPal wallet to fiat currency during the Sturgis checkout process. Town departments have no risk, as all funds received will be in fiat currency and not subject to the fluctuations of the crypto market.

Our payment acceptance model also includes traditional payment acceptance via credit cards, debit cards, and eCheck/ACH, as well as emerging technologies such as digital wallets and alternative credit issuance solutions. Our digital wallets include, but are not limited to, Visa



Checkout, Masterpass, Amex Express Checkout, PayPal, and Venmo, with alternative credit issuance available through PayPal Credit and PayPal Pay-in-4. Additional payment methods include Cash Payments, Papaya Pay, and PayWithMyBank.

Does your proposal meet the requirement R10.2.d? Yes Qualified No

Response:

Sturgis can process all cards associated with the major card brands. Sturgis' processing allows for USD transactions, so as long as the payer's card can process in USD, then it will be compatible with Sturgis' platform.

To ensure service quality and responsiveness in the relationship with the Town, dedicated Sturgis staff will be the main point of contact for the Town. Sturgis will interface directly with Worldpay and PayPal to expeditiously address any matters pertaining to services that they provide.

As a full-service payment solutions provider, Sturgis utilizes multiple third-party products and services that, in conjunction, provide the ability to process payment transactions using credit and debit cards, PayPal, Venmo, ACH/eCheck, and digital wallets from Apple, Google, Samsung, and more. These third-party providers are not actively engaged in the development, implementation, support, or management of the proposed services, and Sturgis facilitates all service interactions directly with our customers. As components of our payment processing solution, Sturgis utilizes various third-party products and services, including Worldpay, Elavon, PayPal, Microbilt, American Express, Visa, Mastercard, Ingenico, and Amazon Web Services (AWS).

Does your proposal meet the requirement R10.2.e? Yes Qualified No

Response:

Sturgis offers a retail cash solution, VanillaDirect Pay through InComm, to allow the unbanked, underbanked, and cash-preferring citizen to fulfill tax obligations and fund accounts using a vast network of over 70,000 retail locations nationwide. Retailers include Walmart, Walgreens, CVS, Family Dollar, and many other national and regional retail brands. Your residents can easily find the nearest available location by using a free geo-locator tool available on mobile devices and online.

Sturgis will be responsible for interfacing with InComm to ensure cash payments are honored and processed correctly.

Does your proposal meet the requirement R10.2.f? Yes Qualified No

Response:

Sturgis and the Town can test small dollar transactions (i.e., "one penny" test transactions) so the Town can verify settlement and proper transaction processing.

Does your proposal meet the requirement R10.2.g? Yes Qualified No

Response:

Sturgis' Split Pay capability allows users to split a payment amount across two separate payment methods. Users can choose from credit card, debit card, and eCheck. Partial payments must be enabled for clients that desire the split pay feature.



Details for both payment methods will show on the Review Information tab on the Client Portal, as well as on the Payment Receipt tab. For the payment receipt, one confirmation number and one transaction ID will be used for both payments made.

Does your proposal meet the requirement R10.2.h? Yes Qualified No

Response:

Our solution can be configured to accept ACH payments from savings accounts.



S11 Accounts

It is desirable to have the ability to contact taxpayers by telephone, email, text, etc. Describe your solution's approach to meet these needs.

S11.1 Personal Accounts

Does your proposal meet the requirement R11.1.a? Yes Qualified No

Response:

Both data in transit and data at rest is encrypted at minimum TLS 1.2 with custom cipher listing to remove unsecure encryption types.

Sturgis will adhere to the agency's processes to validate your customers, ensuring that we adhere to PCI compliance and do not impact customers' Personal Identifiable Information (PII). For example, personal data elements we have used include zip code, email address, case number, and last 4 digits of SSN.

Does your proposal meet the requirement R11.1.b? Yes Qualified No

Response:

Both data in transit and data at rest is encrypted at minimum TLS 1.2 with custom cipher listing to remove unsecure encryption types.

Does your proposal meet the requirement R11.1.c? Yes Qualified No

Response:

Sturgis' solution will include privacy notices and terms and conditions associated with the use of our application.

Does your proposal meet the requirement R11.1.d? Yes Qualified No

Response:

If a customer chooses to opt in and provide an email address and/or mobile phone number, then they will receive alerts and updates as soon as information on the account is updated in the system, such as a new invoice being released.

Sturgis provides alerts and payment reminders for users who have scheduled future payments. Alerts are automatically sent five (5) days before the due date of a scheduled future one-time payment or a future recurring payment. Email reminders are sent for the date selected by payer if a reminder only is scheduled. Payers also receive alerts via email 30 days prior to a payment method expiring when recurring payments are setup on an account.

Does your proposal meet the requirement R11.1.e? Yes Qualified No

Response:

Customer phone numbers and email addresses will be retained in Sturgis' database.



S11.2 System Accounts

Having a system account is considered advantageous to taxpayers. It is also desirable from a tax collecting point of view as communication with the taxpayer is improved. The ability to send messages to all taxpayers or a select few is desired.

Does your proposal meet the requirement R11.2.a? Yes Qualified No

Response:

Sturgis will secure Town User System Accounts using good commercial practice. We adhere to FIPS 140-2 standards. Payment data is stored in encrypted format in the database. Both data in transit and data at rest is encrypted at minimum TLS 1.2 with custom cipher listing to remove unsecure encryption types.

Does your proposal meet the requirement R11.2.b? Yes Qualified No

Response:

Within their account, a user can adjust their account profile information and self-manage their account, including password changes. To reset a password, a user can also click the "Forgot your password?" button on the login page.

Does your proposal meet the requirement R11.2.c? Yes Qualified No

Response:

Sturgis' payment system provides Town administrators with the ability to create, edit and remove any authorized users for both credit/debit card terminals and the Sturgis Client Portal.

Does your proposal meet the requirement R11.2.d? Yes Qualified No

Response:

Sturgis' Client Portal provides the Town with a fully secure, multi-user accessible reporting software. Authorized Town users can access the Client Portal 24/7 to view a suite of reports including daily, weekly, and monthly detail and summary reports. Sturgis can also provide daily emails with transaction information.

R11.3 Non-account Holders/One Time payments

Does your proposal meet the requirement R11.3.a? Yes Qualified No

Response:

Third parties can pay outstanding bills to the Town. The third party can search our portal for the bill using demographic information such as taxpayer name or account number. Once the fee is located, the third party will be prompted to enter payment information and complete the transaction.



S12 Company Information

Please provide information on the vendor's company and affiliates. The Town is looking at a 5 year horizon in this proposal and wish a stable relationship with the vendor over the life of the contract.

S12.1 Financial Information

Does your proposal meet the requirement R12.1.a? Yes Qualified No

Response:

Sturgis is a financially sound organization with strong financial backing and positive year-over-year growth. If the Town requires additional verification of financial stability, a meeting with Sturgis' Chief Financial Officer can be scheduled to discuss further.

Does your proposal meet the requirement R12.1.b? Yes Qualified No

Response:

Sturgis has never filed for bankruptcy.

Does your proposal meet the requirement R12.1.c? Yes Qualified No

Response:

Sturgis became a division of Catalis Payments, LLC, in 2019. During the acquisition process, Sturgis gained access to funding for capital improvements and has invested heavily in product development. The acquisition also allows Sturgis access to numerous partnerships with sister companies under the Catalis umbrella to provide customers a variety of market-leading software and service offerings.

S12.2 Company Support Information

Does your proposal meet the requirement R12.2.a? Yes Qualified No

Response:

Sturgis, a division of Catalis Payments, LLC, is a wholly owned subsidiary of Catalis Holdco, Inc. Catalis Payments' core team consists of 221 employees, all of whom are directly focused on payment processing solutions and support. Sturgis can leverage our relationship with additional divisions of Catalis (over 960 employees retained) to access a wider talent pool and continue to provide industry-leading payment processing services.

Does your proposal meet the requirement R12.2.b? Yes Qualified No

Response:

Catalis Payments' core team consists of 221 employees, all of whom are directly focused on payment processing solutions and support. Approximately 100 of these are help desk employees.

Does your proposal meet the requirement R12.2.c? Yes Qualified No



Response:

Sturgis will not be utilizing any independent contractors.

Does your proposal meet the requirement R12.2.d? Yes Qualified No

Response:

As a full-service payment solutions provider, Sturgis utilizes multiple third-party products and services that, in conjunction, provide the ability to process payment transactions using credit and debit cards, PayPal, Venmo, ACH/eCheck, and digital wallets from Apple, Google, Samsung, and more. These third-party providers are not actively engaged in the development, implementation, support, or management of the proposed services, and Sturgis facilitates all service interactions directly with our customers. As components of our payment processing solution, Sturgis utilizes various third-party products and services, including Worldpay, Elavon, PayPal, Microbilt, American Express, Visa, Mastercard, Ingenico, and Amazon Web Services (AWS).

S12.3 Vendor Solution

Does your proposal meet the requirement R12.3.a? Yes Qualified No

Response:

Sturgis has provided additional information in Volume 3.

S12.4 Company contact information

Does your proposal meet the requirement R12.4.a? Yes Qualified No

Response:

Frank Shield
Regional Sales Manager
603-490-7169
3025 Windward Plaza, Suite 200
Alpharetta, GA 30005
fshield@catalisgov.com

Does your proposal meet the requirement R12.4.b? Yes Qualified No

Response:

Steve Ostroff
Executive Vice President
646-522-4102
sostroff@catalisgov.com



S13 Rollout and Promotion

The vendor will describe their rollout and promotion plan in this section.

Does your proposal meet the requirement R13.1? Yes Qualified No

Response:

Sturgis utilizes a phased project lifecycle implementation approach as outlined in the below sample project schedule. Activities that will occur in each project phase are:

- Initiation & Planning** – We will work with your internal project team to ensure the project scope is agreed upon, ensure project success factors are defined, establish ongoing project governance activities are defined, and establish a project plan & schedule. Deliverables from this phase are Project Charter, Project Schedule, Project Governance Framework, and Project Milestones.
- Analysis & Design** – We will facilitate detailed requirements gathering workshops with key stakeholders from your business units (e.g., Customer Care, Finance, Communications, Marketing, Information Security, Technical & Functional) to fully document business requirements and perspectives from each business unit. We will also collect and review any business process documents from your teams. We will then take your business requirements and create design documentation for any functionality outside of our base product (i.e., custom code), a configuration design for your implementation, and mockups to ensure the look and feel reflects your brand. Deliverables from this phase are: Detailed Business Requirements Document, updated Project Schedule, Technical Design Document, Integration Design Document, Configuration Design Document, Conversion Design Document, and User Interface Mockups.
- Solution Build & Unit Test** – During this phase, we will take your technical design, configuration design, and approved mockups (colors, verbiage, branding), and build your deployment on our base solution. At this point, we will connect our solution to your test environment and begin our internal of the testing solution. In parallel, we will work with your team to develop User Acceptance Test Scripts (based on our base test scripts), tracing each test case back to the Business Requirements Document. We will also create the training plan and schedule, as well as branded user guides during this phase.
- User Acceptance Testing (UAT)** – We will facilitate cycles of User Acceptance Testing and defect resolution during this phase. All areas of the application will be validated by your team during this phase (User Interface, Integration Points, Payment Processing vendor integration, Bill Print Vendor integration). We will manage to the test scripts created above.
- Training** – Once we have a stable, UAT approved system, we will conduct multiple training sessions with your project team, Customer Service Representatives (CSRs), CSR Supervisors, and Training Managers. We will ensure that your staff not only knows how to utilize the Customer Portal and Agent Portal, but we will also cover commonly encountered scenarios that we typically see during go-live.
- Go-Live Planning** – Well in advance of your go-live, we will create a detailed go-live plan and timeline. This will include any activities required from your team (technical or



business) or our team. This will include any cutover tasks, conversion tasks, communications, etc. Deliverable from this phase is a detailed Go-Live Plan with validation checkpoints.

7. **Go-Live** – This is the actual act of cutting over to your new web self-service Customer Portal and Agent Portal. We will execute the go-live and conversion plan with your team. We will have technical and training resources on-site to support your go-live (typically one week onsite).
8. **Maintenance & Closeout** – After go-live, you will remain in what we call “hyper care” until your team is comfortable transitioning to our base support (typically 3-5 weeks). During hyper care, we will maintain an open conference bridge with dedicated support analysts on stand-by to assist your team with any questions or issues. Once you transition to base support, we will still maintain a weekly conference call to review any open support requests and cover topics of interest to your team.

Does your proposal meet the requirement R13.2? Yes Qualified No

Response:

Sturgis provides full, no-cost marketing support to increase awareness and participation of customer usage. Sturgis has a team of marketing specialists with deep experience engaging with consumers on behalf of government entities to build awareness, adoption, and usage of new payment services. To demonstrate this, Sturgis will also commit marketing funds that will be used, upon approval, to market our lower-cost comprehensive payment product through our standard marketing kit, which includes posters, counter handouts, and sticky notes. Customized marketing materials may be available on a case-by-case basis. Our marketing efforts have proven to be successful in the adoption of electronic payments for several of our clients who chose to take advantage of this service at no cost.

Does your proposal meet the requirement R13.3? Yes Qualified No

Response:

Sturgis understands and is excited to present our modern payment platform to the Town.



S14 Cost Volume 2

Response:

Sturgis has provided our Cost Volume as a separate document.

S15 Proprietary Information Volume 3

All materials should be referenced in Volume 1. Ratings will be included as answers to Volume 1.

Response:

Sturgis has included Volume 3 along with this document.

S16 (Not Used)

S17 Bounced Transactions

Bounced transactions are a regular occurrence considering the number of transactions processed every year. Weeding them out before transmittal to the Town is an efficiency goal of this RFP.

Does your proposal meet the requirement R17.1? Yes Qualified No

Response:

Sturgis notifies users immediately via an on-screen message if a payment method authorization request is declined and will give the customer the opportunity to select another form of payment or retry the original payment method.

Additionally, the system must receive approval for both the payment and convenience fee portion of the transaction to give an approval status. Typically, the convenience fee authorizations are submitted first. If the fee is approved, we would immediately send the liability for authorization. If both are approved, we provide approval status and generate a transaction receipt. If the fee is approved and the liability is declined, we provide a declined status and submit a void for the previously approved convenience fee authorization.

Does your proposal meet the requirement R17.2? Yes Qualified No

Response:

Sturgis' processing gateway and systems perform an exact validation on the account number, name, payment account, and amount of payment for all credit/debit and ACH transactions for one-time payments. Sturgis can verify the payer's information using the file provided by the Town. When the payer enters their information to perform a search, the system will validate the unique user information against the file provided by the Town. Sturgis can also provide check digit validating for payer accounts.

In addition, to ensure compliance with the National Automated Clearing House Association (NACHA) WEB Debit Validation Rule, we have partnered with MicroBilt, a NACHA Preferred



Partner and Payments Innovation Alliance Member, to leverage their best-in-class Risk Verification platform. MicroBilt's bank account prescreening products make it easy to verify someone's banking information before accepting and processing ACH transactions. Predictive analytics means payment acceptance can be done with confidence that our clients know who they are dealing with and can assess their ability to pay.

Does your proposal meet the requirement R17.3? Yes Qualified No

Response:

For ACH/eCheck transactions, account and bank routing information is validated using MicroBilt, as described in our response to R17.2 above. MicroBilt's validation services will decrease the Town's instances of failed or "bounced" eChecks. Sturgis' proposed solution does not include standard (physical) checks.

Does your proposal meet the requirement R17.4? Yes Qualified No

Response:

Sturgis does not charge fees for a transaction that is not processed due to insufficient funds.

Does your proposal meet the requirement R17.5? Yes Qualified No

Response:

Sturgis adheres to industry standards for verification of credit/debit card and ACH transactions. Our verification process will prevent "bad" transactions from being pushed through to QDS.

We will work with the Town in good faith to correct any "bad" transactions.



S18 Solution Reports

Describe the reports available with your proposed solution and how and when they can be generated.

Does your proposal meet the requirement R18.1? Yes Qualified No

Response:

Sturgis' Client Portal provides the Town with a fully secure, multi-user accessible reporting software. The reports generated through the Client Portal's reporting tool include both transaction and payment information. Data provided in reports includes but is not limited to: chargebacks; refunds; voids; settlement; summary and detailed deposit reports; and summary and detailed transaction reports. Sturgis will provide daily electronic file transmissions of settled transactions for upload into various Town systems.

The Client Portal enables Town staff to generate reports as needed. Reports can be scheduled, "canned" reports or customized to meet specific departmental needs. The tool can be used to sort transactions with a variety of filters and export reports in desired format(s). Sturgis can also provide the Town with ad hoc reports via email for custom reports requested by Town staff or a specific department.

Does your proposal meet the requirement R18.2? Yes Qualified No

Response:

All Sturgis reporting functionalities are accessible via the Client Portal.

Does your proposal meet the requirement R18.3? Yes Qualified No

Response:

The Town can assign individual user roles in the Client Portal to ensure that Town personnel have access only to information related to their own operations. The Client Portal can also create a hierarchy of user accounts that permits and restricts access based on the needs of the Town and its personnel, including more access for staff in need of higher administrative privileges (i.e., the Treasurer can view all Town activity, while field site staff can only view activity for their location).

Does your proposal meet the requirement R18.4? Yes Qualified No

Response:

Sturgis' reporting platform supports report downloads including, but not limited to, export in PDF or Excel (.xlsx or .csv) format. Reporting downloads can be scheduled or ad hoc.

Does your proposal meet the requirement R18.5? Yes Qualified No

Response:

Sturgis' Client Portal provides the Town with real-time reporting for all activity within the Town's electronic payment processing program. The Town will have 24/7/365 access to the online Client Portal.



With the Client Portal, authorized Town users will be able to run any reports at any time, using real-time transaction information, including department name, payment type, POS terminal number, returns, gross sales, net sales, and total transaction counts for all card and EFT types (including eCheck).

We have provided sample reports in Volume 3.



S19 Key Performance Indicators (KPIs)

Key performance indicators are important as users and taxpayers are not particularly patient. The vendor should represent its current experience, designed response time, and how they will measure their ability to meet agreed metrics. The vendor may propose different KPI goals or accept the metrics in the requirements document. The vendor shall propose penalties if they miss their KPIs. Both monthly and annual reports on KPIs should be produced.

Does your proposal meet the requirement R19.1? Yes Qualified No

Response:

Sturgis Information Technology and Security teams have tools and processes in place to continuously monitor system performance, usage, and responsiveness. We use the data collected to inform our infrastructure decisions and change management process.

The Sturgis Account Manager and relationship management team will continuously monitor service levels and provide merchant support. Our account managers have the experience required to ensure the Town's satisfaction and efficiently solve issues, should any arise. The account management team performs quarterly reviews as a standard while maintaining monthly checkpoints. Topics covered in quarterly reviews include key performance metrics (qualitative and quantitative), industry trends (e.g., consumer method and channel preferences), and Sturgis platform enhancements.

Does your proposal meet the requirement R19.2? Yes Qualified No

Response:

Sturgis understands the criticality of our software's function for our customer base, and we contractually commit ourselves to a standard of service and functionality that our customers expect and require. We also pass through to our customers the industry-leading Service Level Agreements (SLAs) that we demand from our hosting provider, Amazon Web Services (AWS). This ensures Town departments can rest easy knowing their solutions have a 99.999% uptime commitment.

Does your proposal meet the requirement R19.3? Yes Qualified No

Response:

Sturgis will provide these help desk reports to the Town as requested.

Does your proposal meet the requirement R19.4? Yes Qualified No

Response:

The average response times for dial and Internet authorization is between two (2) and five (5) seconds, differing on peak and non-peak hours.

Does your proposal meet the requirement R19.5? Yes Qualified No

Response:



Sturgis' Client Portal enables Town staff to generate reports as needed, in real time. Reports can be scheduled, "canned" reports or customized to meet specific departmental needs. The tool can be used to sort transactions with a variety of filters and export reports in desired format(s). Sturgis can also provide the Town with ad hoc reports via email for custom reports requested by Town staff or a specific department.



S20 Escrow of Solution Software

Please address this section from a continuity of use by the Town perspective. Denial that a condition will ever occur does not address this concern. The vendor may propose an alternative. Alternative solutions will be evaluated only to the point that long term vendor stability can be assessed.

Does your proposal meet the requirement R20.1? Yes Qualified No

Response:

Sturgis will discuss this with the Town. It is not a standard practice of ours to keep our software in escrow. Data up to the point of shutdown would be made available in our online merchant portal.

Does your proposal meet the requirement R20.2? Yes Qualified No

Response:

Sturgis cannot offer physical access to our software or data storage. Data up to the point of shutdown would be made available in our online merchant portal.

Does your proposal meet the requirement R20.2.1? Yes Qualified No

Response:

Sturgis will discuss this with the Town. It is not a standard practice of ours to keep our software in escrow. Data up to the point of shutdown would be made available in our online merchant portal.

Does your proposal meet the requirement R20.2.2? Yes Qualified No

Response:

Sturgis will discuss this with the Town. It is not a standard practice of ours to keep our software in escrow. Data up to the point of shutdown would be made available in our online merchant portal.

Does your proposal meet the requirement R20.2.3? Yes Qualified No

Response:

Sturgis will discuss this with the Town. It is not a standard practice of ours to keep our software in escrow. Data up to the point of shutdown would be made available in our online merchant portal.

Does your proposal meet the requirement R20.2.4? Yes Qualified No

Response:

Sturgis will discuss this with the Town. It is not a standard practice of ours to keep our software in escrow. Data up to the point of shutdown would be made available in our online merchant portal.

Does your proposal meet the requirement R20.2.5? Yes Qualified No



Response:

Sturgis will discuss this with the Town. It is not a standard practice of ours to keep our software in escrow. Data up to the point of shutdown would be made available in our online merchant portal.

Does your proposal meet the requirement R20.3? Yes Qualified No

Response:

Sturgis will discuss this with the Town. It is not a standard practice of ours to keep our software in escrow. Data up to the point of shutdown would be made available in our online merchant portal.

Does your proposal meet the requirement R20.4? Yes Qualified No

Response:

Sturgis will provide notice of our condition when it becomes known, but no later than actual legal filing dates, to allow the Town time to transition to an alternate solution.

Does your proposal meet the requirement R20.5? Yes Qualified No

Response:

Sturgis acknowledges and understands that Exclusivity of Vendor requirements will be null and void for any condition under Paragraph R20.2



S21 Resale of Agreement

The Town is looking at each vendor as they currently exist. The town is not interested in evaluating after the fact changes to a new or different vendor or their platform. The Town wishes a long term relationship with one of the vendors competing and their proposed solution to our front end requirements.

Does your proposal meet the requirement S21.1? Yes Qualified No

Response:

Sturgis will not resell the agreement to another party without the concurrence of the Town of Orange.



S22 Business Continuity Plan

Please address this section from the Town's view of having a stable long term Town Vendor to provide this service.

Does your proposal meet the requirement R22.1? Yes Qualified No

Response:

A comprehensive DR plan is in place. The Plan is reviewed and tested at least annually, or after any significant change to the environment. Upon alert or notification that operations are impaired, Sturgis personnel enact the established Contingency Plan (i.e., Disaster Recovery Plan).

This first step of this plan describes the steps for communicating the operational difficulty through the Sturgis organizations and clients, with specific contact data and time requirements. The second step describes how to make an initial assessment of the type of impairment, and based on the type, which troubleshooting actions to perform. For any impairment that is not quickly mitigated by onsite redundant resources, a total failover to the alternate operations site is performed. The Sturgis backup site has the same configuration and capabilities as the primary site.

Does your proposal meet the requirement R22.2? Yes Qualified No

Response:

Our disaster recovery plans and contingency plans are tested monthly (e.g., web service restoration, and transactional database backup restoration). Processing environment failover testing occurs biannually. Proof can be provided upon request.



S23 Exclusivity of Use

The Town has other Vendors in other departments that use payment systems of their choice. The Town wishes to make clear what the Town's expectation of Exclusivity of Use means, especially as pricing depends on this common understanding. The vendor will clearly either accept the requirements, propose their own definitions or reject the requirement.

Does your proposal meet the requirement R23.1? Yes Qualified No

Response:

Sturgis does maintain an exclusivity clause in our standard contract, stating that the client (the Town) will not accept credit card or other electronic payments through a similar E-Payment System for payments from customers for the services listed in the SOW without the prior written consent of Sturgis.

Does your proposal meet the requirement R23.2? Yes Qualified No

Response:

Sturgis will work with the Town to add other Town Department(s) during the term of the contract. This is common among clients throughout the life of a contract, and Sturgis is always ready and able to help our clients add as many additional departments as desired.

Does your proposal meet the requirement R23.3? Yes Qualified No

Response:

Sturgis understands and agrees that the contract will only apply to the Tax Department and the Public Works Department in regard to collection of tax revenues unless otherwise delineated in the contract or pickup of contract options.

Does your proposal meet the requirement R23.4? Yes Qualified No

Response:

Sturgis understands and acknowledges the Town's ability to collect revenues by its own resources and a third-party collection agency.

Does your proposal meet the requirement R23.5? Yes Qualified No

Response:

Sturgis can configure business rules that assist with blocking payments for taxpayers that are being actively pursued by collection agents. A database can be set up that will be checked for payment requests prior to payment acceptance and processing. Payments can be blocked by card account number, unique identifier (account number, case number, invoice number, Tax ID, Driver's License number, and more) and more, and the database can be set up to be managed by the Town (add/delete/modify).



VOLUME THREE: SUPPLEMENTAL AND PROPRIETARY INFORMATION

Sturgis has no proprietary information in our proposal.

Sturgis has provided the following supplemental information below and on the following pages:

- Sample Reports
- Project Schedule

Sample Reports

VPS will provide the City with a full online reporting tool, the Client Portal, where the City authorized staff can cross-balance reports and view all payment transactions in real time. the City can access the Client Portal 24/7 to view a suite of detailed reports, including daily and monthly reports, as well as payment history that includes summary and detailed information on all payments.

Sample reports have been included for the City's review below and on the following pages.

Payments - History

The history report defaults to the prior day, midnight to midnight local time:

Payment History

Start Date: End Date:

Load [Download](#)

Demo 

Payments: **30**
Total: **\$4,870.00**

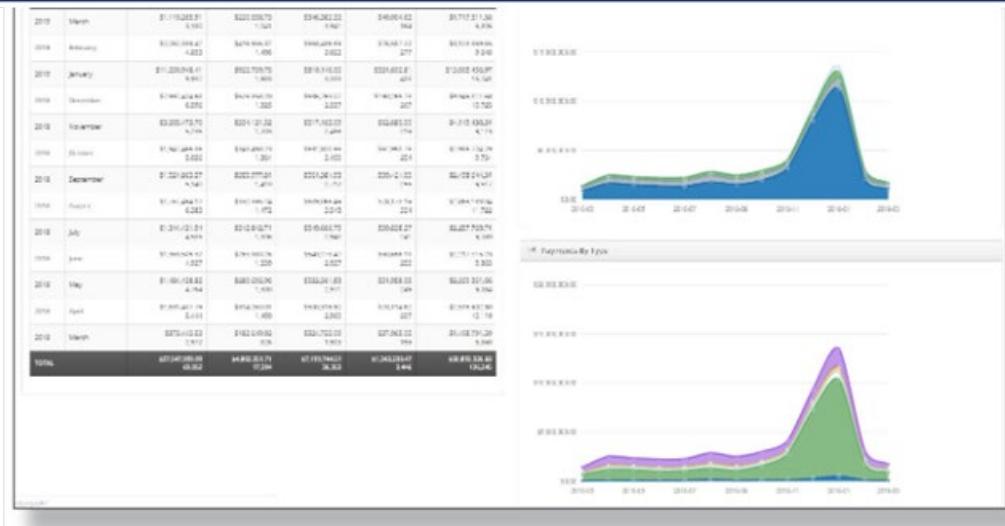
Method	Status	Name	Time	Amount	Source	Type	Month	Name1	Name2	Name3	Name4
		Anthony Dolores	05/11/2019 01:14 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 04:31 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 05:30 PM	\$1.00		Refund	Real Estate				
		Jim Smith	05/11/2019 11:22 AM	\$2,405.00		Refund	Property	2014	2016		
		Jim Smith	05/11/2019 12:00 AM	\$2,355.00		Refund	Property	2014	2016		
		Anthony Dolores	05/11/2019 04:30 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 04:31 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 05:30 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 11:22 AM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 12:00 AM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 04:30 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 04:31 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 05:30 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 11:22 AM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 12:00 AM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 04:30 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 04:31 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 05:30 PM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 11:22 AM	\$1.00		Refund	Real Estate				
		Anthony Dolores	05/11/2019 12:00 AM	\$1.00		Refund	Real Estate				



Payments - Totals

The totals report defaults to the prior year, midnight to midnight local time:

Select Start Date/Time and End Date/Time, then click the red "Load" button. A report will display payments by month, source, and type.



Payments - Exceptions

The exceptions report displays refunds and other exceptions by date of payment:

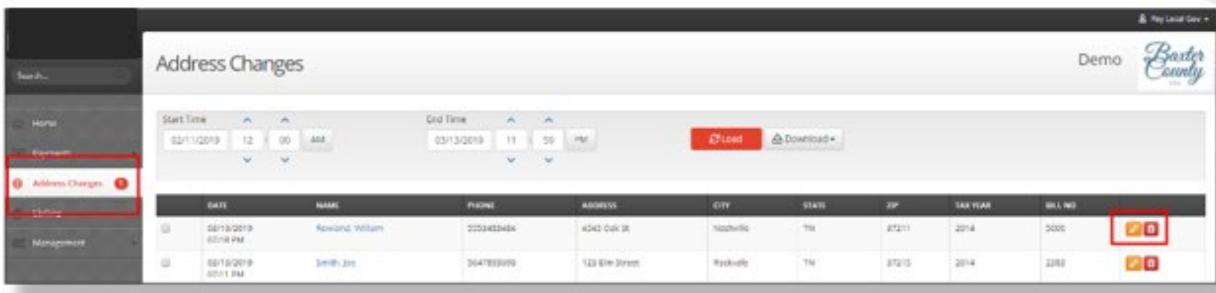
Method	Status	Transaction ID	Item ID	Name	Time	Amount	Source	Year	Invoice Number	Arkey	Artype	Arkey
ech2o	Reversed	707E3212BC15AA33040	703212BC15AA33040P19	Sarah Schmidt	02/18/2019 03:24 AM	\$690.40	Website	2019	103115	2464901	4	151102
VISA	Refunded	707E3212BC15AA330418	703212BC15AA330418C8C	Jason Bodner	02/20/2019 04:18 AM	\$1.00	Website	2019	Sturgis Test Payment			
ech2o	Reversed	707E32171D02AA3P041	7032171D02AA3P041D	Tammy Pendleton	02/22/2019 04:04 PM	\$2,109.00	Website	2019	184743	1703929	9	42693
ech2o	Reversed	707E3218AC52AA4D5C6	703218AC52AA4D5C6P5	Angela Bookar	02/27/2019 02:15 AM	\$130.20	Website	2019	700471	2368410	5	168917
ech2o	Reversed	707E3218AC52AA4D5C6	703218AC52AA4D5C6P1	Angela Bookar	02/27/2019 02:15 AM	\$228.11	Website	2019	628870	2172711	5	168917
ech2o	Reversed	707E3218AC52AA4D5C6	703218AC52AA4D5C6P8	Angela Bookar	02/27/2019 02:15 AM	\$4.49	Website	2019	974888	2486279	9	122917
ech2o	Reversed	707E3218AC52AA4D5C6	703218AC52AA4D5C6P14	Angela Bookar	02/27/2019 02:15 AM	\$25.00	Website	2019	260758	2331611	74	168917
ech2o	Reversed	707E3218AC52AA4D5C6	703218AC52AA4D5C6P16	Angela Bookar	02/27/2019 02:15 AM	\$4.53	Website	2019	250443	2140986	78	168917
ech2o	Reversed	707E3218D8AA8D109	703218D8AA8D109C9	Roselyn Kay	02/27/2019 06:50 AM	\$480.46	Website	2019	142881	2466248	2	278837
ech2o	Reversed	707E321CEA29AA54A66	70321CEA29AA54A66P1	Jacqueline Winch	02/28/2019 02:14 AM	\$567.06	Website	2019	974053	2466042	5	161711
ech2o	Reversed	707E3301539AA13C08	703301539AA13C08P8	Melissa Kestner	03/07/2019 03:30 PM	\$25.00	Website	2019	347375	2446930	76	254385

Select Start Date/Time and End Date/Time, then click the red "Load" button. Sort columns by clicking on any header.



Address Changes

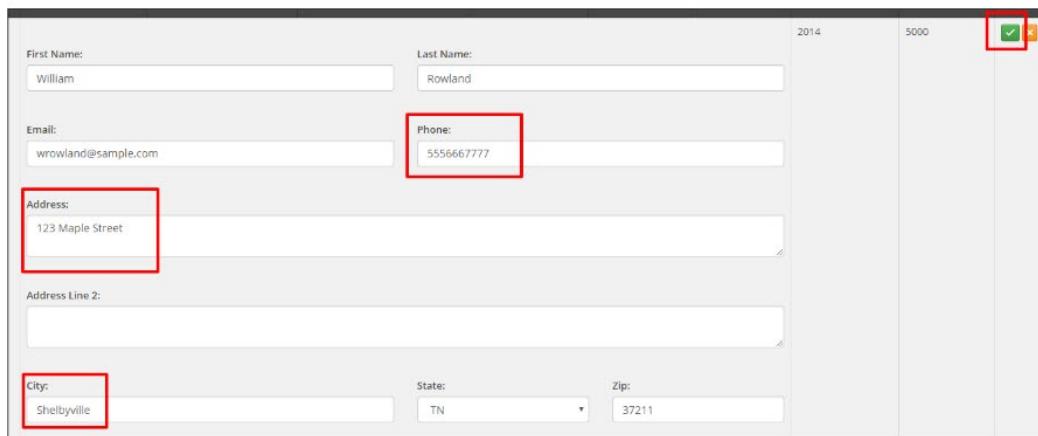
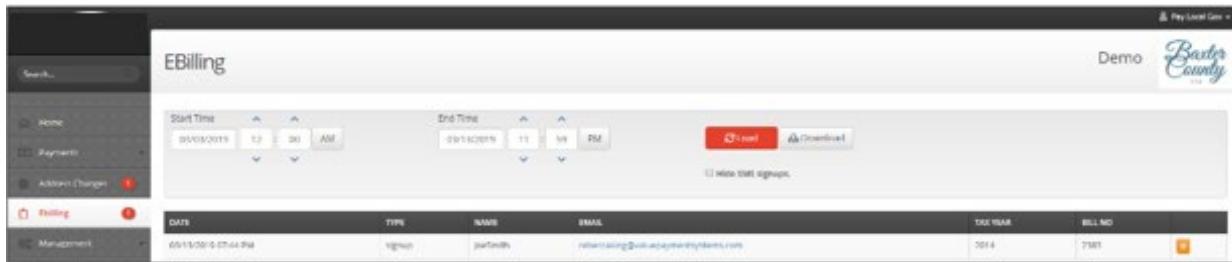
Generate a report of customers who have signed up online or via text for electronic billing notification:



In addition to generating an address change request report, requests can be edited or deleted.

e-Billing

Generate a report of customers who have signed up online or via text for electronic billing notifications.



DATE	NAME	PHONE	ADDRESS	CITY	STATE	ZIP	TAX YEAR	BILL NO	
03/13/2019 07:18 PM	Rowland, William	5556667777	123 Maple St	Shelbyville	TN	37211	2014	5000	 

DRAFT Sturgis Payments-Project Plan

smartsheet

Task Name	Details	Assigned to	Start Date	End Date	Duration
Sturgis Payments Implementation Project			04/03/23	08/03/23	88.5d
Planning Phase			04/03/23	04/26/23	18d
Project Approval		Sturgis Leadership	04/03/23	04/18/23	12d
Contract & Statement or Work Received		Sales	04/03/23	04/03/23	1d
Contractor Project Team Assigned	Contractor Project Team, - PM, DEV, Sales, Exec. Sponsor, Client Support Manager, Account Manager	Contractor Project Team	04/03/23	04/03/23	1d
Onboarding Documents Provided	FDA, W-9, Bank Letter/Void Check	Sales	04/03/23	04/03/23	1d
Schedule Contractor Project Team Planning Calls		PM/Contractor Project Team	04/03/23	04/03/23	1d
Client Team Engagement		Contractor Project Team	04/04/23	04/26/23	17d
Send Client Team Welcome Email		PM			0
Schedule Client Team Kickoff Call or Onsite Kickoff Meeting	TBD on the preferred approach	PM/Client Team	04/04/23	04/06/23	3d
Conduct Client Team Kickoff Meeting	Onsite or via MS Teams	PM/Client Team/Contractor Project Team	04/17/23	04/18/23	2d
Send Client Team Kickoff Call Recap	Email to Client Team	PM	04/19/23	04/19/23	1d
Finalize Project Requirements		PM/Contractor Project Team	04/20/23	04/21/23	2d
Client Team Approves Project Requirements		PM/Client Team	04/20/23	04/26/23	5d
Confirm Project Plan Timeline		PM/Client Team	04/20/23	04/24/23	3d
Make any necessary revisions to the Project Plan tasks/timing based on Client Team feedback.		PM/Client Team/Contractor Project Team	04/19/23	04/19/23	1d
Schedule Recurring Progress Meetings		PM/Client Team/Contractor Project Team	04/20/23	04/20/23	1d
Analysis Phase			04/03/23	05/02/23	21.5d
Statement of Work and Business Requirements Document Completed			04/03/23	04/19/23	13d
Confirm Integration Specifications		DEV	04/19/23	04/19/23	1d

Task Name	Details	Assigned to	Start Date	End Date	Duration
EMV Device Implementation Planning Steps		DEV	04/19/23	04/19/23	1d
Confirm number of EMV Readers Required		Contractor Project Team	04/03/23	04/03/23	1d
Confirm # of MIDs required		Contractor Project Team	04/03/23	04/03/23	1d
Identify and Document Training Needs		Contractor Project Team	04/04/23	04/05/23	2d
Product Documentation Submitted		DEV	04/20/23	04/20/23	1d
Development			04/19/23	04/24/23	3.5d
Scope			04/19/23	04/24/23	3.5d
Integration Analysis and API definition		DEV	04/19/23	04/19/23	1d
Online Payments Development		DEV	04/20/23	04/20/23	0.5d
POS Payments Development		DEV	04/20/23	04/20/23	0.5d
Pay by Phone (IVR) Development		DEV	04/21/23	04/21/23	0.5d
Payment Type(s) Development/Channel		DEV	04/21/23	04/21/23	0.5d
Boarding Tool Enablement Analysis		DEV/PM	04/24/23	04/24/23	0.5d
Training			04/24/23	05/02/23	6d
Training Plans		Contractor Project Team/PM	04/24/23	05/02/23	6d
Create Client Team Training Plan	Application, Reports, POS	Contractor Project Team/PM	04/24/23	05/02/23	6d
Client Team Review - Client Team Training Plan		Contractor Project Team/Client Team	04/24/23	05/01/23	5d
Client Team Approve - Client Team Training Plan		Client Team	05/01/23	05/02/23	1d
Create Internal Training Plan	PM - Boarding Training	Contractor Project Team/PM	04/24/23	05/02/23	6d
Internal Teams Review - Internal Training Plan		Contractor Project Team	04/24/23	05/01/23	5d
Internal Teams Approve - Internal Training Plan		Contractor Project Team	05/01/23	05/02/23	1d
Repeatable Phases per Department being launched					
Build/Test Phase			04/03/23	06/26/23	60.5d

Task Name	Details	Assigned to	Start Date	End Date	Duration
Merchant IDs			04/04/23	04/27/23	18d
Notify WorldPay	Provide notification to World Pay POC to confirm MID volume requirements	PM	04/04/23	04/06/23	3d
Request Merchant IDs-World Pay, Amex, and/or Ttech		PM	04/04/23	04/10/23	5d
Receive Merchant IDs		PM	04/27/23	04/27/23	1d
Development			04/20/23	06/26/23	47.5d
[-] <i>Full Solution</i>			04/20/23	06/26/23	47.5d
[-] <i>Online Payments</i>			04/20/23	06/19/23	42.5d
[-] <i>Beta - Online Payments</i>			04/20/23	05/16/23	18.5d
Build Beta Environment		DEV	04/20/23	05/04/23	10d
Boarding Tool Enablement		DEV/PM	04/20/23	04/24/23	3d
[-] <i>Beta QA - Online Payment Site</i>		QA	05/04/23	05/16/23	8d
Create QA Test Plan		QA	05/04/23	05/09/23	3d
Execute QA Test plan		QA	05/09/23	05/16/23	5d
Beta QA Complete		QA	05/16/23	05/16/23	0
[-] <i>Load testing</i>			05/16/23	05/23/23	5d
Create testing plan		DEV	05/16/23	05/18/23	2d
Execute testing		DEV	05/16/23	05/17/23	1d
Review testing		DEV	05/16/23	05/16/23	0.5d
Perform updates		DEV	05/16/23	05/23/23	5d
[-] <i>UAT - Online Payments</i>			05/04/23	06/07/23	24d
Finalize Test Cases		DEV	05/04/23	05/08/23	2d
Communicate Test Environment and Test Cases to PM		DEV	05/08/23	05/08/23	0.5d
Provide Client Team access to Beta Environment		PM	05/09/23	05/09/23	0.5d

Task Name	Details	Assigned to	Start Date	End Date	Duration
Client Team Perform UAT		Client Team	05/09/23	05/16/23	5d
Client Team Submit UAT Feedback		Client Team	05/16/23	05/17/23	1d
Development Review and Respond to Client Team UAT Feedback		DEV	05/17/23	05/22/23	3d
Development execute approved UAT changes		DEV	05/22/23	05/29/23	5d
QA UAT Changes		QA	05/29/23	05/31/23	2d
Client Team verify UAT Changes		Client Team	05/31/23	06/07/23	5d
 <i>Live - Online Payments</i>			06/07/23	06/19/23	8d
Move Beta Environment to Live		DEV	06/07/23	06/14/23	5d
Provide Live credentials		DEV	06/14/23	06/15/23	1d
 <i>Live QA/End-to-End testing</i>		QA	06/14/23	06/19/23	3d
Finalize QA Test Plan		QA	06/14/23	06/15/23	1d
Execute QA Test Plan		QA	06/15/23	06/16/23	1d
Testing of Settlement, reports, files and deposits		QA	06/15/23	06/16/23	1d
Live QA Complete		QA	06/16/23	06/19/23	1d
Live Date - Online Payments		Contractor Project Team	06/19/23	06/19/23	0
 <i>POS Payments</i>			04/20/23	06/21/23	45d
 <i>Pay by Phone (IVR)</i>			04/20/23	06/26/23	47.5d
 <i>Beta - IVR Payments</i>			04/20/23	05/19/23	21.5d
Build Beta Environment		DEV	04/21/23	04/28/23	5d
Boarding Tool Enablement		DEV/PM	04/20/23	04/26/23	5d
 <i>Beta QA - IVR</i>			04/28/23	05/08/23	6d
Finalize QA Test Plan		QA	04/28/23	05/03/23	3d
Execute QA Test plan		QA	05/03/23	05/08/23	3d
Beta QA Complete		QA	05/08/23	05/08/23	0
Load testing			05/16/23	05/19/23	3d

Task Name	Details	Assigned to	Start Date	End Date	Duration
Finalize testing plan		DEV	05/16/23	05/19/23	3d
Execute testing		DEV	05/16/23	05/17/23	1d
Review testing		DEV	05/16/23	05/17/23	1d
Perform updates		DEV	05/16/23	05/19/23	3d
[-] UAT - IVR Payments			05/19/23	06/13/23	17d
Finalize Test Cases		DEV	05/19/23	05/22/23	1d
Communicate Test Environment and Test Cases to PM		DEV	05/22/23	05/22/23	0.5d
Provide Client Team access to Beta Environment		PM	05/23/23	05/23/23	0.5d
Client Team Perform UAT		Client Team	05/23/23	05/30/23	5d
Client Team Submit UAT Feedback		Client Team	05/30/23	05/31/23	1d
Development Review and Respond to Client Team UAT Feedback		DEV	05/31/23	06/01/23	1d
Development execute approved UAT changes		DEV	06/01/23	06/08/23	5d
QA UAT Changes		QA	06/08/23	06/12/23	2d
Client Team verify UAT Changes		Client Team	06/12/23	06/13/23	1d
[-] Live - IVR Payments			06/13/23	06/26/23	9d
Move Beta Environment to Live		DEV	06/13/23	06/20/23	5d
Provide Live credentials		DEV	06/20/23	06/21/23	1d
[-] Live QA/End-to-End testing			06/20/23	06/26/23	4d
Finalize QA Test Plan		QA	06/20/23	06/21/23	1d
Execute QA Test Plan		QA	06/21/23	06/26/23	3d
Testing of Settlement, reports, files and deposits		QA	06/21/23	06/22/23	1d
Live QA Complete		QA	06/22/23	06/23/23	1d
Live Date - IVR Payments			06/23/23	06/23/23	0
<i>Reporting / Portal</i>			05/04/23	06/19/23	32d
POS - Equipment/Installation/Training			04/03/23	05/05/23	25d

Task Name	Details	Assigned to	Start Date	End Date	Duration
[-] Online Payments - Onboarding Tasks			04/28/23	05/01/23	2d
[-] Online Payments - Integrated			04/28/23	05/01/23	2d
Add entity to Sturgis Boarding Tool, add MIDs, fees, and payment types as applicable		PM	04/28/23	05/01/23	2d
[-] POS Payments- Onboarding Tasks			04/28/23	04/28/23	1d
Submit Terminal Build Request	Jira Ticket	PM	04/28/23	04/28/23	1d
Board TID's in Ingenico Estate Manager		PM	04/28/23	04/28/23	1d
Create profile in Bluefin for P2PE Encryption	Instructions to be provided to Client Team	PM	04/28/23	04/28/23	1d
[-] IVR Payments - Onboarding Tasks			04/28/23	05/19/23	15d
Enable IVR in boarding tool		DEV	04/28/23	05/05/23	5d
If applicable, generate new MID, fee, and/or payment types		PM	05/05/23	05/19/23	10d
Open ticket to IVR team		PM	05/08/23	05/09/23	1d
[+] Training - Onboarding Tasks			05/02/23	06/14/23	31.5d
[-] Deploy Phase			06/19/23	07/24/23	25d
[-] Launch Plan			06/19/23	07/24/23	25d
[-] Online Payments			06/19/23	06/21/23	2d
Go Live Date - Online Payments		Contractor Project Team/Client Team	06/19/23	06/20/23	1d
Onsite Support		Contractor Project Team	06/19/23	06/21/23	2d
[-] POS Payments			07/04/23	07/07/23	3d
Go Live Date - POS Payments		Contractor Project Team/Client Team	07/04/23	07/05/23	1d
Onsite Support		Contractor Project Team	07/05/23	07/07/23	2d
[-] IVR Payments			07/19/23	07/24/23	3d
Go Live Date - IVR Payments		Contractor Project Team/Client Team	07/19/23	07/20/23	1d
Remote Support		Contractor Project Team	07/20/23	07/24/23	2d
Go-Live Onboarding Tasks			06/19/23	06/27/23	6d

Task Name	Details	Assigned to	Start Date	End Date	Duration
Monitor for 1st payment received	Report Depot (shared email box)	PM	06/19/23	06/20/23	1d
Enter 1st payment date in Onboarding Case	via Salesforce	PM	06/20/23	06/21/23	1d
Meet with Support Team to confirm transition details/schedule	https://app.smartsheet.com/b/form/4873570e741a47fea17b7b6e90c61cbf	PM	06/19/23	06/20/23	1d
Send External Launch communication to Indiana contacts		PM	06/19/23	06/20/23	1d
Client Team Complete Implementations Satisfaction Survey	https://app.smartsheet.com/b/form/89456c688a464d09b0b3a0e17e319aad	PM/Client Team	06/19/23	06/20/23	1d
Verification of Settlement, reports, files and deposits		PM/Client Team	06/20/23	06/27/23	5d
■ Project Close Phase			06/19/23	08/02/23	32d
HyperCare Period - Begins on live date. Implementation PMs remain engaged as main Point of Contact for 4-6 weeks to ensure a smooth transition to Client Team Support Team		PM/Client Team/State Entity Team Support	06/19/23	07/17/23	4w
Schedule meetings to prepare for transition from Implementations to Client Team Support		PM/Client Team/Client Team Support	06/26/23	07/24/23	4w
Transition meetings occur to ensure full knowledge transfer from Implementation to Support		PM/Client Team/Client Team Support	06/19/23	07/31/23	6w
Client Team Support takes full control (30- 45 days post Go-Live)		PM/Client Team/Client Team Support	07/31/23	08/01/23	1d
Close project		PM	08/01/23	08/02/23	1d
■ Post Launch Support Phase			06/19/23	08/03/23	33d
Aligned Account Manager establishes future meeting cadence		Account Manager/Client Team	06/19/23	06/20/23	1d
Advisor Alerts are administered for scheduled maintenance, service interruptions and all production related modifications		Account Manager/Client Team	06/19/23	06/20/23	1d
Quarterly Business Reviews are scheduled		Account Manager/Client Team	08/02/23	08/03/23	1d
After hours Support 24/7 begins		Contractor Project Team	06/19/23	06/20/23	1d



VOLUME FOUR: SAMPLE CONTRACT

Sturgis has reviewed the Town's sample contract and has no exceptions at this time. We look forward to working with the Town in the construction of the final agreement.