

City of Foley Police Department - AL, Mobile App

Thurston Bullock, Chief of Police
Foley Police Department

NOT YET SUBMITTED

A Message From Our Founder

Dear Chief Bullock

I wanted to take this opportunity to thank you for your thoughtful consideration of our proposal. As I know you're aware, the mobile space is the dominant information sphere for an ever expanding segment of our population. The need for civic minded organizations to be able to effectively communicate with and better serve their communities is what first inspired me to start ThePoliceApp.com almost- 10 years ago.

Since that time, we've grown into the Nation's largest provider of law enforcement specific apps that allow police departments nationwide to effectively engage with the communities they serve. Our team of dedicated experts has grown to include long serving law enforcement directors such as yourself, talented technology visionaries, experienced developers, and top notch sales and support staff; all of whom are passionate about our company's Mission Statement "We Serve Those Who Serve".

Being in on the ground floor of the mobile space has allowed our company to grow along with the technological advancements which now allow us to offer you the absolute best in reliable and effective communication tools to not only help your office effectively serve, but to actively engage your community and build those lasting relationships that mutually benefit the community at large.

As you will see outlined below, our proposed solution is custom tailored to ensure your office puts its best foot forward, can actively inform and interact with the community it serves and that you can easily call your community to action by rapidly disseminating urgent messages, notifications and pertinent agency news.

When you allow us to Serve You, together we ensure your office is harnessing the most effective communication tool each member of your community is already engaging with on a daily basis.

By putting the Foley Police Department app in the pocket of those you serve, we help build stronger, safer and more engaged communities, and that is what drives us to continue to provide the absolute best product available on the market today.

We look forward to the opportunity to Serve You and your Community.

Eric Halverson



I Invite you to contact me directly with ANY questions or concerns - eric@thepoliceapp.com



We **Serve** Those Who **Serve**



Who We Are

Over the past decade ThePoliceApp.com has grown to become the premiere app developer for Law Enforcement. With experience serving over 700 public safety agencies in the US and Canada, our custom apps have allowed offices such as yours to better connect with the communities whom they serve. Our dedicated team of design and support specialist will work to ensure your office's mobile representation professionally and effectively reaches your community

In addition to Police Departments such as your own, our apps support Fire Departments, Sheriff Offices, Public Health Departments, and Offices of Emergency Management across the US and Canada.

What We Do

ThePoliceApp.com develops custom iPhone and Android apps for law enforcement agencies around the country. With more custom apps for Law Enforcement agencies than any other developer, ThePoliceApp.com is the "App Developer of Choice".

ThePoliceApp.com works with progressive organizations to develop custom iPhone and Android apps to help harness the growing number of users that leverage mobile devices, when engaging with an organization.

Our team will work with you to provide an app with a custom design, tailored to meet the needs of your office and community. We use modern design techniques to create an iPhone and Android app experience that users will never forget. By choosing ThePoliceApp.com, you gain a customized mobile application that increases the level of effective communication between your sheriff's office and community.



Your Representative



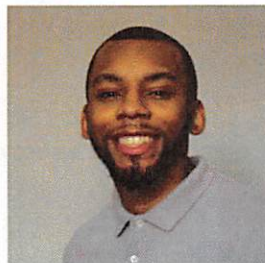
Jay Baxter

Regional Vice President

205-305-5377

jay@myocv.com

Your Support Team



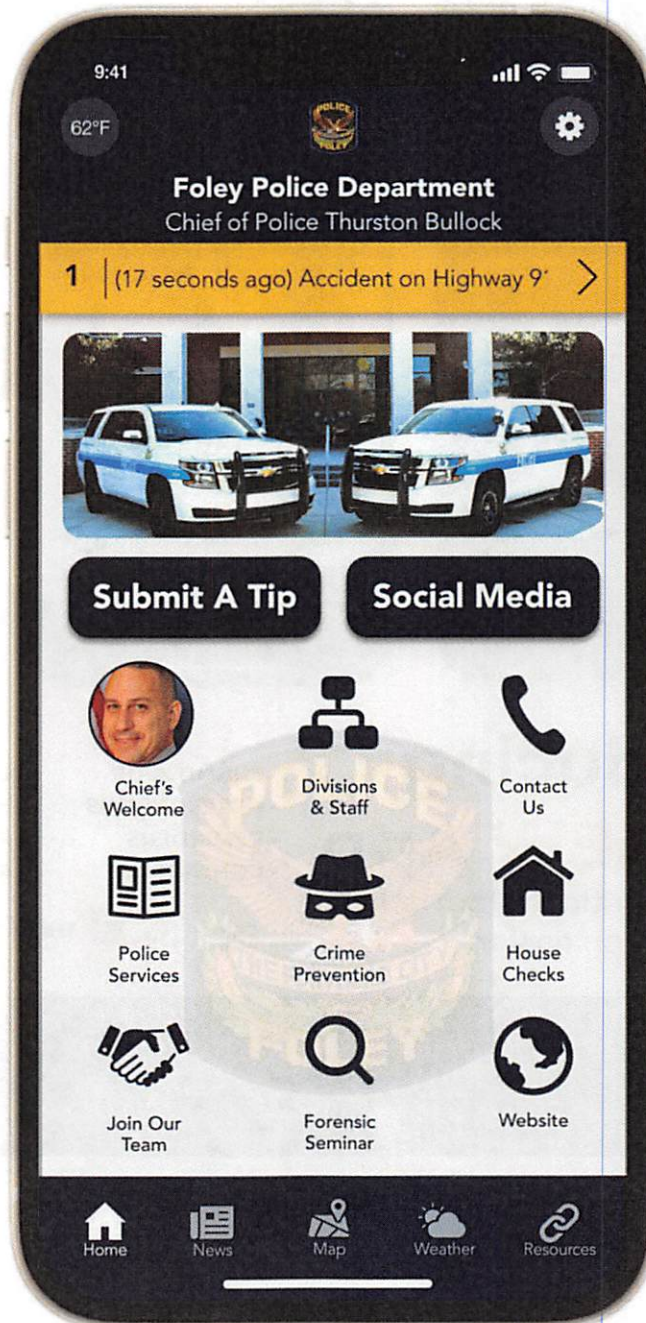
Made in the USA



Your App

After initial discussions with Foley Police Department, our design team has developed a mockup design for the Foley Police Department,

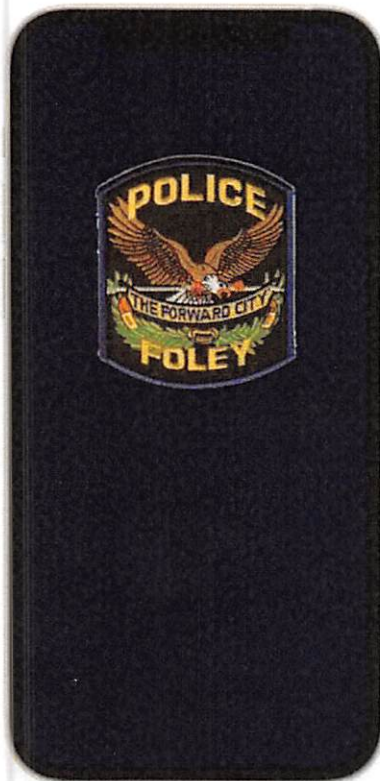
The below features are recommendations based on our experience, you will be able to add and remove prior to development.





FPD

FOLEY POLICE DEPARTMENT, AL Mobile App PROOF



Introducing Our **NEW** App

Navigating critical information
has never been **easier**.

- SUBMIT A TIP
- NOTIFICATIONS
- REMINDERS
- CONTACT US
- CRIME PREVENTION
- HOUSE CHECKS
- FORENSIC SEMINAR
- MUCH MORE

Built by  **THEPOLICEAPP.COM**
Custom Police Apps

Jay Baxter - jay@thepoliceapp.com - 205.305.5377

The sample was created only as an illustration of how a customized app for your agency might look. The images, features and design are fully customizable and this only serves as an illustration of the possibilities.



Popular Features

- **Push Notifications**
- **Tip Submission**
- **Integrations (JMS, RMS, CAD, etc.)**
- **Recent Arrests**
- **Most Wanted**
- **Sex Offender Search/Mapping (Offender Watch)**
- **Social Media Integration (Twitter, Facebook)**
- **Press Releases**
- **Staff Directory**
- **Community Feedback**
- **Resource Map**
- **NWS Alerts/Weather**
- **Recruitment**
- **Event Calendar**
- **FAQ's**
- **Many More!**

Those that download the app will have the most up to date information from Foley Police Department. ThePoliceApp.com was created to help Police Departments better communicate their messages to their organization and community. Our goal is to develop a core group of technology services that allows your organization to create, upload and share content specific to your organization for distribution to others around your County/Parish, State and around the world.



Testimonials

"Our residents have become dependent upon these applications for access to information regarding emergency services, storm awareness, crime prevention and other timely topics."

Michael Bascom, Police Director
Neptune Township, NJ



Click to play video in browser



Your Investment

DESCRIPTION	SUBTOTAL
iOS Development (Apple App Store) One-time fee	\$4,995
Android Development (Google Play) One-time fee	\$4,995
Forensic Seminar Feature One-time fee	\$4,995
Year One Support and Maintenance New Chief Promotion - Fee Waived	\$5,995 \$0
	Discount (%) -100
TOTAL	\$14,985
TOTAL SAVINGS	\$5,995

DESCRIPTION	SUBTOTAL
Subsequent Year Support and Maintenance	\$5,995/Year

Pricing is based on a One Year commitment.



INITIALS
Thurston Bullock



Marketing Your New App

As a valuable member of ThePoliceApp.com family we have many tools available to help maximize the impact and reach of the new Foley Police Department mobile app. We have developed a comprehensive marketing package to support the launch and spread of your new mobile community feedback interaction platform.

Additionally we offer additional marketing components designed to maximize the reach and impact in the community your new app will have. These tools are specifically designed to raise awareness of your communities new mobile resource.

DESCRIPTION	PRICE	QTY	SUBTOTAL
Marketing Kit A	\$995	1	\$995
Includes, social media graphics, press release, smart banner, digital only print kit			\$0
			Discount -100%
<input type="checkbox"/> Marketing Kit B	\$1,995	1	\$1,995
Includes everything from Marketing Kit A +			
(1) Printed Retractable Banner +			
(1,000) Business Cards w/QR code and + (1)			
Premium video with Voice Over			
<input type="checkbox"/> Premium Marketing Video with Voice Over	\$1,495	1	\$1,495
<input type="checkbox"/> Additional Printed Retractable Banner (6') with QR Code	\$245	1	\$245
<input type="checkbox"/> Additional Printed Rack Cards with QR Code (Per 1000)	\$295	1	\$295
<input type="checkbox"/> Table Tents with QR Code (Per 500)	\$395	1	\$395
<input type="checkbox"/> Flyers (Per 1000)	\$295	1	\$295
<input type="checkbox"/> Business Cards (Per 2500)	\$145	1	\$145
TOTAL			\$0
TOTAL SAVINGS			\$995



Your Project Process

PRE DEVELOPMENT

Subject to Client Availability
Average 1-2 Week

- Contract Signature
- Project Manager Assigned
- Account and Project Manager Align App Content with Our Internal Production Form
- Client is provided with forms and documentation for submission to Google and/or Apple for the formation of their Developer Accounts
- Project Manager finalizes content and integrations for app production

DEVELOPMENT

Contingent upon Client completion of Pre Development
Average 2-4 Weeks

- Engineering develops first beta of the app with content provided on the production form.
- PM completes a quality control check to ensure content and functionality is working properly.

APP REVIEW

Subject to Client Availability
Average 2 Days

- Project Manager sends iOS and Android release candidates to client for review
- Client reviews app and provides Project Manager with any change requests.
- Project Manager requests Google/Apple approve release of finalized app to App Stores (Avg 5 - 7 day lead time).

APP RELEASE

Subject to Apple/Google Release Channel
Average 1-2 Weeks

- Marketing team finalizes the custom marketing kit for the client to promote the app in their community
- Account and Project Manager complete client training of app control panel
- App is officially released to the App Store

ONGOING

- Client's Account Manager will check in quarterly to ensure that the app is operating as desired and make any changes that are necessary
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Let's Work Together

ThePoliceApp.com proposes to develop an iPhone and Android app for Foley Police Department.

THIS AGREEMENT is made between OCV, LLC ("Host") having an address at 809 2nd Avenue, Opelika, AL. 36801 and Foley Police Department ("Client") having a mailing address at 200 E. Section Ave, Foley, AL. 36535 and is effective from Not yet accepted: Date Customer Signs Proposal to End Date: One Year Following Signature (Renewable Annually Thereafter)

1. **SERVICES:** Host agrees to provide custom mobile app development services and support.

2. **BILLING AND PAYMENT:**

Option 1

100% Invoiced Net 30 at Contract
Signing

OR

Option 2

50% Invoiced Net 30 at Contract Signing
50% Invoiced Net 30 upon App approval for
Release

Please Type 100% or 50%

PLEASE TYPE TERMS OF PAYMENT (Option 1 / Option 2 / Other and
Details)

Terms (Net 30)

Annual Maintenance / Subscription Payment Schedule - 2023 and Beyond

Total Annual Maintenance / Subscription Fee - Annual fee billed annually on contract anniversary date.

3. ***TERM AND TERMINATION:** This Agreement is effective as of the date of this Agreement and will extend for a period of One Year.

*At the end of the initial contract period, Host will contact the customer for a renewal confirmation. Confirmation is typically communicated through email or other electronic means. Host will also send a renewal invoice 30 days prior to the expiration of this agreement. Receiving the invoice without renewal confirmation does not lock the customer into renewal. Customer will have 30 days to decline renewal. Host retains ownership of all intellectual property rights associated with the services, its technology and any enhancements or modifications thereof.

4. **AMENDMENTS:** This Agreement may be supplemented, amended, or modified only by the mutual agreement of the parties. No supplement, amendment, or modification of this Agreement shall be binding unless it is in writing and signed by all parties.

5. **ACCEPTANCE OF TERMS:** Use of services provided by Host constitutes acceptance of the terms and conditions contained in this agreement and any amendments thereto.



OCV, LLC TERMS AND CONDITIONS

1. MOBILE APP CREATION AND REVIEW PERIOD: Upon execution of this contract, the OCVapps team will go to work on designing and building your app(s). At the design phase, we will solicit your initial design ideas, existing graphics and logos and use any other existing asset that you have to set the direction. A mock up / prototype will be developed using graphics and be sent to you for approval/ review. This will happen prior to the start of coding. Upon electronic approval of the prototype images, OCV, LLC will begin coding your app (contingent on having all information from the customer).

Upon completion of the code, OCV will review and test the app at all levels. Once the app passes our internal review and processes, we will upload it to the Apple iTunes Store/Google Play store for official App review and release.

Upon acceptance of the app within the iTunes store/ Google Play store, we will notify you via email/phone. After the App is released in the stores we will train you how to use the control panel and how to update your app. Total elapsed time estimate: ~ 45 - 60 days after all information is provided to Host project management staff.

2. OCV, LLC Features: Features will be solidified after contract acceptance. **Sole Source:** The ability to rebroadcast Push Notifications automatically from one OCV, LLC clients mobile app (Baldwin CSO) to another OCV, LLC clients mobile app (Foley PD).

3. CUSTOMER/OCV CONTROL: An OCVapp exists in two parts: the "features" and "content". The features remain static in nature. The "content" is the update-able features that the client can update. OCV will work with your team to ensure that you can edit the "content" via RSS feeds and a custom web accessible control panel. Unless requested of OCV by the client, only the client can make changes to the content within the control panel.

4. PUSH NOTIFICATION AND OTHER ALERT NOTIFICATIONS: An OCVapp may be instrumented with a Push notification or other Alert terminology. OCV does not warranty, suggest, or advertise that an OCVapp is designed for life saving immediate warnings. The OCVapp push notification and alert systems are simply intended to give a central location for end users to see the latest information. While it will be the intent of a push notification to be delivered to your OCVapp, it is not something that can be guaranteed. Due to the technical limitations, multiple internet connections and outside factors that are out of the control of OCV, we suggest that our warnings will almost always be delivered in less than a minute. Some instances will show quicker and others slower. There is a chance that during a storm or other emergency, information may slow due to power outages, mobile phone network shortages or outages and many other factors. In severe situations, the feed may not happen at all.

Note: Never assume that the end user has received the push notification. Due to the requirements of the marketplace, push notifications are opt-in services. A user can turn off the notifications at any time or uninstall the app.



5. **Warranties Disclaimer:** Due to the many links in the overall national and regional communication networks and infrastructure (national/regional cellular/mobile communication networks and their traffic management, land-phone lines and regional switching networks, power grids, etc.) all of which are completely outside the control or monitoring of OCV, OCV disclaims any and all warranties with respect to the Client's use of an App developed by OCV, direct or indirect, including but not limited to warranties of merchantability and fitness for a particular purpose. In no event shall OCV, its affiliates, business partners, service providers, employees, agents, representatives, or shareholders be liable to customer for any incidental, consequential, indirect, special, or punitive damages (including damages due to: service failures, business or service interruptions, etc.) for any aspect of its service outside of OCV's direct control.

IN WITNESS WHEREOF, the parties have executed this Agreement by their duly authorized representatives.

This Agreement, together with the following Attachments, constitute the entire Agreement between the parties with respect to the subject matter hereof, and as of the date this Agreement is executed by both Parties, shall supersede any previous agreements or understandings, written or oral, between the Parties. All modifications to the applicable Compensation arrangement shall be in writing and signed by both Parties and shall not supersede the terms of this Agreement.

The Agreement shall commence on Not yet accepted.

The total cost of the Proposal is \$14,985.00.

The total cost for the subsequent years is \$5,995.00/year

Cancellation Terms - This Agreement may be terminated immediately by both parties, at any time without cause, complying with a thirty (30) days prior written notice. Material and equipment furnished under this proposal shall remain the property of the seller unit final payment has been received.

 SIGNATURE
Kevin Cummings

 SIGNATURE
Thurston Bullock

Kevin Cummings, VP of Sales
OCV, LLC

Thurston Bullock, Chief of Police
Foley Police Department

We look forward to *working with you!*

We *serve* those who *serve*.

