



City Clerk Document No. _____

City Council Meeting Date: September 18, 2025

**AMENDMENT TO CITY OF CHANDLER AGREEMENT
SEARCH ENGINE OPTIMIZATION AND PAY PER CLICK SERVICES
CITY OF CHANDLER AGREEMENT NO. ED3-920-4587**

THIS AMENDMENT NO. 3 (Amendment No. 3) is made and entered into by and between the City of Chandler, an Arizona municipal corporation (City), and Granicus, Inc. (Contractor), (City and Contractor may individually be referred to as Party and collectively referred to as Parties) and made _____, 2025 (Effective Date).

RECITALS

WHEREAS, the Parties entered into an agreement for search engine optimization and pay per click services (Agreement); and

WHEREAS, the term of the Agreement was July 1, 2023, through June 30, 2024, with the option of up to four one-year extensions; and

WHEREAS, the Parties agreed to the assignment of the Agreement from Simpleview Worldwide, Inc. to Granicus, Inc. through Amendment No. 2; and

WHEREAS, the Parties wish to exercise the second option through this Amendment to extend the Agreement for one year.

AGREEMENT

NOW THEREFORE, the Parties agree as follows:

1. The recitals are accurate and are incorporated and made a part of the Agreement by this reference.
2. Section III is amended to read as follows: The Agreement is extended for a one-year period July 1, 2025, through June 30, 2026.
3. Section IV, Price is amended to read as follows: The City will pay the Contractor the per unit cost

set forth in Revised Exhibit B of the original Agreement, attached to and made a part of this Amendment No. 3. Total payments made to the Contractor during the term of this Amendment No. 3 will not exceed \$112,830.

4. All other terms and conditions of the Agreement remain unchanged and in full force and effect. If a conflict or ambiguity arises between this Amendment No. 3 and the Agreement, the terms and conditions in this Amendment No. 3 prevail and control.

IN WITNESS WHEREOF, the Parties have entered into this Amendment on the Effective Date.

FOR THE CITY

By: _____

Its: Mayor

FOR THE CONTRACTOR

By: Jessica Yang _____

Its: _____

APPROVED AS TO FORM:

By: _____

City Attorney

JMB

ATTEST:

By: _____

City Clerk

REVISED EXHIBIT B COMPENSATION AND FEES

Fees are inclusive of all costs associated with the Scope of Services.

Section 1: Search Engine Optimization (SEO) Engagement	
Engagement Tier - Premium	\$3,762.50 per month
Content Planning Consultation, Meta Tag Optimization, Duplicate Content Check, Enhanced Structured Data (SCHEMA), Quarterly Campaign-focused Keyword Research & Analysis, Annual Competitive Analysis Report, Quarterly CRO (up to two), CRO design work	Included
Content Creation: Up to (ONE) 1,000-Word Content (1 Image) Quarterly and (TWO) 500-Word Content (2 Images) Monthly	Included
Reporting: Monthly Standard Reporting, Annual Year-end Summary, and 1-Page Enhanced Monthly Analytics Reporting – Custom Report Pages	Included
Section 2: Pay Per Click	
PPC Media, paid directly to Google	\$4,800 per month
PPC Management & Reporting	\$900.00 per month
Section 3: Total Annual Cost	
	\$112,830 per year
Section 4: Hourly Rates	
Staff roles and hourly rates for services in addition to the Scope.	
Majo Badilla, Paid Media Analyst	\$125 per hour
Rachel Krause, SEO Analyst	\$125 per hour

Certificate Of Completion

Envelope Id: 08DBB892-E88E-40AB-AB3E-B7004B1958A5

Status: Sent

Subject: Complete with Docusign: 4587 Amendment 3.pdf

EDMS Application: CC-AGRMTS

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Christina Pryor

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Chandler, 85244

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Christina.Pryor@chandleraz.gov

Security Appliance Status: Connected

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Pool: City of Chandler

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Signer Events

Signature

Timestamp

Jessica Yang

jessica.yang@granicus.com

Manager of Business and Contracts

Security Level: Email, Account Authentication
(None)

Sent: 8/21/2025 | 10:32 AM

Viewed: 8/21/2025 | 10:33 AM

Signed: 8/21/2025 | 10:33 AM

Signature Adoption: Pre-selected Style

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Electronic Record and Signature Disclosure:

Accepted: 8/21/2025 | 10:33 AM

ID: 42d9711f-cdce-4baa-ba5a-5f70c60fa5c6

Records Division

Signing Group: Records Division

Security Level: Email, Account Authentication
(None)

Electronic Record and Signature Disclosure:

Not Offered via Docusign

Daniel Brown

Daniel.Brown@chandleraz.gov

Security Level: Email, Account Authentication
(None)

Electronic Record and Signature Disclosure:

Accepted: 7/1/2021 | 08:17 AM

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Kevin Hartke

kevin.hartke@chandleraz.gov

Security Level: Email, Account Authentication
(None)

Electronic Record and Signature Disclosure:

Accepted: 6/28/2021 | 11:17 AM

ID: 2531f230-027c-41f7-9166-1189df6a8c8f

Dana DeLong

Dana.DeLong@chandleraz.gov

Security Level: Email, Account Authentication
(None)

Electronic Record and Signature Disclosure:

Signer Events	Signature	Timestamp
Accepted: 6/28/2021 01:03 PM ID: e796186e-c533-4a41-978c-34d69e29778a		
In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
Records Division		Sent: 8/21/2025 10:33 AM
Signing Group: Records Division Security Level: Email, Account Authentication (None)		
Electronic Record and Signature Disclosure: Not Offered via DocuSign		
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp
Sherri Revis sherri.revis@chandleraz.gov Security Level: Email, Account Authentication (None)		
Electronic Record and Signature Disclosure: Not Offered via DocuSign		
Witness Events	Signature	Timestamp
Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	8/21/2025 10:32 AM
Payment Events	Status	Timestamps
Electronic Record and Signature Disclosure		

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If you decide to receive notices and disclosures from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format. How you must inform us of your decision to receive future notices and disclosure in paper format and withdraw your consent to receive notices and disclosures electronically is described below.

Consequences of changing your mind

If you elect to receive required notices and disclosures only in paper format, it will slow the speed at which we can complete certain steps in transactions with you and delivering services to you because we will need first to send the required notices or disclosures to you in paper format, and then wait until we receive back from you your acknowledgment of your receipt of such paper notices or disclosures. Further, you will no longer be able to use the DocuSign system to receive required notices and consents electronically from us or to sign electronically documents from us.

All notices and disclosures will be sent to you electronically

Unless you tell us otherwise in accordance with the procedures described herein, we will provide electronically to you through the DocuSign system all required notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you during the course of our relationship with you. To reduce the chance of you inadvertently not receiving any notice or disclosure, we prefer to provide all of the required notices and disclosures to you by the same method and to the same address that you have given us. Thus, you can receive all the disclosures and notices electronically or in paper format through the paper mail delivery system. If you do not agree with this process, please let us know as described below. Please also see the paragraph immediately above that describes the consequences of your electing not to receive delivery of the notices and disclosures electronically from us.

How to contact City of Chandler:

You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

To contact us by email send messages to: esignature@chandleraz.gov

To advise City of Chandler of your new email address

To let us know of a change in your email address where we should send notices and disclosures electronically to you, you must send an email message to us at esignature@chandleraz.gov and in the body of such request you must state: your previous email address, your new email address. We do not require any other information from you to change your email address.

If you created a DocuSign account, you may update it with your new email address through your account preferences.

To request paper copies from City of Chandler

To request delivery from us of paper copies of the notices and disclosures previously provided by us to you electronically, you must send us an email to esignature@chandleraz.gov and in the body of such request you must state your email address, full name, mailing address, and telephone number. We will bill you for any fees at that time, if any.

To withdraw your consent with City of Chandler

To inform us that you no longer wish to receive future notices and disclosures in electronic format you may:

- i. decline to sign a document from within your signing session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent, or you may;
- ii. send us an email to esignature@chandleraz.gov and in the body of such request you must state your email, full name, mailing address, and telephone number. We do not need any other information from you to withdraw consent.. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process..

Required hardware and software

The minimum system requirements for using the DocuSign system may change over time. The current system requirements are found here: <https://support.docusign.com/guides/signer-guide-signing-system-requirements>.

Acknowledging your access and consent to receive and sign documents electronically

To confirm to us that you can access this information electronically, which will be similar to other electronic notices and disclosures that we will provide to you, please confirm that you have read this ERSD, and (i) that you are able to print on paper or electronically save this ERSD for your future reference and access; or (ii) that you are able to email this ERSD to an email address where you will be able to print on paper or save it for your future reference and access. Further, if you consent to receiving notices and disclosures exclusively in electronic format as described herein, then select the check-box next to 'I agree to use electronic records and signatures' before clicking 'CONTINUE' within the DocuSign system.

By selecting the check-box next to 'I agree to use electronic records and signatures', you confirm that:

- You can access and read this Electronic Record and Signature Disclosure; and
- You can print on paper this Electronic Record and Signature Disclosure, or save or send this Electronic Record and Disclosure to a location where you can print it, for future reference and access; and
- Until or unless you notify City of Chandler as described above, you consent to receive exclusively through electronic means all notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you by City of Chandler during the course of your relationship with City of Chandler.