



# **RTA Special Number Plate Concession**

Schedule 3  
Concessionaire Services Schedule

18 August 2010



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# 1. Definitions

## 1.1 Definitions

Words defined in Schedule 1 of the Concession Agreement have the same meaning in this Schedule.



## 2. Sales and Marketing

The Concessionaire's responsibilities with regards to sales and marketing in respect of the SNP Business, and Numeral Only Plates and Charity Plates under clause 8 of the Concession Agreement include, but are not limited to, the following;

- ▶ Marketing;
  - ▶ Market segmentation, targeting and positioning;
  - ▶ Branding;
  - ▶ Advertising; and
  - ▶ Public Relations.
- ▶ Product Development; and
- ▶ Sales:
  - ▶ Promotions (price and non-price);
  - ▶ Pricing strategy and management;
  - ▶ Sales Channel and Fulfilment Channel strategy and management;
  - ▶ Customer service strategy and management; and
  - ▶ Licensing, charity and partnering arrangements.

### 2.1 Marketing

The Concessionaire will be responsible for marketing the SNP Business including Numeral Only Plates and Charity Plates under clause 8 of the Concession Agreement. The Concessionaire will manage the development and implementation of a SNP Business marketing strategy.

#### 2.1.1 Branding

There is an obligation for the Term for a Brand associated with the SNP Business to exist in the market.

The Concessionaire will be responsible for managing and maintaining the myPlates Brand. Managing and maintaining the Brand includes, but is not limited to:

- a. The development and maintenance of Brand position and values, this includes the strategy around the Brand and what the Brand represents;
- b. Monitoring and improving Brand awareness with SNP Customers and potential SNP Customers, this includes Brand recognition and recall; and
- c. Consistent and careful application of the Brand in all external use (Brand promotions need to consistently project Brand values).



The use of the myPlates Brand must be consistent with the terms of the Concession Agreement.

### 2.1.2 Advertising

The Concessionaire will be responsible for the development and implementation of any advertising in respect of the SNP Business.

The Concessionaire must have available, on request, general marketing collateral that sets out the SNP Products, price and service options to all Sales Channels.

Advertising should, where possible, include reference to 'myPlates.com.au' or equivalent online Sales Channel and the Concessionaire's contact centre phone number.

## 2.2 Sales and Promotions

### 2.2.1 Channel Management

The Concessionaire will be responsible for the management of all Sales Channels (excluding Registries and the Newcastle contact centre). Channel management activities include, but are not limited to:

- a. Distribution of marketing and promotional materials at the various locations of the Sales Channels to support sales efforts;
- b. Facilitation of sales activity through each Sales Channel; and
- c. Facilitation of queries, suggestions and complaint management through each Sales Channel.

The Sales Channels that the Concessionaire is required to manage are;

- a. Concessionaire contact centre;
- b. myPlates Website;
- c. Motor vehicle dealerships;
- d. Any new Sales Channels developed by the Concessionaire; and
- e. Primary and secondary auctions of SNP Products (excluding Numeral Only Plates).

The services provided by the Concessionaire include:

- a. Providing information in an appropriate format to the RTA for dissemination to various Sales Channels. This will include information on; SNP Product launches, Brands, Sales Channels, prices and details of price and non-price promotions and details about advertising campaigns;
- b. Sales and promotions activities undertaken by the Concessionaire contact centre;
- c. Management of primary (new Content) and any secondary auction channels (existing Content) (except Numeral Only Plates, which are governed under the Concession Agreement);
- d. Sales and promotions activity for the network of motor vehicle dealerships;
- e. New sales channel development. New sales channels (including additional online sales channels and the removal of a Sales Channel), are subject to clause 19.9 of the Concession Agreement; and



- f. Sales and promotions activities within any new retail premises (if relevant).

## 2.2.2 Registry Promotions

The Concessionaire will be responsible for providing information in relation to SNP Products and promotions to the RTA to enable Registry support. The services provided by the Concessionaire including:

- a. Providing information in an agreed format to the RTA for dissemination to Registry staff. This will include information on SNP Product launches, changes to existing SNP Products, new Brands, new Sales Channels, new prices and details of price and non-price promotions and details about advertising campaigns; and
- b. Liaising with the RTA in managing and implementing the process of placement and removal of SNP marketing or promotional collateral in the Registries. This includes adhering to any RTA delivery requirements.

## 2.3 New Product Development

The Concessionaire will be responsible for all new SNP Product development. The responsibilities will include, but are not limited to;

- a. Development of new SNP Product concepts;
- b. Development of new Styles in relation to SNP Products;
- c. Submission of new SNP Products for testing (see section 4.4 for more information on Plate testing requirements);
- d. Market testing (if required); and
- e. Liaising with manufacturers of SNP Products to the extent authorised under any appointment pursuant to clause 18 of the Concession Agreement.

All new SNP Product development is subject to clause 19.9 of the Concession Agreement.

## 2.4 Administration of Sales and Marketing Activities

The Concessionaire must ensure that all information held in the RTA IT Systems, documentation and processes of the RTA in relation to marketing and sales of SNP Business is current and correct. Where information cannot be input directly by the Concessionaire into the RTA IT Systems, documentation or processes, the Concessionaire will provide the required information to the RTA IT Systems in an agreed format.

In particular, the Concessionaire is responsible for administering and facilitating changes into the RTA IT Systems, documentation and processes as a result of any new sales and marketing activities that are approved by the RTA. The administrative requirements related to SNP Product development are covered in section 4.3. Some of the specific requirements in order to comply with this obligation are set out in the following parts of section 2.4.

### 2.4.1 Short Term Services

#### 2.4.1.1 Channel Management

The services provided by the Concessionaire include:

- a. New sales channels which have been approved by the RTA must be reflected by the Concessionaire within relevant RTA IT Systems where the Concessionaire is able to do so;



- b. Concessionaire must advise RTA of all new information regarding Sales Channels to allow the RTA to effect the changes in the RTA IT System, documentation and processes; and
- c. Concessionaire must ensure that all reports are updated to include the new Sales Channel.

#### 2.4.1.2 *Brand Management*

The services provided by the Concessionaire include:

- a. Any new Brand which has been approved by the RTA must be reflected by the Concessionaire within relevant RTA IT Systems, websites, documentation or other materials where the Concessionaire is able to do so; and
- b. The Concessionaire must do everything reasonably possible to arrange for the new brand to be updated and included in all instances in which the Brand is used.

#### 2.4.1.3 *Promotions*

The services provided by the Concessionaire include;

- a. Any promotions must be reflected by the Concessionaire within relevant RTA IT Systems, websites, documentation or other materials where the Concessionaire is able to do so; and
- b. The Concessionaire must arrange for the promotion to be updated and included in the relevant RTA IT System for all instances in which the promotion must be used.

#### 2.4.1.4 *Price Changes*

The services provided by the Concessionaire include:

- a. Any price changes must be reflected by the Concessionaire within the relevant RTA IT Systems, websites, documentation or other materials where the Concessionaire is able to do so; and
- b. Where the Concessionaire is not able to do so, it must submit all relevant information to the RTA prior to commencement of the change to enable RTA to reflect price changes within the relevant RTA IT Systems.

### 2.4.2 Long Term Services

The long term services are the same as the short term services except that the implementation of the Content and Product Management Project will mean that, instead of certain information having to be provided to the RTA for input into RTA IT Systems, the Concessionaire will input this information directly into the appropriate RTA IT Systems.

### 2.4.3 Target Service Changeover Date

The Target Service Changeover Date from the services described in section 5.2.1 of the RTA Services Schedule that correspond to the services described in sections 5.2.2a.i. to 5.2.2a.iii. of the RTA Services Schedule to the corresponding services described in section 2.4.2 of this Concessionaire Services Schedule is 1 January 2011.

The Target Service Changeover Date from the remainder of the services described in section 5.2.1 of the RTA Services Schedule to the corresponding services set out in section 2.4.2 of this Concessionaire Services Schedule is 1 July 2011.



## 3. Customer Service

### 3.1 SNP contact centre

The Concessionaire must operate a contact centre in accordance with this schedule.

#### 3.1.1 Service Description

The contact centre will operate as the main contact point for customer telephone, email and fax SNP Transactions, SNP Complaints and queries, suggestions and compliments in relation to the SNP Business.

The Concessionaire will be responsible for SNP Transactions, SNP Complaints, queries, suggestions and SNP Compliments made through the contact centre in relation to the SNP Business.

The services provided by the Concessionaire include:

- ▶ Undertaking the following SNP Transactions
  - ▶ **Ordering SNP Products.** Providing an inbound phone ordering capability for SNP Customers and potential SNP Customers to order SNP Products:
    - a. The contact centre staff will verify, using their best judgement, the appropriateness of the order by checking that it does not comprise Inappropriate Content and checking that the Style the SNP Customer would like to order is permitted on the vehicle type;
    - b. The contact centre staff will verify Content availability of the request through DRIVES. If the Content is unavailable, the contact centre staff will advise the SNP Customer of alternative options, if any are available; and
    - c. If Content is available, the contact centre staff will process the order in DRIVES and charge and collect from the SNP Customer any fee that is payable at the time of making the order.
  - ▶ **Renewing the SNP Product hold period.** Providing an inbound phone capability where SNP Customers are able to renew the hold period of their SNP Product.
    - a. The contact centre staff will verify the holding period for the relevant SNP Product.
    - b. The contact centre staff will process the transaction in DRIVES or the renewal of the SNP Product hold period in DRIVES and charge and process any fee payable by the SNP Customer at that time.
  - ▶ **SNP Product Replacement.** When a SNP Customer notifies the contact centre staff that their SNP Product has been damaged and needs to be replaced:
    - a. the contact centre staff will verify the replacement SNP Product that is required; and
    - b. the contact centre staff will process the order in DRIVES and charge and collect from the SNP Customer any fee that is payable for this at that time.

The Concessionaire must refer to a Registry any plate replacement request relating to a lost or stolen plate.

- ▶ **Restyling Plates.** Providing an inbound phone capability where SNP Customers can order a restyle of their existing Content:





- a. The contact centre staff will verify that the Plate is available for Restyle.
  - b. The contact centre staff will process the order in DRIVES and charge and collect from the SNP Customer any fee payable by the SNP Customer at that time.
- ▶ **Moving SNP Product location.** Providing an inbound phone capability where SNP Customers request to move SNP Product from one Registry to another Registry.
- a. The contact centre staff will verify that the SNP Product is in storage.
  - b. The contact centre staff will process the transaction in DRIVES and charge and collect any relevant fee payable by the SNP Customer at that time.
  - c. The contact centre staff will notify the relevant Registries to advise of the SNP Product move transaction.
- ▶ **Order cancellation.** Providing an inbound phone capability to enable SNP Customers with a submitted SNP Product order to cancel an order (if applicable).
- a. The contact centre staff will verify the SNP Customer's current submitted order in DRIVES
  - b. The contact centre staff will then proceed to cancel the order in DRIVES and process any cancelled order refund or credit note at that time.
- ▶ Responding to and tracking SNP Complaints (as per Section 3.2).
- ▶ Answering queries (see Section 3.3) that may not be related to a SNP Transaction. This may include, but is not limited to, queries on SNP Products, price, service, Content availability and promotions.
- ▶ Directing all transactions, complaints, queries, suggestions and compliments not relating to a SNP Product to the RTA contact centre or Registries.

## 3.2 Complaint Handling

### 3.2.1 Service Description

The Concessionaire will manage all SNP Complaints other than complaints received through the office of the Minister or the RTA Chief Executive. This includes complaints received directly from SNP Customers or those directed to the Concessionaire from the myPlates Website, myRTA website, RTA contact centre and Registries. Complaints in relation to Content are to be handled in accordance with Section 4.2.1 Content Management.

The RTA will manage all Ministerial and Chief Executive complaints. The Concessionaire must provide the RTA with such assistance and take such action in relation to Ministerial and Chief Executive complaints as is directed by the RTA.

The Concessionaire is required to comply with Australian Standard *ISO 10002* and to the extent that the Concessionaire is able to, the *RTA Guidelines for Processing Complaints under the Privacy Act* when handling SNP Complaints, including (but not limited to):

- a. Entering all SNP Complaints into a complaint log;
- b. Acknowledging with the SNP Customer in a written format the receipt of the SNP Complaint;
- c. Investigating SNP Complaints;
- d. Liaising with the SNP Customer regarding the SNP Complaint;



- e. Tracking SNP Complaints through to resolution and recording the resolution; and
- f. Reporting key SNP Complaint statistics to the ORC, including;
  - i Total number of SNP Complaints each Month, by reason code, channel and time taken to resolve;
  - ii Number of outstanding Complaints each Month, by reason code, channel and by length of time the Complaint has been outstanding; and
  - iii Average SNP Complaint resolution time.

The Concessionaire's Complaint log should contain the following information:

- a. SNP Complaint reference number (including separate recording of RTA complaints system reference number if forwarded from the RTA);
- b. SNP Customer name;
- c. Date of SNP Complaint receipt;
- d. Reason code;
- e. Complaint channel;
- f. Complaint details;
- g. Previous SNP Complaint reference number (if applicable);
- h. Resolution actions; and
- i. Date of resolution.

The Concessionaire must provide adequate resources to meet expected response, resolution and escalation timeframes. SNP Complaint handling timeframes are;

- a. All SNP Complaints must be acknowledged in writing within 3 Business Days of receiving the complaint; and
- b. All SNP Complaints must be resolved within 28 Business Days of receiving the complaint (or such shorter period as required by the RTA in relation to RTA executive and ministerial complaints).

SNP Plate Content related Complaints are covered in section 4.2.1

### **3.3 Query, Suggestion and SNP Compliment Management**

The Concessionaire will manage and respond to queries, suggestions and compliments in respect of the SNP Business, except those that can be responded to by or Registries on initial contact. Queries and suggestions in respect of the SNP Business and SNP Compliments can be directed to the Concessionaire from the myPlates Website, Concessionaire contact centre, myRTA Website (short-term), RTA contact centre and Registries.

### **3.4 Customer Satisfaction**

The Concessionaire will be responsible for managing and maintaining SNP Customer satisfaction levels.

The Concessionaire must measure SNP Customer satisfaction for the SNP Business. The format and content of indicia to be used to measure SNP Customer satisfaction, including any proposed survey, is to be proposed in the SNP Business



Plan by the Concessionaire. The Concessionaire will be responsible for engaging any third party and SNP Customer satisfaction results will be reviewed by the ORC.

The purpose of the measurement of SNP Customer satisfaction is to monitor SNP Customers satisfaction and ensure certain levels are maintained by the Concessionaire. The Concessionaire will address any issues in relation to the SNP Business identified by SNP Customers or potential SNP Customers.



## 4. Content and Product Management

Content management is the process of selecting, reviewing, filtering and releasing Content.

### 4.1 Content Management

#### 4.1.1 Short Term Service Description

The services provided by the Concessionaire are:

- a. Reviewing proposed Content Ranges of Standard SNP Content and proposed Content Ranges of General Issue Content provided by the RTA from time to time to identify any Content that may be valuable as Personalised Content; and
- b. Providing a list of Content to the RTA that the Concessionaire would like to be removed from the Content Range being released to the manufacturer of Plates, for either Standard Content or General Issue Plates Content within two weeks (or such longer period as the RTA and Concessionaire otherwise agree) of being provided with the Content Ranges by the RTA. The RTA will inform the manufacturer not to manufacture the Plates with the specified Content. Once the Content is generated in DRIVES, the Concessionaire is responsible for changing the status of the relevant Content to either "Available" or "Unavailable" depending on the Concessionaire's content management strategy.

#### 4.1.2 Long Term Service Description

The RTA will be responsible for Content management until the Service Changeover Date in relation to this functionality. During the short term service provision by the RTA, the RTA will train the Concessionaire to enable them to take over the long term service.

The services provided by the Concessionaire include:

- a. Vetting ordered SNP Content to identify Inappropriate Content and veto it from being issued. Vetting of ordered SNP Content in respect of an ordered SNP Product will be completed within 24 hours of SNP Product order report receipt;
- b. Processing an order cancellation where the ordered Content is found to be Inappropriate Content;
- c. Initiating the refund of SNP Customer fees following the order cancellation process. The Concessionaire will need to forward details to RTA for the refund to be completed;
- d. Working with the RTA to manage SNP Complaints in relation to Content from the public on Content that has been issued on SNP Product and affixed to vehicles. All such complaints are to be forwarded to the RTA for decision-making, with a recommendation from the Concessionaire for either a recall of the relevant SNP Product or no action to be taken, and whether a no-fee SNP Product replacement should be offered to the SNP Customer. If the Content is deemed to be Inappropriate Content by the RTA, the RTA will process a SNP Product recall and notify the Concessionaire of the decision;
- e. Liaising with the SNP Customer if their SNP Product has been recalled by the RTA to offer alternative SNP Product Content;
- f. Processing the waiver of fees for SNP Products in accordance with the RTA's policies on the refund and waiver of fees;



- g. Updating the status in DRIVES of unavailable Content;
- h. Updating filters in DRIVES for Inappropriate Content and restricted Content to automatically block such Content from being issued on Plates. The filters pick up words or combinations of words and numbers that should not be issued;
- i. Bulk Content generation and release for Standard Content SNP Products, including identifying the next range of SNP Standard Content to be released to the manufacturer of Plates;
- j. Identification of valuable Content within General Issue Plates and SNP Standard Content ranges to be released; and
- k. Arranging for the removal of valuable Content from the order to the manufacturer of Plates for stock, by either:
  - i. Providing a list of Content to the RTA that the Concessionaire would like to be removed from the Content Range being released to the manufacturer of Plates for General Issue Plates Content, within two weeks (or such longer period as is agreed by the parties) of being provided with the Content Ranges by the RTA. The RTA will inform the manufacturer not to manufacture the Plates with the specified Content, except to the extent that the Concessionaire has been appointed as the agent of the RTA to perform this activity on behalf of the RTA, in which case the Contractor will be responsible for informing the manufacturer not to manufacture the Plates with the specified Content. Once the Content is generated in DRIVES by the RTA, the Concessionaire will be responsible for changing the status of the relevant Content to either "Available" or "Unavailable" depending on the Concessionaire's content management strategy; or
  - ii. Utilising functionality provided in the Content and Product Management Project - Phase 1 to automatically filter valuable Content from bulk Content releases. This refers to the process by which certain Content (e.g. BMW 101, AUS 888) which is deemed 'valuable as Personalised Content' by the Concessionaire, is identified and automatically filtered from the Content Range being released.

The exact process and responsibilities for reserving or filtering valuable Content are to be agreed between both parties after Completion of the Content and Product Management Project.

#### 4.1.3 Target Service Changeover Date

The Target Service Changeover Date from the services described in section 5.1.1 of the RTA Services Schedule that correspond to the services described in section 5.1.2a to 5.1.2e of the RTA Services Schedule to the corresponding services described in section 4.1.2 of this Concessionaire Services Schedule is 1 January 2011.

The Target Service Changeover Date for the services described in section 5.1.1 that correspond to the services described in section 5.1.2f of the RTA Services Schedule to the corresponding services set out in section 4.1.2 of this Concessionaire Services Schedule is 1 January 2011.

## 4.2 Product Management

Product management refers to the operational and system updates or changes that are required for new SNP Products, additional SNP Product Styles and Content Format changes. The Concessionaire will undertake product management in accordance with this Schedule.

### 4.2.1 Short Term Service Description

The services provided by the Concessionaire include:



- a. Create and change Plate Styles currently in PAS; and
- b. Provide all information necessary for the RTA to deliver the services set out in section 5.2.1 of the RTA Services Schedule.

#### **4.2.2 Long Term Service Description**

The services provided by the Concessionaire include to such extent and in such way as the RTA determines to:

- a. Create, modify and retire Plate Category, Plate Style Groups and Plate Styles for SNP Products;
- b. Create, retire or restrict Content Format against certain Plate Category, Plate Style Groups and Plate Styles and Sale Channels;
- c. Create different prices for a Plate Category, Plate Style Groups and Plate Style based on Content Format;
- d. Create and manage price discounts and promotional offers based on Content or Plate Style; and
- e. log and track any changes made in relation to the capabilities outlined above.

#### **4.2.3 Target Service Changeover Date**

The Target Service Changeover Date from the services described in section 5.2.1 of the RTA Services Schedule that correspond to the services described in sections 5.2.2a.i. to 5.2.2a.iii. of the RTA Services Schedule to the corresponding services described in section 4.2.2 of this Concessionaire Services Schedule is 1 January 2011.

The Target Service Changeover Date from the remainder of the services described in section 5.2.1 that correspond to the services described in section 5.2.2(a)(iv) of the RTA Services Schedule to the corresponding services set out in section 4.2.2 of this Concessionaire Services Schedule is 1 July 2011.

### **4.3 Camera Plate Testing**

All new SNP Products are to be tested to ensure that they can be viewed and recorded, when necessary, by the various types of cameras used for enforcement purposes (e.g. speed cameras, toll booth cameras etc). The main focus of the testing is Plate readability.

All new SNP Products will need to be tested and approved by the NSW Police and the RTA Camera Enforcement Branch (CEB).

The Concessionaire will submit new SNP Products for testing to the RTA in such a manner to be determined by the RTA.

A batch will have a maximum of 30 new SNP Products for testing. Two of each new SNP Products must be provided to the RTA, one SNP Product for the RTA CEB and one SNP Product for the NSW Police. Each new SNP Product will need to be tested including size variations (that is, different sizes for front and back constitutes two new SNP Products, each needing testing), Style variations and Content variations.

There is no rework allowance assumed in the batches of new SNP Products submitted for testing (that is, new SNP Products that do not pass camera testing will need to be resubmitted in a new batch).

The RTA will facilitate these tests and liaise with the Concessionaire on the camera testing process in accordance with Section 5.3 of the RTA Service Schedule.



## 5. Distribution Management

### 5.1 Distribution

Distribution refers to the supply of SNP Products to SNP Customers. The Concessionaire will undertake distribution in accordance with this schedule.

#### 5.1.1 Short Term Services

##### *5.1.1.1 SNP Product stock ordering*

The services provided by the Concessionaire are:

- a. Ordering SNP Products for Registries for new SNP Product launches and for special promotions based on Registry inventory levels, research/ forecast sales and storage capacities at Registries.

#### 5.1.2 Long Term Services

##### *5.1.2.1 Order Fulfilment and Management*

The Concessionaire will be responsible for managing distribution through all Fulfilment Channels, other than Registries.

The services provided by the Concessionaire are:

##### *5.1.2.1A - Phase 1*

- a. Ordering SNP Products for Registries for new SNP Product launches and for special promotions based on Registry inventory levels, research/ forecast sales and storage capacities at Registries;
- b. Providing the Direct Delivery services set out in section 5.1.2.1C below in respect of orders for Personalised and Personalised Plus and for Restyles and Remakes of SNP Products to SNP Customers who are classed by the RTA as Individuals within the NSW Metro Region;
- c. Managing and handling queries in relation to any bulk Direct Delivery of Standard Content SNP Products to selected ANVIS or DVRS Dealers in NSW Metro Region;

##### *5.1.2.1B - Phase 2*

- a. Providing the Direct Delivery services set out in section 5.1.2.1C below in respect of orders for all SNP Products to SNP Customers classed by the RTA as Organisations (including to ANVIS or DVRS motor dealers) and Individuals through existing Sales Channels within NSW.
- b. Reporting across the movement lifecycle;

##### *5.1.2.1C Direct Delivery Services*

- a. Utilising Direct Delivery capability for SNP Customers and promoting the use of the Direct Delivery as a Fulfilment Channel;



- b. Creating SNP Product orders for Direct Delivery through existing Sales Channels and any new Sales Channels that have been approved by RTA for Direct Delivery;
- c. Ensuring the necessary payment processes and documentation takes place for a Direct Delivery order to complete;
- d. Managing and handling SNP Customer queries in relation to the distribution of SNP Products;
- e. Liaising with the manufacturer or delivery provider regarding SNP Customers' delivery issues; and
- f. Adhering to, and encouraging adherence by customers, with the approved policies and procedures for the return and destruction of old Plates.

### 5.1.3 Target Service Changeover Date

The Target Service Changeover Date from the services described in section 5.1.1 above to the services described in Sections 5.1.2.1 and 5.1.21A above is 1 April 2011.

The Target Service Changeover Date for the addition of the further services described in Sections 5.1.2.1B above is 1 July 2011.





## 6. Online Capabilities

### 6.1 SNP Business Website

The Concessionaire must ensure that there is a SNP Business website accessible by SNP Customers and potential SNP Customers at all times that has the following functionality and features:

- a. an interactive enquiry and transaction facility in respect of the SNP Business, which allows potential SNP Customers to search for general information about SNP Products, design a SNP Product and undertake a SNP Transaction;
- b. description and graphic of all SNP Product Styles available through the website;
- c. capability for a customer to order:
  - i replacement General Issue Plates or replacement Numeral Only Plates; and
  - ii new or replacement Bike Rack Plates or Heavy Vehicle Plates; and
- d. a link to the RTA's general website.

The Concessionaire may:

- a. manage the myPlates Website, while the hosting of the website continues to be performed by the RTA, in accordance with the processes and procedures set out in section 6.1.1 below;
- b. manage and host the myPlates Website in accordance with the processes and procedures set out in section 6.1.2. below; or
- c. develop and implement its own SNP Product website which must be approved in accordance with clause 19.9 of the Concession Agreement.

#### 6.1.1 Use of myPlates Website with RTA hosting website

The Concessionaire will be able to manage the myPlates Website throughout the Term as follows:

- a. The Concessionaire will use Teamsite to make changes to website html content. including directly changing content within individual web pages such as adding links or changing text;
- b. The Concessionaire will be responsible for all graphical changes to the look and feel of the non-FLEX template areas of the myPlates Website including placement of logos, flash media branding and background colour. The Concessionaire can use Teamsite to make these changes or submit them to the RTA's web unit team in such manner and format as is specified by the RTA's web unit team. Turnaround time will be as determined by the RTA; and
- c. The Concessionaire may request a graphical or functionality change to the myPlates website that involves querying of the RTA's IT Systems (a request for data sent to those systems and receipt back of that data through the myPlates website). These are positioned in the FLEX - template areas of the myPlates website and changes are managed through the FLEX transaction application. Requests must be submitted to the RTA e-business team in such manner and format as is specified by the RTA e-business team. Turnaround time will be as determined by the RTA.



### 6.1.2 Use of myPlates Website with Concessionaire hosting website

The Concessionaire will be able to manage the myPlates Website throughout the Term as follows:

- a. Hosting of the website is transferred from the RTA to the Concessionaire who will manage all subsequent myPlates Website hosting.
- b. The Concessionaire may choose its own web design software. The Concessionaire will make any changes to website static html content (adding links or changing text) and graphics (placement of logos, flash media branding and background colour);
- c. The Concessionaire must maintain all web design aspects and changes relating to non-FLEX template areas; and
- d. The Concessionaire may request changes to the look and feel of the flash component by submitting a request a graphical or functionality change to the myPlates website that involves querying of the RTA's IT Systems (a request for data sent to those systems and receipt back of that data through the myPlates website). These are positioned in the FLEX - template areas of the myPlates website and changes are managed through the FLEX transaction application. Requests must be submitted to the RTA e-business team in such manner and format as is specified by the RTA e-business team. Turnaround time will be as determined by the RTA.