



Statement of Work
City of Coachella, CA
PayIt Cloud-Based Platform
July, 2026

Statement of Work (SOW)

This Statement of Work (the “SOW”) is entered into, to be effective upon execution (“Effective Date”), by and between City of Coachella, CA (“Client” or “Subscriber”), and PayIt, LLC located at 1100 Main Street, Suite 700, Kansas City, MO 64105 (“Service Provider” or “PayIt”).

PayIt, LLC and Client are parties to a Software License and Professional Services Agreement with an execution date of 08/01/2026.

Title of Solution: PayIt Cloud-Based Platform

Term of Contract: see master agreement

Key Contact Information

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1. Glossary of Terms

As used in this agreement, the following terms are defined as:

- 1.1 **“Account”**, sourced from the Client, an account serves as the primary digital record an End User will link (including but not limited to property address, citations number, case number, bill number, etc.) to their PayIt profile;
- 1.2 **“Card Payments”**, transactions made using credit, debit, or prepaid cards through PayIt’s secure payment platform. Cards accepted include Visa, MasterCard, Discover, and American Express;
- 1.3 **“Checkout”**, the final step of a PayIt transaction, where the end user confirms the amount due, selects a payment method, and completes the payment. It facilitates the integration between the service, payment processor, and user interface ensuring compliance, receipts, and settlement tracking. This is separate from “PayIt Checkout SDK” as a PayIt offering, defined below;
- 1.4 **“Effective Date”**, the date on which this SOW becomes legally binding, as indicated by the latest signature date of the authorized representatives of both parties unless otherwise agreed upon in writing;
- 1.5 **“End User”**, a customer, citizen, resident, or entity utilizing PayIt’s platform to access Client services, make payments, or otherwise interact with the Client via PayIt’s technology solutions;
- 1.6 **“Inactive Service Fee”**, the monthly fee payable by the Client in the event that deployed services are not made available to the public and actively directing traffic toward the new Service Provider Services;
- 1.7 **“Integration”**, the technical and operational processes required to connect PayIt’s Platform with the Client’s existing infrastructure, data systems, and/or APIs in order to deliver the services described in this SOW;
 - **“API Integration”**, connects an agency’s system of record directly to PayIt via secure application programming interfaces (APIs). This allows real-time data exchange, such as fetching balances, validating account details, or posting payments instantly;
 - **“Flat File Integration”**, connects an agency’s system of record to PayIt by securely exchanging batch files (e.g., CSV, TXT) on a scheduled basis. This allows data such as balances, account details, or payment results to be imported or exported in bulk rather than in real time, supporting reliable, repeatable updates between systems;
 - **“Hybrid Integration”**, combines automated API interactions with manual or batch processes. It’s used when an agency’s system can’t fully support real-time API exchanges;

- 1.8 **“PayIt Checkout SDK”** or **“SDK”**, **“Software Development Kit”**, a PayIt designed UX that consists of a collection of pre-built tools and functionalities that developers can use to create applications for specific platforms or perform specific tasks. It includes libraries, documentation, code samples, processes, and guides that allow developers to build software applications more efficiently;
- 1.9 **“Mobile Wallet”**, a digital payment method (such as Apple Pay or Google Pay) that securely stores a customer’s card on their device and lets them pay online or in person without using the physical card;
- 1.10 **“Payable”**, a financial obligation owed by an End User to the Client that will be facilitated within the PayIt platform. It represents a specific charge or amount due associated with a linked record, such as a, property, vehicle, permit, citation, case, etc. or a requested item (e.g. a license) and includes relevant details such as the amount owed, due date, status, and related billing information, etc.;
- 1.11 **“Payment Channel”**, the method or pathway through which a user completes a transaction. It defines *how* payments enter the PayIt ecosystem, even when all channels share the same backend or service definitions;
- 1.12 **“Platform”** or **“PayIt Platform”**, PayIt’s proprietary cloud-based software solution, including but not limited to the front-end user interface, back-end administrative portal, business analytics tools, and any integrated payment processing components;
- 1.13 **“System of Record”** or **“SOR”**, the Client’s database that serves as the official authoritative source of accounts (e.g. parcels, citations, accounts, bills etc.);
- 1.14 **“User Experience Conversation”** or **“(UX) Conversation”**, a guided, conversational interface that walks the user through a transaction typically using PayIt’s chatbot style flow. This style of UX presents options one at a time, often integrating natural language components or decision trees;
- 1.15 **“User Experience Pathway”** or **“(UX) Pathway”**, a structured interface for collecting information from a user, such as form fields for name, address, or account details. Unlike a Conversation, a Pathway presents multiple fields at once, offering a more traditional form filling experience;
- 1.16 **“Vertical”**, a government workflow or transaction offered through PayIt such as paying a property tax bill, renewing vehicle registration, or submitting a permit application. Each vertical defines what data is collected, how payments are processed, and what user journeys or integrations are required.

2. Client Request

Client seeks to modernize payment services across all resident fee collection departments by implementing a flexible platform that supports current and future City services. The solution should help standardize how residents make payments, support department-specific fee collection needs, and improve the City's ability to manage, report, reconcile, and expand payment services across departments over time.

3. Payment Channels & Features

Available services described in this section and their respective features listed below will be made available to the Client.

The Client may designate users who may request in writing services as listed below. As new services are requested and accepted by PayIt, the terms of this SOW and its Software License and Professional Services Agreement will govern that solution. Each such request shall be subject to PayIt's approval and mutual confirmation of scope, timing, and applicable fees. No additional SOW shall be required for individual service activations that fall within the scope of this SOW and are confirmed in writing by both parties.

3.1. Web/Mobile

PayIt's Web and Mobile Payment platform provides the Client with a unified, secure, and user-centric digital payment experience. End Users can access services through any browser or mobile device, link multiple Accounts/Payables to a single profile, view bills and transaction history, and make payments using a securely tokenized (stored) payment method. The platform supports real-time integration with the systems of record and includes automated notifications, receipts, and payment scheduling options.

3.1.1. End Users will be able to:

Access the Application

- Log in via desktop web or mobile web
- Choose between authenticated access (username/password, Apple, Facebook, Google or, if configured, another third-party identity provider) or guest access.

Manage Linked Accounts/Payables

- Search for and link one or more Accounts/Payables to their PayIt Profile.
- Access an Account management dashboard for each linked Account/Payable, including:
 - Bill details
 - Billing history
 - Transaction history
 - Options to schedule future payments (when permitted by the Client's business rules)

Make and Manage Payments

- Submit payments for all required balances and fees due
- Store tokenized payment methods in their PayIt Profile (available to registered users only)
- Receive payment confirmations via email
- Review payment and transaction history within their PayIt Profile
- Options to schedule future payments (when permitted by the Client's business rules)

Receive Notifications

- Receive Client-configured notifications and reminders related to linked entities and their associated Accounts, delivered in-app, SMS and via email.

3.2. Interactive Voice Response (IVR)

The IVR solution offers a secure phone-based payment option available 24/7. End Users authenticate via entity and complete payments using a credit or debit card. The IVR integrates with the system of record to confirm balances and post payments.

Note: IVR does not accept ACH payments.

3.2.1. End Users will be able to:

- Follow an easy and informative conversational workflow tailored to the Client's Payable type.
- Make card payments for all required fees.
- Call a Client-approved, local-area-code phone number provisioned by PayIt.
- Be authenticated by entering an Account/Payable that is verified against the integrated agency system of record.
- Follow configured voice prompts to:
 - Use the keypad to enter a unique numeric-only identifier so the system can return the latest data for a specific Payable.
 - Verify/confirm the bill they intend to pay.
 - Hear a payment summary prior to completing payment.
 - Enter card payment method details.
 - Receive payment confirmation over the phone.
 - Make a partial payment when allowed by the Client (note: IVR does not support pre-payment or over-payment).
- Receive an 8-digit confirmation number during the conversation flow.
- See the agency listed in the charge description on their credit card or bank statement.
- Be redirected to the Agency for support or entity-specific questions.

3.3. Point of Sale (POS)

PayIt's Point of Sale system enables in-person payments through PCI-compliant devices supporting chip, tap, and mobile wallet transactions. Agency staff can process payments in real time, generate receipts, and view daily reports.

3.3.1. End Users will be able to:

- Pay for products made available through the PayIt POS Platform
- Pay using debit/credit cards through any supported method:
 - Magstripe (swipe)
 - EMV (chip/dip)
 - Tap to Pay
 - Contactless chip cards
 - Apple Pay / Google Pay mobile wallets

3.3.2. Client Users will be able to:

- Integrated Payable POS: Search for payables integrated into PayIt POS software via SOR integration.
- Non Integrated Payable POS: Take payments for products added manually to the product catalog by Admin only.
- Offer a high level of agency oversight and internal security with separate Cashier and Admin user permission levels.
- Access a user friendly interface to:
 - Add catalog items to cart
 - collect payer contact information (configurable optional/required fields based on Client needs)
 - provide digital (emailed) or printed receipt
 - view daily transaction details & reports
 - process refunds (with valid permissions)
 - Take payments via a Point-to-Point Encryption (P2PE) compliant payment solution.

3.4. Non-Integrated Payment Page

PayIt's non-integrated payment page option allows for quick and simple payments within a Web/Mobile Payment Platform with a configurable user experience to capture relevant data.

Note: As a simple, quickly implemented service, there is no integration with back-office systems. Client will be provided daily reports for ingestion into systems of record or manual entry.

3.4.1. End Users will be able to:

- Access PayIt payment page for client via the web and mobile web
- Submit configurable fields containing payment identifying information (e.g., account number, name, phone number, etc.) for a Bill due to the Client
 - Configurable Field types:

- Address
- Checkbox list
- Date
- Dropdown
- Email
- Amount to be paid
- Phone
- Quantity
- Radio List
- Text
- Each field has the following options:
 - Choice of Required or Optional
 - Helper text
 - Validation depending on the field type (examples: minimum/maximum numbers, checks for valid email address/phone number, and character validation, ex: must start with ABC)
- Make payments for all required fees
- Store tokenized payments methods in the PayIt Profile
- Receive payment confirmation via email
- Review payment and transaction history in the PayIt Profile

3.5. PayIt Checkout (SDK)

PayIt Checkout integrates PayIt's secure payment experience directly into Client websites or applications. It allows End Users to make payments seamlessly while maintaining PCI compliance and full reporting visibility for Client staff.

3.5.1. End Users will be able to:

- Visit Client owned application (web or mobile)
- Go through the Client designed user experience
- Send a balance (and associated transaction metadata) to a cart for payment
- Be directed to PayIt Checkout
- Register/Sign into a PayIt Account or continue as guest
- Pay for the cart balance passed by the Client experience
- Store tokenized payments methods in the PayIt Profile (if signed into a PayIt Account)
- Receive payment confirmation via email
- Be redirected to a URL specified by Agency after payment is complete

4. Administrator Features

Agency users can view and manage activity through PayIt's administrator portal (ProSight), offering access to important data including, real-time reporting, analytics and

settlement information. This modernized role-based approach enhances accessibility for agency users, streamlining client operations and financial reconciliation.

4.1. ProSight

4.1.1. Authorized Administrator Users will be able to:

- Have 24/7 on-demand access to an Administrative Portal where they can:
 - Access on-demand reporting capabilities with real-time transaction data
 - View transactions and history
 - Process full and partial refunds
 - Access report repository for all remittance reports, view subtotals and totals for standard remittance reports with option to view and export details
 - Search and view disbursement totals for each service
 - View and manage End User submitted applications
 - View feature status, if applicable and described below (i.e. autopay, eBilling) with option to unenroll accounts
 - Search and view platform emails sent to End Users with open date/time and option to resend email
 - View activities for a given End User, including: transactions, feature enrollment status if applicable and described below (i.e. autopay, eBilling), linked accounts, application data, email communications, last login date and email verification status
 - Manage agency user access; assign and remove access roles, add/delete users, view last login date (note: SAML integration supported)
- Receive monies deposited into one Client identified bank account per service/ merchant

5. Proposed Solution

PayIt will implement its cloud-based government payment platform to support online utility and other city payments. The platform offers comprehensive functionality for End Users and administrators, as described within this SOW. Based on additional technical or operational details that may be uncovered during implementation, the method of service integration may be adjusted by a subsequent written agreement between the parties without requiring a formal amendment to this Statement of Work.

5.1. Payment Channels by Vertical

Web/Mobile

Vertical	User Experience	Payment Methods	Integration Type	System of Record
City Payments	Pathway ▾	Card Mobile Wallet ACH	TBD	TBD

Point-of-Sale (POS)

Vertical	Payment Method	Integration Type	System of Record
City Payments	Card Mobile Wallet	TBD	TBD

Interactive Voice Response (IVR)

Vertical	Payment Method (Card Only)	Integration Type (API, Flat File)	System of Record
City Payments	Card Only	TBD	TBD

Non-Integrated Payment Page

Vertical	Description	Payment Methods Accepted
City Payments	Non-Integrated Payment Page	Card Mobile Wallet ACH

PayIt Checkout (SDK)

Vertical	Client point of contact responsible
City Payments	Subject Matter Expert to be assigned by City of Coachella

5.2. Additional Features

Feature
Application Workflow: PayIt's application workflow feature allows agencies to receive and

Feature

review/approve new applications for services while an End User can submit application material and receive a response back from the agency.

6. Deployment Overview

PayIt will provide regular (weekly as a standard) updates, including updated project plans with milestones and progress, assessments of project status, upcoming key action items, scope assessments (including any potential changes in scope and / or project risks). Daily project tasks will be managed by a Client Implementations Manager experienced in working with government technology projects.

6.1. Deployment Schedule and Deliverables

PayIt will work with the Client to deliver service to its End Users quickly. Our recommended project schedule will suggest specific phased launches. These phases may be split based on various services, channels, or both. The goals and objectives for each phase will be stated upfront and will be geared to meet the balance of making changes quickly and managing risk/resource time.

A detailed Deployment Schedule will be delivered to the Client stakeholders upon completion of the Kickoff Stage. Each service included in scope will have a project schedule as business rules and integration details are further understood. Adjustments to the schedule may be made based on scope size, complexity, and client resource and deliverables availability.

7. Client Responsibilities

7.1. Deployment

The Services described above will be implemented in a single phase or multiple phases which will be confirmed during implementation. Client will provide a single point of contact for the configuration process and provide adequate access to staff and resources to support the goal of being live quickly post implementation kick-off.

7.2. Integration

Client will provide timely access to data required for the services in this Statement of Work. For example: bi-directional access to customer account detail, payable detail, payable balance, subtotals with descriptions, and total with any fees or fee type descriptions. Data can be provided via secure FTP (commonly referred to as a “flat file”) or web services API.

For PayIt Checkout SDK, Client is responsible for implementing the SDK, testing, and troubleshooting.

Note: PayIt measures optimal API performance that meets clearly defined standards for latency, uptime, error rates, and throughput, with targets tailored to the needs of each application. To maximize performance across the platform, PayIt recommends these APIs should respond in under one second for interactive use, maintain 99.9% or higher uptime, keep error rates below 1%, and reliably handle expected load without degradation.

Client will provide technical documentation to Service Provider within five (5) business days of the Effective Date of this agreement. The implementation kick off will occur after technical documentation is received. If during the implementation Client becomes unavailable to facilitate integration needs or is delayed in providing responses to clarifying questions for more than fourteen (14) calendar days, PayIt may place this project on hold until responses are received, days on hold will count towards inactive days for the purposes of applying the Monthly Inactive Service Fee.

7.3. Testing

Provide adequate resources to test, validate, and finalize public launch of services within thirty calendar days of services deployed as ready for test.

7.4. Go-Live

Launch the Application, in coordination with PayIt, when configuration of services is complete, including the redirect of any and all web addresses for applicable services to the web Application. For clarity, the PayIt service will serve as the exclusive digital payment channel(s) for client services it supports. Failure to redirect as provided in the paragraph, or subsequent further redirection or modification of the redirection may result in an Inactive Service Fee charge by PayIt.

7.5. Service Promotion

Client will collaborate with PayIt on promotional activities sufficient to drive initial and ongoing Customer/Patron adoption of the Applications. For this purpose, the marketing support provided by Client will include:

- Cooperating with PayIt as it develops a brand identity for the service, using Client's name, logo/seal, and other visual elements, ahead of go-live

- Client and PayIt will agree on subdomain and client will partner with PayIt on associated setup steps
- Placing online notifications and mobile intercept screens prominently on Client website and department landing pages
- Placing notification(s) and a QR code on all billing communications (including citations, etc.)
- Promoting the service in any related e-newsletters, emails, blogs, physical newsletters, and in-agency signage
- Promoting the service on Client's social media channels, both at launch, and periodically during the life of the contract
- Ongoing cooperation with PayIt in support of campaign activities PayIt designs and executes to drive adoption. Campaign activities may include such things as email marketing, direct mail, and digital, print, or radio advertising
 - Client will provide review and approval of campaign assets in a timely fashion
 - Client will provide PayIt access to its social media channels, or will cooperate closely with PayIt to execute organic and paid social campaigns promoting the service

8. PayIt Responsibilities

8.1. Configuration

Provide the services in this Statement of Work; deploy, configure, host and manage the PayIt platform. Provide a single point of contact for the configuration process, with an assigned project team and a goal to launch service in production quickly post kick-off. Provide training to Client personnel.

8.2. Integration

Configure necessary systems to integrate the PayIt platform with Client systems using existing data, APIs or web services components provided by the Client. If additional data, APIs or web services components are required, PayIt will discuss options, scope, and required costs to develop these with Client and gain approval prior to commencing work.

8.3. Management After Go-Live

Provide on-going support to both Client and End Users where applicable, depending on the nature of the solution (see "Support Services" section below). Meet regularly to review performance, track against shared goals, and share upcoming platform enhancements as well as identify opportunities for service-level improvements.

8.4. Settlement & Disbursement

Collect payment from End Users and deposit collected funds into designated Client accounts. Note: Settlement rules and disbursement schedules are configured for the Client during the implementation process. Credits for NSF,

refunds, and chargebacks are deducted directly from regular client settlement funding.

9. Value-Added Services & Business Services

9.1. Support Services

PayIt's Client support will include web-based online tools for Client personnel, training for the Client's customer support personnel and technical staff, as well as an assigned support contact for technical issues, and a 24/7 support line for emergency situations.

PayIt will provide End User support for the Solution as described in this SOW. Email support will be available Monday through Friday, 8:00 a.m. to 5:00 p.m., Client local time, excluding federal holidays. An online help center with digital FAQs and troubleshooting resources will be available 24 hours a day, 7 days a week, 365 days a year for supported Solutions.

End User support includes end-user assistance, issue intake, and initial troubleshooting. Matters requiring additional investigation or remediation may be escalated within PayIt in accordance with PayIt's internal workflows.

9.2. End User Communications Services

PayIt will plan and implement a multichannel communication strategy, in collaboration with the Client, to drive awareness and adoption of the service at launch and on an ongoing basis.

- 9.2.1. PayIt will design and deliver assets to support initial launch activities, including a name, URL recommendation, and logo for the service, as well as copy and visual elements to be used on bills, bill inserts, digital announcements, signage, print materials, etc.
- 9.2.2. PayIt may create news releases on behalf of the Client to announce the service to local media outlets.
- 9.2.3. PayIt will provide ongoing consultation on opportunities to continue driving awareness and facilitating adoption through various channels, which may include email, social media, community events, etc.
- 9.2.4. PayIt will provide data about campaign impact as well as recommendations to maximize campaign effectiveness.
- 9.2.5. All campaign assets are subject to client review and approval, which will be provided by the Client in a timely fashion.

10. Pricing

10.1. Transaction-Based Fees

PayIt supports its SaaS platform by charging a Transaction Fee and a Processing Fee when an End User uses the PayIt platform to make a Payment to

the Client. The Transaction Fee is determined by the Transaction Type. The Processing Fee (Credit Card or ACH) is determined by the form of payment. For clarity, End Users are not charged for looking up information, receiving reminders, or scheduling a payment.

Fees are applied according to the following table, and each listed as not to exceed:

Transaction Type	Payment Method	Transaction Fee	Processing Fee
Web/Mobile	Card	\$1.00	2.49%
Web/Mobile	ACH	\$1.00	\$.50
IVR	Card	\$1.00	2.49%
SDK	Card	\$1.00	2.49%
Point of Sale	Card	\$1.00	2.49%

Example: If the End User pays all fees, the following formula applies: End User Amount Owed to Client + Transaction Fee(s) + Processing Fee = Total \$ Amount paid by End User.

Note:

- For clarity, a Payment can include one or multiple of the same or different Payables (e.g., if an End User pays two property tax bills at the same time they will incur one processing fee and two transactions fees.).
- Fee structure including which fees will be absorbed by Client or passed on to End User are configured during the Implementation Phase. If invoiced to Client, payment is due within 30 days of Client receiving the invoice.

10.2. Point of Sale (POS) — Equipment Summary

The following table summarizes the POS device bundle, quantities, pricing, and key notes applicable to this SOW.

Device	Unit Price	Quantity & Locations	Total
Ingenico Lane 3600 bundle	\$500	7	\$3,500

The bundle includes device, network cable, power supply, TriPOS application, TriPOS data key, and debit key. All devices are preconfigured for PayIt's processing environment and covered under PayIt maintenance support.

Additional devices may be ordered in the future at unit prices quoted above.

10.3. Fees for Chargebacks

Paylt, LLC will invoice Chargebacks at a rate not to exceed \$10 per transaction. Paylt, LLC does not charge fees for insufficient funds or refunds. Paylt reserves the right to remove the ACH payment option (where applicable) for individual users who have had an insufficient fund error on prior transaction attempts.

10.4. Additional Platform Technology Fees:

Fee	Amount	Frequency or timing
Set-up Fee	\$150,000/Waived	Invoiced upon project kickoff, payment due within 30 days of Client receipt of invoice
Annual Fee	Waived	N/A
Update Fee	Waived	N/A
Upgrade Fee	Waived	N/A
Maintenance Fee	Waived	N/A

10.5. Subscription-Based Fees & Services Fees

Paylt supports and improves its SaaS platform by charging a Subscription Fee. The Subscription Fee may include certain set-up costs, configuration, updates/upgrades, and maintenance. The Subscription Fee is invoiced to Client on the following payment schedule.

Fee	Amount	Extended Price	Frequency or timing
ProSight Premium 1-5 seats bundle	\$250	Waived	N/A

Subscription fee invoices will commence 30 days after project kickoff, unless otherwise noted, and Payment is due within 30 days receiving the invoice.

10.6. Monthly Inactive Service Fee

Paylt platform services are made available to agencies at low costs because they are primarily funded through transaction and processing fees. If an agency is unable to redirect all web traffic seeking to pay for one or more of the services covered by this statement of work in a timely manner (for clarity: within 30 calendar days of services available for final testing and approval), the agency

agrees to cover the cost of providing those services until such time that services are launched and redirect links are in place on the agency's digital properties. In this event, the Inactive Service Fee listed below of this agreement may be charged by Paylt.

This fee may also apply when Client ceases engagement with Paylt, fails to provide critical data or connectivity, and/or otherwise becomes unresponsive for greater than thirty (30) calendar days prior to the launch of the service, thereby delaying delivery of the contracted service. The monthly inactive service fee would then apply for the remainder of the contract or until engagement and implementation progress resumes.

Fee	Amount	Frequency or timing
Inactive Service Fee	\$7,500 per affected service	Monthly, starting the 31st calendar day of unresponsiveness

11. Agreement

Upon execution of this Statement of Work, PayIt, LLC and Client hereby agree to the requirements outlined in this Proposal, the sum of which will constitute a binding agreement ("Agreement") between the parties.

Executed on the dates set forth below by the undersigned authorized representative of Subscriber and Service Provider to be effective as of the Effective Date.

City of Coachella, CA
(Client/Subscriber)

PayIt, LLC (Service Provider)

By:

By:

Name:

Name:

Title:

Title:

Date:

Date: