



**MapLink**<sup>TM</sup>  
powered by ZoningHub<sup>TM</sup>

PREPARED FOR:

Town of Lansing, New York

PREPARED BY:

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(Valid for 6 months)

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# Executive Summary

## Situation Analysis

Based on discussions with the Town of Lansing, it is our understanding that the Town would like to make it easier for business and property owners, planners, developers, and constituents to access and use the Town's Zoning Ordinance. *MapLink* makes it simple for users to find specific property information by presenting Zoning regulations from eCode360® in an interactive map\* powered by *ZoningHub*. *MapLink* users can click on a map to view details about permitted uses and answer questions such as, "Where can I open my business?" and "What can I do with my property?"

## Our Solution

Our *MapLink* solution for Lansing includes:

- > **An Interactive Zoning Map**  
Using the Town's existing GIS shapefiles, we will create an interactive Zoning Map that business and property owners can easily search to find essential Zoning information, such as dimensional requirements, allowable uses, and zoning districts.
- > **Clickable links to your full Zoning Ordinance as published in eCode360**  
Wherever possible, we will embed links into your *MapLink* site that drive users from condensed descriptions to your full Code as published in eCode360. Additionally, based on the Town's preferences, we will prepare links within the Town's Code in eCode360 to your *MapLink* site, allowing eCode360 users to quickly navigate to your interactive Zoning Map.
- > **Seamless updates with your Code\*\***  
As supplements are completed and updates are made to the Town's Zoning and posted on eCode360, your Code data is seamlessly updated in your *MapLink* site, ensuring that users are always working with the most accurate requirements.

\*It is important to note that *MapLink* is not a replacement for your Zoning Ordinance; instead it is an additional interactive tool that will save time and answer Zoning questions.

\*\*The adoption of an entirely new Zoning Ordinance shall result in additional setup charges not included in standard supplementation pricing. Prior to adopting a new Zoning Ordinance, contact General Code® for a detailed estimate.

## Solution Benefits

With *MapLink*, it is easier than ever for users to find the information they need to keep their projects moving forward. Users can click the map to quickly zoom into an individual parcel and examine Zoning requirements in greater detail, or search for properties in your municipality based on intended land use. By making it easier for users to find the information they need for their development projects, they are more likely to successfully navigate the development process and be more satisfied with their local government experience.

## Who Benefits?

1. **Business Owners**—Current and prospective business owners will be able to find the zoning information they need to open and grow their businesses.
2. **Constituents**—Citizens will be able to find and use laws in a comprehensive, up-to-date, and understandable format.
3. **Staff**—All staff members will be able to gather the information they need to answer questions from citizens, architects, real estate agents, business owners and other municipal officials.
4. **Planners/Developers**—Your *MapLink* site will provide a clear view of existing regulations and make it easier to determine the impact of proposed changes and amendments on development and growth initiatives.

## Lansing's Investment

The price of *General Code*'s recommended solution will be \$9,740.

A detailed breakdown of the investment and available options can be found in the Investment Details and Special Considerations section on page 7.

# Scope of Services

The services described below outline the scope of work that will be performed as part of this project, including roles and responsibilities for both the Town and *General Code*. Because your *MapLink* project is custom and collaborative in nature, there may be some variability in the execution of individual tasks. However, the results of each task will be as described.

## Review Files

Before the project begins, the Town will supply the set of online files needed to build the interactive Zoning Map, as described in the table below. The files must be configured consistent with industry standards, such as:

1. A REST connection link for each map layer
2. A map service or feature service
3. Shapefiles or a geodatabase

Initial Build	Description
Required	Municipal boundary
Required	Parcel Map with the following associated data: Unique Parcel ID Number, Parcel Addresses, Parcel Acreage (optional), and Property Owner Name (optional).
Required	Base Zoning Districts (with Abbreviation)
Optional	Overlay districts, if any
Optional	Other relevant maps, if any (e.g., Tax Increment Districts, Business Improvement Districts, Economic Development Zones)

Please consult your GIS/ Engineering firm or Tech Department for the above files. If the Town needs support in creating or formatting files, *General Code* may be able to provide technical assistance. All files will be reviewed and approved by *General Code* before the project launch may be authorized. If upon review it is determined that the Town does not have the requisite mapping resources, the Town will be referred to our GIS services partners.\* The Town is responsible for all costs associated with acquiring and maintaining the required GIS files; any fees billed by a third party for access to required GIS files are not included in the project price.

\*PLEASE NOTE: Third-party GIS Providers will invoice the Town directly for any work that is required (in addition to *General Code*'s Initial Build and Maintenance charges). The Town may use their vendor of choice for this work but will be strongly encouraged to use a *General Code* endorsed partner.

## Site Initiation

Upon launch authorization, *General Code* will initialize the Town's new *MapLink* site, using the custom web address selected for the Town. Once the site is initialized, *General Code* will begin the initial build process.

## Initial Build

### Task 1: Site Configuration

*General Code* will complete the initial build of the Town's new *MapLink* site as described in the table below. Both the included pages and the optional pages will be configured as part of the initial build.

ZoningHub Page	Initial Build	Description
Home	Included	Obtain and post a custom background image
Zoning Map	Included*	Link / upload map elements to create the interactive Zoning Map
General Definitions	Included	Add content derived from the Zoning. Images can be added to selected definitions at no additional cost
Land Uses	Included	Add content derived from the Zoning. Images can be added to selected land uses at no additional cost
Dimensional Standards	Included	Add content derived from the Zoning
Zoning Districts	Included	Add content derived from the Zoning
General Requirements	Optional	Add content derived from the Zoning and other sections of the municipal Code that relate to land use and development
Procedures	Optional	Add content derived from the zoning and through consultation with the Town
Signs	Optional	Add content derived from the Zoning
FAQ	Optional	Add content provided by the Town

\*See the Review Files section above.

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### Task 2: Implementation Strategy

*General Code* will work with the Town to determine which optional pages will be implemented as part of the initial build. Based on your preferences, *General Code* will prepare recommendations for adding any remaining optional pages in the future.

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### Task 3: Code Integration

Using the Town's Zoning Ordinance that is in effect as of the project start date, *General Code* will extract the essential elements from your Zoning Ordinance and display them in context in the *MapLink* interactive Zoning Map.

During this process, the Town may be asked to provide input and clarification on any elements that require interpretation. Successful and timely completion of this task will be contingent on the Town providing the requested information in a timely manner.

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#### Task 4: Signoff

Upon completion of the Code Integration, *General Code* will “Soft Launch” the site and submit instructions to the Town’s designated contact person to review and sign off on the initial build.

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#### Task 5: Site Launch and Support

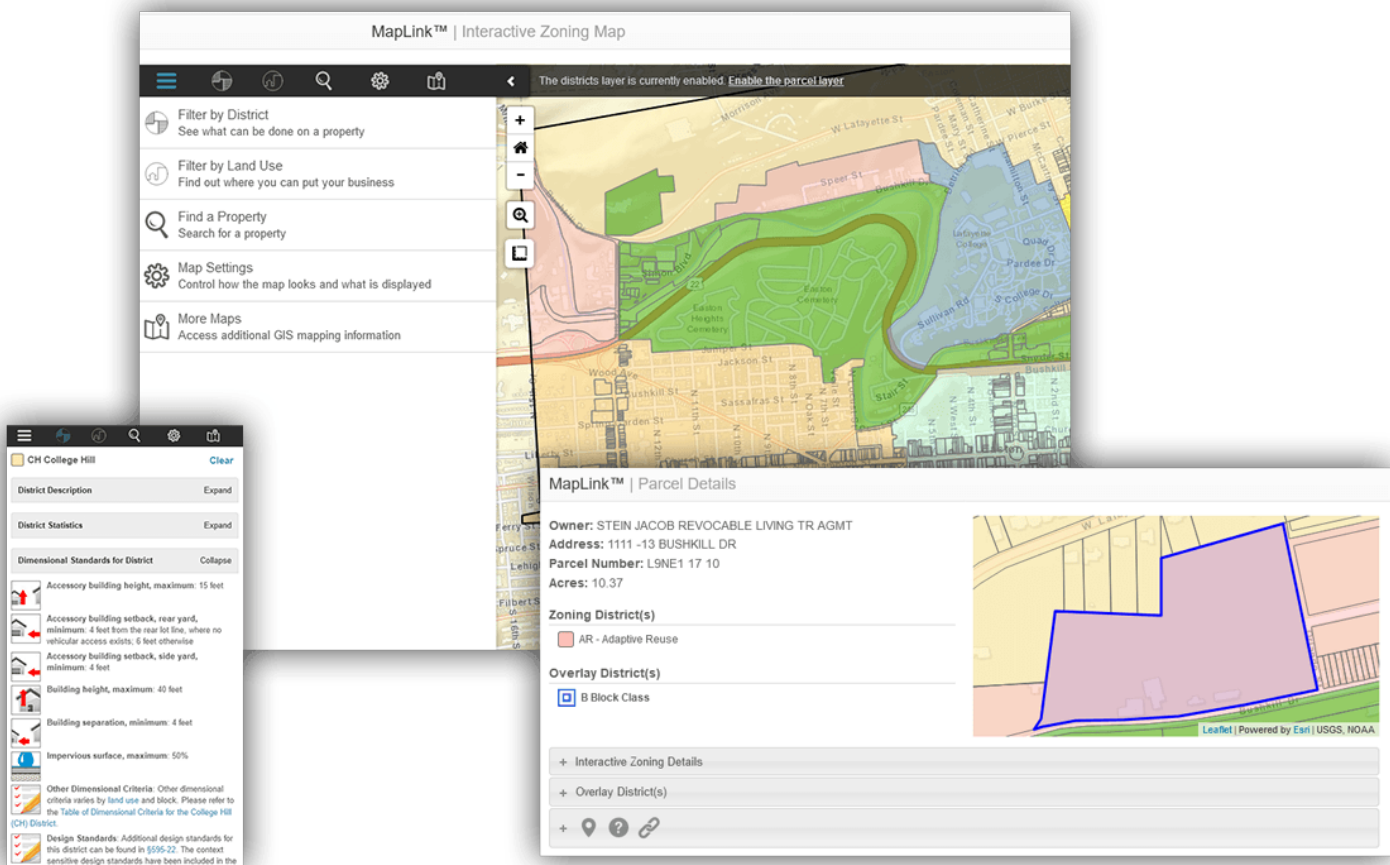
Along with the launch, *General Code* will provide basic training to Town staff on how to use the site. Additional training can be made available as needed.

Because *MapLink* is a standalone site, the Town will want to add a link on the municipal website to its *MapLink* site, so that your community can find and use your interactive Zoning Map.

Additionally, we will provide a press release template that the Town can customize and distribute to local media outlets to inform residents and business owners about *MapLink*.

Lastly, *General Code* will prepare links to the new *MapLink* site within the Town’s online Code in *eCode360*, as desired by the Town and described above.

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# Investment Details and Special Considerations

## Project Build Price

**\$6,995**

*MapLink* includes the following:

- > *MapLink* Project Launch
  - Setup Fee **\$250**
- > Site Initiation
- > Custom Web Address
- > Interactive Zoning Map
- > Linking / Uploading Map Elements and Zoning (see detailed description on page 5, “Task 1: Site Configuration”)
- > Code Integration

## *MapLink* Annual Hosting Services

**\$2,495**

*Per-year price (3 year term)*

The hosting fee is an annual recurring flat fee, commencing at the completion of the code integration. The fee covers annual licensing, web hosting, data storage, and updates to *code content and maps (as supplied)* as the Zoning Ordinance is supplemented.\* This fee does not include the cost for codifying new legislation, the hosting fees for your *eCode360* site. The annual recurring fee shall be invoiced on the anniversary of the start of service and is subject to an increase at the beginning of a new term.

\*Please note: The adoption of an entirely new Zoning Ordinance shall result in additional charges not included in standard supplementation pricing. Prior to adopting a new Zoning Ordinance, contact *General Code* for a detailed estimate.

## Total Investment

**\$9,740**



### Special Considerations to be Addressed.

- > The Town of Lansing is to provide the set of prerequisite files outlined in the Review Files section. (See Review Files on page 4 for more detail.)
- > In order to properly initiate and maintain the Town of Lansing's *MapLink* solution, the Town must have and maintain an *eCode360* subscription with *General Code*.
- > Pricing includes up to 3 hours for collection of maps and files. Any additional hours accrued shall be billable at \$125 per hour, to be invoiced at final payment.
- > Pricing includes 3 hours of meeting time with the Town and other follow-ups and reviews as needed, and additional feedback and collection of necessary information. Any additional hours accrued shall be billable at \$125 per hour, to be invoiced at final payment.
- > Any requests to add maps, features, functionality outside of the SOW beyond "normal and customary" as described on page 5, "Task 1: Site Configuration," shall be billable at \$125 per hour, to be invoiced at final payment. An estimate shall be provided prior to the start of such work upon request.

## Payment and Performance Schedule

Milestone	Performance Target	Payment
<b>Signing</b>	Signing of Contract	50% of Initial Build + Setup Fee
<b>Initial Site Build and Annual Fee</b>	Code Content Integration within 90 days of Signing	40% of Initial Build + 100% of First Annual Fee
<b>Go Live</b>	30 days after Soft Launch	10% of Initial Build

Performance schedule reflects only business days excluding legal holidays.

# Authorization and Agreement

Town of Lansing, *MapLink*, March 6, 2025

<b>Site Build and Setup Price</b>	<b>\$7,245</b>
<b><i>MapLink</i> Annual Maintenance</b>	<b>\$2,495</b>
<b>Total Investment</b>	<b>\$9,740</b>

The Town of Lansing, New York, hereby agrees to the procedures outlined above, and to *General Code's* Codification Terms and Conditions, which are available at

[Terms-and-Conditions-MapLink.pdf \(generalcode.com\)](#).

## **Town of Lansing, Monroe County, New York**

By: \_\_\_\_\_ Witnessed by: \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

## **GENERAL CODE, LLC**

By: \_\_\_\_\_ Witnessed by: \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

This document serves both as a proposal and as an agreement. To accept this proposal and delegate authority to *General Code* to administer the *MapLink* project, complete the form above, including authorized signatures. A signed copy of this agreement will be mailed back to Lansing for its records.

Scan and email the completed form to [contracts@generalcode.com](mailto:contracts@generalcode.com). You may also fax the completed form to *General Code* at (585) 328-8189 or return it by mail to *General Code*, 781 Elmgrove Road, Rochester, NY 14624.

## Communities with *MapLink*

The following sample of communities have *MapLink* projects in progress or already completed. Please feel free to explore these *MapLink* sites.

### New York

[Town of Manlius, NY](#)

[Town of Milo, NY](#)

[Town of Parma, NY](#)

[Village of Port Chester, NY](#)

[Town of Chili, NY](#)

[Town of Jerusalem, NY](#)

[Town of Holland, NY](#)

[Village of Nyack, NY](#)

### Projects in Process

Village of Cornwall-On-Hudson, NY

Village of Saranac Lake, NY

Town of Washington, NY

Township of Smithfield, PA

Township of Falls, PA

Township of New Garden, PA

City of Canyon, TX

City of Lavon, TX

City of Liberty Hill, TX

City of Collinsville, TX

City of Alamo Heights, TX

Town of Windham, ME

Town of Gorham, ME

Township of Lacey, NJ

Township of Logan, NJ

Santa Fe County, NM

City of Tahlequah, OK