

Town of Johnson  
Town Administrator's Report

For  
Monday, September 16<sup>th</sup>, 2024; 6:30 pm

**This meeting is a full slate. I would like to refocus on the idea that the second meeting is a working session and designed for delegation and direction. This will move the meeting along and allow us to get to all the agenda item.**

**6:30 p.m. Call to order and Standing Items**

1. 6:30-6:35pm Consider additions or adjustments and approving agenda
  - a. Possible Grow Cemetery Agreement
2. 6:35pm Review invoices and orders
3. 6:35-6:40pm Public Comment
4. 6:40-6:45pm Selectboard issues and concerns
5. 6:45-6:50pm Planned Purchases

**Committee Report**

6. 6:50-7:10pm Committee Reports
  - a. Rail Trail Committee

**Information: Doug Molde will be presenting for the Rail Trail Committee. The Committee's questionnaire is in the packet.**

- b. Beautification Committee

**Information: Adrienne Parker will be presenting for the Beautification Committee. The Committee's questionnaire is in the packet.**

- c. Future Report

**Decision: We have not heard from the Historical Society, Library, Planning Commission, and the DRB.**

**Year End Financials: Information, Action, or Review may be taken**

7. 7:10-7:25pm Year End Report from Rosemary Audibert
  - a. Year End Surplus Allocation

**Decision: Once completed, I'll prepare a document for the board to sign and formalize the allocation. This will only be available at the meeting.**

**Work Session Items: Information, Action, or Review may be taken**

8. 7:25-7:35pm CEDS Update
9. 7:35-7:40pm Historical Society Grant Requests

**Information, Decision, Delegation: The Historical Society is looking into grants to work on the Holcombe House. The Historical Society board has developed a priority list for work needed to**

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be done. The action item for the board is to delegate 1-2 members to work with the Historical Society, CEDS, or Town Administrator.

10. 7:40-7:50pm Form Based Code

**Decision:** The board will have to make a formal decision to make an exception with Form Based Code for flood mitigation or other flood related measures. The Planning Commission decided not to take this matter up. The current variances may or may not apply here. Changing Form Based Code to include an exemption would likely be the smoothest path forward if the board chose to take this up.

11. 7:50-8:00pm Website Redesign Presentation – Charles Flaum

**Information:** Charles Flaum has a website presentation. I believe this is to explain how websites work so the board can make an informed decision on the RFP response.

12. 8:00-8:15pm Website RFP Response and Possible Award

**Decision, Delegation:** I have received 11 responses to the RFP. 8 were on time, 2 late, and 1 would consider if the work was delay. These were due at 4pm on Friday the 13<sup>th</sup>. I have not reviewed in depth yet. With the overwhelming response ranging from \$3,000-\$20,000, I would recommend the board delegate 1-2 members to review the RFP with the Town Administrator and report back to the board on October 7<sup>th</sup> for a final decision. Juicbox and Black Jack proposals were received on Friday before 6pm. Tmiller web designs is not available until the spring.

13. 8:15-8:20pm Engineering RFQ

**Decision:** The board will have to decide to move forward with engineering services A suggested RFQ is in the packet for approval to go out to bid. We need this or an individual RFP for both the Library and Lendway Lane this week.

14. 8:20-8:25pm Old Business Display Format

**Information, Decision:** This has taken new forms over time. Historically it was shown on the agenda, I have been sending out additional monthly reports with the items, and a spreadsheet was created by the former chair. I would like to create a new spreadsheet which defines the priorities, defines a delegated responsibility to a board member or employee, and has suggested completion dates. This will look more like a work flow chart, but I do believe for the future of Johnson we need a new method to identify but also complete priorities. I'm going to bring a few examples to the meeting.

15. 8:25-8:35pm Health Insurance

**Information, Decision, Delegation:** The board should decide whether or not to look into other health insurance options. How can the Town provide better insurance and provide better employee care while creating a savings from our current plan. Things to think about: We have a

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joint policy with the village, so any changes may result in a separate town personnel policy. Our road crew is part of the union, so it may be advantageous to make these changes in line with union negotiations. I recommend the board delegate 1-2 members to work with the Town Administrator to research this matter and report back to the board at the 10/21 meeting.

16. 8:35-8:45pm Kennel Options

Information, Delegation, Decision: I met with Hyde Park and we are working towards a new agreement which will include a clean interlocal that is more transparent, provides clean procedures, and designed to grow as more towns may join. I reached out to our local ACO to see if they would be interested in being a subcontractor and leasing their kennel, I have not heard back yet. We need a kennel, Hyde Park is looking for us to join their interlocal and may prorate the rest of the year. At this point, this is likely our best or only option moving forward. I did not include the marked up draft interlocal as Hyde Park and Johnson will need to create a new one based on the direction from the board. I recommend delegating 1-2 members or the Town Administrator to work with Hyde Park to draft an agreement for our 10/21 meeting.

17. 8:45-9:00pm Rec Coordinator Job Description

Decision, Delegation: Shayne Spence drafted the Job Description that is in the packet. This will need to be reviewed and modified for the new hire. Although it was made clear during interviews that the description will be changing, the Town owes its employees clear direction when starting out. I recommend the board delegating 1-2 members to work with the Town Administrator, former coordinators, and the new hire to fine tune the description to meet the evolving needs of Johnson Recreation.

18. 9:00-9:10pm Reappraisals

Decision: Justin Mason reached out to all submissions to the RFP for reappraisal. He was not able to gain a number from one submission, which was what the board needed for the decision. I recommend the board move forward with the other proposals and make a decision Monday night.

**Executive Session**

19. 9:10-9:25pm Executive Session for the Evaluation of an Employee 1 V.S.A. § 313(a)(3)

Decision: This item will likely result in a decision outside of executive session.

## Johnson Rail Trail Committee Response to Questionnaire

### Accomplishments:

Completion and submission of Vermont Buildings/Recreational Grant.  
Picnic bench project - purchase, assembly and placement of table, funded by individual gifts and businesses.

### Committee members:

Kyle Nuse  
Adrienne Parker  
Kim Dunkley  
B. J. Putvain  
Peggy Williams  
Mary Lou Kopus  
Jan Gearhart  
Douglas Molde

### Grants for proposed projects:

Yes. Likely several.  
Stone steps for the Ted Alexander Welcome Center to the ballfields of Old Mill Park.  
Through LCPC, a map of the Rail Trail, limited to the Rail Trail , amenities and attractions in Lamoille County.  
Grants for amenities for use of persons in the Village with bikes.

### Needs:

Safe access from the Rail Trail to the Village.  
Safe areas for overnight parking.  
Strong informational presence of the services and attractions in Johnson available to Rail Trail users, on-line, at the trailhead, and in the village.

### Desires:

Food and beverage establishments, hostels, camping, bed & breakfasts.

### Mission:

The Johnson Rail Trail Committee has been tasked with evaluating the potential benefits and impacts of the Lamoille Valley Rail Trail and will advise the Selectboard on strategies to maximize the positive outcomes for the Johnson community. Additionally, the committee will keep the Selectboard and community informed about any potential impacts of the trail.

We will bring to the meeting a more complete description of the committee's activities.

Douglas Molde, Chair



# Select Board Committee Questionnaire

## | Beautification Committee |

Share a recent accomplishment large or small.

One of our recent accomplishments was a Plant Swap we hosted. It was great seeing people from the community come together and talk about plants and what they are growing in their gardens this year. We were able to meet many new people and then at the end we had a lot of plant donations left over that other people from the community were able to get for free.

### List of committee members

Adrienne Parker (Chair), Kyle Nuse (Vice Chair), Lauren Philie (Treasurer), Johna Keefe, and Blake Parker

Are you looking at grants for any proposed projects this year?

One grant we are looking at is the Animating Infustrustor Grant. We are looking at grants right now that apply to public art. Once we find a grant we would love for some kind public art to be installed at the Johnson Lamoille Valley Rail Trail Head. This would be a great marker for people to identify Johnson along the trail.

What are your needs (highest priorities)?

One of our needs is for Town/Village relations to be improved by figuring out who owns what. That is one reason why we will be working on an MOU to show at the next Select Board meeting.

Another need we have is storage for planters and supplies.

What are your desires/wants (longer term priority)?

Our annual projects are very important but we would like to add more initiatives each year. We have a long list of projects we would like to do that would bring more perennial plants to the town that don't require any maintenance. It is great for pollinators, the appearance of our town, and would cut back mowing and weeding that occurs. Also on this list are ideas for public art that look great but also have a function. For instance, bike sculptures that lead you to the rail trail or street art that indicate where crosswalks are.

Is there a long-term committee plan/or vision?

We envision a Johnson that is filled with public art, beautiful flowers, and maintained hardscaping.

Randall Szott - Selectboard Report for September 16, 2024

### Johnson Historical Society

In late August, I reached out to the Historical Society and arranged to tour the building. I made them aware of possible grant opportunities and ways I might be able to support their work.

### FEMA Swift Current Application for the grocery store

As I mentioned in a previous report, FEMA requested information about engineering and technical details. I attended a meeting between representatives from Pomerleau and Vermont Emergency Management to discuss the response. A full response is due in two weeks.

### Recreational Facilities Grant

I submitted an application to the Building Communities Grant (Recreational Facilities) program to make improvements at the trailhead welcome center.

### VCRD Re-Imagine Johnson Task Force Selection

For those of you that don't know the most recent meeting in the Reimagine Johnson series was for selecting priority action items from the ideas raised at the first meeting. An original list of fifteen items was narrowed to ten after discussion. That list of ten items had further discussion and five items were then determined to be the issues that will have task forces assigned to them. Those items are:

1. Bring a Grocery Store to Johnson and Increase Awareness and Access to Food
2. Develop a Housing Strategy
3. Downtown Reconfiguration and Redevelopment
4. Capitalize and Increase Recreational Economic Opportunities
5. Enhance and Strengthen the College/Town Connection

People signed up to join the task forces at the end of the meeting. At the next meeting in October, VCRD will have recruited various groups and people that can provide guidance and support to the task forces in order to move forward.

### Recreation Economy for Rural Communities Informational Webinar

I attended a webinar to learn more about the program. It provides planning assistance to rural communities to help them support their outdoor recreation economy. The program is offered through the Environmental Protection Agency's Office of Community Revitalization. It is not a grant program, it is technical assistance in which the EPA helps form a steering committee and then "supports the steering committee to identify the community's vision, goals, and actions they wish to take to boost outdoor

recreation, revitalize their main streets and promote equitable access to the outdoors for residents and visitors alike. The process involves several planning calls, a community workshop and several follow-up implementation calls. Through the planning process, all partner communities develop a Community Action Plan, which identifies specific actions and next steps.”

**The deadline for application is October 16<sup>th</sup>.** Given items 3 and 4 from the VCRD process above, it might make sense to pursue this opportunity as it would support both of those efforts.

### NBRC

Prior to the informational meeting, I spoke with the State Program Director for NBRC and the former Director to understand what options might be should the bond vote not pass. That is obviously moot now.

### Career Technical Education (CTE) Construction & Rehabilitation Revolving Loan Fund

When I was at the community development conference in Hardwick a while back, I ran into someone from the Vermont Community Loan Fund, and they made me aware of a new revolving loan program that provides partially forgivable 0% interest loans for partnerships between CTE programs and municipalities for housing projects. I contacted the Director of the Green Mountain Tech and Career Center to see if there was any interest or capacity. There was interest but capacity may be an issue, so I am going to talk further with the Vermont Community Loan Fund representative to see what other possibilities there may be.

### Green Mountain Byway

I continue to be Johnson’s representative for the Green Mountain Byway Steering Committee. You may recall that I worked with them in preparation for a federal grant application they were putting together for a series of interpretive panels along the GMB. That application has not advanced yet because the official call continues to be delayed. The website for the GMB has seen increased engagement year over year and the sections devoted to each town are the most viewed pages. At our last meeting, we discussed hiring a professional photographer to build a deeper image bank to use for blog postings and the newsletter. Stowe and Waterbury have easy access to high quality images, but the other communities do not, so this would be a big help.

Outline of presentation.

What are the parts of a website.

1. Front-end
2. Back-end

Who and what are the roles of website creators and what they do.

1. What is a designer
2. What is a developer

What are the different types of websites.

1. Custom
  - a. Pros & cons
    - i. Image of backend
2. Websites built on platforms
  - a. Wordpress, Wix, etc.
    - i. Pros and cons
    - ii. Image of backend
3. Websites built on specific industry platforms.
  - a. Pros and cons
    - i. Image of backend.

Q&A

# Request for Proposals

## Website Redesign and Maintenance

### for Town of Johnson

[townofjohnson.com](http://townofjohnson.com)

The Town of Johnson requests proposals from qualified website developers and designers to redesign our Town website and provide maintenance services for the Town of Johnson. The current website uses a WordPress framework, although not necessary, similar functionality is desired for staff use when making changes to the website.

Contractors submitting a proposal will be expected to be able to:

- Redesign our current website while maintaining functionality of the current website.
- Work with the Selectboard, Town Clerk, Town Administrator and office staff to develop the needs for the redesign and to implement those needs.
- Create pages and organization for all Town committees, boards, public services, and their associated documents and information.
- Organize all attachments on the current website and provide systems to add new attachments.
- Provide a training manual for essential functions such as adding minutes, agendas, and uploading of Town documents.
- Work with our current web designer to create a copy of the existing website to be stored if needed.
- Provide an annual contract for maintenance to include: All licenses and fees associated with operating the website, all routine maintenance, service calls, and training of Town employees.
- Maintain General Liability Insurance, and sign the Town of Johnson's Non-Employee Work Agreement

Any contractor who submits a proposal must be willing and able to fulfill the assigned requirements of this contract and shall follow all Town of Johnson standards for equal-opportunity employment and non-discrimination practices.

### Proposal Submittal

If the submitting contractor has not already been employed by the Town of Johnson, the proposal must include a minimum of three professional references or examples of similar work.

Please direct any questions regarding proposal submission to the Johnson Town Administrator, Thomas Galinat, at [tojadministrator@townofjohnson.com](mailto:tojadministrator@townofjohnson.com) or 802-635-2611

Completed proposals must be received no later than September 13<sup>th</sup>, 2024 at 4pm and delivered by email or in person to:

Thomas Galinat  
293 Lower Main West  
Johnson, VT 05656, or  
[tojadministrator@townofjohnson.com](mailto:tojadministrator@townofjohnson.com)

Responses must be marked “Website Redesign Services”

NOTE: The Town reserves the right to reject any and all proposals. Proposals received after this deadline may be refused and deemed ineligible for consideration.

### Selection of Contractor

The Town of Johnson reserves the right to accept a proposal and enter into an agreement as a result of the initial proposals received, or alternatively, it may elect to conduct negotiations with those Bidders as determined by the Town, to be within an acceptable competitive range, or alternatively, to negotiate separately with any Bidders when it is determined to be in the best interest of the Town. In addition, the Town may request that Bidders provide a best and final offer. The Town may negotiate any proposal or best and final offer at any time after the deadline for the submission of proposals.

### Proposal Requirements and Examination of Work to be Performed

The contractor is required to thoroughly examine the request for proposal requirements and the work contemplated, and it will be assumed that the contractor has investigated and is satisfied as to the requirements. It is mutually agreed that submission of a request for proposal shall be considered evidence that the contractor has made such examination.

Before submitting the request for proposal, the contractor shall examine the scope of work and visit the website to become familiar with the exact nature and extent of the work proposed.

Request for Proposals  
Website Redesign and Maintenance  
for Town of Johnson  
[townofjohnson.com](http://townofjohnson.com)

**Supplemental One August 29, 2024**

The Town of Johnson requests proposals from qualified website developers and designers to redesign our Town website and provide maintenance services for the Town of Johnson. The current website uses a WordPress framework, although not necessary, similar functionality is desired for staff use when making changes to the website.

Contractors submitting a proposal will be expected to be able to:

- The final product must be ADA compliant.
- Provide UI for laptop and mobile applications, clean and efficient design.
- Provide the following features to the user:
  - Contact and Application Forms
  - Calendar
  - Payment Portal link to outside processor
  - Staff contact links protected to prevent spoofing
  - Pages for all committees and boards
  - Links to outside pages for community groups
  - Opt-in contact database for notice distribution (mail chimp or similar)
  - Auto-populating calendar from forms and auto-populating contact notices
  - Organized archived documents by type, committee, date, etc., in a manner that is expandable for regular uploads.
  - Email communications for notices to subscribers
  - Link to YouTube Channel for livestream access to meetings
  - Link to Vermont Emergency Management, VT 311 and VT 511
- Provide the following features for office staff and routine maintenance:
  - Manual and Training for login, editing of basic features, banners, pictures, etc.
    - This is to be priced separately from redesign.
  - Payment portal link (secure)
  - Downloadable reports
  - Easy to edit calendars and auto-populated from permits/forms/blog posts
  - User tree with password protected functionality for various users or suggested systems for consistent and approved messaging/changes.
- Wish list items
  - Text alerts from VT 311/511
  - Text alerts from Town Officials
  - Text alerts for noticing/blog posts

Any contractor who submits a proposal must be willing and able to fulfill the assigned requirements of this contract and shall follow all Town of Johnson standards for equal-opportunity employment and non-discrimination practices.

### Proposal Submittal

If the submitting contractor has not already been employed by the Town of Johnson, the proposal must include a minimum of three professional references or examples of similar work.

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Thomas Galinat  
293 Lower Main West  
Johnson, VT 05656, or  
[tojadministrator@townofjohnson.com](mailto:tojadministrator@townofjohnson.com)

Responses must be marked “Website Redesign Services”

NOTE: The Town reserves the right to reject any and all proposals. Proposals received after this deadline may be refused and deemed ineligible for consideration.

### Selection of Contractor

The Town of Johnson reserves the right to accept a proposal and enter into an agreement as a result of the initial proposals received, or alternatively, it may elect to conduct negotiations with those Bidders as determined by the Town, to be within an acceptable competitive range, or alternatively, to negotiate separately with any Bidders when it is determined to be in the best interest of the Town. In addition, the Town may request that Bidders provide a best and final offer. The Town may negotiate any proposal or best and final offer at any time after the deadline for the submission of proposals.

### Proposal Requirements and Examination of Work to be Performed

The contractor is required to thoroughly examine the request for proposal requirements and the work contemplated, and it will be assumed that the contractor has investigated and is satisfied as to the requirements. It is mutually agreed that submission of a request for proposal shall be considered evidence that the contractor has made such examination.

Before submitting the request for proposal, the contractor shall examine the scope of work and visit the website to become familiar with the exact nature and extent of the work proposed.





**Date:** Sep 13, 2024

## Proposal for Website Redesign and Maintenance Services

**From:**

Davis Hill Designs LLC  
1090 Garfield Rd  
Hyde Park, VT 05655  
jo@davishilldesigns.com  
1 (802) 793-9346

**To:**

Thomas Galinat  
293 Lower Main West  
Johnson, VT 05656  
Johnson Town Administrator  
tojadministrator@townofjohnson.com

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### Introduction

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#### Company Overview

Davis Hill Designs LLC is a web development company with extensive experience designing and maintaining websites for various client types. We specialize in creating user-friendly, ADA-compliant, and secure websites that meet the needs of both the public and administrative staff. We understand the importance of providing a digital presence and platform that is efficient, easy to use, and reflects the values and services of the Town of Johnson.

We have worked with 3W Promotions on various projects and websites for 20 years. As 3W Promotions is closing the website design and maintenance portion of its business, Davis Hill Designs LLC will seamlessly transition to take on the clients still wanting those services.

We have an extensive understanding of creating Standards of Operations documentation (SOPs) for several large companies, from website posting to developing and marketing projects and streamlining processes for easy understanding by all stakeholders.

#### Project Understanding

We understand that the Town of Johnson requires a comprehensive redesign of its current website. We will emphasize enhancing the user interface, ensuring ADA compliance, and integrating various functionalities such as online forms, calendar functionality, and automated features. We aim to deliver a modern, responsive, and easily maintainable website that will serve the community effectively for years.



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## Project Approach

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### Design Philosophy

Our approach to design prioritizes clarity, accessibility, and responsiveness. We will create a visually appealing, easy-to-navigate, and fully functional website across all devices. By leveraging the latest design principles and technologies, we will ensure that the Town of Johnson's website meets the highest standards of usability and aesthetic quality.

### Technical Approach

- **UI/UX Design**  
We will create an intuitive and clean user interface, ensuring users can easily locate information and complete tasks on the website. This includes responsive design with a seamless experience on all devices.
- **Forms and Portals**  
We will implement secure contact and application forms. Our system will also feature an opt-in contact database for notice distribution using MailChimp or a similar service (if preferred). Note: Mailchimp charges on a list-size basis. Up to 500 contacts are \$20/month.
- **Auto-Populating Features**  
The calendar and contact notices will automatically populate from submitted forms, ensuring that all information is up-to-date without manual entry. Calendly allows you to do this for free for one calendar or \$12/month for multiple calendars.
- **Document Management**  
We will design a document management system that organizes archived documents by type, committee, date, and other criteria. This system will be scalable to accommodate regular uploads and updates.

### Maintenance and Training

- **Ongoing Maintenance**  
Our maintenance services include regular updates and performance monitoring to ensure the website remains functional and secure.
- **Staff Training**  
We will provide comprehensive training for your staff on managing and updating the website. This includes a user manual, training videos, and hands-on training sessions priced separately. These can be created as needed. We recommend keeping your site in Wordpress, and some of the staff in Johnson are already trained in its basic functionality.



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## Website Features

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### Required Website Features

- **ADA Compliance**  
The website will meet all ADA standards for accessibility. See the proposal pricing for more details on the cost.
- **Responsive Design**  
The design will work seamlessly on both laptops and mobile devices.
- **Integrated Forms**  
We will build secure and user-friendly forms.
- **Committee and Board Pages**  
We will create dedicated pages for all town committees and boards.
- **External Links**  
There will be a home for links to external vendors and community groups.
- **Opt-In Contact Database**  
A system for residents to sign up for notifications and updates will be created. We can build this feature out with an email client such as MailChimp.
- **Automated Features**  
Form submissions will auto-populate calendars and notices.
- **User Management**  
A secure login system with role-based access for different staff members.
- **Editable Calendars**  
Easy-to-edit calendars that auto-populate from permit applications and blog posts.



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## Budget

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### Proposed Budget

We are proposing to redesign the look and feel of the Town of Johnson website to include a facelift and restructuring of navigation and pages to make it more user-friendly, cleaning up archived documents and organizing them going forward. We will also provide user-friendly loading for new items such as minutes & agendas. This portion of the budget is \$4,000.

We propose keeping the site in Wordpress and upgrading to Managed Wordpress Ultimate at \$500 per year. This includes the Wordpress platform and security in one. We are also proposing adding the ADA-compliant accessibility code at \$490 annually with a one-time installation charge of \$95.

We recommend using MailChimp for your sign-up forms and mailing service. This can be used for your meeting notifications and other town announcements. This service has a scaling price determined by the number of contacts. This service is currently \$240 annually for up to 500 contacts.

Staff training and manuals (SOPs) can be done and created as needed at the regular hourly rate.

### Cost Breakdown

Service	Cost
Website Redesign	\$4,000 (42 hours estimated)*
Maintenance Services	\$95 hourly (1/month estimated - \$1,140/year)
<b>Total</b>	<b>\$5,140</b>

\* This estimate includes the initial website build and two rounds of feedback and changes. Training and/or manuals will be assessed as needed and separately.



### Additional 3rd Party Services

Service	Cost	Vendor
Managed WordPress Ultimate - includes advanced security	\$500.00 annually	3W Promotions
Accessibility Software (ADA)	\$490.00 annually	3W Promotions
Hourly Webmaster (ADA)	\$95.00, one-time installation charge	3W Promotions
Sign-up Forms: Up to 500 emails in the database	\$240 annually (up to 500 contacts)	MailChimp
<b>Total</b>	<b>\$1,325.00 first year</b> <b>\$1,230.00 annually</b>	

### Payment Terms

Payments will be structured based on project milestones, with a portion due upon completion of each phase. A detailed payment schedule will be provided upon acceptance of the proposal.

This proposal represents an at-will relationship between Davis Hill Designs LLC and the Town of Johnson, VT. There are no obligations beyond the terms outlined here and any additional design requests will be assessed as needed.



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## Past Experience and References

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### A few of the sites we maintain

We have decades of combined experience creating unique designs and features for our clients. Some of our recent work includes:

- **OnSite Propane**
  - Website Design
  - Website Maintenance
  - Feature Requests
- **Jared Dillian Money**
  - Website Updates
  - Operational Management
- **OnSite Septic Solutions**
  - Website Design
  - Website Maintenance
  - Feature Requests
- **Evergreen Foundation**
  - Website Design
  - Website Maintenance
  - Feature Requests

### References

- **Elisa Clancy:** 3Wpromotions.com, [webmaster@3wpromotions.com](mailto:webmaster@3wpromotions.com)
- **Rachel Almeida:** Jared Dillian Money, [rachel@jareddillianmoney.com](mailto:rachel@jareddillianmoney.com)

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## Conclusion

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Davis Hill Designs LLC is committed to delivering a website that meets the Town of Johnson's needs and exceeds expectations. We look forward to working with you on this critical project.

Please feel free to contact us with any questions or for further discussions.

Sincerely,

Jo-Anne Ring  
Owner - Davis Hill Designs LLC  
[jo@davishilldesigns.com](mailto:jo@davishilldesigns.com)  
1 (802) 793-9346



## **I**nnovate **I**ntegrate **I**lluminate

At Innosphere, we are the foremost experts in multi cloud solutions. Our extensive technical prowess spans premier technologies and global multi cloud environments. We propel your business expansion, optimize efficiency, and chart the course to the future.

### **Blueprinting the future of Digital Cloudscape**

**Response to Request for Proposal (RFP)  
Town of Johnson Website Redesign & Maintenance**

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## 1. Introduction

Innosphere Solution LLC (Innosphere) is committed to delivering exceptional cloud web development solutions that drive innovation and support the evolving needs of businesses in the digital age. With a deep understanding of cloud technologies and a proven track record of success, we help organizations create web platforms that are not only scalable and secure but also tailored to enhance user engagement and operational efficiency.

Our extensive experience spans a diverse range of industries, including healthcare, finance, technology, e-commerce, and more. We have successfully delivered projects of varying complexity, from dynamic websites to sophisticated cloud-native applications, all designed to meet the unique needs of our clients. Our expertise includes the development of scalable, secure, and high-performing web platforms that enhance user experience and streamline operations.

At Innosphere, we pride ourselves on our deep technical knowledge and our ability to stay at the forefront of emerging technologies. Our team comprises seasoned developers, cloud architects, and project managers who are well-versed in the latest cloud platforms and development frameworks. This enables us to create tailored solutions that are both innovative and reliable.

We take a collaborative approach to every project, working closely with our clients to ensure that our solutions align with their strategic objectives. Our commitment to quality and customer satisfaction has earned us a reputation for excellence, as evidenced by the successful outcomes we have delivered for businesses across the globe.

By choosing Innosphere, you are partnering with a team that is dedicated to transforming your digital vision into reality. Our cloud web development services are designed to not only meet your immediate needs but also to provide a foundation for future growth and success.

## 2. Our Understanding of the Customer

The Town of Johnson (TOJ) is seeking proposals from qualified web development firms to redesign its existing website and provide maintenance services. The current website uses a WordPress framework, although not necessary, similar functionality is desired for staff use when making changes to the website.

## 3. Project Overview

The Town of Johnson (TOJ) seeks proposals from experienced web developers and designers to redesign its current WordPress-based website. The new design should ensure ease of use for town staff, provide intuitive user experience, and maintain the current site's functionality. The project also requires the provision of a long-term maintenance contract, including routine updates, security, and staff training.

### Redesign Objectives:

- Redesign Current Website: Modernize the existing website while retaining its essential functions.
- Town Input Integration: Collaborate with town officials (Selectboard, Town Clerk, Town Administrator, and office staff) to gather requirements and implement them into the redesign.
- Improve User Experience: Create an intuitive and accessible design for town committees, boards, public services, and citizens.

### Maintenance Objectives:

- Ongoing Website Maintenance: Provide routine updates, technical support, and necessary license renewals.
- Documentation & Training: Supply training materials and resources to town employees for easy website management, including uploading documents such as agendas and minutes.

### Approach and Methodology

#### Phase 1: Project Initiation

- Kickoff Meeting: Introduce the project team, confirm objectives, timelines, and discuss initial thoughts about website functionality.

- Requirement Gathering: Work closely with the Selectboard, Town Clerk, Town Administrator, and office staff to outline needs. This includes understanding current issues with the website and defining the goals of the redesign.

#### **Phase 2: Website Design**

- Site Architecture & Wireframes: Develop a skeleton structure of the website, ensuring it supports all necessary content and user flows.
- Design Mockups: Create visual design prototypes of key pages (home page, committee pages, document upload interface).
- Feedback & Revisions: Based on stakeholder input, make adjustments to the design before moving into development.

#### **Phase 3: Website Development**

- Build Core Structure: Implement the main sections of the website, ensuring ease of navigation and access to information.
- Content Migration: Move all existing content, ensuring attachments and documents are organized and accessible.
- CMS Features: Ensure the CMS allows for easy upload of new documents, including agendas, meeting minutes, and public notices.

#### **Phase 4: Final Testing & Quality Check**

- Integration Testing: Test the website's functionality, including links, forms, and document management.
- Stakeholder Review & UAT: Provide the redesigned website to key stakeholders for review. Simultaneously, staff will test the usability of the CMS and provide feedback.
- Final Adjustments: Address any issues found during the review and testing phase.

#### **Phase 5: Website Launch**

- Soft Launch: Provide limited access to the website for internal final checks before the public release.
- Public Launch: Release the website to the public, ensuring all systems are functioning properly and no data is lost during the transition.

#### **Phase 6: Training & Documentation**

- Training: Conduct sessions to educate town staff on how to use the CMS, upload documents, and make updates to the website.
- Training Manual: Provide written documentation and guides for the most common administrative tasks on the website.

#### **Phase 7: Maintenance & Support**

- Maintenance Contract: Agree on an annual contract that includes regular updates, licenses, security monitoring, and technical support.
- Ongoing Maintenance: Begin routine checks and updates after the launch to ensure optimal performance of the website.

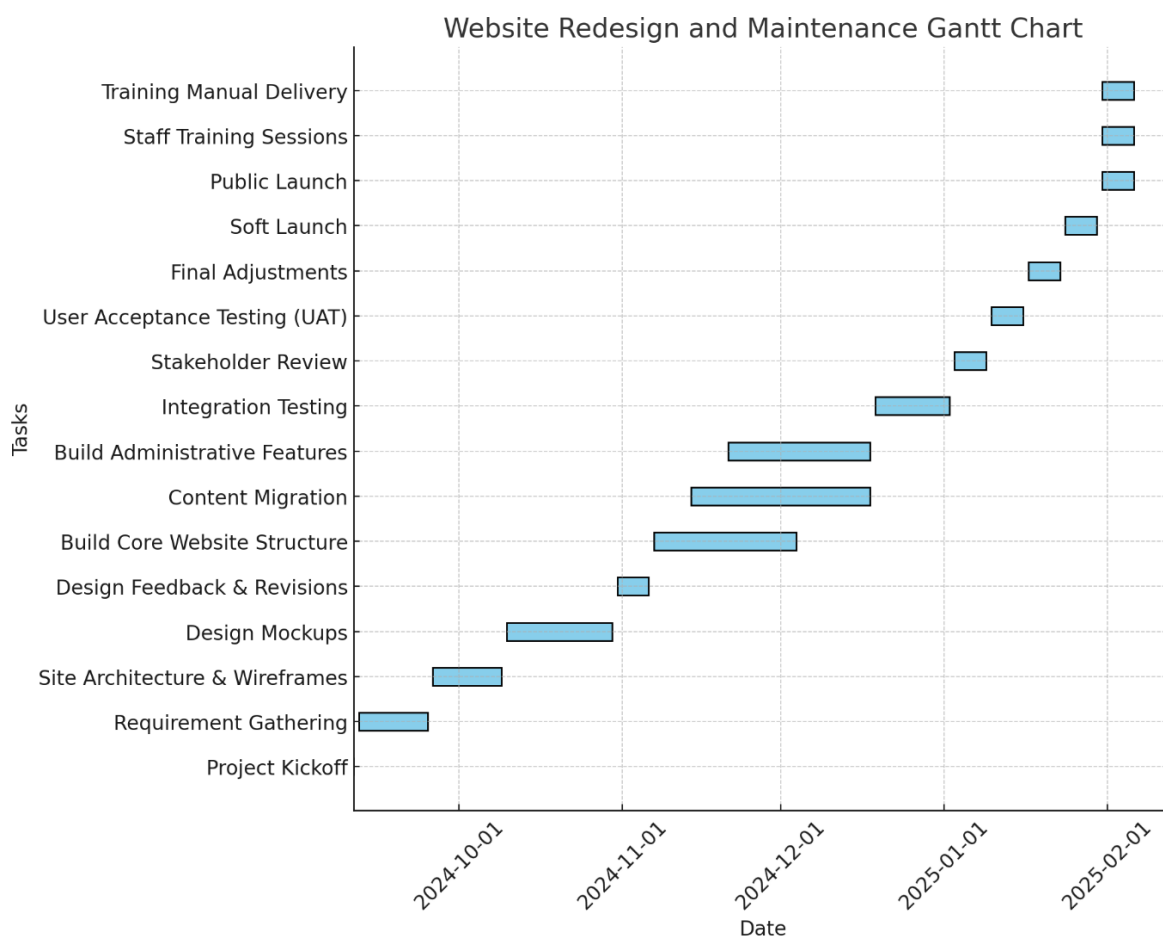
## **4. Technology Stack**

1. Content Management System (CMS):
  - WordPress: Continue using WordPress for its ease of use, large support community, and scalability.
    - Plugins:
      - Elementor: For drag-and-drop page building.
      - Advanced Custom Fields (ACF): To manage custom content types.
      - Wordfence Security: For security monitoring.
      - UpdraftPlus: Backup plugin for regular website backups.
      - WP Rocket: For website performance optimization.
2. Hosting:
  - Cloud Hosting (e.g., WP Engine or SiteGround): Provides managed WordPress hosting with automatic updates, backups, and security features.
    - SSL certificate (included with most managed hosting services).
3. Version Control & Collaboration Tools:
  - GitHub or GitLab: For version control and collaboration during development.

4. Design Tools:
  - Figma or Adobe XD: For wireframing and prototyping website designs.
5. Security:
  - Sucuri Firewall: Provides an additional layer of protection against website attacks.
  - Two-Factor Authentication: Implemented for all administrative accounts.
6. Maintenance Tools:
  - ManageWP: For site monitoring, backups, updates, and uptime monitoring.
  - Google Analytics: To track website traffic and user behavior.
  - MonsterInsights: For easy integration of Google Analytics with WordPress.
7. Support & Communication:
  - Slack or Microsoft Teams: For internal communication during the project.
  - Trello or Asana: For project management and task tracking.

## 5. Project Schedule and Duration

Key Milestones & Detailed Timeline



Milestone	Description	Start Date	End Date	Duration
<b>Phase 1: Project Initiation</b>				
1.1 Project Kickoff	Initial meeting with Selectboard, Town Clerk, Town Administrator, and office staff to outline project.	Week 1	Week 1	1 day
1.2 Requirement Gathering	Define website functionality, page structure, and features based on input from town officials.	Week 1	Week 2	2 weeks
<b>Phase 2: Website Design</b>				

<b>2.1 Site Architecture &amp; Wireframes</b>	Create wireframes showing structure and layout of key pages.	Week 3	Week 4	2 weeks
<b>2.2 Design Mockups</b>	Present design mockups for review by stakeholders (Selectboard, Town Clerk, etc.).	Week 4	Week 6	3 weeks
<b>2.3 Design Feedback &amp; Revisions</b>	Gather feedback and make necessary revisions to the mockups.	Week 6	Week 7	1 week
<b>Phase 3: Website Development</b>				
<b>3.1 Build Core Website Structure</b>	Develop key pages, including home page, service pages, and committee/board sections.	Week 7	Week 10	4 weeks
<b>3.2 Content Migration</b>	Migrate existing content from current website to the new structure, including attachments.	Week 8	Week 12	5 weeks
<b>3.3 Build Administrative Features</b>	Implement backend CMS features for town staff (uploading agendas, minutes, etc.).	Week 10	Week 12	3 weeks
<b>3.4 Integration Testing</b>	Test integration of all website components, pages, and attachments.	Week 12	Week 13	2 weeks
<b>Phase 4: Final Testing &amp; Quality Check</b>				
<b>4.1 Stakeholder Review</b>	Present fully functional website for final review by stakeholders.	Week 13	Week 14	1 week
<b>4.2 User Acceptance Testing (UAT)</b>	Conduct comprehensive testing with town staff for usability and performance.	Week 14	Week 15	1 week
<b>4.3 Final Adjustments</b>	Make any final revisions or bug fixes identified during UAT.	Week 15	Week 16	1 week
<b>Phase 5: Website Launch</b>				
<b>5.1 Soft Launch</b>	Launch the website with limited access for internal review and final checks.	Week 16	Week 17	1 week
<b>5.2 Public Launch</b>	Officially release the website to the public, ensuring all systems are fully functional.	Week 17	Week 18	1 week
<b>Phase 6: Training &amp; Documentation</b>				
<b>6.1 Staff Training Sessions</b>	Conduct live training sessions for town employees on CMS management and basic website functions.	Week 17	Week 18	1 week
<b>6.2 Training Manual Delivery</b>	Provide comprehensive manuals covering core tasks like uploading documents and managing content.	Week 17	Week 18	1 week
<b>Phase 7: Maintenance &amp; Support</b>				
<b>7.1 Maintenance Contract Agreement</b>	Finalize and sign an annual contract for ongoing maintenance and support services.	Week 18	Week 18	1 week
<b>7.2 Ongoing Maintenance and Updates</b>	Begin routine maintenance, including updates, technical support, and system monitoring.	Ongoing	Ongoing	Continuous

## 6. Project Monitoring and Reporting

- **Weekly Progress Reports:** The web development team will submit weekly status updates to the Town's designated project manager.
- **Monthly Maintenance Reports:** After launch, monthly reports detailing website performance, updates, and any incidents will be provided.



## 7. Acceptance Criteria

- Websites must be responsive, functional, and meet the outlined requirements.
- All key stakeholders must approve the final design before the launch.
- Training materials must be completed and delivered to Town employees.
- A signed maintenance contract must be in place for ongoing support.

## 8. One Year Support Plan

### 1. Scope of Support

The one-year support plan includes the following services and activities:

- **Technical Support:**
  - Issue Resolution: Addressing and resolving any technical issues or bugs that arise with the website.
  - System Updates: Applying necessary updates and patches to maintain the website's performance and security.
  - Feature Enhancements: Implementing minor feature enhancements and improvements based on user feedback.
- **Maintenance:**
  - Performance Monitoring: Regular monitoring of website performance to ensure optimal speed and functionality.
  - Backup Management: Managing and performing regular backups to safeguard against data loss.
  - Security Monitoring: Continuous monitoring for security vulnerabilities and threats.
- **User Support:**
  - Help Desk: Providing a help desk for user inquiries and support requests.
  - Training: Offering additional training sessions for staff if required.
- **Reporting:**
  - Monthly Reports: Providing detailed reports on system performance, issue resolutions, and maintenance activities.
  - Quarterly Reviews: Conducting quarterly reviews to assess support effectiveness and gather feedback.

### 2. Exclusions

The support plan does not cover the following:

- **Major Upgrades or Redesigns:** Significant changes or redesigns to the website beyond minor feature enhancements.
- **Third-Party Software Support:** Issues related to third-party software or integrations not included in the original scope.
- **Custom Development:** Development of new custom features or functionalities not previously agreed upon.
- **User Errors:** Problems caused by user errors or misuse of the website.
- **Hardware Issues:** Problems related to hardware or infrastructure not managed by the support team.


### 3. Risks

Potential risks associated with the support plan include:

- **Unforeseen Technical Issues:** Complex or unexpected technical issues that may require additional time and resources to resolve.
- **Scope Creep:** Requests for support that fall outside the defined scope, potentially leading to additional costs.
- **Dependency on External Vendors:** Issues arising from third-party software or services that impact the website's performance.
- **User Training Gaps:** Insufficient training or understanding by users, leading to increased support requests.

### 4. Efforts

Efforts required for the support plan include:

- **Resource Allocation:**
    - Support Staff: Dedicated support staff to handle technical issues, maintenance tasks, and user inquiries.
    - Tools and Technologies: Utilization of monitoring tools, ticketing systems, and security solutions.
  - **Time Commitment:**
    - Regular Monitoring: Ongoing monitoring and maintenance efforts.
    - Response Time: Defined response times for addressing support requests and issues.
    - Documentation: Maintenance of documentation and reporting for all support activities.
- 

- Budget:
  - Cost Allocation: Budget for support staff, tools, and any additional resources required.

## 9. Use Cases

### Customer Use Case 1: E-Commerce Platform Enhancement

**Client Overview:** An established e-commerce retailer seeking to modernize their website and optimize their cloud infrastructure to support growing traffic and enhance user experience.

**Challenges:**

- Outdated website architecture impacting performance and user engagement.
- Scalability issues with the existing cloud infrastructure leading to downtime during peak periods.
- Limited data analytics capabilities hindering insights into customer behavior and sales trends.

**Innosphere's Solution:**

1. **Website Development & Modernization:**

- Redesign the website with a modern, responsive design to improve user experience across devices.
- Implement a content management system (CMS) with enhanced functionalities for easier content updates and management.
- Integrate advanced features like personalized recommendations and a streamlined checkout process to boost conversions.

2. **Cloud Migration & Optimization:**

- Migrate the existing infrastructure to a scalable cloud environment using Microsoft Azure.
- Optimize cloud resources for performance and cost-efficiency, ensuring high availability and minimal downtime.
- Implement auto-scaling and load-balancing solutions to handle traffic spikes effectively.

3. **Data Analytics:**

- Deploy data analytics tools to track user behavior, sales performance, and key metrics.
- Develop custom dashboards and reports to provide actionable insights and support data-driven decision-making.
- Utilize machine learning algorithms to enhance predictive analytics and improve marketing strategies.

**Outcome:**

- The redesigned website achieved a 40% increase in user engagement and a 25% boost in conversion rates.
- The new cloud infrastructure supported seamless scalability and reduced downtime by 50%.
- Enhanced data analytics capabilities provided valuable insights, leading to a 30% increase in targeted marketing effectiveness and revenue growth.

### Customer Use Case 2: Healthcare Provider Digital Transformation

**Client Overview:** A regional healthcare provider aiming to modernize their digital infrastructure to improve patient care, streamline operations, and ensure compliance with healthcare regulations.

**Challenges:**

- Fragmented IT systems lead to inefficient patient data management and communication.
- High costs and complexity associated with maintaining legacy systems.
- Need for improved data analytics to enhance patient outcomes and operational efficiency.

**Innosphere's Solution:**

1. **Website Development & Patient Portal:**

- Redesigned the healthcare provider's website to include an integrated patient portal with features for appointment scheduling, telemedicine, and access to medical records.
- Implemented responsive design to ensure accessibility across all devices and enhance patient engagement.

2. **Cloud Migration & Infrastructure Modernization:**

- Migrated patient records and administrative applications to Microsoft Azure, providing a scalable, secure, and compliant cloud environment.
- Modernized IT infrastructure with Office 365 integration for improved collaboration among healthcare professionals and administrative staff.

3. **Data Analytics & Reporting:**

- Deployed advanced data analytics tools to track patient outcomes, treatment effectiveness, and operational metrics.
- Developed custom dashboards and reports to support clinical decision-making and operational improvements.

**Outcome:**

- The patient portal led to a 50% increase in online appointment scheduling and a 40% improvement in patient engagement.
- Cloud migration reduced IT costs by 30% and improved system reliability and scalability.
- Data analytics provided actionable insights, leading to a 25% improvement in patient care outcomes and operational efficiencies.

**Customer Use Case 3: E-Commerce Platform Enhancement for Electric Auto Manufacturer**

**Client Overview:** A pioneering electric auto manufacturer seeking to enhance its e-commerce platform to improve online sales, provide a seamless purchasing experience, and leverage data for personalized customer interactions.

**Challenges:**

- **Complex Product Configurations:** The existing platform struggled with offering customizable vehicle configurations, leading to a complicated and lengthy purchasing process.
- **Limited Integration with Dealerships:** The platform lacked real-time integration with dealerships, causing delays in order processing and delivery.
- **Underutilized Customer Data:** The manufacturer had a wealth of customer data but lacked the tools to analyze and use it effectively for personalized marketing and sales.

**Innosphere’s Solution:**

1. **Advanced Product Configuration:**

- Developed an intuitive, user-friendly interface for vehicle customization, allowing customers to easily configure their electric vehicles with various options and packages.
- Integrated a 3D visualization tool to give customers a real-time view of their selected configurations, enhancing the buying experience.
- Streamlined the checkout process with clear pricing and financing options tailored to individual customers.

2. **Dealership Integration:**

- Implemented a real-time integration system between the e-commerce platform and the manufacturer’s network of dealerships.
- Enabled direct communication between customers and local dealerships for test drives, financing, and delivery scheduling.
- Provided dealerships with real-time inventory data and customer inquiries, improving response times and customer satisfaction.

3. **Data-Driven Personalization:**

- Leveraged advanced data analytics to segment customers based on their browsing and purchasing history.
- Developed personalized marketing campaigns, offering tailored promotions and financing options to different customer segments.
- Utilized machine learning algorithms to predict customer preferences, enabling targeted product recommendations and upselling opportunities.

**Outcome:**

- The new vehicle customization interface reduced the average time to complete a purchase by 30%, leading to a 20% increase in completed transactions.
- Real-time dealership integration reduced order processing times by 40% and improved overall customer satisfaction.
- Data-driven personalization led to a 25% increase in customer engagement and a 15% rise in conversion rates, boosting overall sales.

**10.Assumptions**

- **Availability of Town Resources:** Town officials (Selectboard, Town Clerk, Town Administrator, and office staff) will be available for consultations, requirement gathering, feedback, and reviews during the project timeline.



- **Access to Current Website:** The development team will have full access to the current WordPress site, including content, plugins, and backend functionalities, to migrate content and implement the redesign effectively.
- **Content Readiness:** All required content, including new materials, documents, and assets, will be provided by the town prior to the content migration phase.
- **Stakeholder Review:** Town stakeholders will provide timely feedback and approvals during design mockups and user acceptance testing (UAT) to avoid delays in the project.
- **Third-Party Integrations:** Any necessary third-party services (e.g., payment systems, document repositories) will be functional and their documentation made available to the project team for seamless integration into the website.
- **Hosting Environment:** The current hosting environment is sufficient for the new website's infrastructure and performance requirements, or any needed changes will be communicated upfront.
- **CMS Usability:** The current staff is capable of learning the new CMS features with the provided training and documentation.
- **Legal & Compliance:** The redesigned website will comply with all local and national regulations, including accessibility standards (e.g., ADA compliance).
- **Timely Launch:** The project timeline assumes that there will be no major delays or unanticipated issues affecting the website's launch and ongoing maintenance.

## 11.Exclusions

- **New Branding or Logo Design:** Any new logo or branding development for the Town of Johnson is excluded from this project unless explicitly requested and agreed upon as an additional service.
- **Major Content Creation:** Development of entirely new content, including writing or designing new materials for the website (outside of migration and restructuring of existing content), is not part of the project.
- **Third-Party System Development:** Any new features, modules, or systems that require external integrations (e.g., third-party APIs or software) beyond basic website functionalities will not be included unless agreed upon in the project expansion.
- **Custom Application Development:** Development of custom web applications or significant custom plugins, apart from essential WordPress features, is out of scope.
- **Ongoing SEO & Marketing Services:** While the redesigned website will be SEO-friendly, this project does not cover continuous SEO management, digital marketing, or analytics beyond the initial setup.
- **Domain Management:** Setting up or managing the website's hosting server, domain registration, or associated services like email hosting is not included, although recommendations may be provided.
- **Extensive Browser or Device Compatibility:** While the website will be tested for general compatibility, ensuring support for outdated browsers or uncommon devices is not included.
- **Post-launch Content Updates:** Any new content updates or structural changes post-launch, beyond routine maintenance covered in the maintenance contract, will be excluded unless added as a separate service.

## 12.Risks and Mitigation

- **Scope Creep:** Regularly review project scope and manage changes through a formal change request process.
- **Delays:** Develop a detailed project plan with buffer time for potential delays.
- **Technical Issues:** Conduct thorough testing and have a contingency plan for technical issues.

## 13.Communication Plan

- **Weekly Meetings:** Schedule weekly meetings with TOJ stakeholders to review progress and address any issues.
- **Status Reports:** Provide regular status reports outlining completed tasks, upcoming milestones, and any risks or issues.
- **Communication Channels:** Use email, phone, and project management tools for effective communication.



## 14. Terms and Conditions

We agree to the terms and conditions outlined in the RFP and are prepared to enter into a professional services agreement with the TOJ.

Thank you for considering our proposal. We look forward to the opportunity to work with the TOJ on this important project.

## 15. Declaration of Conflict of Interest

Innosphere has conducted a thorough review of our business relationships, partnerships, and engagements to ensure impartiality in this project. After completing this assessment, we confirm that there are no conflicts of interest that could compromise the integrity or objectivity of our involvement. We are committed to providing unbiased, high-quality services, and our independence ensures that our recommendations and decisions are made in the best interest of the client and the project's success.

## 16. Budget

Phase wise budget for website development is proposed below.

Phases	Total Cost
Phase 1: Project Initiation	\$3,000
Phase 2: Website Design	\$8,000
Phase 3: Website Development	\$10,000
Phase 4: Final Testing & Quality Check	\$6,000
Phase 5: Website Launch	\$2,000
Phase 6: Training & Documentation	\$5,000
Phase 7: Maintenance & Support (One Year)	\$7,500
Project Management	\$4,150
Project Cost	\$45,650
Contingency @ 10%	\$4,565
Tech Stack Budget*	\$3,500
<b>Total Project Cost</b>	<b>\$53,715</b>

### Additional Notes:

- Contingency:** We strongly recommend allocating a contingency fund (typically 10% of the project cost) for unforeseen expenses or scope changes. For this project, a 10% contingency amounting to approximately \$4,565 is included, bringing the total potential budget to \$53,715. Contingency will be consumed only if the situation warrants. If the contingency is not used, the project budget would be \$49,150.
- Payment Terms:** Payments can be structured based on milestones or phases, with specific amounts due upon completion of each phase. This approach ensures cash flow management and aligns payments with project progress.
- \*Tech Stack Budget Distribution:** Tech stack cost will be variable and has been estimated at \$3,500. It includes Word Press template, hosting for one year, key plugins, security for one year, etc. It may vary if changes occur.

Description	Cost
CMS & Plugins	\$450
Hosting & Security	\$2,000
Design & Development Tools	\$250
Maintenance Tools	\$800
<b>Total Tech Stack Cost</b>	<b>\$3,500</b>

This budget provides a comprehensive overview of the costs associated with each phase of the project, ensuring a clear financial plan for the successful completion of the website redesign.



## 17. Conclusion

We are committed to delivering a high-quality website that meets TOJ needs and objectives. Our team is dedicated to ensuring a smooth and successful project, from initial planning to post-launch support.

**Contact Information:**

- Company Name: Innosphere Solution LLC, 1410, Lone Feather TRL, Winter Park, FL 32792 USA
- Contact Person: Steve Ekizian & Hirdesh Singhal
- Phone Number: +1 – 248 875 7245 & +91 – 994 999 9207
- Email Address: Hirdesh.s@innospherotech.us

Innosphere will execute the project along with its offshore division located in India.





## 18. Appendix 1: About Us

In today's digital landscape, navigating the ever-evolving cloud landscape can be a daunting task. At Innosphere, we understand this challenge. We offer a **comprehensive suite of cloud solutions**, designed to empower your business at every stage of your cloud journey. We partner with you to define your cloud strategy, develop custom applications, modernize your workspace, streamline your development and security processes, and unlock the power of data and AI/ML. With our unwavering 24/7 support covering multi-cloud environments, data, Microsoft 365, and more, Innosphere becomes your trusted advisor, ensuring you leverage the cloud effectively and achieve long-term success.

Our comprehensive suite of services include:

- **Expert cloud strategy:** We guide companies through defining their cloud roadmap, optimizing current strategies, and selecting the best platform for their needs.
- **Tailored development:** We specialize in building custom applications, mobile apps, cloud-native web apps, and SaaS portals, ensuring your clients have the tools they need to thrive.
- **Modernized workspaces:** Our solutions for device management, Exchange migration, identity management, and Azure Directory & AD management help businesses streamline operations and enhance security.
- **Streamlined Dev/SecOps:** We enable centralized Dev/SecOps, efficient collaboration, and continuous improvement through automation and infrastructure as code.
- **Data AI/ML expertise:** We assist in migrating on-premise data to the cloud, building data lakes, implementing big data and data warehouse strategies, and leveraging AI/ML for automation.
- **Unwavering support:** Our 24x7 support covers multi-cloud environments, data, Microsoft 365, and includes managed services, real-time monitoring, cost optimization, and security & compliance management.

We differentiate ourselves with the following:

- **Comprehensive Suite of Services:** Innosphere offers a wide range of services that cover the entire cloud journey, from strategy and migration to development, security, data management, and AI/ML. This one-stop-shop approach can be highly attractive to businesses seeking a single provider to manage their cloud needs.
  - **Unwavering 24/7 Support:** Innosphere emphasis on 24/7 support across multiple areas (multi-cloud, data, Microsoft 365) highlights their commitment to client success.
  - **Focus on Business Needs:** Innosphere prioritizes understanding a client's specific needs and then tailoring their services accordingly.
  - **Expertise across Multiple Cloud Platforms:** Innosphere experience with various cloud platforms (AWS, Azure, GCP, Oracle) allows them to recommend the best fit for a client's requirements, rather than being limited to a single platform.
  - **Security and Compliance:** Innosphere can emphasize their capabilities in securing and maintaining compliance within cloud environments, a critical concern for many businesses.
  - **Automation and Efficiency:** Innosphere can showcase their expertise in Dev/SecOps practices and infrastructure as code to promote streamlined operations and cost optimization.
  - **Data-driven Approach:** Innosphere follows data driven approach that helps its customer to objectively measure the value they are realizing.
- 

# Innosphere Suite of Services



CLoud CONSULTING	DIGITAL WORKSPACE	DATA & ANALYTICS	24x7 SUPPORT	DEV/SEC OPS	.NET Development as a Service
<ul style="list-style-type: none"> <li>Cloud(Architecture) Strategy &amp; Roadmap</li> <li>Cloud Platform Build &amp; Migration</li> <li>Cloud Management and Optimization</li> <li>Evaluation &amp; Selection of Right PaaS Platforms</li> <li>PaaS Migration (Re-Factor, Re-Host, Re-Architect)</li> </ul>	<ul style="list-style-type: none"> <li>Modern Digital Workspace</li> <li>M365 Licensing Suites, Device Management</li> <li>Identity, Azure Directory &amp; AD Management Services</li> <li>SharePoint Modernization</li> <li>Cloud-Based Virtual Desktop Infrastructure (VDI)</li> <li>Exchange Migration to Office 365</li> </ul>	<ul style="list-style-type: none"> <li>Migration of On-premise Data to Cloud</li> <li>Automation using Cloud Stack Technologies for Faster Time to Insight</li> <li>Cloud Based Data Warehouse using Snowflake</li> <li>Data Lake Solutions in the Cloud</li> <li>AI/ML Driven Automation</li> </ul>	<ul style="list-style-type: none"> <li>Multi Cloud, Data and M365 Managed Service</li> <li>Real-time Monitoring and Notification</li> <li>Incident Management</li> <li>Access Management</li> <li>Backup Management</li> <li>DR Drills</li> <li>Cost Optimization</li> <li>Security &amp; Compliance Management</li> </ul>	<ul style="list-style-type: none"> <li>Centralized DevOps Collaboration Portal</li> <li>DevOps Transformation Model</li> <li>Continuous Improvement Framework</li> <li>DevOps Environment Orchestration</li> <li>Project Onboarding Assistant</li> <li>Infra as Code Automation</li> <li>NextGen Firewall Implementation (FWaaS)</li> </ul>	<ul style="list-style-type: none"> <li>Mobile App Development</li> <li>Cloud-Native Web Apps &amp; SaaS Portals</li> <li>Agile Software Development</li> <li>Universal App Development</li> <li>Distributed Applications</li> <li>Custom Application Development</li> </ul>

## Technology Expertise

A grid of logos representing various cloud services, security tools, and technologies. The logos are arranged in rows and columns:

- Row 1: Amazon web services, Microsoft Azure, Google Cloud Platform Ltr, DigitalOcean, CLOUDFLARE, f5
- Row 2: ALERTLOGIC, AppDynamics, CipherCloud, cloudability, New Relic, Incapsula
- Row 3: Nessus, loggly, okta, PRGERDUTY, Ping, pingdom
- Row 4: Reblaze, SIMPANA, Sit 2407, TREND MICRO, SOASTA, VERACODE
- Row 5: Java, .NET, python, php, node, Scala
- Row 6: redhat, Windows Server, SUSE, CentOS, ubuntu, debian
- Row 7: MySQL, SQL Server, PostgreSQL, mongoDB, KEROSPIRE, cassandra
- Row 8: Hadoop, emahout, cloudera IMPALA, Spark, BigQuery, Windows Azure HCloud
- Row 9: redis, RabbitMQ, Apache Solr, NGINX, CHEF, HA PROXY



# Thank You!!

**Your Revolutionized Cloud Operations Partner**



USA - Florida



India - Bengaluru



# BTAT LLC

Bradley Horstman  
296 Simmons Rd  
Wolcott, VT 05680  
(269) 290-6784  
everydayistheplayoffs.com

## Johnson VT

Sept 1, 2024

### **A star to sail your ship by**

A website can help grow your business, and it's no secret to anybody that developing and maintaining a website is a time consuming and constantly changing adventure. Your presence needs to look professional in order for your marketing strategy to become fully integrated with your overall business plan.

The right mix of website, social media, content, and email marketing can show you the best return on your investment.

This proposal includes the strategy and support to design, develop, and maintain a website central to your mission with optimum performance, empathetic touchpoints, and the agility to easily iterate and elevate content important to your audiences.

## Common website build

Based on what I see in your current website build, that's what I call it: common website build. There are no uncommon website features (e.g., ecommerce, memberships). It's an intuitive process for me—I was at Western Michigan University for over 19 years as a Senior Web Content Specialist and before that I was a freelance website builder.

Over the course of this redesign we'll be constantly iterating and elevating: using feedback to guide our decisions in making improvements to the design and functionality—this is a constant, dynamic, and organic process. This plan also includes daily updates to the system, themes and plugins; it also includes a "site scanning" security package; daily backups; domain and hosting fees; and, a staging site where we can develop new features.

*This package does not include email or social media management—although, I will help you with best practices and I will assist in getting your Google My Business page up and running.*

## Objectives and Key Results Overview

OKRs are an effective way to communicate what we want to accomplish and what milestones we'll need to meet in order to accomplish them (e.g., objective: “we’re going to upgrade the existing Johnson VT website,” key result: “the website works better for our audiences”)—the following list addresses the primary objectives in the current web system build, along with the set of metrics that will measure the achievement of that objective (i.e., key result):

1. **Perform a content audit**—a comprehensive review of our media, pages, and posts removes out-dated, duplicative content that is detrimental to the user experience (UX).
2. **Build a better search**—resolve any issues users are having when attempting to locate content on the website (e.g., searching for a “building permit” finds you a building permit).
3. **Enhancing the accuracy of the search result**—when content is found, there is clarity in ascertaining the exactness of the search result (e.g., easily determine that this is the correct and current building permit I need).
4. **Fixing any broken links and creating a custom 404 page**—we don’t leave our audience stranded on an island; no more sending people to dead ends, and if they do find themselves lost we create a page to help guide them to shore.
5. **Applying an aesthetic redesign**—we build a contemporary web system that is intuitive so that our audience feels confident in its intention.
6. **Simplify common workflows**—we make it easier to perform tasks by the Town Office by reviewing and redeveloping certain elements of the web system’s functionality (e.g., adding agendas; adding events and special announcements to the homepage).
7. **Make PDFs more accessible**—if PDFs are images we’ll convert these “image PDFs” to “text-based” PDFs (i.e., the content within will become searchable); in addition, while still offering a PDF download, whenever possible, we will convert applications from a standard PDF to a secure, online webform.



## Overview of the schedule

### Weeks 1 and 2

#### Define

- Overall budget and schedule approved.
- Technical needs addressed and clarified.
- Scope of project and deliverables defined.
- Conduct comparative analysis; begin initial audience profiling.

#### Structure

- Site structure defined; navigation and page flow developed (e.g., Site Map).
- Site map completed and approved (e.g., Wireframes).
- User profiles created and user tasks defined.
- Content audit and acquisition.
- Wireframing of primary and secondary pages begins.
- Establish navigation, page flow, content organization, and layout user paths.

#### Hosting

- Copy website from GoDaddy to SiteGround (if applicable).
- Confirm transfer on SiteGround (if applicable).
- Redirect DNS to SiteGround (if applicable).

### Weeks 3 to 6

#### Design

- Present first round of page layout and design.
- Design of "look and feel" approved; begin art production.
- User Interface (UI) design begins.
- Necessary materials are digitized for online use.

#### Test

- HTML test site (non-design orientated) developed following approved page flow and UI design.
- Content is collected, modified, and finalized.
- Production of the design template begins.

## Overview of the schedule (cont.)

### Weeks 7 to 9

#### Production

- Production begins using protosite as outline and structure.
- HTML production and programming begins, incorporating content and design.
- Continue production, testing and build out of site.

#### Quality Assurance

- Confirm all specified browser and platform compatibility.
- Begin internal Quality Assurance (QA).
- Beta version of site is "live" for client/administration.
- Internal testing and QA continues.

### Week 10

#### Launch

- Public launch.
- Announcement (developed by writing team).
- Post-launch, set-up maintenance, develop guidelines and conduct post-mortem meeting.

## What's that going to cost me?

Initial build and redesign		<b>\$15,960</b>
Siteground Hosting (1 yr)		<b>\$450</b>
Maintenance (1 yr)*		<b>\$4,080</b>
		<b>\$20,490 estimated cost</b>

\*this includes additional licenses and fees associated with operating the website, all routine maintenance, service calls, and training of Town employees—here is an example of [online training that I've built for the Town of Wolcott](#).

## References

Please take a moment and visit my website for [reviews from previous clients](#); in addition, you may be interested in this post I made regarding [the redesign I did for the Town of Wolcott](#) website.

### **Belinda Harris Clegg**

Wolcott Town Clerk & Treasurer (Wolcott, VT)

(802) 888-2746

tc@wolcottvt.org

### **Marie Lee**

Owner/Operator Encore Magazine (Kalamazoo, MI)

(269) 760-6054

marie@encorekalamazoo.com

### **Seth Bernard**

Founder, Board President, and Executive Director of Title Track (Williamsburg, MI)

(734) 717-7796

samuelsethbernard@gmail.com

Thank you for the opportunity. Please let me know if you have any questions, comments or concerns.

## **Bradley Horstman**

Owner/Operator BTAT LLC  
296 Simmons Rd  
Wolcott, VT 05680  
(269) 290-6784  
[everydayistheplayoffs.com](http://everydayistheplayoffs.com)

## Website Redesign Proposal For the Town of Johnson, Vermont

Prepared for: Thomas Galinat, Town of Johnson, VT 293 Lower Main West Johnson, VT 05656  
802-635-2611 tojadministrator@townofjohnson.com

Prepared by: Vanetta Darby / KeVaCo, LLC

Prepared on: 2024-09-10 10:00PM Valid until: 2024-10-10 10:00PM

### **Intro Referral from Paul Martin, Communications Virtual Services**

I am a 4<sup>th</sup> generation Vermonter, who loves our state & working with 10 Vermont municipalities. KeVaCo is a “full stack” developer who primarily uses Wordpress/Elementor for design. We have viewed your existing website and can incorporate the desired upgrades requested in your RFP. Your Wishlist are features I am unfamiliar with, but will research how we can establish a process to integrate them into the functionality of your website. Customer Service is paramount, so we are always a phone call/email away to walk through a process (no charge) with a prompt, timely response. A website is a valuable tool that must continue to evolve to stay relevant by using innovative tools & new features.

### **Project Goals-BrainStorm**

#### **1. Consultation**

We look forward to getting to know the person(s) we will directly work with to redesign the Johnson, VT website. This can be done through phone conversations, email or zoom. We will want to know your vision for the site, features you want (and don't want), and other issues included in your RFP that you may need to discuss.

##### **a. Team**

An appointed Contact Person(s) for the Town of Johnson's feedback will be very important, as it will help us better understand what you envision for your website. Then we will offer our expertise to how to present your services/products in the most desirable way online. We work as a “Team” to build a friendly working relationship in order to accomplish a satisfactory project. We have helped many successful businesses establish a welcoming, informative platform by improving their visual appearance with a clean, concise layout, user friendly navigation, improving their overall efficiency with affordability.

##### **b. First We Plan- Identify Issues**

Based on our first discussions with you we're going to identify the problems with your current website design and find solutions to those problems.

- Identify problematic areas
- Research competitors' websites and see what solutions they've applied
- Work out solutions to apply in your project

### **Wireframe Draft/Mock Up Process/Design Approval**

**a.** This is a drawing or basic layout plan, a sketch/ draft.

**b.** Mock-up: 2 different layouts options

(incorporate any additional features before actual web development occurs)

## Website Redesign Process

Redesign/Revamp is mainly about upgrading an existing template layout or incorporating a new template, new features, improving on existing information. **Our main goal is to create a website design that is appealing to the eye, concise functionality, ease of use, and reaches the goals set.**

**Design Development** Main CMS used: **WordPress/Elementor**; Open Source platforms

When the web design is ready, we continue with the coding of the new pages.

- Front-end development
- WordPress integration
- Website migration(opt)
- SEO optimization & Submission to 70+ search engines

## Quality Assurance Final Testing

During this phase, we will go through the new website and test all the newly developed forms, functionalities, and menus. This phase does not include additions to the project scope, but only finding and solving existing code bugs.

### Round of Changes

*\*\*Nothing in our work is irreversible. Even if we apply changes that don't work in favor of our final goal, we can always dial back, reassess the situation and come up with a different solution.*

## Launch Phase Approval/Launch

After the testing phase is completed and all code inconsistencies are fixed, it's time for the launch of the new website. ***We don't launch until the client is satisfied & happy with the final approved website.***

## Website Support

Now that your new website is ready and launched live, we will continue supporting it, so we can enhance the value of your online presence. Always a phone call/email away! Customer Service is our Signature! ***We offer support & training, with a physical manual of basic tasks of adding or uploading text, images, documents, etc.*** *\*We can discuss additional needs, pricing, & negotiate to an agreeable contract, if needed. EX: monthly maintenance, advanced SEO, etc*

## Objective Timeline for Revamp (usually within 1-4 weeks)

### Consultation-Project Goals (after signing)

1st — 3rd day

### Wireframes & Mockups (2 design concepts)

3rd — 7th day

### Design approval

7th — 19th day

### Round of changes

19th— 24th day

### Final design & testing

24th — 27th day

### Website launch

27th — 30th day

**Note:** *These are only general estimated timelines, but mostly depends on timely communication & input between the Town contact team and our design team.*

## Price Quote for Redesign of the Town of Johnson, Vermont

Below are the estimated costs for your website redesign project.

This price quote is valid for 30 working days from 9/9/24.

DESCRIPTION	PRICE	QTY/HOURS	TOTAL
Initial Discussions/Consultation	\$0	1	\$0
Design Mockups-Wireframe/Template	\$100	2	\$200
Design Approval		1	\$0
Web Development (will bill true #of hours)	\$50-\$65	40 (est)	\$2000
Analytics/SEO Submission	\$50	1	\$50
Softwares/Plugins/ Forms (Annual Renewal-estimate ONLY)	100	3	\$300
Misc/Tax/Fees			\$50
Web Monthly Maintenance (TBD) will be negotiated, contracted if needed	EX: \$50 per hour		----
<b>SUBTOTAL</b>	<b><u>DESIGN/DEVELOPMENT ONLY</u></b>		<b>\$ 2600</b>
<b>Domain &amp; Hosting (Transfer included)</b>	<b>**Annual Invoice (if needed)</b>		<b>**495</b>
<b>TOTAL FOR WEB PROJECT</b> <i>DESIGN plus DOMAIN/HOSTING</i> <small>* Once agreed upon, we will submit a detailed invoice</small>	Initial Payment: <b>50%</b> <b>\$1547.50</b> (Balance Due @ Final Approval)		<b>* \$ 3095</b>

### Invoicing & Bank Details

KeVaCo works with 50% upfront payment at acceptance of Proposal. The balance is paid when the project is completed and upon client's complete satisfaction. All invoices issued will be in USD ,with payment term NET15. For website redesign projects, we accept credit card or check payments through our accounting platform.

**ADDITIONAL OPTIONS:** *This will be discussed in first consultation if needed*

**Domain Registration:** \$20 yearly (billed with Hosting Fee)

**Domain Transfer:** \$50-\$100

### Web Hosting- Server-Storage of Data/ Transfer

**\$480 yearly/\$40 monthly; \$495yearly/\$43 with domain**

VPS Server located in USA – cPanel

### Non-discloser of Confidential Information

During this website redesign project some confidential information may be shared between the parties. To make our communication quicker and easier we'll treat all shared information as confidential information. Both parties should take the necessary steps to inform their employees, that sharing of any project-related information with third parties is strongly forbidden.

## KeVaCo Web Services & Solutions

Since KeVaCo was established in 1998, we've always been focused on **quality** over quantity. We are a small company offering a personal approach to each client.

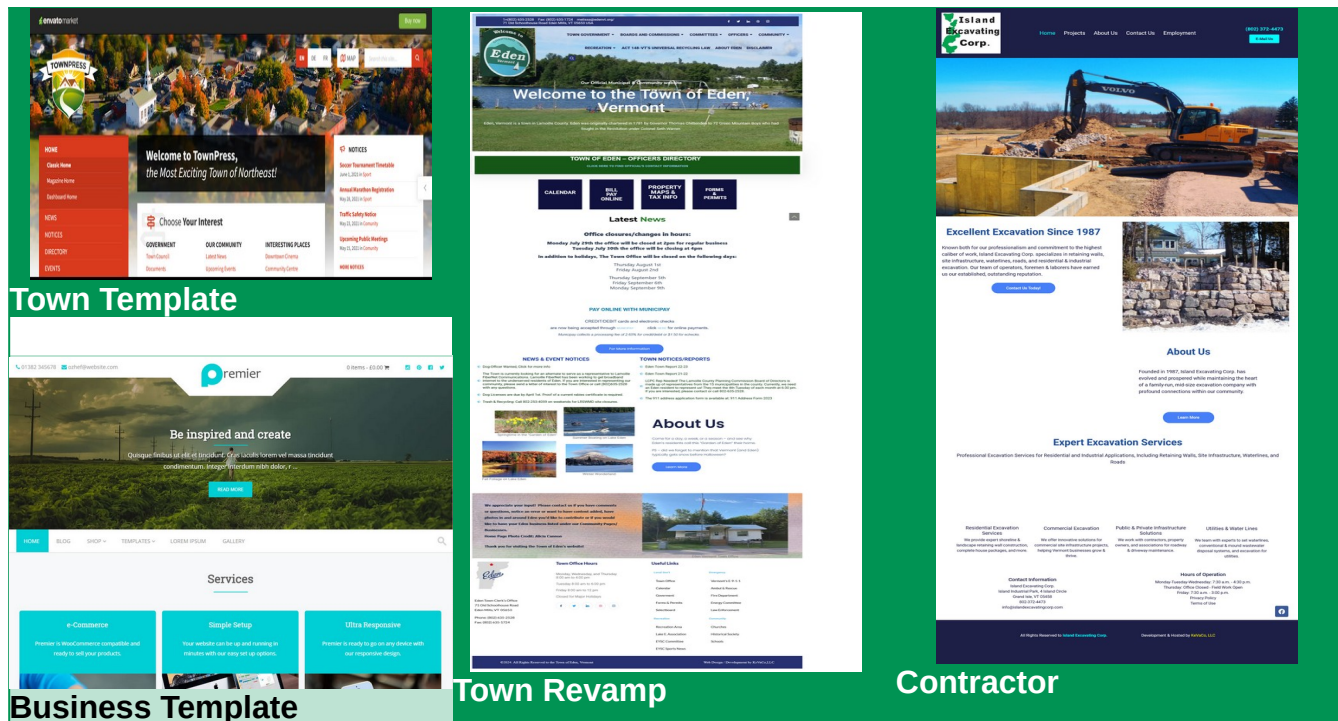
We understand the importance of our clients' success through the website design and development services we offer. Our goal is to see our clients satisfied with the results of their collaboration with us.

Our team started with “dial-up” to html, php to today’s multiple CMS platforms, web builders and now “full stack” including AI capabilities.

We take pride in our prompt, personal customer service, our internet prowess of a variety of design, development, hosting, marketing, social media and more. **Always a phone call/email away!**

## Portfolio

We service a wide range of companies, from online-based businesses, NASA to hotel chains, small local businesses, and approx 16 Town Municipalities. Samples listed below.



References: *Towns of Barnet, Charleston, Danville, Derby, Eden, Newport Center, Grafton, Isle LaMotte, Newport Center, Village of Enosburg Falls*

**KeVaCo, LLC 84 Overlook Dr Sebastian, FL 3297 / 31 Main St. Apt C4 Bristol, VT 05443**



# **Website Design Services for the Town of Johnson, Vermont**



**Clerk Tested, Board Approved**

1360 Regent Street #355  
Madison, WI 53715  
P: 877.995.8696  
<https://www.townweb.com/>

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Mr. Thomas Galinat  
Administrator  
Town of Johnson, VT

Dear Mr. Galinat,

Thank you for the opportunity to submit a proposal for the redesign of Johnson's website. Town Web Design offers specialized website services, in-depth local government knowledge, and an innovative project team to make your vision a reality.

Our mission is to create accessible, affordable, easy to use, beautiful municipal websites for local governments across the country. Our web design and hosting system have improved the way municipalities communicate with residents, visitors, and vendors by providing a mobile-friendly portal which showcases the community and its services while furnishing information at the touch of a button. With nearly two decades experience and over 770 customers, we have a well-oiled machine, industry-standard methods, and an unlimited supply of creativity. We will make the perfect website for you.

As a former Clerk/Treasurer/Administrator and past Town Web customer across three municipalities, I have first hand experience using the platform and transitioning to a new website. What initially drew me in as a customer was the price, know-how of Town Web staff, and ease of updating my websites. What kept me was how accessible the websites are, unlimited support, and feedback I received from residents, visitors, elected officials, and my co-workers.

Clients are joining Town Web because their existing website is hard to navigate, update, looks outdated, or is missing content. Older websites aren't mobile-friendly or ADA compliant - both of which are required and included on every one of our sites at no extra cost. Speaking of cost...it is always top of mind for us. I have 17 budgets under my belt and each one was the hardest one I've ever had to do. Town Web is conscious of municipal budgets across the U.S. and we price our products accordingly.

We will create an enticing user-and-mobile-friendly website to ease the flow of information to your members. We can't wait to collaborate with your team so you can better serve your constituents and provide a world class first impression for the rest of the world to see. If you have any questions, do not hesitate to contact me!

With Gratitude,

Chris Astrella, MPA, B.S., WCPC  
Government Content Insider, Town Web  
chris.astrella@townweb.com | 608.446.6480 (personal cell)

## Executive Summary

A modern website is crucial for any association to function, it's an investment in the members you serve! Access to information and services offered by the Town is vital to ensure ongoing communication within the municipality which in turn, enables community interaction and engagement

As technology evolves, the need for a more responsive website which is easy to manage has emerged. Town Web enables you to provide engaging and informative content to residents, visitors, elected officials, and the media encouraging interaction, interest, and tourism in the area.

Town Web delivers:

- An enhanced visitor experience: news and announcements, a personalized citizen notification platform (subscribing to notifications), events calendar, and emergency notifications.
- Simplified content management: agenda management (for access and use by board members and staff), archive center, browser-based administration, content scheduling and robust analytics.
- Top Notch Support: Our support team is available 24/7/365 and you are **never** charged for contacting them. Whether there is a technical issue or have a question, the support team is there for you from the time your site goes live and every day after. We even have an online knowledge base set up with how-to videos and PDFs as a reference for everything you'll need to do on your new website. Plus, we'll train new employees who may have started after your website was launched at no extra cost.

Expect a great experience:

With nearly twenty years of experience, Town Web is a master of providing solutions to save time, increase efficiency, and drive higher engagement with those you serve. By partnering with Town Web, the Town of Johnson will be seen as a leader in municipal websites with:

- An aesthetically pleasing website that is engaging and intuitive, using as much content from your current website as you would like us to use.
- An easy to navigate, custom-made Town Web Dashboard
- A communications platform allowing residents and visitors to subscribe to specific categories they want and avoid those they aren't interested in
- **Fixed pricing with unlimited users, unlimited site visitors, and unlimited support/training**
- A modern and responsive web design which is mobile-friendly, focused on the user, optimized for mobile devices and operating systems, and ADA 508 compliant (with an included ADA widget, that we update annually)
- Integration with your existing municipal services (including social media) by one click, and options to switch to others through Town Web.

## Services to Local Governments Across the Country

Town Web Design is a partner to all municipal departments, whether it's the Clerk, Treasurer, Public Works, Police, Fire or Parks and Recreation Department. We partner with Parks and Recreation to streamline issuing of Annual Pool Passes at City Pools (Mineral Point, WI) Boat Launch Permits (Superior, WI), Building Permits (multiple municipalities), Fire Department Entry Forms (multiple municipalities), and building/park/facility reservations through our online calendar and reservation system (too many to list!) The possibilities are endless!

## Who is Town Web?

Town Web has been part of the Door County area in Northeast Wisconsin for the past eight-teen years. Our President and CEO, Dustin Overbeck, a self-proclaimed 'government nerd' originally created Town Web as a problem-solving tool to ease the lives of local governments and their staff members. At the same time, he wanted to offer online services from the municipality available to constituents, visitors, elected officials, and staff.

Town Web was established to provide web design to municipalities of all shapes and sizes. We believe in supporting the growth of not only local municipalities, but other institutions like non-profit organizations, state associations, police and fire departments, lake management districts, and more. We see our work as investing in a community and its people. While making money is important to us, it's not what drives our employees to do what they do each day. We live to serve, just like municipalities who serve their constituents.

Our focus is to create modern, easy to use websites and simplify the lives of municipal staff across the country. With over 770 clients across 42 states, we have expanded our customer base from coast to coast. We boast a full project management team, together with a development team fluent in WordPress PHP, JavaScript, CSS, and other coding languages. In addition to a creative UX/UI design team, we have a former Clerk/Treasurer who brings real-world experience and a municipal focused perspective. Our team is committed to building relationships with our clients and collaborating with them! We will create a website for you which is easy to use, supported 24/7/365, and that you will be proud of.

## Meet the Team!

As mentioned above, our team has experts in design, security, customer service, support, and municipal government. We are here to make your transition from your existing website seamless.

### **Chris Astrella, MPA, WCPC**

Government Content Insider  
With Town Web for over two years



### **Ivan Cvetkovic, MSc**

Chief Technology Officer/GM  
With Town Web for ten years



### **Michele Dorneden, BCNP**

Client Relations Manager  
With Town Web for over 1 year



### **Cristina Ducusin, B.A.**

Operations Manager/GM  
With Town Web for 11 years



### **Sharif El Komi, BSc**

Graphic Design  
With Town Web for five years



### **Francine Eunekrist**

Tier 1 Support  
With Town Web for over 2 years



### **Flor Faustino, AS**

Tier 1 Support  
With Town Web for nine years



### **Dustin Overbeck, MBA**

President/CEO  
With Town Web from the beginning!



**Angi Stanescu, BSc**  
 Marketing Coordinator  
 With Town Web for two years



**Marta Stankovic, B.S.**  
 Tier 1.5 Support  
 With Town Web for six years



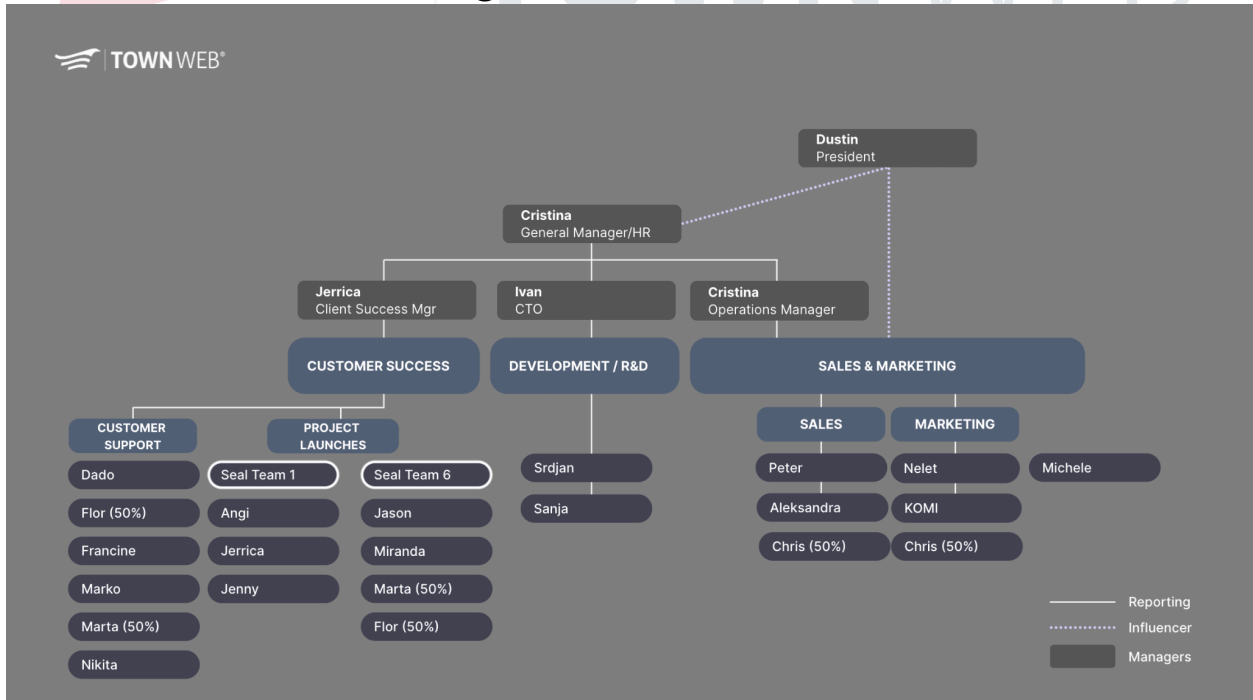
**Peter Stankovic, A.B.**  
 New Client Coordinator  
 With Town Web for 2 years



**Jerrica Wagner, AIT**  
 GM & Senior Project Manager  
 With Town Web for four years




# Organizational Chart



## Our core competencies are:

- **Easy to use websites.** Our platform is intuitive, easy to use, and enhances your communication with residents and visitors. You can keep anyone informed through automated emails, text messaging, emergency notifications, and they will be able to conduct business after hours! It's easy for anyone to navigate, and easy for staff to update: no coding knowledge necessary!
- **Unlimited Tier-1 Tech Support.** This is what Town Web is known for: excellent support services to all Town Web customers 24/7. This includes updates to your websites, questions, or guidance - whatever you require, we've got you covered. What differentiates us from everyone else is we don't require you to buy a block of tech support time or charge you by the hour for support or training. There is **never** an extra fee for contacting our support team - **ever**.

We make the transition from your old website to your new one effortless for you. With nearly two decades of experience in municipal government websites, we've ironed out the challenges so our process to deliver a seamless transition which runs like clockwork. We will migrate your data for you and you'll be informed every step of the way.

Town Web can meet almost every requirement you are looking for in the RFP. Whether it's accessibility from anywhere, updating content, hyperlinking, contact and application forms, document archiving and storage, unlimited users with varying roles and permissions, or ongoing tech support; Town Web will build you the best website you've ever used at the right price and make your work life easier. Exceptions will be noted at the end of the RFP.

## Portfolio

Town Web's online portfolio can be found here: <https://www.townweb.com/portfolio>

## Features and Functionality

- Anyone can customize which email, text message, and website notifications they wish to receive (except emergency notifications, everyone receives emergency notifications)
- Recent News, Notices/Announcements are included on your homepage
- Links can be included to share content via email and social media on any page
- Recurring documents, photos, and files can be stored in our media library
- Rotating photos and banners are included
- FAQ and Staff Directory included

**Town Web is, quite literally, Clerk tested and Board Approved.**



## Project Management Process, Templated Website – Onboarding Meeting (Facilitated via Zoom)

### Overview:

The website will be the digital front door and your first impression to the public. It will be aesthetically pleasing and easy to navigate using the most up-to-date tools and interface for communication, performance, and security.

### Onboarding:

Approximately a 1 hour live Zoom meeting to discuss existing website content and any preferred direction for organization.

The meeting will be conducted between the Account Manager, Project Manager, & Municipal Representative with the following topics covered:

- Is a new domain needed or how to migrate the existing domain.
- Do new email addresses need to be created?
- Choose a theme & color-scheme
- Discuss needs, features, existing, & future content

### Content Migration:

Our Data Entry team will migrate over all existing content from the old site to the new platform. At this time, the Municipal Representative will send any remaining content to be added via email, Dropbox, or Google Drive. (other additional content can always be easily added after the site is live) The Account Manager will stay in touch with status updates. **Data Migration is included with the quoted price.**

### Staged Website link:

When the project is 90% complete, the Account Manager will send you a ‘staged website link’. This link is a proof to review and schedule a "reveal meeting" via Zoom to discuss any edits needed.

### When ready to launch live:

We will ensure the site is optimized for search engine optimization (SEO) and mobile view making site loading time as fast as possible. We will set Google analytics to show up on Google search and enable the ADA widget.

- Launch the site LIVE
- Receive login credentials
- Schedule live training
- Implement emails (if applicable)
- Syndicate Social Media Channels (if applicable)

## Receive Unlimited Tech Support with Town Web's White Glove Service

Building a website is not a “one-and-done” process. It requires support and regular maintenance. We provide **unlimited** tech support for anything related to the maintenance and update of your website. Clients typically require assistance with creation & deletion of content, edits to the site, including text, document and photo modification, light layout changes which don't entail custom coding, plug-in updates, and upgrades. **We do not ever charge you additional fees for Tier 1 tech support! All customers receive fixed pricing for the duration of their contract.**

The following are unlimited in our support package:

- Unlimited Technical support (Tier 1: adding, removing, and editing content, photos, page styling, not coding)
- Training for you or your staff (and future staff members)
- Plug-in updates
- Website & server maintenance
- Email and chat support is available 24/7 via email and the client dashboard
- Phone support is available 7am-4pm Central Time.
- Our extensive knowledge base of regularly updated PDF's and Youtube videos
- Training is available to new and existing employees at no additional cost.

### Value you can be assured of

We want to empower individuals and teams alike. Town Web will be supporting and navigating the entire process with you, from inception, through design, content migration, quality control, and final checks before your new website goes live.

Our unlimited one-on-one support offers the freedom to do what's best for each department. Rather than limiting users or the number of web pages, our solution offers unlimited freedom to do what's best for you.

### Budget Easily with Fixed Prices

- Your first contract will include the cost of your website design (a one-time design and set-up fee) and hosting fees. This amount is paid in Year 1.
- The second year's hosting fee is billed 12 months after the website goes live. This means you do not pay for hosting/maintenance/support during the build phase of your website. We start billing **only** after your site officially goes live.
- The third year's hosting fee is the same amount as the second year.

These fixed, steady prices make it easy to budget. We know how important it is for municipalities to plan for costs in advance and how tight budgets can be!

## Additional notes

**General Document Storage:** .pdf files are best practice as they can be opened on any device

**Contact Us/Hey311:** Your website will have a dedicated Contact Us page with a form to fill out for an email response. Hey311, powered by HeyGov, also allows for communication from citizens directly from their phones where they can upload pictures via an app (more below).

**CRM Incorporation:** Through our standard ticket and emergency ticker bars, you will be able to communicate information to residents via their choice of text messages, emails or both. Hey311 also provides a robust dashboard to organize, file and communicate with residents and staff issues which are reported to you.

**Iframe:** Iframes are powerful tools which allow us to embed one HTML document inside another. This provides a seamless way to integrate content from one source of information to another and gives our websites a more dynamic and interactive feel.

**Log of Changes:** Town Web logs changes made to the site and who made it. This is available upon request at no charge, just send support an email!

**Ongoing Maintenance & Support:** Town Web serves as your ongoing Webmaster, and will add/update content for you as needed. **There is no additional charge for these services.**

**Online Forms:** Fillable pdf forms and online digital forms created via HeyGov platform.

**Online Payments:** HeyGov has relationships with payment processors all over the world. If you already have a relationship with one of ours, there is nothing more you'll need to do! Otherwise, if your current payment processor has an open API (Application Programming Interface) HeyGov can work with them. HeyGov can work with any payment processor as long as they are willing to work with HeyGov.

**Website Integrations:** Similar to HeyGov, Town Web can also work with any company that wishes to work with us. Whether it's a link on our website, or other integrations, we can interface or link to the vendors easily. For security reasons, we do not allow other developers access to make changes to our websites.

**Website Redesign Option:** After your initial three-year term, you may renew your website on a year-to-year basis. Or, if you **choose a three-year contract, you will receive a free website redesign at the end of your three-year term.** Note: the free redesign applies to choosing from one of our premade municipal templates. It does not include a free custom redesign - however, you may always opt for that add-on option.

**Website Hosting:** Town Web uses Cloudflare for hosting.

**Website Statistics:** Website statistics can be supplied to you on demand. Simply email [support@townweb.com](mailto:support@townweb.com) and the statistics will be shared with you as frequently as you need.

**Support:**

- Town Web guarantees 99.9% uptime and our Service Level Agreement (SLA) guarantees this.
- Weekly site backups are safely stored. Backups are stored in a secondary location away from the primary servers. If disaster strikes, the last backup is restored. Additionally, we have an external cloud based server as a backup to the backups.

**Security:**

- Cisco ASA 5508-X with SSD hardware firewall + Cloudflare DNS and DDOS protection
- Dedicated Subsystem installed on server + Rackspace 24/7 system administration
- Daily file consistency and virus cron job on the server + real-time with Wordfence and WP Cerber plugins
- The backend of the server is VPN protected, the only ports publicly available are the usual 80 and 443, which serve the HTML, JS, and CSS content. Penetration proofing tests are done once daily by Rackspace.

**Uptime Monitoring Tool:** We have an uptime monitor which sends a notification to Town Web Staff when a website is down for 30 seconds. This tool allows staff to diagnose the problem and get your website up in under 10 minutes.

**Website security ensured:** All municipalities receive a Secure Socket Layer or SSL, so your website runs securely on HTTPS, and visitors will recognize your site is secure. Additionally, your website is as hack proof as possible, preventing unauthorized access. Town Web employs software which monitors unauthorized access to your website. We look at IP addresses to see where the computer is located. Is it a community we know? Is it a hacker trying to log in? This software also looks for bots – automated systems that try to use “brute force” attacks to get in. If too many login attempts are made too quickly, our system will freeze the account for a set number of minutes.

**Dissolution Process:** The copy of data in a compressed ZIP file will be provided for the files and folders created by and for the client. Limited, but not exclusive to, images, pdfs, docs of Posts, Pages and other post types. In the zipped file there will be a copy of the last database in operation. The core, theme, and other files that contain code is exclusive intellectual property of Town Web and will not be included in the zipped data.

**Content, Domain, Coding and Graphics:** The client is the owner of the domain name, as well as the content of the website, which includes: all photos, documents, posts, pages, subscribers, events, repository items and the database. The client is also the owner of all their own data and files, excluding the theme, plugins, and any code that is intellectual property of Town Web Design.

## **Town Web's Online Digital Solution! (optional add-on)**

HeyGov gives Johnson the ability to become a digital municipality by collecting payments, reservations, forms and permits online, with online payments and a digital signature. Our digital tools completely remove paper from your processes, allow for digital collaboration, and save money, time, and resources for your residents and staff. Nearly all tasks which were done in-person or on paper prior to COVID-19 can now be completed online! Not only will our digital services streamline the lives of your staff, but they will drive engagement with residents and visitors like never before.



### **Here's how:**

Facility management is easily done with HeyReserve: Airbnb for municipalities. HeyReserve will replace the binder, dry erase calendar, or hardcover planner you have to track rentals. It can also be used to reserve equipment like kayaks, bikes, or other recreational pieces of equipment you may rent out. We even have customers who use HeyReserve for their pools and recreation department sports sign-ups!

With HeyLicense, we take your forms and put them online, removing paper from the process. People can fill them out, sign, and pay for them completely online. They come with trackable workflows, are shareable across departments, and are tracked right in the app so there's no need to print "backup" paper copies (unless you want to).

Anyone can report issues with Hey311, our citizen reporting app. Their location is geo-tagged, so they can upload pictures, and track issues they report to you easily. If someone reports an issue outside of your jurisdiction, you can respond back to them immediately in the app and let them know. Hey311 will cut your telephone calls and emails significantly!

With HeyGov Pay, you can accept credit and debit cards online for payments of any kind, at any time! Whether collecting for property taxes, donations, fundraisers, pool passes, or municipal citations, citizens and visitors can make payments through HeyGov Pay quickly, securely, and easily from anywhere at any time! You can absorb the transaction cost, or pass it along to the user, the choice is yours.

All our apps require contact information for residents and visitors making submissions, in order for a reservation, form or permit to be complete. Once finished, The information is sent on to the staff member of your choosing for processing. No paper required!

**HeyReserve allows you to:**

- List as many facilities as you like! Each facility has its own calendar and you can list amenities, check in/out instructions, and associated costs (you can charge more for non-residents easily)
- Accept payments online with credit/debit cards or in person with an optional card reader
- Have residents reserve online instantly or require approval by the office.
- Manage deposits; they are returned (electronically) upon completion of a rental, after staff approval
- Block out dates when needed

**HeyLicense allows you to:**

- Have forms filled out online, even after hours, which are submitted for approval (also can be set up for auto approval, such as boat launches)
- Share across multiple departments (think background checks for Operator Licenses or plan approval for Building Permits)
- Track where licenses, forms, and permits are in the approval process (by residents and staff)
- Create forms for residents to sign up for committees
- Unlimited forms are included! (anything from public records requests to employment applications and everything in between)

**Hey311 allows you to:**

- Have resident and visitor locations geo-tagged to pinpoint exactly where their issue is
- Respond quickly and efficiently to requests
- Assign requests to specific departments
- Update people on the status of their request in real-time
- Have a space where the community can submit urgent safety or code violations

**HeyGov Pay allows you to:**

- Collect payments for multiple departments, forms, donations...anything!
- Accept payments online or in person via an optional card reader
- Submit payments securely to your bank every day, even to different bank accounts
- Use QR Codes to accept payments for anything, anywhere, anytime (boat launches, the Aquatic Center, inside municipal building)
- Accept payments via Credit and Debit Cards or ACH

## Past Projects & References

Tina Barnes, Clerk  
 Town of Jefferson, Jefferson County, WI  
[clerk@townofjefferson.com](mailto:clerk@townofjefferson.com)  
 920.674.5073  
[www.townofjefferson.com](http://www.townofjefferson.com)  
 Town Web customer since 2010  
 Population: approximately 2200  
 Sector: Local Government - Templated Site

Rosa Rizzo, Planning Board Secretary  
 City of Glen Cove, Nassau County, NY  
[rrizzo@glencoveny.gov](mailto:rrizzo@glencoveny.gov)  
 516.676.2000  
<https://glencoveny.gov/>  
 Town Web customer since 2020  
 Population: approximately 21,800  
 Sector: Local Government - Custom Site

Renee Smith, Clerk  
 Village of Scandanavia, Waupaca County, WI  
[clerk@villageofscandinavia.com](mailto:clerk@villageofscandinavia.com)  
 715.467.2729  
[www.villageofscandinavia.com](http://www.villageofscandinavia.com)  
 Town Web customer since 2018  
 Population: approximately 370  
 Sector: Local Government

Jerry Volz, Network Coordinator  
 City of Olean, Cattaraugus, County, NY  
[jvolz@cityofolean.org](mailto:jvolz@cityofolean.org)  
 716.376.5600  
<https://cityofolean.org/>  
 Town Web Customer since 2021  
 Population: approximately 13,800  
 Sector: Local Government - Custom site

Mike Wolf, Clerk/Treasurer/Administrator  
 Town of Blooming Grove, Dane County, WI  
[bgadmin@blmgrove.com](mailto:bgadmin@blmgrove.com)  
 608.223.1104  
[www.blmgrove.com](http://www.blmgrove.com)  
 Town Web Customer since 2007  
 Population: approximately 1500  
 Local Government - Templated site

Lianna Spencer, MSE  
 Lake Manager  
 Lake Ripley Management District  
[lake.manager@tn.oakland.jefferson.wi.gov](mailto:lake.manager@tn.oakland.jefferson.wi.gov)  
[www.lakeripley.org](http://www.lakeripley.org)  
 Town Web Customer since 2021  
 Sector: Lake Management District -  
 Templated site

Any of the clients above may be contacted as references and have examples of both template and custom websites for you to view. We encourage you to reach out to them!



## Conclusion

In short, a website from Town Web Design is the last website you will ever need. It's easy for residents and visitors to use, easy for staff to update, and the price is right. You will be able to market and educate the world about everything the Town of Johnson has to offer including the Lamoille Valley Rail Trail, Lamoille River, Ithiel Falls and more. With our unlimited support, you'll never have to worry about "surprise" bills if your website needs to be fixed or have new staff to train. Once your initial contract concludes, Town Web will not hit you with a large price increase, historically our increases have been between 1-3%. While we can't predict the future, as a former Town Web customer, I can personally vouch for our pricing structure.

No website is hack proof, but we use the latest security measures to ensure if something happens, we can handle it. Town Web has off-site backups and a team of experts to respond just in case we need to.

Speaking of our team, we are here for you. From technology experts to local government experts, we have the knowledge and experience to give you a top-notch website at an affordable price. With over 770 customers across the United States, we are here to serve you and your constituents. The Town is right in the sweet spot of the population we serve, so we are well versed in municipalities of your size and how to best serve you.

Your and our goals align! The purpose of your website redesign is to have an accessible website which appeals to current and future citizens, with similar updating functionality as to what you have now. With our proprietary dashboard, which is similar to what you're using on WordPress right now, the transition from old to new should be seamless. We would be honored to work with your new website, with these goals in mind, to reality. Thank you for the opportunity to submit a response to your project, we are humbled and excited to work with you!

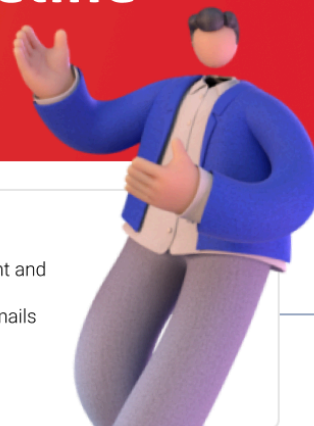


# Timeline, Implementation, and Onboarding (Templated Website)

## Town of Johnson Project Timeline

Enjoy a new site in as little as **6-10 weeks!**

Templated Website Design & Development



### 1. Account set-up

- Contract Terms
- Sign Electronically
- Remit Payment
- Schedule Onboarding

### 2. Onboarding

- Conduct a team meeting via Zoom between Account and Project Manager & Municipal Representative.
- Discuss new or existing domain name + branded emails
- Choose a theme & color-scheme
- Discuss needs, features, existing & future content

### 4. Staged Website

Your Project Manager will stage the new website on the chosen theme to create a "staged website link." This is the beginning of organizing the content, navigation & menus. We follow best practices for municipal features and navigation.

When the project is 90% complete, the Account Manager will send you this link as a proof to review and schedule a "reveal meeting" via Zoom to discuss any edits needed.

### 3. Content Management

- Content Management
- The Data Entry team will migrate over all of the existing content from an old site.
- Municipal Representative will also send in any remaining content to be added via email, Dropbox, or Google Drive.
- The Account Manager will follow up with any questions and check in with status updates.

### 5. Gather Feedback & Apply Changes

- We will meet once again via Zoom to discuss any edits or additional content needed. You may email edits or a punch-list prior to the meeting so that most changes can be completed beforehand.
- Set a date to go **LIVE!**

### 6. Finishing Touches

- Ensure that the site is optimized for SEO and mobile-view. Make the site loading time as fast as possible. Set Google analytics to show up on Google search.
- Enable ADA widget
- Translation widget (add-on)
- Advanced search (add-on)

### 7. Launch

After final approval:

- Launch the site LIVE
- Receive login credentials
- Schedule live training
- Implement emails (add-on)
- Syndicate Facebook (add-on)
- Implement Digital Tools (add-on)



**TOWN WEB**®

Specializing in Municipal Website Design

# Pricing



## Town Of Johnson Pricing Table

1360 Regent St, # 355  
Madison, WI 53715  
Toll Free: 877-995-TOWN

Town Web Website & Communication Platform	Website With Hosting And Support Only	Website With Citizens' Payment Portal Only	Website With Digital Governance Bundle
Onboarding Meeting	Included ✓	Included ✓	Included ✓
Design According To Chosen Theme	\$600.00	\$600.00	\$600.00
Simple Design Revisions (Up To 3)	Included ✓	Included ✓	Included ✓
Content Migration	\$800.00	\$800.00	\$800.00
Citizens' Communication Platform	\$400.00	\$400.00	\$400.00
Livestream Meeting Video Feed	Included ✓	Included ✓	Included ✓
<b>Website Setup Fee</b>	<b>\$1,800.00</b>	<b>\$1,800.00</b>	<b>\$1,800.00</b>
Hosting And Maintenance High-Availability, Reliable VPS	\$700.00/Year ✓	\$700.00/Year ✓	\$700.00/Year ✓
Unlimited 24x7 Tech Support	\$700.00/Year ✓	\$700.00/Year ✓	\$700.00/Year ✓
"White-Glove" Customer Service (Via Email)	\$1,200.00/Year ✓	\$1,200.00/Year ✓	\$1,200.00/Year ✓
Domain Management (Per Domain)	\$20.00/Year ✓	\$20.00/Year ✓	\$20.00/Year ✓
<b>Website Hosting, Maintenance, And Support Fee</b>	<b>\$2,620.00/Year</b>	<b>\$2,620.00/Year</b>	<b>\$2,620.00/Year</b>
Citizens Reports And Requests App "Hey311"	\$900.00/Year	\$600.00/Year	\$600.00/Year
Citizens' Payment Portal "HeyGov Pay"	Not Included ✗	\$2,000.00/Year	\$2,000.00/Year
Digital Forms And Workflows With/ Without Payment (Up To 10)	Not Included ✗	Not Included ✗	\$1,500.00/Year
<b>Total Annual Investment With Digital Governance Tool(S)</b>	<b>\$3,520.00/Year</b>	<b>\$5,220.00/Year</b>	<b>\$6,720.00/Year</b>

## Exceptions & Notations

Content scheduling is possible in the News and Notice section of the home page, as well as via the Emergency Ticker bar.

Text Alerts from Town Officials are possible if they have access to the dashboard. However, they will not be able to send a text alert from their individual phones to go out to all subscriber phones. Text alerts for noticing and blog posts already exist and can be set up to automatically send once an update is made. Text alerts from VT 311/511 may not be able to be set up through the dashboard, but we absolutely can investigate.

We are able to “hide” an email address in a couple of different ways. First, we can use an icon for people to click and send an email, instead of copying and pasting the email. Second we can use text like this: [Email](#) which is a link to an email without listing it out.

Some of the archive is sortable, but not all. For example, all items on the agendas and minutes page are listed in date-chronological order. The files on the media library on the back-end dashboard are sortable by files vs. images, and then further by date (either ascending or descending).

We do not charge extra for training, so it can not be broken out from the redesign. It is included with the costs, as it is with every Town Web Customer.

Town Web Design does not use subcontractors.



• Proposal issued :  
09.13.24

• Proposal valid to :  
12.13.24

WEBSITE SOLUTIONS

# WEBSITE REDESIGN & MAINTENANCE PROPOSAL

Prepared for :  
Town of Johnson

293 Lower Main West  
Johnson, VT 05656, or



# Building a Digital Future for the Town of Johnson

 [TownofJohnson.com](https://TownofJohnson.com)

The Town of Johnson is a community rooted in tradition, innovation, and connection. As it looks toward the future, the town is committed to enhancing communication and making local governance more accessible to its residents. Johnson's vision is one where technology empowers the community and strengthens its sense of togetherness.

At BrandIt Strategies, we're excited to be a part of this journey. We believe a well-designed, user-friendly website will be key in supporting the town's goals and fostering greater community engagement. We look forward to partnering with Johnson to create a digital space that reflects its values and serves its future.





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# INTRODUCTORY LETTER

September 13, 2024

**TO:**

**Thomas Galinat**  
**Town Administrator**  
**Town of Johnson**  
293 Lower Main West  
Johnson, VT 05656

Dear Mr. Galinat,

On behalf of the entire team at BrandIt Strategies, we are truly excited about the opportunity to partner with the Town of Johnson on your website redesign. We understand the critical role a well-designed website plays in today's digital landscape—it's more than just an online presence; it's a vital tool for communication, transparency, and community engagement.

We work with various communities and organizations and have seen firsthand how a thoughtful website redesign can transform, not just the look and feel of a site, but also significantly improve user experience, increase engagement, and boost conversions. Our redesign approach is rooted in ensuring that your website is a true reflection of Johnson's unique character, values, and plan for the future.

One of our current interns (Samantha) has deep family roots in Johnson, Vermont, which adds a personal connection to this project for us. We are fully committed to bringing that same level of care and dedication to your website redesign that she talks about while discussing family memories with our team.

In this proposal, our team has unpacked our PULSE framework, which our signature website redesign framework used on countless successful redesign projects. We are thrilled about the possibility of working with you to create a digital space that not only meets but exceeds your expectations.

Thank you for considering BrandIt Strategies for this important project. We look forward to the opportunity to collaborate and make a lasting impact on the Town of Johnson for years to come!

Sincerely,  
**Brandi Chew**  
CEO, BrandIt Strategies

# EXECUTIVE SUMMARY

The Town of Johnson seeks a website redesign that enhances user experience, accessibility, and community engagement, all while maintaining the functionality that staff relies on. At BrandIt Strategies, we understand the importance of creating a digital platform that not only meets these needs but also reflects the unique character and transformative future of Johnson. Through our PULSE framework, we will conduct a thorough audit of the current website, collaborate closely with your team to develop a user-centric strategy, and implement an innovative redesign solution. Our goal is to deliver a modern, responsive, and intuitive website that makes it easier for residents to access information and engage with their local government.

With our experience in developing websites that transform user interaction and improve content management, we are confident that this project will significantly boost the town's digital presence. We will ensure the new website is scalable, secure, and easy to manage, providing long-term value and supporting the town's vision for effective communication and community connection.



## WHO WE ARE

BrandIt Strategies was founded in 2017 with a vision to redefine digital marketing through innovation, creativity, and a client-first approach. Our journey began with a small but passionate team of freelancers to help organizations establish a strong online presence. Over the years, we have grown exponentially, expanding our services and expertise to cater to a diverse range of industries, on the commercial, state, and government level.

Today, we stand as a nationally recognized trusted partner for numerous organizations, providing comprehensive digital solutions that drive growth and success.

**We are creators. We are innovators. We are BrandIt.**



# OUR COMMITMENT TO INCLUSIVITY

At BrandIt Strategies, inclusivity is at the heart of everything we do. **We believe that diversity strengthens creativity and fosters innovation.** A significant percentage of our team proudly identifies as Black, Brown, and Indigenous, bringing a wealth of perspectives and experiences that enrich our work. This commitment to diversity is not just about representation; it's about ensuring that our solutions resonate with all communities, particularly those that have been historically underserved.

We are deeply aligned with the Town of Johnson's commitment to inclusivity and are passionate about helping create digital strategies that reflect and celebrate the town's diverse population. Our team's diverse background equips us with the cultural competency necessary to craft communications that are not only effective but also respectful and representative of all voices within the community.

## MISSION & VISION

At BrandIt Strategies, our mission is to nurture, empower, and inspire change, creativity, and collaboration both within and outside the workplace. We believe in the transformative power of digital marketing and web development to connect people, build communities, and drive innovation.

**We envision a world where innovative digital solutions empower organizations to not only meet their goals but also transform the communities they serve.** A world where technology fosters deeper connections, drives meaningful change, and leaves a lasting, positive impact on society.

## WHAT WE DO

At BrandIt Strategies, we specialize in delivering end-to-end website solutions and innovative digital marketing strategies designed to elevate your brand's online presence. Our mission-driven approach ensures that every project is not only visually compelling but also strategically effective in achieving your organizational goals.



### WEBSITE SOLUTIONS

Our expert team excels in creating user-friendly, responsive, and SEO-optimized websites that enhance user experience and drive engagement. From initial concept to final launch, we focus on:



- **Custom Website Redesigns and Full Development:** Tailoring every aspect of your site to reflect your brand's identity and mission.
- **Content Management Systems (CMS):** Implementing advanced CMS platforms like WordPress to facilitate easy content updates and management.
- **SEO and Analytics:** Ensuring your website ranks highly on search engines and provides insightful analytics to track performance and user behavior.
- **Security and Compliance:** Integrating robust security measures to protect data and ensure compliance with relevant regulations.

## DIGITAL MARKETING

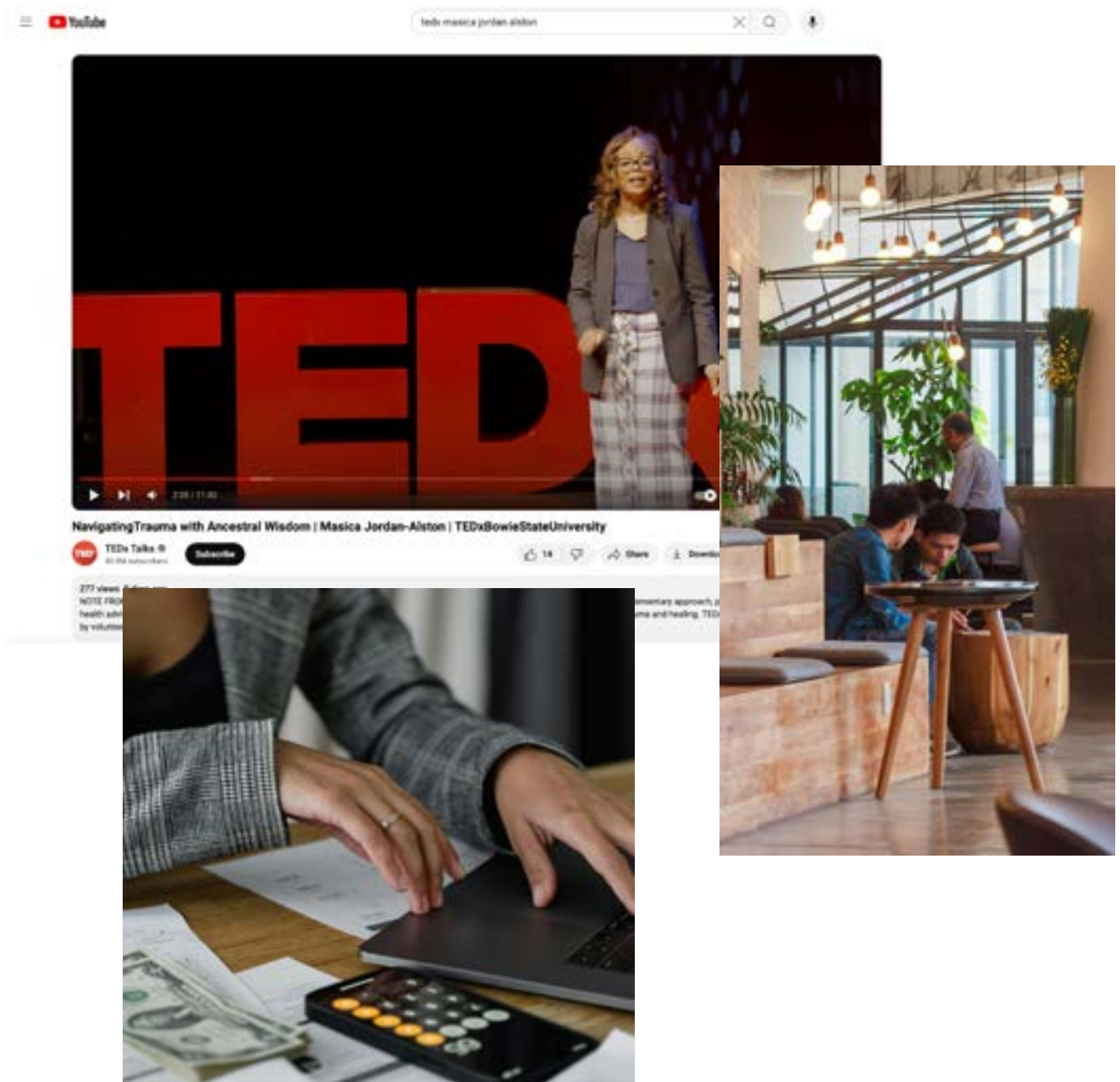
Our digital marketing services are crafted to maximize your reach and impact across multiple channels. We offer:

- **Search Engine Optimization (SEO):** Enhancing your website's visibility to attract organic traffic and increase conversions.
- **Content Marketing:** Developing and distributing valuable, relevant content to attract and engage your target audience.
- **Social Media Management:** Creating and managing effective social media campaigns to build brand awareness and foster community engagement.
- **Email Marketing:** Designing and executing email campaigns that drive engagement and nurture relationships with your audience.



Our media team brings your brand to life through innovative design and media production. We offer:

- **Graphic Design:** Producing high-quality graphics for digital and print media, including brochures, posters, and social media assets.
- **Video Production:** Creating engaging video content, from promotional videos to explainer videos and everything in between.
- **Photography:** Capturing stunning visuals that enhance your brand's image and marketing materials.



# PROJECT UNDERSTANDING



At BrandIt Strategies, we fully understand the critical role a well-designed and maintained website plays in serving the Town of Johnson's residents and stakeholders. Your website is not just a digital platform; it is a vital tool for communication, transparency, and community engagement. We recognize the Town of Johnson's desire to enhance its online presence through a comprehensive website redesign that not only improves functionality but also aligns with the needs of the Selectboard, Town Clerk, Town Administrator, office staff, and the broader community.

**Our approach to this project is rooted in a deep understanding of the Town's specific requirements and goals:**

**1. Website Redesign with Continued Functionality:** We appreciate the importance of maintaining the existing functionality of the Town's current WordPress-based website during the redesign process. Our team will ensure a seamless transition, preserving the site's operational capabilities while implementing a fresh, modern design that enhances user experience and meets the needs of all stakeholders. We will collaborate closely with the Selectboard, Town Clerk, Town Administrator, and office staff to gather detailed requirements, ensuring the new design reflects the Town's vision and operational needs.

**2. Comprehensive Content Organization and Management:** We understand the necessity of creating a well-organized structure for all Town committees, boards, public services, and their associated documents. Our team will implement a logical, user-friendly organization of pages and attachments, making it easy for residents to find the information they need. We will also provide a robust system for adding and managing new attachments, ensuring that the website remains current and informative.



**3. User-Friendly Innovation and Technology:** At BrandIt Strategies, we are passionate about integrating the latest user-friendly technologies into our designs to create websites that are not only functional but also engaging and intuitive. We will incorporate innovative features such as responsive design for mobile devices, easy-to-navigate menus, and interactive elements that make the website more accessible and enjoyable for all users. Our goal is to deliver a website that feels fresh, modern, and forward-thinking, ensuring that the Town of Johnson remains at the cutting edge of digital communication.

**4. Training, Maintenance, and Support:** Recognizing that the Town of Johnson relies on its staff to manage and update the website regularly, we will provide a comprehensive training manual covering essential functions such as adding minutes, agendas, and uploading documents. Additionally, our proposal includes an annual maintenance contract that covers all necessary licenses, fees, routine maintenance, service calls, and ongoing training for Town employees. This ensures that the website remains up-to-date, secure, and fully functional throughout the year.

We also understand the importance of safeguarding the Town's digital assets. As part of our commitment to continuity and security, we will work with your current web designer to create a backup copy of the existing website, which will be stored for future use if needed. Furthermore, we are fully compliant with the Town of Johnson's standards for equal-opportunity employment and non-discrimination practices and are prepared to maintain General Liability Insurance and sign the Town's Non-Employee Work Agreement.

**BrandIt Strategies is committed to delivering a website redesign that not only meets but exceeds the Town of Johnson's expectations.** We bring a wealth of experience in website development and maintenance, coupled with a deep understanding of the importance of community-centric design and functionality. We are eager to collaborate with the Town to create a website that serves as a true digital hub for all residents and stakeholders.





# PROPOSED SOLUTION

## THE **P.U.L.S.E.** WEBSITE REDESIGN FRAMEWORK

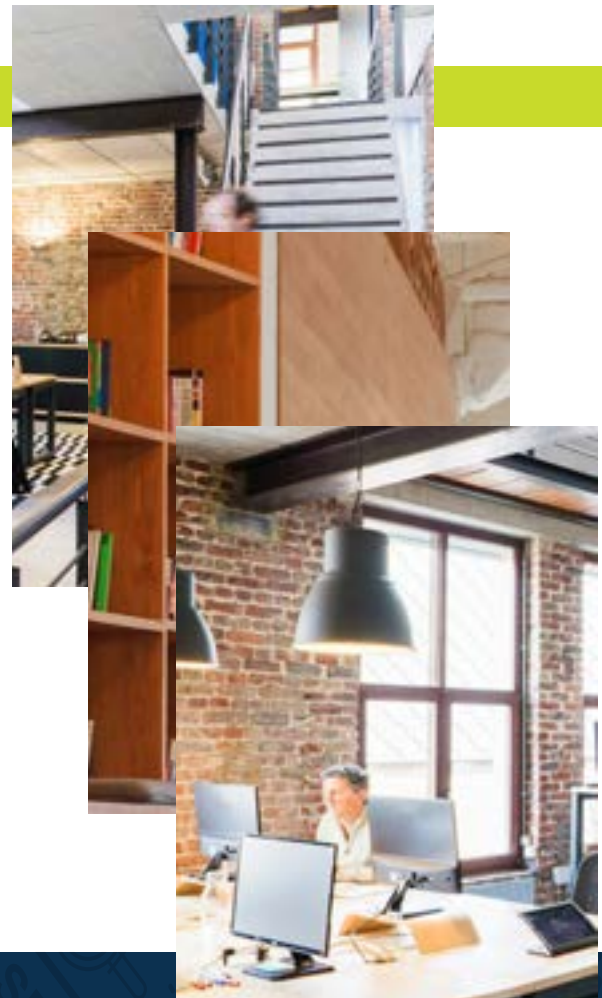
At BrandIt Strategies, we have honed the PULSE framework as our signature approach to website redesign, consistently delivering outstanding results for our clients across various sectors. **PULSE**, which stands for **Pulse Check, User-Centric Strategy, Layout and Design Innovation, Scalable Development, and Elevate and Optimize**, embodies our commitment to creating websites that are not only aesthetically pleasing but also robust, user-friendly, and future-ready. We've successfully applied this framework in numerous projects, leveraging our deep expertise as a WordPress Partner to ensure that each stage of the redesign process is meticulously planned and executed.

By using **PULSE**, we guarantee a redesign that aligns perfectly with your goals, enhances user engagement, and provides a solid foundation for ongoing digital success. BrandIt Strategies is proud to bring this proven solution to the Town of Johnson, ensuring that your new website will serve as a powerful tool for community connection and growth.

### **P PULSE CHECK (AUDIT & ANALYSIS)**

At BrandIt Strategies, we have honed the PULSE framework as our signature approach to website redesign, consistently delivering outstanding results for our clients across various sectors. **PULSE**, which stands for **Pulse Check, User-Centric Strategy, Layout and Design Innovation, Scalable Development, and Elevate and Optimize**, embodies our commitment to creating websites that are not only aesthetically pleasing but also robust, user-friendly, and future-ready.

We've successfully applied this framework in numerous projects, leveraging our deep expertise as a WordPress Partner to ensure that each stage of the redesign process is meticulously planned and executed.



**Initial Kickoff & Branding Standards**

**Deliverables:**

- Kickoff meeting to discuss project scope, objectives, and assign roles.
- Review existing branding materials and establish comprehensive branding guidelines.
- Tools: Zoom/Teams for meetings, Adobe Illustrator/Photoshop for branding review.

**Comprehensive Website Audit Tasks:**

- Analyze website performance, SEO health, security protocols, and user experience.
- Utilize tools like Google Analytics, Hotjar, and WP-CLI for data collection.
- Tools: Google Analytics, Hotjar, WP-CLI, Screaming Frog SEO Spider.

**Stakeholder Interviews & Data Gathering Tasks:**

Conduct structured interviews with key stakeholders to understand their needs and expectations.

Gather quantitative data on current website usage and performance.

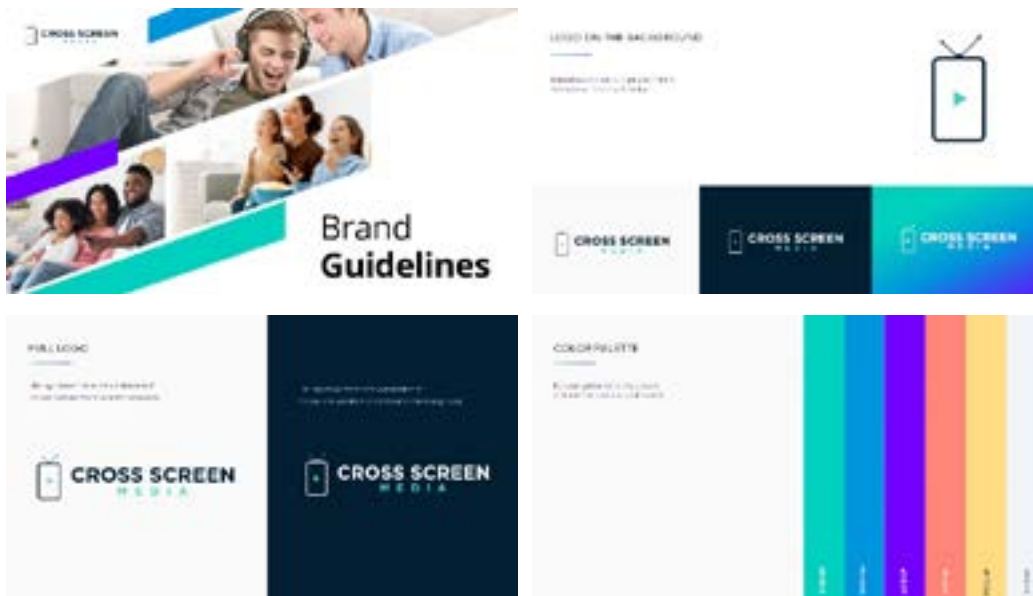
Tools: Survey tools (e.g., SurveyMonkey), recording software for interviews.

**Compile Audit Findings Tasks:**

Consolidate audit data into a detailed report.

Highlight key insights, strengths, weaknesses, and actionable recommendations.

Tools: Microsoft Word/Google Docs, data visualization tools like Tableau or Excel.



## U USER-CENTRIC STRATEGY

In the User-Centric Strategy phase, we focus on creating a website that puts the needs and preferences of the Town of Johnson's residents and stakeholders at the forefront. Using the data and insights gathered during the Pulse Check, we will develop detailed user personas and journey maps to guide the design and functionality of the new site. This ensures that every aspect of the website is tailored to provide a seamless, intuitive experience for all users, whether they are accessing the site from a desktop or mobile device.

We will also prioritize accessibility and inclusivity in this stage, ensuring that the website is easy to navigate for all users, including those with disabilities. Our strategy will include detailed plans for content organization, navigation, and user interface design, all aimed at enhancing the overall user experience.



### USER-CENTRIC DELIVERABLES

#### Develop User Personas & Journey Maps Tasks:

- Create representative user personas based on demographic and behavioral data.
- Develop journey maps to visualize user interactions and identify pain points.
- Tools: Adobe XD, Sketch, Miro for collaborative mapping.

#### Content Strategy & Navigation Planning Tasks:

Organize content to ensure logical flow and easy navigation.

Develop a sitemap outlining all necessary pages and their hierarchical structure.

Tools: XML sitemap generator, WordPress menu settings.

#### Design Wireframes & Mockups Tasks:

- Create low-fidelity wireframes to establish layout and structure.
- Develop high-fidelity mockups incorporating branding and user-centric design.
- Tools: Adobe XD, Sketch, Figma.

#### Stakeholder Review & Refinement Tasks:

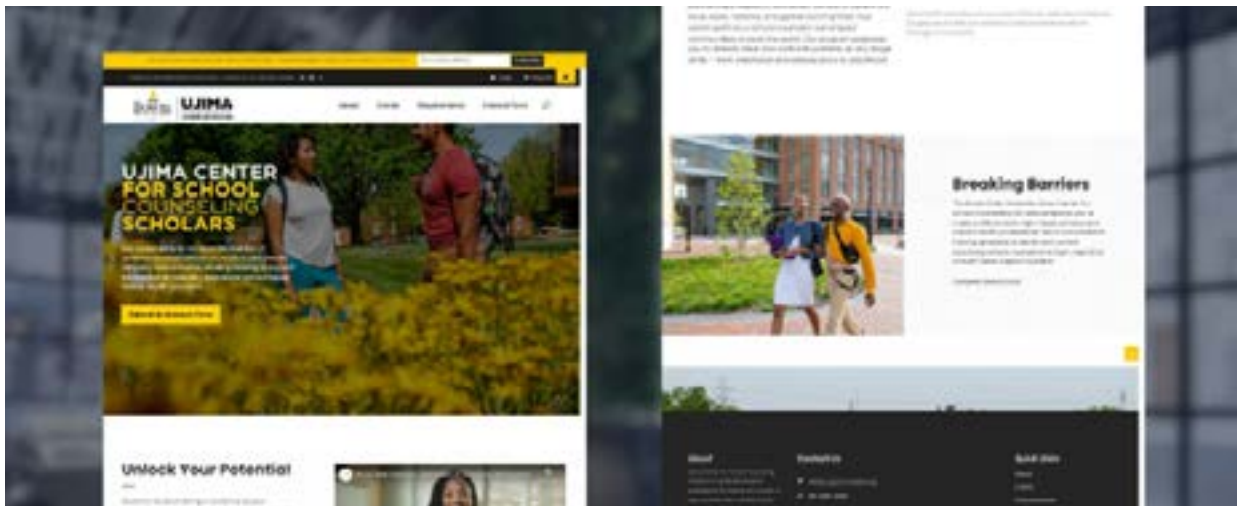
- Present wireframes and mockups to stakeholders for feedback.
- Refine designs based on input to ensure alignment with project goals.
- Tools: InVision for prototype sharing, Zoom/Teams for meetings.



# L LAYOUT AND DESIGN INNOVATION

The Layout and Design Innovation phase is where creativity meets functionality. Drawing on the user-centric strategy developed earlier, we will design a visually appealing and highly functional layout that reflects the Town of Johnson's identity and values. Our design will be clean, modern, and fully responsive, ensuring that it looks and performs flawlessly on all devices, from smartphones to desktop computers. As WordPress Partners, we will use WordPress's extensive range of themes and plugins to create a custom design that is both beautiful and practical.

We will also incorporate innovative features such as interactive elements, streamlined menus, and easy-to-use forms that enhance the user experience. During this phase, we will collaborate closely with the Selectboard, Town Clerk, and other stakeholders to refine the design and ensure it meets their expectations. The final design will not only be aesthetically pleasing but also optimized for performance, accessibility, and search engine visibility.



## LAYOUT DELIVERABLES

### Develop Responsive Layouts Tasks:

- Convert approved designs into responsive WordPress themes.
- Ensure compatibility across various devices and browsers.
- Tools: WordPress, CSS frameworks (e.g., Bootstrap), responsive design testing tools.

### Integrate Interactive Elements Tasks:

- Add features such as sliders, contact forms, and interactive maps.
- Optimize these elements for performance and accessibility.
- Tools: WordPress plugins (e.g., Elementor, Contact Form 7), JavaScript libraries.

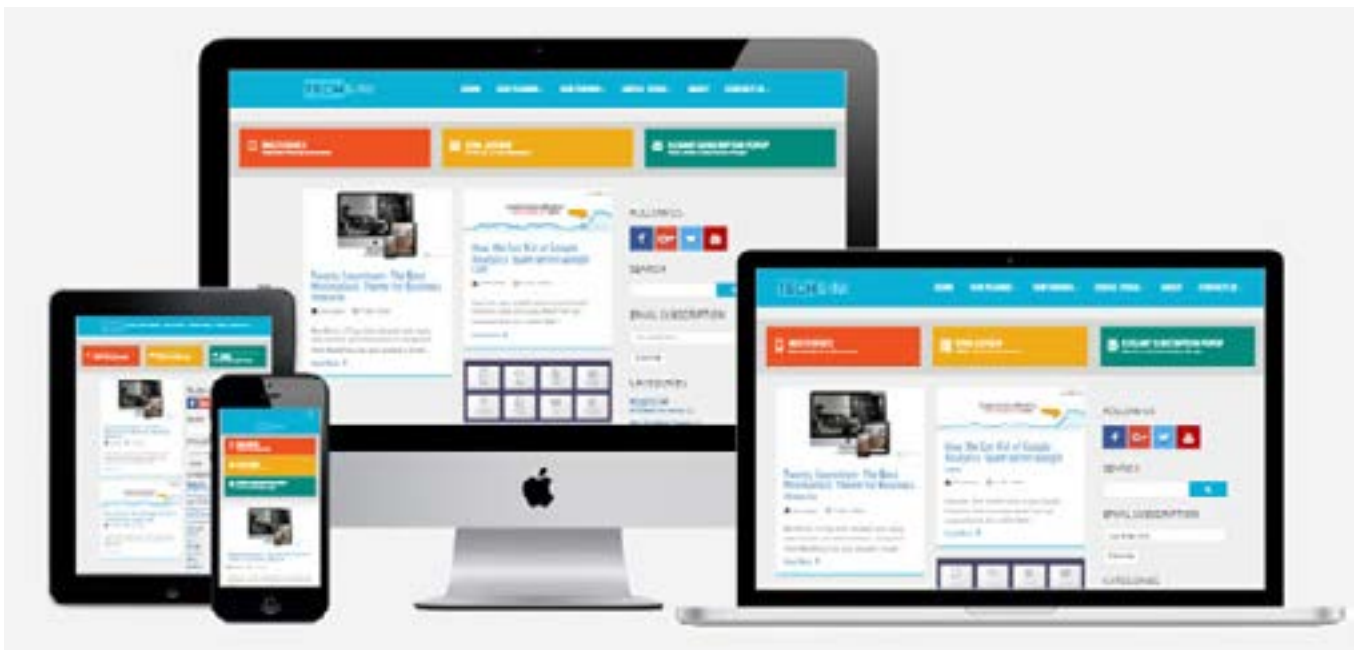
### Stakeholder Design Reviews Tasks:

- Gather final feedback on interactive elements and overall design.
- Implement necessary adjustments to meet stakeholder expectations.
- Tools: InVision, Zoom/Teams for feedback sessions.

## S SCALABLE DEVELOPMENT

In the Scalable Development phase, we bring the design to life, building the website on a robust and scalable WordPress platform. Our development process is meticulous, ensuring that the site is not only visually appealing but also highly functional and secure. We will implement best practices in coding and development to create a website that is fast, reliable, and easy to maintain. As part of our commitment to scalability, we will ensure that the website is built to accommodate future growth, whether that means adding new pages, features, or integrations.

We will also focus on creating a user-friendly content management system (CMS) that allows Town staff to easily update and manage the website without needing advanced technical skills. This includes developing a comprehensive training manual and providing ongoing support to ensure that the Town's team can confidently manage the site post-launch. Our development process is collaborative, with regular check-ins and updates to ensure the project stays on track and meets all of the Town's requirements.





# LAYOUT DELIVERABLES

## WordPress Tasks:

- Build the website structure, incorporating all design and functional elements.
- Ensure the site is secure, optimized for speed, and scalable for future enhancements.
- Tools: WordPress, PHP, MySQL, security plugins (e.g., Wordfence).

## Implement User-Friendly CMS Tasks:

- Configure WordPress CMS for ease of use by Town staff.
- Set up user roles, permissions, and custom post types as needed.
- Tools: Advanced Custom Fields (ACF), User Role Editor plugin.

## Create Training Manual & Video Tutorials Tasks:

- Develop a detailed manual covering all essential CMS functions.
- Produce video tutorials demonstrating key tasks such as adding content, managing documents, and updating pages.
- Tools: Microsoft Word/Google Docs for manuals, screen recording software (e.g., Camtasia) for video tutorials.

## Conduct Usability, Performance & Accessibility Testing Tasks:

- Perform comprehensive testing to ensure the website is user-friendly, performs well, and is accessible to all users.
- Address any identified issues before the final launch.
- Tools: Google Lighthouse, WP Testing, manual accessibility checks.

The Elevate and Optimize phase is where we ensure the long-term success of the Town of Johnson's new website. After the site is launched, we will continuously monitor its performance, using tools like Google Analytics and WordPress-specific plugins to track key metrics such as site speed, user engagement, and conversion rates. Based on this data, we will make ongoing adjustments to optimize the site's performance and ensure it continues to meet the Town's evolving needs.

In addition to performance optimization, we will provide annual maintenance services that include routine updates, security monitoring, and troubleshooting. Our goal is to ensure that the website remains a powerful tool for communication and engagement, evolving with the Town's needs and providing a consistently excellent user experience. We are committed to being a long-term partner for the Town of Johnson, helping to elevate and optimize your digital presence for years to come.

#### **Launch Website Tasks:**

- Deploy the website to the live server.
- Perform a final verification to ensure all functionalities are operational.
- Connect and configure Google Analytics for ongoing performance tracking.
- Tools: FTP/SFTP clients, Google Analytics setup.

#### **Provide Training Sessions Tasks:**

- Conduct a 2-hour live training session with Town staff to demonstrate CMS usage and best practices.
- Deliver video tutorials for future reference and onboarding.
- Tools: Zoom/Teams for live training, video hosting platforms (e.g., Vimeo, YouTube Private).

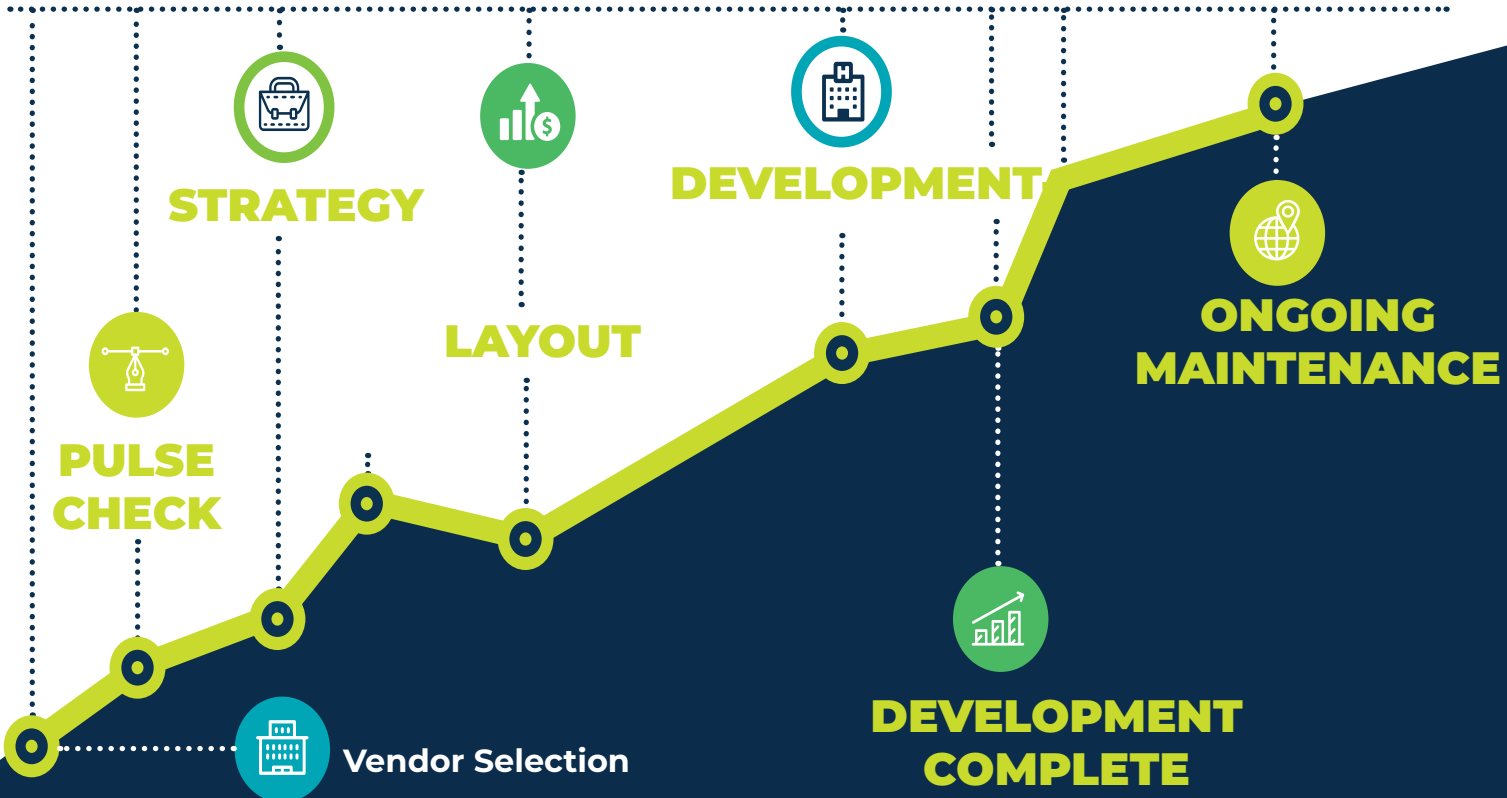
#### **Begin Annual Maintenance Services Tasks:**

- Start routine updates, security monitoring, and troubleshooting as part of the annual maintenance contract.
- Schedule quarterly meetings to review website performance and address any issues.
- Continuously optimize the website based on user feedback and analytics data.
- Tools: WordPress maintenance plugins, Google Analytics, security monitor-



# PROJECT TIMELINE

We're excited to get this project completed within **9 weeks**.



## PULSE CHECK | WEEK 1-2

TASKS	DATES	NOTES	PERSONNEL	TIME
Kickoff meeting, review of branding materials, and establishment of branding standards.	Kickoff Meeting (Day 1), Branding Review (Day 3)	Kickoff meeting, review of branding materials, and establishment of branding standards.	Project Success Manager Website Developer	3 days
Comprehensive Website Audit	Audit Progress Check-in (Day 4)	Detailed audit of website performance, SEO, security, and user experience using tools like GA, and Hotjar.	Project Success Manager Website Developer	2 days
Stakeholder Interviews & Data Gathering	Stakeholder Interviews (Throughout Week 1)	Conduct interviews with key stakeholders and gather quantitative data.	Project Success Manager Website Developer	2 days
Compile Audit Findings	Audit Report Review Meeting (Day 2 of Week 2)	Consolidate audit data into a report with insights and recommendations, and present to stakeholders.	Project Success Manager Website Developer	2 days



## USER-CENTRIC STRATEGY | WEEK 3-4

TASKS	DATES	NOTES	PERSONNEL	TIME
Kickoff meeting, review of branding materials, and establishment of branding standards.	Kickoff Meeting (Day 1), Branding Review (Day 3)	Kickoff meeting, review of branding materials, and establishment of branding standards.	Project Success Manager Website Developer	3 days
Comprehensive Website Audit	Audit Progress Check-in (Day 4)	Detailed audit of website performance, SEO, security, and user experience using tools like GA, and Hotjar.	Project Success Manager Website Developer	2 days
Stakeholder Interviews & Data Gathering	Stakeholder Interviews (Throughout Week 1)	Conduct interviews with key stakeholders and gather quantitative data.	Project Success Manager Website Developer	2 days
Compile Audit Findings	Audit Report Review Meeting (Day 2 of Week 2)	Consolidate audit data into a report with insights and recommendations, and present to stakeholders.	Project Success Manager Website Developer	2 days



## LAYOUT AND DESIGN INNOVATION | WEEK 5-6

TASKS	DATES	NOTES	PERSONNEL	END
Develop Responsive Layouts	Design Review Meeting (Mid-Week 4)	Implement approved designs into responsive WordPress themes, and ensure device compatibility.	Website Developer	5 days
Integrate Interactive Elements	Interactive Design Feedback (End of Week 5)	Add and optimize interactive features such as sliders, forms, and maps.	Website Developer	4 days
Stakeholder Design Reviews	Final Design Approval Meeting (Day 6 of Week 5)	Conducted final reviews and made necessary adjustments based on feedback.	Website Developer	2 days

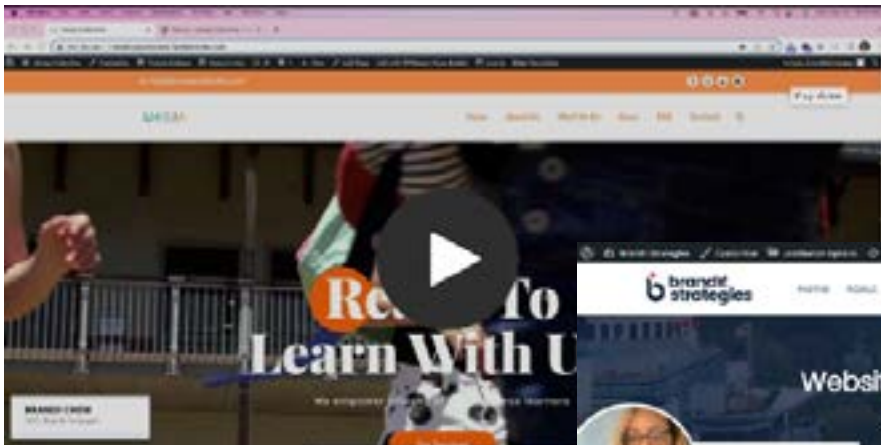


## SCALABLE DEVELOPMENT | WEEK 7-9

TASKS	DATES	NOTES	PERSONNEL	TIME
Full WordPress Website Development	Development Progress Check-In (End of Week 6)	Build website structure, ensure security, and optimize for performance.	Project Success Manager Website Developer	7 days
Integrate Interactive Elements	Interactive Design Feedback (End of Week 5)	Add and optimize interactive features such as sliders, forms, and maps.	Project Success Manager Website Developer	4 days
Stakeholder Design Reviews	Final Design Approval Meeting (Day 6 of Week 5)	Conducted final reviews and made necessary adjustments based on feedback.	Project Success Manager Website Developer	2 days



TASKS	DATES	NOTES	PERSONNEL	TIME
Deploy the website to the live server.	Beginning of Week 8	<p>Deploy the website to the live server.</p> <p>Perform a final verification to ensure all functionalities are operational.</p> <p>Connect and configure Google Analytics for ongoing performance tracking.</p>	<p>Project Success Manager</p> <p>Website Developer</p>	7 days
Provide Training Sessions	End of Week 8	<p>Conduct a 2-hour live training session with Town staff to demonstrate CMS usage and best practices.</p> <p>Deliver video tutorials for future reference and onboarding.</p>	<p>Project Success Manager</p> <p>Website Developer</p>	4 days





# SOFTWARE & DEVELOPMENT

At BrandIt Strategies, we pride ourselves on being at the forefront of web technology and innovation. With extensive experience in developing, managing, and optimizing WordPress websites, we are perfectly equipped to elevate Town of Johnson's digital presence. Our deep understanding of the latest web technologies ensures that we deliver robust, scalable, and high-performing websites tailored to meet the unique needs of our clients.



We're aware that you currently utilize WordPress version 6.6.1, which currently isn't the latest version of WordPress. We will upgrade your site to the latest version, WordPress 6.2, ensuring enhanced security, new features, and optimal performance. This upgrade will provide a more seamless user experience and future-proof your website against emerging digital challenges.

BrandIt Strategies is a proud Wordpress partner, so we're excited to use our expertise and relationship with Wordpress to reach the goals of this project!



## Here are some key benefits and features of the latest version:

- **Improved Site Editor Experience:** WordPress 6.2 introduces a more intuitive and powerful site editor, making it easier to design and customize your website with a real-time preview of changes.
- **Enhanced Performance:** This version includes numerous performance optimizations, ensuring faster load times and smoother navigation for users.
- **Security Enhancements:** WordPress 6.2 comes with improved security measures to protect your website from vulnerabilities and threats, providing peace of mind.
- **Block Patterns:** Expanded block patterns make it simpler to create and manage content layouts, offering greater design flexibility and creativity.
- **Template Editing:** The new template editing mode allows for more streamlined and efficient editing of page templates, enhancing overall site design and functionality.
- **Accessibility Improvements:** Significant accessibility updates ensure that your website is more inclusive and easier to navigate for all users, aligning with ADA compliance.





We will use Flywheel as the hosting platform for the Town of Johnson’s website due to its robust performance, security, and ease of management. As a Flywheel agency partner, we have direct access to premium features that ensure fast load times, daily backups, and built-in security measures like malware protection.



Flywheel’s intuitive interface makes it simple for non-technical users to manage the website, while its dedicated customer support ensures any issues are quickly resolved. With Flywheel, the Town will benefit from reliable, hassle-free hosting that scales as your needs evolve.

As an agency partner with Flywheel, we offer top-tier WordPress hosting solutions designed to meet the specific needs of high-traffic, mission-critical websites.



**Flywheel’s hosting platform includes several key benefits:**

- **Blazing Fast Load Times:** Ensures quick website load speeds, improving user experience and SEO rankings.
- **Nightly Backups:** Automatic backups keep your data safe and easily restorable.
- **Free SSL Certificates:** Provides secure, encrypted connections to protect user data and build trust.



**Essential Plugins and Software**

To optimize and enhance Town of Johnson’s website, we will integrate the following industry-leading plugins and tools:

- **Yoast SEO:** Enhances on-page SEO by optimizing content, keywords, and metadata, ensuring your site ranks well on search engines.
- **MonsterInsights:** Simplifies Google Analytics integration, providing easy access to valuable insights about website traffic and user behavior.
- **Google Analytics:** Tracks and analyzes website performance, helping to make informed, data-driven decisions.
- **WP Rocket:** Boosts site speed and performance through advanced caching and optimization techniques.
- **Ninja Forms:** Enables the creation of advanced forms for contact, surveys, and lead generation, supporting engagement goals.
- **WPML (WordPress Multilingual Plugin):** Facilitates the creation of a multilingual site, broadening reach to diverse language speakers.
- **Akismet:** Protects the site from spam comments, ensuring a clean and professional user experience.

# ONGOING MAINTENANCE



Our maintenance services are designed to keep the Town of Johnson's website running smoothly, securely, and optimized for the best user experience. We take a proactive approach, using advanced monitoring tools and automation to ensure that your website remains fast, secure, and fully operational at all times. Our goal is to deliver consistent performance, minimize downtime, and provide peace of mind by addressing potential issues before they impact your site's functionality.

**Here's a breakdown of the daily, weekly, and monthly maintenance activities we provide:**

## **Daily Maintenance: Seamless Operation**

- **Performance Monitoring:** Continuous uptime and performance monitoring using tools like Pingdom and Google Lighthouse to ensure your website runs smoothly 24/7. Any fluctuations in load time or server health are immediately addressed to maintain fast, reliable access for users.
- **Security Scanning:** Daily automated security checks using tools like Wordfence and Sucuri to detect vulnerabilities, malware, and potential threats. Immediate mitigation actions are taken to safeguard your website from hacks and breaches.
- **Backup Verification:** Daily verification of offsite backups to ensure that recent website data is always secure. This provides a safety net in case of any emergency, guaranteeing that data can be restored quickly and accurately.

## **Weekly Maintenance: Optimizing Performance and Security**

- **Plugin & Theme Updates:** Weekly updates to plugins, themes, and the WordPress core to ensure your website remains compatible with the latest technologies, secure from potential exploits, and optimized for performance.
- **Database Optimization:** We run weekly database cleanups to remove unnecessary data and optimize queries for faster site performance. This includes tasks like clearing post revisions, spam comments, and transients, ensuring your database remains light-weight and efficient.

- **Content Updates:** We will update any website content, including additional pages, events, design, etc.
- **Detailed Security Audits:** In-depth security audits are performed weekly, examining website logs, firewalls, and user activity to identify any irregularities. This proactive approach helps prevent data breaches and ensures the site remains compliant with the latest security standards.

### **Monthly Maintenance: Comprehensive Reporting and Enhancements**

- **Full Performance Report:** At the end of each month, you'll receive a detailed performance report that includes insights on uptime, load speed, traffic patterns, and overall health. We use analytics tools such as Google Analytics and Hotjar to provide data-driven recommendations on areas for improvement.
- **SEO Audits and Adjustments:** Monthly SEO audits using tools like Yoast SEO and SEMrush are conducted to ensure the website maintains its ranking and visibility in search engines. We'll make on-page adjustments where needed to keep your content optimized and competitive.
- **Content & Design Review:** Monthly reviews of site content and design elements ensure everything remains aligned with your goals. We'll recommend updates to keep the website fresh, visually appealing, and relevant to the evolving needs of the Town of Johnson.

### **Results of Our Maintenance Services**

- **Enhanced Security:** With daily security scans and weekly audits, we ensure that your website remains protected from cyber threats, preserving your data and the trust of your community.
- **Optimized Performance:** Daily monitoring and weekly optimizations keep your website running at peak efficiency, providing faster load times and an improved user experience.
- **Continual Improvement:** Through regular reporting, SEO audits, and content reviews, your website will consistently evolve and adapt to new trends, ensuring it remains an engaging and reliable resource for your community.

By leveraging the latest technology and a proactive maintenance strategy, we ensure that your website not only performs at its best but is also future-proofed for long-term success.

# YOUR WEBSITE REDESIGN TEAM



At BrandIt Strategies, our website redesign team is composed of highly skilled professionals dedicated to delivering a seamless and successful project for the Town of Johnson. Leading the effort will be a talented Website Developer and a meticulous Project Success Manager. Together, they bring a blend of technical expertise, strategic oversight, and a deep commitment to ensuring that the website redesign not only meets but exceeds your expectations.

## SENIOR WEBSITE DEVELOPER

## PROJECT SUCCESS MANAGER

### Website Developer

- **Custom Development:** Your developer will build and customize the WordPress site, ensuring it is responsive, secure, and optimized for performance.  
Interactive Features: Integrate and optimize interactive elements such as forms, sliders, and maps to enhance user engagement.
- **Content Management System (CMS) Configuration:** They will also set up, configure, and maintain the WordPress CMS to ensure it is user-friendly, allowing access to easily manage and update content.
- **Testing and Troubleshooting:** Conduct comprehensive testing for usability, performance, and accessibility, resolving any issues that arise.

### Project Success Manager

- **Project Coordination:** Oversee the entire redesign process, ensuring that the project stays on schedule and all tasks are completed efficiently.  
Stakeholder Communication: Serve as the primary point of contact for the Town, facilitating regular updates, feedback sessions, and ensuring alignment with the project goals.
- **Quality Assurance:** Monitor the quality of deliverables at each stage, ensuring that all aspects of the project meet the highest standards.
- **Training and Support:** Coordinate the delivery of training sessions and materials, including live training session and video tutorials, to equip Town staff with the knowledge needed to manage the new website.

Together, our Website Developer and Project Success Manager form a dynamic team

# PROJECT MANAGEMENT

At BrandIt Strategies, we understand the importance of meticulous project management in ensuring the success of any digital initiative. For the comprehensive enhancement and maintenance of the Town of Johnson's website, we rely on monday.com, a leading project management tool known for its versatility and user-friendliness. Our utilization of monday.com is central to our project management strategy, enabling us to deliver projects on time, within scope, and beyond expectations.



## Primary Channels of Communication

In the realm of project management, effective communication is the band that holds the entire project together. Recognizing this, we have established robust communication protocols to ensure that our collaboration with Town of Johnson and among our team members is as seamless as possible. To cater to the dynamic needs of this project, we utilize both Slack and Email as our main conduits for communication:

- **Slack Messages:** For day-to-day interactions, quick updates, and immediate collaboration needs, Slack is our go-to platform. We commit to responding to Slack messages within a 2-hour window during business hours, ensuring that the flow of information remains steady and any queries or requests are addressed promptly.
- **Email Correspondence:** For more formal communications, documentation, and comprehensive updates, email is our preferred channel. We aim to respond to all emails within 12 hours, guaranteeing that no piece of information is left unattended and all project-related exchanges are documented and actionable.
- **Zoom Virtual Meetings:** In addition to written communication, we recognize the value of face-to-face interaction. Therefore, we will schedule regular virtual meetings using Zoom to facilitate discussions, provide progress updates, and address any project-related matters in real-time. These virtual meetings will ensure alignment, foster collaboration, and maintain transparency throughout the project lifecycle.

## Response Times

In our dedication to ensuring a fluid and efficient workflow, we place a high emphasis on rapid and reliable response times across all channels of communication.

- **For Slack Messages:** We strive for promptness with a response time of immediate answers to 2 hours, keeping the project momentum going and facilitating swift decision-making processes.



## Emergency Situations on Slack Immediate Attention

We are acutely aware that certain situations require urgent responses. We don't foresee such cases, but in the event a situation arises where Town of Johnson needs support, our team pledges to engage within 5 minutes on Slack, ensuring that critical issues are addressed and resolved with the utmost urgency and efficiency.

## Personnel & POC

The success of the Town of Johnson's website redesign project is driven by the expertise and dedication of our carefully selected personnel. At the helm of this project is our Project Success Manager, who will serve as the primary Point of Contact (POC) for all communications, ensuring a smooth and efficient workflow from start to finish.

The Project Success Manager will be responsible for overseeing every aspect of the project, from initial planning and stakeholder coordination to final delivery and post-launch support. They will ensure that all milestones are met on time, that feedback is promptly integrated, and that the project aligns with the Town's vision and goals. As the POC, the Project Success Manager will be your direct line to our team, providing regular updates, managing meetings, and facilitating any required approvals or adjustments.

In addition to the Project Success Manager, the website redesign team includes a skilled Website Developer who will handle the technical aspects of the redesign, ensuring the new site is built to the highest standards of performance, security, and usability.

## Approval Process

The approval process for the Town of Johnson's website redesign project is designed to ensure that every key deliverable is thoroughly reviewed and **approved by the Town's stakeholders before being finalized or going live**. This process guarantees that the website meets all expectations and requirements, allowing for collaborative





# CASE STUDY



## The Approach

We approached the Bizzell US website redesign with a strategic and detail-oriented plan, addressing their specific challenges head-on.

- **Comprehensive Theme Design:** We crafted a comprehensive theme design for the website that captured the essence of Bizzell US's new brand identity. The theme incorporated a harmonious blend of engaging imagery, colors, and typography that resonated with their target audience and conveyed a modern and professional image.
- **On-Brand Pages:** We ensured that each page on the website adhered to the new brand guidelines, representing a cohesive and consistent visual representation of the Bizzell US brand. This consistency strengthened their brand identity and made navigation intuitive for users.
- **Standard Designs per Page Types:** To enhance user experience and make the website more user-friendly, we developed standard designs for various page types. This standardized approach made it easier for visitors to understand the content structure and find the information they needed efficiently.
- **SEO Revamps and Clean URLs:** Our team performed an SEO overhaul to optimize the website for search engines. This included keyword research, meta tag optimization, and clean URL structures to improve organic visibility and search engine rankings.
- **Compartmentalize Information:** We strategically organized the website's content, including their focus areas, to provide clear and easy access for government departments. By creating specific sections for each focus area, we ensured that relevant information was easily accessible.

## About The Client

Bizzell US (Bizzell) is a U.S. SBA HUBZone-certified strategy, consulting, and technology firm that designs innovative solutions to help build healthy, secure, and sustainable communities around the world. They are a strategy, consulting, and technology firm that designs innovative solutions to leverage the combined experience of our diverse subject matter experts to develop data-driven, research-informed answers to the world's most complex challenges—ensuring their clients achieve their vision and goals through innovated solutions.

## The Challenge

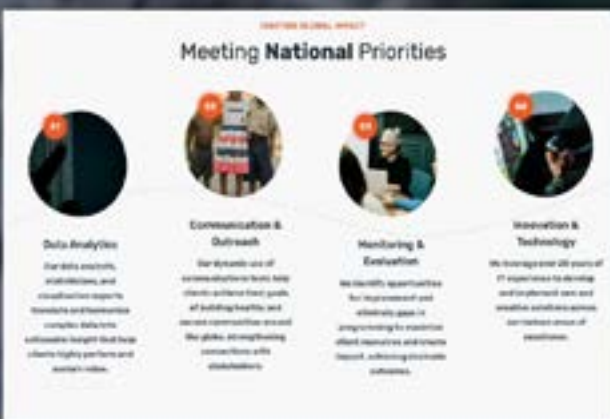
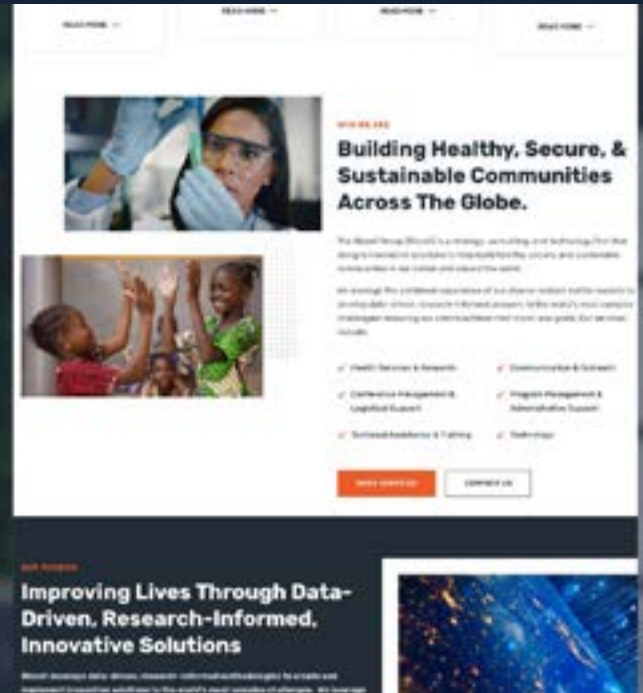
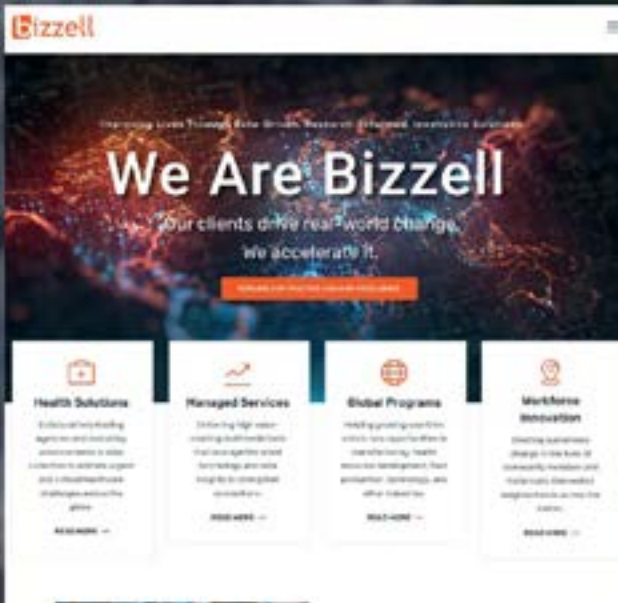
Bizzell US, an esteemed organization, embarked on a brand transformation journey to update their brand, which had served them well for the past 10 years. As part of this rebranding initiative, Bizzell US recognized the critical need for a website redesign to align with their new brand identity.

The primary challenge was to create a visually appealing, modern, and user-friendly website that effectively showcased their focus areas to government departments. Additionally, they sought efficient methods to capture contacts and store essential documents while ensuring the new website was a true reflection of their refreshed brand.



# The Results

- **+63% Increased Session Times:** The improved aesthetics and user-friendly design elements contributed to longer session times on the website.
- **Improved SEO Ranking:** Our comprehensive SEO revamp resulted in enhanced search engine rankings, making Bizzell US more visible to their target audience and driving organic traffic to the website.







# CASE STUDY



## The Approach

As the digital marketing strategist at BrandIt Strategies, we took a proactive approach to tackle the challenges faced by the Ujima Center. Our team of experts worked closely with the Center's internal team to understand their vision, goals, and specific requirements.

- **Fully Stacked Website with UX Design Elements:** We designed and developed a fully stacked website that incorporated cutting-edge UX design elements to ensure optimal user functionality and an engaging user experience. The website's layout was intuitive, making it effortless for potential students to navigate through various pages.
- **Trigger-Based Forms for Data Organization:** We created custom forms with triggers that allowed the Ujima Center's internal team to organize information effectively. These forms not only simplified the data collection process but also automated the organization of received information for streamlined management.
- **Communication Funnels for Lead Nurturing:** To enhance lead generation and engagement: We implemented communication funnels throughout the website. By strategically placing call-to-action buttons and contact forms, we encouraged page viewers to enter these funnels, thereby nurturing leads and potential applicants.
- **Compartmentalized Pages for Comprehensive Information:** To manage the extensive information about their programs, we divided the website into different pages, each dedicated to a specific aspect of the Center's offerings. This compartmentalization ensured that visitors could easily find the information they were seeking.

## About The Client

Founded in 1865, **Bowie State is Maryland's oldest historically black university and one of the ten oldest in the country.** Bowie State University is a public historically black university in Prince George's County, Maryland, north of Bowie. It is part of the University System of Maryland.

Ujima Center for School Counseling Scholars is a graduate program dedicated to increasing the number of high qualified state-certified school counselors, specifically those who are diverse to serve diverse students.

## The Challenge

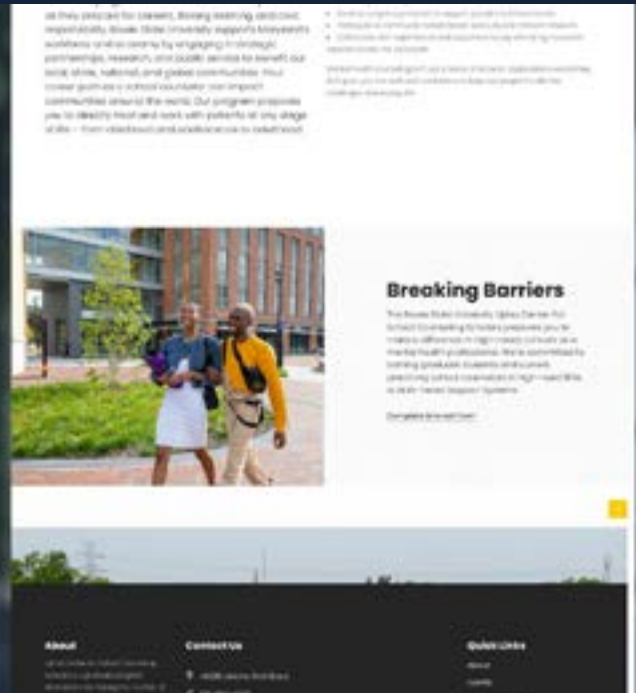
The Bowie State University Ujima Center for School Counseling Scholars faced the challenge of establishing a comprehensive digital presence through a website that could serve as a gateway for potential students.

They needed a platform that would not only provide information about their programs and requirements but also enable seamless communication with faculty, facilitate RSVPs for upcoming events, and allow interested students to complete interest forms easily.

# The Results

• **+118% Increased Session Times:** The improved aesthetics and user-friendly design elements contributed to longer session times on the website.

• **+83% Increased Interest Forms and Program Enrollments:** The user-friendly website design and seamless navigation led to a surge in interest forms being completed, resulting in a higher number of students enrolling in their programs.





# REDESIGN COST

The entire cost of project is \$21,250. To ensure a smooth and successful project, we require a 30% deposit of the total project cost upfront, which amounts to \$6,375. The remaining balance of \$14,875 is due before the final week of the project. This payment structure allows us to allocate the necessary resources and maintain momentum throughout the project, ensuring timely delivery of a high-quality website redesign for the Town of Johnson. We are committed to delivering exceptional value and are confident that this approach will provide the foundation for a successful partnership.

PHASE	HOURS	RATE	COST
P - Pulse Check	46	\$85	\$3,910
U - User-Centric Strategy	58	\$85	\$4,930
L - Layout and Design	72	\$85	\$6,120
S - Scalable Development	60	\$85	\$5,100
E - Elevate and Optimize	28	\$85	\$2,380

## Annual Maintenance Plan: \$2,635 per month

Our annual maintenance plan for the Town of Johnson's website is designed to ensure peak performance, security, and ongoing optimization. At \$2,635 per month, this includes daily monitoring, weekly updates, and monthly performance reports, SEO audits, and content reviews. We'll proactively address issues, keep the website up to date, and provide regular optimizations to enhance user experience. This plan ensures that your website remains secure, relevant, and fully optimized throughout the year for a total cost of \$31,620. **This can be negotiated based on what's needed.**



# Thank you!

We look forward to  
hearing from you!



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# Website Redesign Services and Maintenance

## Proposal for

# Town of Johnson

[townofjohnson.com](http://townofjohnson.com)

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# 1. Executive Summary

## Introduction

At Krystosoft, we are a team of passionate innovators dedicated to transforming ideas into impactful solutions. Founded in 2022, we have grown from a small startup into a leading force in the software industry, empowering businesses worldwide with cutting-edge technology and tailored services.

Our core mission is to deliver exceptional value through our comprehensive suite of software solutions, designed to meet the evolving needs of modern enterprises. We specialize in digital services, blending creativity with technical expertise to craft solutions that drive growth, efficiency, and success.

## Objective

The primary objective of this proposal is to deliver a comprehensive, technically robust, and aesthetically modern redesign of the Town of Johnson's website, transforming it into a highly functional digital platform that serves the needs of all stakeholders—Town officials, employees, residents, and visitors. We aim to create a user-friendly interface that enhances both the public's access to Town resources and the staff's ability to manage content efficiently. The redesigned website will be an organized, scalable repository for all Town committees, boards, and public services, incorporating intuitive navigation and responsive design principles.

From a technical standpoint, the new website will be built on a secure and scalable content management system (CMS) framework, leveraging the latest technologies in web development. This will include the following key components:

**Seamless Data Migration:** We will ensure that all existing content – including attachments, public records, and Town documents – are seamlessly migrated to the new platform without data loss. This will be complemented by an organized structure for future document management, making it easy for staff to upload, edit, and archive content.

**Mobile Responsiveness:** The website will be designed with a mobile-first approach, ensuring full compatibility across a range of devices (smartphones, tablets, desktops) and browsers. This ensures that all users, regardless of their device, can access the Town's resources effortlessly.

**Enhanced User Experience (UX):** The user interface (UI) will be designed with simplicity and efficiency in mind, ensuring that all Town services, documents, and information are easily accessible through an intuitive navigation system. Special attention will be given to creating distinct pages for Town committees, boards, and public services, each of which will have its own dedicated section with associated documents and meeting records.



**Security and Compliance:** The website will be built to meet the highest standards of security, including data encryption, multi-factor authentication for administrative access, and regular security audits to ensure compliance with industry best practices. In addition, the site will be designed to meet ADA (Americans with Disabilities Act) compliance guidelines, ensuring that it is fully accessible to all users.

**Training and Self-Sufficiency:** A key goal is to empower Town staff with the ability to easily manage and update the website without external technical support. We will develop and provide a comprehensive training manual and conduct training sessions focused on essential functions such as uploading minutes, posting agendas, and adding documents. The CMS interface will be optimized for non-technical users, ensuring minimal reliance on specialized web development skills.

**Ongoing Maintenance and Support:** Our objective extends beyond the redesign and launch of the website. We will provide a robust annual maintenance package that includes the management of all necessary software licenses, regular security updates, and prompt resolution of any technical issues. Additionally, we will offer on-demand support for service calls and ensure that Town employees are updated with any website functionality changes through training refreshers.

In summary, our objective is to deliver a future-proof website solution that enhances the Town of Johnson's online presence, simplifies administrative tasks for Town staff, and fosters transparent and efficient communication with the community.

## Summary of the Solution

We propose a complete, technically advanced redesign of the Town of Johnson's website, preserving its current functionality while incorporating modern web technologies to improve usability, accessibility, and performance. The new website will be built with a responsive design that ensures optimal display across all devices—mobile, tablet, and desktop—while providing a consistent user experience regardless of screen size or browser.

Key features of the redesigned website will include:

1. **Organized Structure:** The website will be restructured to offer clearly defined sections for all Town committees, boards, and public services. Each section will be equipped with a dedicated space for meeting minutes, agendas, public notices, and other critical documents. The site architecture will be carefully planned to ensure easy navigation, allowing users to quickly find relevant information with minimal clicks.
2. **Content Management System (CMS):** To ensure continuity and ease of use, we will leverage a similar WordPress framework for the CMS. WordPress is a user-friendly, highly flexible platform that allows for easy updates by non-technical staff. It will enable Town employees to add new content, upload attachments, and modify existing pages without the need for external technical assistance. The CMS will be

tailored to the Town's specific requirements, ensuring a seamless content management process.

3. **Document Management:** A streamlined system for uploading and organizing documents will be integrated into the website, making it easier to manage attachments such as agendas, reports, and public documents. This system will feature clear categorization and archiving capabilities to keep the content accessible and well-organized.
4. **Training and Documentation:** To ensure the Town's staff can fully utilize the website, we will provide a comprehensive training manual that covers all essential functions, such as updating pages, uploading documents, and managing the site's layout. This will be supplemented with live training sessions to ensure staff feel confident in performing updates independently. The training materials will be written in clear, step-by-step language, making it accessible to users with various levels of technical expertise.
5. **Security and Performance:** The new website will be fortified with modern security protocols, including SSL encryption, regular security updates, and protection against common vulnerabilities (e.g., SQL injection, and cross-site scripting). It will be optimized for high performance, with faster load times, streamlined code, and efficient media handling to ensure a smooth browsing experience.
6. **Maintenance and Support:** Our solution includes a full annual maintenance contract that covers all necessary updates, licenses, and technical support. This will ensure the website remains up-to-date with the latest software versions, security patches, and functionality enhancements. In addition to scheduled maintenance, we will provide support for any technical issues or service requests that may arise, guaranteeing the website's smooth operation throughout the year.

In conclusion, our proposed solution will transform the Town of Johnson's website into a modern, highly functional platform that enhances user experience while maintaining ease of management for Town staff. The combination of responsive design, organized content management, robust security, and ongoing maintenance will provide the Town with a scalable, long-term solution that meets both current and future needs.

## 2. Company Overview

**Company Background:** Our team is our greatest asset—an assembly of skilled professionals from diverse backgrounds, each bringing unique perspectives and talents. United by a shared vision, we work collaboratively to push boundaries, challenge the status quo, and create software that makes a difference. We believe in the power of technology to shape the future, and our commitment to innovation is unwavering. We are constantly exploring new ways to improve our offerings and enhance the experiences of our clients.

**Relevant Experience: See Appendix A – References**

## 3. Understanding of the Project

### Project Requirements

We understand that the Town of Johnson requires a website redesign that retains the functionality of the current website, with specific needs for better organization of attachments and the creation of pages for various committees. The project also requires staff training and an annual maintenance contract covering licenses, routine maintenance, and service calls. Our solution addresses these needs while also considering future scalability and ease of use.

### Challenges and Risks

Potential challenges include migrating existing content without losing functionality and ensuring seamless integration of new features. To mitigate these risks, we will work closely with the current team and utilize our expertise in WordPress migrations. Additionally, we will implement a robust testing phase to ensure all features function correctly before going live.

### Scope of Work

#### 1. Redesign of the Town Website

We will completely overhaul the Town of Johnson's website to deliver a modern, responsive, and visually appealing design that enhances user experience across all devices. Our approach includes:

- **Responsive Design:** The redesigned website will adopt a mobile-first approach, ensuring that it functions seamlessly on smartphones, tablets, and desktops. We will incorporate modern UI/UX design principles that make the site intuitive, easy to navigate, and visually consistent across different devices and screen sizes.
- **Content Structure for Town Services:** We will create dedicated sections for Town committees, boards, and public services, each of which will have its page(s) organized for optimal accessibility. These pages will host relevant documents (minutes, agendas, forms, etc.), contact details, and service information. The site will be designed to ensure that residents and other stakeholders can easily access critical information with minimal clicks.
- **Content Migration:** A comprehensive content migration strategy will be implemented to ensure a seamless transition from the current website to the new design. All existing documents, attachments, and public records will be carefully transferred to the new platform, preserving data integrity while updating the visual presentation.

## 2. Organization of Attachments and Document Management

We will integrate a robust document management system into the website that simplifies the process of adding, organizing, and archiving Town-related documents such as minutes, agendas, and public notices. This system will include:

- **Categorization:** The system will be configured to support various categories for document types, making it easy for Town staff to upload and manage new documents while ensuring that users can quickly locate the information they need.
- **Search Functionality:** We will incorporate advanced search and filtering capabilities that enable users to find specific documents based on keywords, dates, or categories, improving the overall efficiency of the website.

## 3. Training and Staff Empowerment

Our goal is to empower the Town of Johnson's staff to efficiently manage and update the website without relying on external support. To achieve this, we will:

- **Training Manual:** Develop a comprehensive training manual that outlines all essential website functions in a clear, step-by-step format. This manual will be written in non-technical language and include screenshots and examples for clarity.
- **Live Training Sessions:** Conduct in-depth training sessions with key Town staff, focusing on critical tasks such as adding new documents, updating pages, and managing the overall site content. This training will ensure that staff members are equipped to manage the website autonomously.

## 4. Backup and Data Preservation

To ensure the security and continuity of the Town's website and its content:

- **Site Backup:** We will collaborate with the current web designer to create a backup of the existing website, ensuring that all critical data, design elements, and content are preserved. This will serve as a contingency plan in case of any issues during the transition process.
- **Redundancy:** Implement redundant backup systems that automatically create copies of the website and store them securely, enabling swift restoration in case of technical failures or data loss.

## 5. Maintenance and Ongoing Support

Our services extend beyond the website redesign to include long-term support and maintenance. We will provide:

- **Annual Maintenance Contract:** This contract will cover all necessary software licenses, routine updates, and security patches to keep the website running smoothly and securely. We will monitor the site for vulnerabilities and implement regular updates to ensure peak performance.

- **Service Calls and Technical Support:** Town staff will have access to on-demand technical support for any issues or changes that arise post-launch. We will ensure prompt response times and efficient resolution of any technical challenges.

Our scope of work is designed to provide a future-proof website solution that not only meets the immediate needs of the Town of Johnson but also ensures scalability, security, and ease of use for years to come.

## Out of Scope

The following items are out of the scope of this proposal but can be discussed and included as part of an amended proposal.

- **Content:** The content on the pages and in the blogs.
- **Digital Assets:** The images, videos, and audio files that will be uploaded to different sections of the website.
- **Website Hosting:** The server where the website will be hosted.

## 4. Proposed Solution

### Technical Approach

Our approach to the redesign and ongoing management of the Town of Johnson's website is centered around a WordPress-based Content Management System (CMS). WordPress is a highly flexible and user-friendly platform that provides robust functionality, allowing non-technical staff to easily manage and update website content with minimal training. This system ensures scalability, security, and long-term adaptability to meet the evolving needs of the Town.

#### 1. WordPress-Based CMS

The use of WordPress as the core CMS will provide the Town with a familiar and efficient interface, enabling seamless content management for staff. This platform is ideal for its:

- **User-Friendliness:** The intuitive backend will allow staff to easily add, edit, and remove pages, documents, and media without requiring specialized coding knowledge. We will configure the dashboard with custom fields and user permissions, ensuring that each user has access to the tools they need while preventing accidental changes to core functionality.
- **Customization and Flexibility:** WordPress offers extensive customization options, allowing us to design a site that meets both aesthetic and functional needs. We will implement custom templates, plugins, and widgets to enhance the user experience, providing features like dynamic menus, document upload systems, and custom post types for Town services, boards, and committees.

## 2. Development Process

Our technical development process is designed to ensure smooth execution while maintaining the highest standards of quality and functionality. The process will include the following key phases:

- **Requirement Gathering:** We will begin with a requirement gathering phase to establish the information architecture of the website. This blueprint will outline the navigation structure, content organization, and placement of key elements like menus, calls-to-action, and document libraries. Wireframes will be shared with the Town's key stakeholders for feedback and approval before proceeding with the design phase.
- **Design and Prototyping:** Once the wireframes are approved, we will move into the design phase, where we will create high-fidelity prototypes that showcase the overall look and feel of the new website. This design will incorporate the Town's branding, color schemes, and aesthetic preferences while adhering to modern web design standards (e.g., flat design, minimalism). We will also prioritize accessibility, ensuring that the site complies with WCAG 2.2 guidelines.
- **Content Migration:** We will implement a structured content migration strategy to ensure that all existing content from the current website is transferred to the new platform without data loss or disruption. This includes migrating documents, pages, media files, and any custom content. To avoid downtime during the migration, we will deploy the new site on a staging environment where the team can test functionality before going live.

## 3. Site Speed and Performance Optimization

We recognize the importance of maintaining a fast-loading, high-performing website, especially for users accessing the site on various devices. Our approach to performance optimization will include:

- **Caching Mechanisms:** We will implement server-side caching and use tools like WP Rocket or W3 Total Cache to ensure that commonly accessed content is served quickly to users. This reduces server load and improves load times.
- **Image Compression:** High-quality images will be compressed using tools such as Smush or Imagify to minimize file sizes without compromising visual quality, contributing to faster load times.
- **CDN Integration:** We will integrate a Content Delivery Network (CDN), such as Cloudflare, to distribute content across global servers, ensuring fast load times for users in various geographic locations and added protection against DDoS attacks.

## 4. Security Measures

To ensure that the Town of Johnson's website remains secure and protected from potential threats, we will implement the following security protocols:

- **SSL Encryption:** The website will be secured using SSL certificates, ensuring that all data exchanged between users and the server is encrypted and protected against interception.
- **Firewall and Malware Protection:** We will deploy a web application firewall (WAF) and use security plugins like Wordfence or Sucuri to monitor traffic, block malicious attacks, and detect vulnerabilities. Regular security scans will be scheduled to identify and address potential risks.
- **User Authentication:** We will enforce strong password policies and offer two-factor authentication (2FA) for staff accessing the backend, reducing the risk of unauthorized access to the site's administrative panel.

## 5. Testing and Quality Assurance

Throughout the development process, we will employ rigorous testing to ensure that the website functions flawlessly across different devices and browsers. This includes:

- **Cross-Browser Testing:** We will test the site on all major browsers (Chrome, Firefox, Safari, Edge) to ensure consistent performance and layout integrity.
- **Mobile Responsiveness Testing:** The website will be thoroughly tested on multiple devices (smartphones, tablets, desktops) to ensure the design is fully responsive and adapts to various screen sizes without compromising usability.
- **Functionality Testing:** We will conduct end-to-end testing of all site features, including form submissions, document uploads, search functionality, and security measures, to ensure smooth operation before the site goes live.

## 6. Ongoing Maintenance and Support

Post-launch, we will provide continuous maintenance and support services to ensure the website remains updated, secure, and running at optimal performance. This includes:

- **Routine Updates:** We will perform regular updates to WordPress core, plugins, and themes to keep the site secure and fully functional.
- **Monitoring and Technical Support:** We will monitor the site for any downtime or performance issues and provide on-call support to resolve any technical issues that may arise.
- **Training and Documentation:** Comprehensive documentation and hands-on training will be provided to ensure that the Town's staff can confidently manage the website's content and features independently.

## Project Management Plan

Our project management approach is based on Agile methodology, ensuring iterative development with regular feedback from the Town staff. Key roles include:

- **Project Manager:** Oversees timelines, deliverables, and communication.
- **Lead Developer:** Responsible for the technical architecture and execution.

- **UI/UX Designer:** Focuses on the website’s visual design and user experience.
- **Support Team:** Available for any service calls or issues during maintenance.

We will provide regular progress reports and maintain open communication with all Town stakeholders to ensure smooth collaboration.

## Quality Assurance Plan

Our Quality Assurance (QA) process is designed to ensure the highest levels of performance, functionality, and user satisfaction throughout the development lifecycle. By implementing rigorous testing at each phase, we aim to deliver a website that not only meets but exceeds the Town of Johnson’s expectations. Our QA approach includes multiple layers of testing to identify and resolve issues proactively, ensuring a seamless user experience.

### 1. Functional Testing

We will conduct comprehensive functional testing to verify that all components of the website operate as intended. This testing will ensure that every feature, form, and link functions without error. The following areas will be tested:

- **Core Features:** We will test all major features of the website, such as navigation menus, document upload systems, search functionality, and interactive forms (e.g., contact forms).
- **Link Integrity:** All internal and external links will be checked for accuracy and proper redirection, ensuring no broken links or incorrect URLs.
- **Form Submission:** Any forms on the site, such as contact or registration forms, will be tested to ensure that submissions are processed correctly, and confirmation messages/emails are sent to users.
- **File Upload/Download:** We will verify that staff can upload and manage documents (e.g., minutes, agendas) as required and that users can download them without issue.
- **Accessibility Features:** Ensuring the website complies with WCAG 2.2 standards, testing for screen readers, keyboard navigation, and color contrast.

### 2. Performance Testing

To guarantee the site delivers a fast, responsive experience for all users, we will perform extensive performance testing, focusing on optimizing page load times, ensuring responsiveness across various devices, and verifying overall site stability. This includes:

- **Page Load Speed:** We will use tools like Google PageSpeed Insights and GTMetrix to evaluate page load times, ensuring that all pages load within optimal timeframes, typically under 3 seconds, even with media-rich content.
- **Mobile and Desktop Responsiveness:** Testing across a wide range of devices (desktops, tablets, and smartphones) and screen sizes to ensure that the design adapts fluidly without loss of functionality or clarity.



- **Stress and Load Testing:** We will simulate high-traffic scenarios using tools like LoadRunner to ensure that the site can handle multiple concurrent users without degradation in performance or downtime.

### 3. User Acceptance Testing (UAT)

User Acceptance Testing (UAT) is a key step in ensuring that the Town of Johnson's staff is fully satisfied with the final product before the official launch. This phase involves hands-on testing by Town employees to confirm that the website meets their specific needs and functions as intended. The UAT process will include:

- **Staff Training for UAT:** Before UAT, we will provide training sessions for Town staff, familiarizing them with the new website's features and backend management system. This will help them understand what to test and how to navigate the site effectively.
- **Real-World Scenarios:** Town staff will test the website by performing everyday tasks such as adding new documents (minutes, agendas), updating committee pages, and uploading attachments. We will gather feedback on ease of use and adjust any workflows that are not intuitive.
- **User Interface (UI) Testing:** The staff will assess the overall user interface for accessibility and visual appeal, ensuring that the design meets their expectations and aligns with the Town's branding.
- **Final Approval:** After gathering and addressing feedback from Town staff, we will implement any necessary changes and seek final approval before moving forward with the website launch.

### 4. Cross-Browser and Cross-Device Testing

Our team will ensure that the website performs consistently across all major web browsers and devices. This involves testing the site on Google Chrome, Mozilla Firefox, Safari, Microsoft Edge, and other commonly used browsers. Additionally, we will test the site across various operating systems (Windows, macOS, iOS, and Android) to ensure compatibility and functionality.

### 5. Security Testing

To safeguard against potential security threats, our QA process will include thorough security testing. This involves:

- **Vulnerability Scanning:** We will use security tools like OWASP ZAP and Acunetix to scan for potential vulnerabilities, such as cross-site scripting (XSS), SQL injection, and unauthorized access points.
- **Firewall and SSL Verification:** Verifying that the web application firewall (WAF) is operational and SSL encryption is enabled for secure communication between users and the site.

- **User Authentication Testing:** We will verify that access controls and permissions for backend users are appropriately enforced, preventing unauthorized changes or data breaches.

## 6. Regression Testing

To ensure that new updates or changes do not affect existing functionality, we will perform regression testing after every significant modification. This guarantees that the website remains stable and functional after new features or fixes are introduced.

## 7. Documentation and Reporting

Throughout the QA process, we will maintain detailed documentation of all testing activities, including test cases, results, and any issues identified. This allows for:

- **Transparency:** Regular reports will be shared with the Town, summarizing the outcomes of each testing phase, identified issues, and the corrective actions taken.
- **Traceability:** Every issue logged during testing will be tracked to ensure timely resolution, with a focus on prioritizing critical issues that could impact user experience or security.

## 8. Post-Launch Monitoring and Support

After the website has been launched, we will continue monitoring performance and security in real time to identify any potential issues early. Our team will be on-call to address any bugs or malfunctions that may arise post-launch, ensuring a smooth and uninterrupted user experience.

## Innovation and Value-Add

Our approach goes beyond a standard website redesign, focusing on innovative solutions that enhance the Town of Johnson's digital presence and provide long-term value. We aim to deliver a future-proof, user-friendly platform that not only meets current needs but is designed to scale and evolve as the Town's requirements grow.

### 1. Advanced Content Management System (CMS)

We will implement an enhanced WordPress-based content management system (CMS) tailored specifically to meet the Town's needs. This CMS will feature:

- **Intuitive Document Management:** We will create a custom interface that allows Town staff to easily upload and organize critical documents, such as meeting minutes, agendas, and other public notices. The system will support bulk uploading, automatic categorization, and advanced filtering options to simplify document management.
- **Smart Search Functionality:** An integrated search feature will enable users and Town staff to quickly locate specific documents or information. By indexing content within

minutes, users can retrieve documents using keywords, date ranges, or categories, ensuring fast and accurate access to records.

## 2. Scalable Design and Architecture

Our design and architecture will be built with scalability in mind, ensuring the website can grow alongside the Town of Johnson as new services and needs arise:

- **Modular Framework:** The site's architecture will be based on a modular design approach, allowing for easy integration of new features and functionalities without requiring extensive redevelopment. Whether adding new pages, sections, or entirely new services, the system will be designed to expand effortlessly.
- **Future-Proof Technologies:** By utilizing modern web technologies and HTML5, CSS3, and JavaScript frameworks, we will ensure the website remains up-to-date with industry standards.
- **Responsive Design and Mobile Optimization:** The website will be fully responsive, ensuring it performs seamlessly across all devices and screen sizes. This ensures that residents, staff, and visitors can access key services and information regardless of whether they're using a desktop, tablet, or smartphone.

## 3. Enhanced Security Features

In addition to providing standard website security protocols, we will implement several innovative features to enhance the Town's data security:

- **Role-Based Access Control (RBAC):** To protect sensitive areas of the website, we will implement a role-based access control system, ensuring that only authorized personnel can access and manage restricted content. This system will provide fine-grained permissions, limiting access to critical back-end functionalities.
- **Automated Backup Solutions:** We will integrate an automated backup system that performs routine backups of the website's content and database, storing them securely on the cloud. This ensures that, in the event of an issue or data loss, the site can be quickly restored without significant downtime.

## 4. Custom User Experience (UX) Enhancements

We will focus on improving the user experience (UX) through several innovative features designed to make it easy for residents and staff to interact with the website:

- **Interactive Calendars and Event Management:** An intuitive calendar system will allow the Town to manage and display events, public meetings, and important deadlines. This calendar will automatically sync with meeting agendas and minutes, ensuring all related documents are easily accessible.
- **Public Services Directory:** A directory for all Town boards, committees, and public services will be designed with easy navigation and search functionality. This section will allow residents to quickly find the correct department or contact information for their needs, with direct links to relevant forms or service requests.

- **Dynamic Content Widgets:** To keep the website fresh and engaging, we will incorporate dynamic content widgets that automatically update based on real-time data. For example, important announcements, weather alerts, or emergency notices can be automatically pushed to the homepage.

## 5. Long-Term Cost Efficiency

Our proposal includes various features that add long-term value by reducing costs and maximizing efficiency:

- **Self-Sufficiency Through Training:** One of our key value propositions is providing comprehensive training and support. By empowering Town staff with the skills to manage and update the website independently, the Town will reduce ongoing costs associated with third-party support.
- **Automation and Workflow Improvements:** We will implement tools that automate routine tasks, such as document uploads, scheduling, and backups. This reduces the manual workload for Town employees and frees up time for more critical tasks.
- **Streamlined Licensing and Maintenance:** By negotiating streamlined contracts for necessary plugins, software, and licenses, we can reduce overhead costs while ensuring the site operates efficiently. Our annual maintenance contract will include proactive updates and troubleshooting to avoid unexpected expenses.

This expanded Innovation and Value-Add section emphasizes the long-term, scalable solutions we offer, ensuring that the Town of Johnson’s website remains not only a vital tool for residents and staff today but also a flexible, secure, and future-ready platform.

## 5. Implementation Plan

### Project Schedule

Milestone	Description	Timeframe
Phase 1	Initial Consultation & Discovery	3 Weeks
Phase 2	Wireframing & Design	3 weeks
Phase 3	Development & Content Migration	6 weeks
Phase 4	Testing & Quality Assurance	3 weeks
Phase 5	Launch & Training	3 weeks
Phase 6	Ongoing Maintenance	1 year

## Resource Allocation

- **Project Manager:** 30% Throughout the project
- **Lead Developer:** 30% allocation throughout the project.
- **UI/UX Designer:** Throughout the design phase.
- **Frontend and Backend Developers:** Throughout the development and testing phases
- **Content Migration Specialist:** 25% allocation during content migration.
- **Support Team:** Available 24/7 for maintenance and service calls post-launch.

## Training and Support

We understand the importance of empowering Town staff to manage the website independently while offering ongoing support to ensure smooth operation. Our approach to training and support includes a combination of hands-on instruction, documentation, and continuous assistance to ensure your team is fully equipped to handle all essential functions.

### 1. Comprehensive Training Sessions

We will conduct in-depth, personalized training sessions for the Town of Johnson's staff, tailored to the various roles and responsibilities within the organization. Our goal is to ensure that all users, regardless of technical expertise, feel confident using the website's content management system (CMS) and other core functionalities. Key aspects of our training program include:

- **Role-Based Training:** Our sessions will be customized based on the responsibilities of each user. For instance, administrators will receive advanced training on managing user permissions, while content editors will focus on uploading and updating documents, managing pages, and using key website features like event calendars and announcements.
- **Hands-On Workshops:** These workshops will allow staff to practice essential tasks such as adding minutes, agendas, and other Town documents to the website. By working with live data and real-time tasks, staff will gain practical experience under the guidance of our experts.
- **User-Friendly Content Management:** We will walk Town staff through the WordPress-based CMS, focusing on intuitive tools like drag-and-drop page editing, media management, and automated document uploading systems. These tools will ensure that non-technical staff can manage updates without requiring coding knowledge or external support.
- **Advanced Topics:** For those requiring deeper technical insight, we will offer advanced training topics such as search engine optimization (SEO) best practices, analytics tools, and custom page designs, enabling Town staff to make strategic updates that enhance the site's visibility and functionality.

## 2. Detailed User Manual and Video Tutorials

To complement the live training sessions, we will provide a comprehensive, easy-to-follow user manual and a set of video tutorials, covering all essential website functions. This documentation will serve as a quick reference guide for staff when performing tasks such as:

- **Uploading Agendas, Minutes, and Documents:** Step-by-step guides with screenshots for adding, organizing, and categorizing public documents.
- **Updating Pages and Creating New Content:** Instructions for editing existing pages and creating new ones, ensuring content remains fresh and relevant.
- **Managing Plugins and Site Features:** Tutorials on managing website plugins, including calendars, search functionalities, and media galleries.
- **Routine Maintenance Tasks:** Guidance on performing basic maintenance tasks such as clearing cache, checking for updates, and ensuring optimal site performance.

This documentation will be customized for the Town of Johnson's specific website setup, ensuring it remains relevant and easy to understand for the staff.

## 3. Ongoing Support and Service Calls

In addition to initial training, we will offer ongoing support to ensure the Town's website continues to operate smoothly. Our annual maintenance contract will include a variety of support options:

- **Dedicated Support Team:** A dedicated support team will be available to handle any questions, issues, or challenges that arise during regular operations. This team will provide swift assistance via email, phone, or video calls, depending on the nature of the issue.
- **Service Calls:** We will include unlimited service calls as part of our support package, ensuring that Town staff can contact us for troubleshooting, system updates, or other technical needs at any time. These calls will cover both routine maintenance and more complex issues.
- **Proactive Monitoring and Updates:** We will actively monitor the website's performance, addressing potential issues such as plugin conflicts, security vulnerabilities, or performance degradation. This proactive approach minimizes downtime and keeps the site functioning at optimal levels.
- **Scheduled Check-Ins and Reviews:** To ensure ongoing success, we will schedule periodic check-ins with the Town to review the website's performance, gather feedback from staff, and discuss any potential improvements. This ongoing collaboration will allow us to address any concerns before they become larger issues.



## 4. Knowledge Transfer for Future Adaptability

To ensure long-term adaptability, we will focus on empowering the Town of Johnson's staff to manage future updates and modifications autonomously. Our training and support will be structured to facilitate knowledge transfer so that staff are well-equipped to handle:

- **New Feature Implementations:** If the Town chooses to implement new features or services in the future, staff will be trained to add and configure these without needing third-party assistance.
- **Content Strategy and Optimization:** We will offer additional guidance on website content strategy, including how to keep information current, organized, and easy to find for residents.

## 5. Customizable Training Options

Understanding that each municipality operates differently, we offer flexible training schedules and formats that can be customized to meet the Town's needs:

- **Training:** Training sessions can be conducted, depending on staff availability and preferences. We can also offer hybrid models if a combination of both is more convenient.
- **Group or One-on-One Sessions:** While we recommend group sessions for core CMS functions, we can also offer one-on-one training for specific team members who require additional support or advanced topics.
- **Follow-Up Sessions:** After the initial training, we will offer follow-up sessions as needed. These follow-ups can address new questions, advanced functionality, or any updates to the website system.

## 6. Staffing Plan

### Key Personnel

- **Project Manager:** He will oversee the entire project lifecycle, ensuring timely delivery, coordination with stakeholders, and management of project resources. He will act as the main point of contact between the Town and our development team.
- **Technical Lead:** He will be responsible for the technical direction and decisions, ensuring the website architecture, technologies, and tools align with the project's requirements.
- **Business Analyst:** Our BA will gather and analyze the Town's requirements, translating them into actionable development tasks. They will ensure that the final product meets the needs of both stakeholders and end-users.
- **Frontend Developers:** They will focus on designing and developing the user interface, ensuring a responsive and user-friendly experience. They will implement the visual aspects of the website, including layouts, menus, and interactive elements.

- **Backend Developers:** They will handle server-side logic, database management, and system integration. They will ensure that the website is secure, fast, and capable of handling backend operations efficiently.
- **Software Quality Assurance Engineers:** They will conduct rigorous testing to ensure the website functions as expected. They will identify and resolve bugs, improve performance, and ensure a smooth user experience across all devices.

## 7. Budget and Pricing

The total cost to implement the redesign and content migration project is \$60,000. The total cost for the 1-year maintenance phase is \$15,000.

### Project Phases and Timeline

#### Phase 1: Initial Consultation & Discovery (Week 1-3)

- **Activities:**
    - Initial meetings with the Town Selectboard, Town Clerk, and Town Administrator to gather requirements.
    - Review of the current website structure and content.
    - Establishing clear objectives, roles, and responsibilities.
    - Drafting a comprehensive project plan.
  - **Deliverables:**
    - Requirement gathering documents, project timelines, and finalized scope of work.
  - **Cost Estimate:** \$10,000 (17% of total project cost)
- 

#### Phase 2: Wireframing & Design (Week 4-6)

- **Activities:**
    - Wireframing and developing the new website layout.
    - Presenting mockups of the homepage and key pages (e.g., committees, boards, public services).
    - Adjustments based on feedback from Town staff.
  - **Deliverables:**
    - Approved wireframes and design mockups.
  - **Cost Estimate:** \$10,000 (17% of total project cost)
- 

#### Phase 3: Development & Content Migration (Week 7-12)

- **Activities:**
  - Building the website using the WordPress-based CMS, integrating new design.

- Migrating existing content (pages, documents, attachments) to the new site.
  - Developing systems to add attachments like agendas, meeting minutes, and other Town documents.
  - **Deliverables:**
    - Functional beta version of the website, ready for review and testing.
  - **Cost Estimate:** \$20,000 (33% of total project cost)
- 

#### Phase 4: Testing & Quality Assurance (Week 13-15)

- **Activities:**
    - Conducting extensive functional, performance, and user acceptance testing.
    - Ensuring responsiveness, load speed, and overall functionality across devices.
    - Addressing any feedback from Town staff during testing.
  - **Deliverables:**
    - Final version of the website, tested and approved for launch.
  - **Cost Estimate:** \$10,000 (17% of total project cost)
- 

#### Phase 5: Launch & Training (Week 16-18)

- **Activities:**
    - Launching the new website on the official Town of Johnson domain.
    - Conducting training sessions with Town staff for website management (document uploads, content updates, etc.).
    - Providing a detailed user manual for future reference.
  - **Deliverables:**
    - Live website and completed staff training.
  - **Cost Estimate:** \$10,000 (17% of total project cost)
- 

#### Phase 6: Ongoing Maintenance (Year 1)

- **Activities:**
  - Monthly routine maintenance and updates.
  - Addressing technical issues, and providing support as needed.
  - Security monitoring and ensuring backups.
- **Deliverables:**
  - Regular maintenance reports and emergency support.
- **Cost Estimate for Maintenance:** \$15,000 for the first year

## Payment Schedule

	<b>Milestone</b>	<b>Description</b>	<b>Amount</b>
1	Initial Deposit – Upon contract signing	Covers initial consultation, project planning, and discovery	\$10,000
2	Design Completion Payment – Upon approval of project planning	Covers design mockups, wireframes, and adjustments	\$10,000
3	Development Milestone – Upon approval of Design and Wireframes	Covers development and content migration	\$20,000
4	Testing & QA Milestone – Upon approval of development	Covers testing, QA, and final tweaks	\$10,000
5	Final Payment – Upon approval of Testing, QA, and Final Tweaks	Covers the launch, training sessions, and delivery of user manuals	\$10,000
6	Annual Maintenance Payment – Upon Approval of Completion of the Website	Covers routine updates, security monitoring, and support for the first year	\$15,000

## 8. Compliance and Certifications

### Legal and Regulatory Compliance

We comply with all local, state, and federal regulations. All project activities will meet industry standards and best practices for government websites.

### Security and Privacy Measures

We will implement SSL encryption, firewall protection, and regular security audits during the maintenance period to ensure the safety of the Town's data. Backups will be scheduled regularly, and access control will be enforced to ensure that only authorized personnel can modify content.

## 9. Risk Management

In the event of unforeseen delays, we will have contingency resources available to ensure the project stays on track. Additionally, all project work will be backed up and can be restored if needed.

## 10. Terms and Conditions

We propose a comprehensive one-year maintenance contract for the Town of Johnson's website, ensuring seamless operation, routine updates, and continued support throughout the duration of the contract. Our maintenance agreement covers essential tasks that will keep the website secure, updated, and fully functional. Below is a detailed breakdown of the contractual terms and the scope of the services included in the maintenance contract.

### 1-Year Maintenance Contract Overview

Our one-year maintenance contract includes all tasks required to maintain the website's performance, security, and usability. The services are structured to minimize disruptions and ensure the Town of Johnson's website remains current and functional at all times. Key elements of the contract include:

#### A. Licensing and Software Updates

- **License Management:** We will manage and renew all third-party software licenses associated with the operation of the website. This includes licenses for the WordPress platform, plugins, security tools, and any other systems used in the website's infrastructure.
- **Core CMS and Plugin Updates:** As part of routine maintenance, we will ensure that the website's WordPress core, along with all plugins and themes, are updated regularly to the latest stable versions. This ensures that the website is protected from security vulnerabilities and benefits from new features and performance improvements.
- **Security Patches and Vulnerability Fixes:** Any security-related updates will be implemented immediately to protect the website from potential threats. Our team will proactively monitor for any new vulnerabilities in the website's software stack and apply patches as soon as they are released.

#### B. Routine Maintenance and Monitoring

- **Performance Optimization:** We will continuously monitor the website's performance and take necessary actions to optimize load times, improve responsiveness, and ensure the site performs well under varying traffic loads.
- **Server and Hosting Health Checks:** We will perform regular health checks of the hosting environment to ensure optimal server performance, uptime, and backup integrity. This includes monitoring server resource usage (CPU, RAM, storage) and addressing any hosting-related issues.
- **Website Backups:** Regular backups will be taken to safeguard the website's data. Backups will be scheduled on a weekly basis and stored securely offsite to ensure rapid recovery in the event of data loss or a security incident.

- **SSL Certificate Renewal:** We will ensure that the SSL certificate is renewed and properly configured to guarantee secure communication between the website and its users, as well as maintain compliance with data privacy requirements.

### C. Service Calls and Technical Support

- **Unlimited Service Calls:** Our contract includes unlimited routine service calls for website-related support. These service calls will cover troubleshooting issues, answering technical questions, and providing guidance on using the website's CMS.
- **Emergency Support:** In the event of critical issues such as website downtime or security breaches, we will provide immediate assistance to restore normal operations. Our emergency support team will be available 24/7 to respond to urgent situations.
- **Content Assistance:** Town staff will be able to request assistance with content-related tasks, such as uploading large batches of documents, re-organizing sections of the website, or creating new pages. This will be part of our routine support offering to ensure the website remains updated and user-friendly.

### D. Security and Privacy Maintenance

- **Proactive Security Monitoring:** We will implement a security monitoring system to detect potential threats in real time. This includes protection against malware, brute-force attacks, and other malicious activity.
- **Firewall Configuration:** A web application firewall (WAF) will be maintained to provide an additional layer of security against common threats, ensuring that only legitimate traffic reaches the website.
- **User Access Management:** We will routinely review and manage user access levels to ensure that only authorized personnel have access to sensitive parts of the website's backend.

### E. Reporting and Analytics

- **Monthly Performance Reports:** At the end of each month, we will provide a detailed report summarizing the website's performance, including visitor analytics, security incidents, and maintenance activities. This report will help the Town understand how the website is being used and identify opportunities for further improvements.
- **Uptime Monitoring and Reporting:** We will monitor the website's uptime and provide reports on any outages, along with corrective actions taken to resolve them.

### F. Training and Documentation Updates

- **Ongoing Staff Support:** We will continue to provide training and support to Town staff throughout the year. This includes refresher training sessions on CMS usage or assistance with new features that may be implemented during the maintenance period.



- **Training Documentation Updates:** As the website evolves, we will update the user manual and any training materials provided during the initial project phase to reflect new features or processes added during the maintenance contract.

## Custom Development and Additional Requests

- **Custom Development:** Any requests for new website features, custom development, or significant changes to the existing website that fall outside the scope of routine maintenance will be handled separately as Change Requests. These will be billed at a pre-agreed hourly rate or a fixed project fee, subject to approval by the Town.
- **Approval Process for Additional Work:** All non-routine work, including new development or extensive modifications, will be subject to prior approval by the Town. We will submit detailed proposals for any such work, ensuring that costs and timelines are transparent.

## Service Level Agreements (SLAs)

- **Guaranteed Response Times:** We will guarantee response times based on the severity of the issue. Critical issues (e.g., site down) will receive immediate attention with a response time of 1-2 hours. Less critical issues will be addressed within 24 hours.
- **Resolution Times:** We aim to resolve routine maintenance tasks within 48 hours and critical issues within the same business day. Larger or complex issues may take longer, but these will be clearly communicated to the Town with regular progress updates.

## Contract Extensions and Renewal

At the end of the one-year contract period, we will offer the option to renew the maintenance contract, with the possibility of adjusting the scope based on the Town's evolving needs. We will work closely with the Town to ensure that all necessary services continue seamlessly, and that any new requirements are incorporated into the renewed contract.

By outlining the key elements of our one-year maintenance contract, we aim to provide the Town of Johnson with a reliable, secure, and fully supported website. Our proactive maintenance services, combined with responsive support and clear SLAs, will ensure that the website continues to function optimally and meets the Town's evolving needs.

## Negotiable Clauses

The payment terms and maintenance contract duration are open for negotiation, depending on the Town's specific requirements.

## Legal Disclosures

All information provided in this proposal is confidential and is intended solely for evaluation by the Town of Johnson. Any further use or distribution of this information must be authorized in writing.

# Appendix A – References

## 1. Prescott UAE

Prescott, a leading real estate company in the UAE, sought to revamp its digital presence to reflect the prestige of its brand and effectively showcase its property portfolio. Facing challenges with an outdated website that lacked modern design, functionality, and mobile compatibility, they needed a solution that would engage both local and international audiences. Krystosoft partnered with Prescott to deliver a custom, responsive website that elevated their brand, improved user experience, and enhanced engagement, positioning them for increased lead generation and growth in the competitive real estate market.

### Background

Prescott UAE, a prominent real estate company, was facing several issues with their existing digital platform. Their website, which was central to showcasing their extensive property portfolio, lacked a modern design, intuitive user interface, and the functionality needed to engage potential buyers and investors. The outdated site struggled to provide a smooth browsing experience across different devices, communicate property details effectively, and offer users a convenient way to connect with the Prescott team. Prescott sought a digital overhaul to better represent their brand and enhance user engagement.

### Problem Statement & Challenge

Prescott needed a modern, responsive website to elevate their digital presence, improve user experience, and enhance engagement across devices while efficiently showcasing their property portfolio. Challenges Prescott faced:

- **Outdated Website Design:** Prescott's existing website lacked a modern, professional look that reflected their brand's prestige.
- **Poor User Experience:** The website's interface was not intuitive or user-friendly, making it difficult for potential buyers and investors to navigate.
- **Lack of Mobile Compatibility:** The site struggled to deliver a consistent browsing experience across devices, particularly on mobile.
- **Inefficient Property Showcasing:** The platform failed to effectively display property details, limiting user engagement and interaction.
- **Limited Engagement Tools:** Users had no intuitive way to easily connect with Prescott's team for inquiries or property details.

### Choosing Krystosoft as the Partner

Prescott chose Krystosoft as their partner because of their proven expertise in delivering customized digital solutions for the real estate sector. Krystosoft's ability to create high-performance, responsive websites tailored to Prescott's specific needs distinguished them from other providers. By combining modern design with user-focused features,

Krystosoft successfully transformed Prescott's online presence, helping improve brand image and boost user engagement for both local and international audiences. Their deep understanding of the industry ensured the new website met all functional and aesthetic requirements.

## Project Scope

Krystosoft was responsible for revamping Prescott's digital presence by developing a modern, user-friendly website that reflects the brand's prestige. The project included creating a responsive platform for both desktop and mobile devices, integrating advanced property listings with clear visuals, and providing a direct communication channel for prospective buyers and investors.

## What We Built

Krystosoft developed a custom, responsive website for Prescott, designed to showcase their real estate portfolio with a sleek, modern interface. The site includes advanced property listings featuring detailed descriptions, high-quality images, and contact options to connect potential buyers and investors with Prescott's team. We also integrated sections for construction updates, press releases, and multimedia galleries for videos and photos. Built on WordPress, the website ensures easy content management, and scalability for future updates, and is optimized for SEO to improve online visibility.

## Technologies

For the Prescott website, Krystosoft employed WordPress as the core platform, ensuring a flexible and scalable solution for content management. The website was built using HTML5, CSS3, and JavaScript to create a responsive, visually appealing interface.

## Post-Implementation and Support

Krystosoft continues to provide ongoing support and maintenance for Prescott's website, ensuring optimal performance and reliability. This includes regular updates to the platform, monitoring for any technical issues, and implementing security patches as needed.

## Conclusion

The Prescott UAE project showcases Krystosoft's ability to deliver a high-performing, custom-built website tailored to meet the specific needs of a leading real estate company. By addressing Prescott's challenges with an outdated site and building a responsive, modern platform, we helped enhance their online presence and engagement. Through ongoing support and maintenance, Krystosoft has ensured the website continues to evolve and perform optimally, providing Prescott with the tools they need to effectively showcase their properties and connect with potential buyers and investors.

## 2. Condos and Homes Hub

In the dynamic real estate market, the need for a robust online platform that efficiently connects buyers to sellers is paramount. Our client envisioned a comprehensive web portal crafted for the complexities of real estate transactions and connecting buyers, sellers, and agents through a unified interface. This document delves into the development of a real estate web portal that enhances property listing processes and user interaction with advanced technological features. We cover the challenges faced, solutions implemented, and the impactful outcomes of this ambitious project.

### Background

The real estate industry, with its extensive scope and complex transactions, requires technological solutions that provide a wide range of functionalities while addressing diverse user needs. Our client aimed to develop a central hub for real estate activities, a web portal where digital convenience meets the intricacies of property transactions. The objective was to create a dynamic platform where buyers, sellers, and real estate agents could interact efficiently, access detailed property listings, and manage transactions smoothly. This initiative sought to transform property marketing and sales while equipping stakeholders with tools that enhance decision-making and simplify administrative tasks.

### Problem Statement & Challenge

Condos and Homes Hub aimed to transform Canada's real estate market by becoming the central hub for property transactions, specializing in pre-construction properties. They tackled challenges like modernizing property searches and enhancing digital engagement to redefine real estate interactions.

- **Complex User Needs:** The real estate market's diverse stakeholder requirements demand a multifunctional platform that efficiently handles various user interactions.
- **Inefficient Property Listings:** Traditional property listing methods are often cumbersome and do not offer the necessary details that buyers and agents need to make informed decisions.
- **Lack of Integration:** Existing platforms lack comprehensive integration of advanced search capabilities, which limits the ability to filter and find properties based on specific criteria.
- **Device Compatibility Issues:** Many existing real estate platforms do not offer a seamless experience across different devices, leading to a decrease in user satisfaction and engagement.
- **Administrative Overload:** Real estate agents and administrators face significant challenges in managing listings and interactions due to inadequate backend support on current platforms.

## Choosing Krystosoft as the Partner

Choosing Krystosoft as a partner for the Condos and Homes Hub project offered valuable benefits due to Krystosoft's deep industry expertise in real estate digital solutions. Krystosoft's technological proficiency ensured that the platform would be built with the latest standards for security and scalability. Their commitment to dedicated support meant the platform would receive and continue to receive reliable post-launch maintenance. Additionally, Krystosoft's innovative approach helped integrate unique features that distinguish the platform in a competitive market, enhancing its effectiveness and appeal.

## Project Scope

The project scope for Condos and Homes Hub focuses on developing a comprehensive real estate web portal. It included building a user-friendly platform that connects buyers, sellers, and agents while allowing users to easily browse listings, filter properties by type, price, and location, and access detailed property information. The scope also covers the creation of a responsive interface optimized for mobile and desktop use, integrating real-time notifications, and providing an admin portal for efficient property, agent, and builder management along with SEO and performance optimization.

## A One-of-a-Kind Solution

The Condos and Homes Hub was a one-of-a-kind solution designed to revolutionize the real estate market by providing a central hub for buyers, sellers, and agents. The platform integrated advanced search functionality, offering users a seamless way to browse properties by location, price, and type, with detailed listings that include images, descriptions, and agent contact details. With a mobile-optimized, intuitive interface, and a robust admin portal, this solution delivered a comprehensive real estate experience tailored to modern users' needs.

## Technologies

For the Condos and Homes Hub, the following technologies were utilized:

- **Frontend:** HTML5, CSS3, JavaScript, and Angular (a modern JavaScript framework) to create an intuitive, responsive user interface.
- **Backend:** Node.js and Python for server-side logic, managing data requests and handling large amounts of property data efficiently.
- **Database:** MySQL and MongoDB for storing and retrieving property listings, user profiles, and transaction details.
- **API Integration:** RESTful APIs to connect third-party services, real estate databases, and handle real-time data interactions.
- **Mobile Optimization:** Responsive design frameworks like Bootstrap to ensure seamless performance across all devices.

## Administration Portal Features

The administration portal for Condos and Homes Hub equipped administrators with robust tools for efficient management of property listings, builder profiles, and agent activities. Key features include full **CRUD (Create, Read, Update, Delete)** capabilities for detailed property and user management, alongside modules for news and FAQ oversight, allowing administrators to update and maintain the platform effectively.

- **Property Management (CRUD):** Allows admins to create, read, update, and delete property listings efficiently.
- **Builder Management (CRUD):** Enables administrators to manage builders' profiles and their associated property listings.
- **Agent Management (CRUD):** Provides the ability to create, manage, and remove agent profiles, facilitating better oversight of agents' activities.
- **News Management:** Administrators can create, publish, unpublish, and delete news articles, enhancing communication with portal users.
- **FAQ Management:** Facilitates managing frequently asked questions, allowing for publishing or unpublishing directly on the portal.

## Post-Implementation and Support

After the successful implementation of the Condos and Homes Hub, we provided comprehensive post-launch support to ensure optimal platform performance. This included continuous monitoring, troubleshooting, and resolving any issues that arose. Regular updates were deployed to improve functionality, security, and scalability.

## Conclusion

The development of the Condos and Homes Hub marked a significant step forward in the digital real estate space. By creating an intuitive platform with advanced search capabilities, responsive design, and robust admin tools, we helped connect buyers, sellers, and agents more effectively. Through ongoing support and optimization, the platform continues to perform reliably, offering users a seamless real estate experience. This project demonstrates how technology can transform traditional real estate processes, providing enhanced functionality and user satisfaction.

## 3. Petronas

Petronas, a leading name in the petroleum industry, recognized the need to overhaul their outdated website to stay competitive and provide an enhanced user experience. The objective was to create a modern, responsive website that would effectively communicate their services, projects, sustainability initiatives, investor relations, and latest news. To achieve this ambitious goal, Petronas partnered with Krystosoft, a renowned web development firm known for its expertise in innovative design and cutting-edge technologies. This case study outlines the challenges faced by Petronas, the solution provided by Krystosoft, and the significant value added through this collaboration.



## Background

Petronas, a global leader in the petroleum industry, has always been at the forefront of innovation and sustainability. As the company grew and diversified its operations, its website became an essential platform for communicating with stakeholders, including investors, customers, and the general public. However, over time, the existing website became outdated, failing to meet the evolving needs of its users and the competitive demands of the industry.

## Problem Statement & Challenge

Petronas faced significant challenges with their outdated website, which suffered from poor user experience, outdated design, limited functionality, inefficient content management, and a non-responsive layout. These issues hindered their ability to effectively communicate with stakeholders and maintain a competitive edge in the petroleum industry. To overcome these obstacles, Petronas required a modern, responsive website that would enhance user experience, functionality, and overall brand image.

- **Poor User Experience:** The old website was not user-friendly, making it difficult for visitors to navigate and find relevant information.
- **Outdated Design:** The design was no longer visually appealing, which negatively impacted the brand's image.
- **Limited Functionality:** The website lacked modern features and interactive elements that could enhance user engagement.
- **Inefficient Content Management:** Updating and managing content on the website was cumbersome, leading to outdated information being displayed.
- **Non-Responsive Layout:** The website was not optimized for mobile devices, leading to a subpar experience for users accessing the site on smartphones and tablets.

## Choosing Krystosoft as the Partner

Petronas chose Krystosoft due to our expertise in web development, innovative design capabilities, and experience with cutting-edge technologies. Our ability to deliver customized solutions aligned with industry standards was a key factor in their decision.

## Project Scope

The project scope involved developing a modern, user-friendly website for Petronas with a responsive design optimized for all devices. Key components included implementing a robust CMS, integrating interactive elements, utilizing AWS for seamless performance, optimizing for SEO, ensuring compliance and accessibility, conducting thorough testing, and providing ongoing maintenance and support.

The project scope for revamping the Petronas website included:

- **User Experience and Interface Design:** Develop a modern, user-friendly interface with intuitive navigation.
- **Responsive Design:** Ensure the website is fully optimized for all devices, including desktops, tablets, and smartphones.
- **Content Management System (CMS):** Implement a robust CMS for easy content updates and multimedia support.
- **Interactive Elements:** Integrate interactive features and multimedia to enhance user engagement.
- **Backend Integration:** Utilize AWS for DevOps to ensure seamless performance and security.
- **Search Engine Optimization (SEO):** Optimize the website for improved search engine visibility.
- **Compliance and Accessibility:** Ensure the website meets industry standards for compliance and accessibility.
- **Testing and Quality Assurance:** Conduct thorough testing for optimal performance across all devices and browsers.
- **Deployment and Maintenance:** Deploy the website and provide ongoing maintenance and support.

### Tailored Solution

Krystosoft created a unique solution for Petronas by developing a modern website using Angular and AWS. The site features an engaging, responsive design, comprehensive content sections, and interactive elements. This blend of Petronas' requirements with Krystosoft's innovative design and technical expertise significantly improved user experience, accessibility, and performance.

- **Engaging UI/UX:** A modern, user-friendly interface with intuitive navigation.
- **Responsive Design:** Optimization for all devices, ensuring a seamless experience across desktops, tablets, and smartphones.
- **Comprehensive Content Sections:** Detailed sections for services, projects, sustainability efforts, investor relations, and news updates.
- **Interactive Features:** Integration of multimedia content and interactive elements to enhance user engagement.
- **Robust Backend Integration:** Ensuring seamless performance, security, and high availability.
- **Client Collaboration:** Petronas provided specific content and functionality requirements, while Krystosoft contributed to the design and technical architecture.

This one-of-a-kind solution addressed all of Petronas' needs, significantly improving user experience, engagement, and accessibility of critical information.

## What We Built

Krystosoft developed a modern, responsive website for Petronas using Angular and AWS. It features a user-friendly interface, comprehensive content sections, and interactive elements to enhance engagement and ensure seamless performance and security.

- **Modern UI/UX:** A visually appealing, user-friendly interface with intuitive navigation.
- **Responsive Design:** Optimization for all devices, including desktops, tablets, and smartphones.
- **Comprehensive Content:** Detailed sections on services, projects, sustainability, investor relations, and news updates.
- **Interactive Elements:** Multimedia content and interactive features to enhance user engagement.
- **Robust Backend:** Integration with AWS for seamless performance, high availability, and security.

This comprehensive solution addressed Petronas' needs and set a new standard for their online presence.

## Technologies

We used Angular for the frontend and AWS for DevOps and backend integration, ensuring a dynamic, responsive user interface and robust, secure performance.

## Post-Implementation and Support

Petronas transitioned to a bespoke solution developed internally after reaching 1,000 orders per day, as their requirements outgrew Shopify's capabilities. Krystosoft no longer maintains the solution.

## Conclusion

The collaboration between Petronas and Krystosoft resulted in a successful website revamp that exceeded expectations. The new, modern, and responsive website significantly improved user experience, engagement, and accessibility of information. By leveraging advanced technologies like Angular and AWS, Krystosoft delivered a robust, secure, and high-performing solution that enhanced Petronas' online presence and set a new standard in the petroleum industry.

## 4. Ernst & Young (EY)

Ernst & Young (EY) is a global leader in assurance, tax, transaction, and advisory services. They sought to enhance their feedback collection process from the banks they audit by implementing a robust and efficient survey system. EY's commitment to excellence and innovation in their services drives their continuous pursuit of advanced solutions to improve their operational efficiency and client satisfaction. This case study explores how Krystosoft

partnered with EY to develop a sophisticated survey system that significantly improved their feedback collection and reporting processes.

## Background

EY needed an efficient and robust survey system to gather feedback from the banks they audit. They sought a comprehensive solution that could streamline the feedback collection process, generate detailed reports, and offer an intuitive interface for both the survey participants and the administrators. EY's goal was to enhance the efficiency and accuracy of their feedback process, ultimately leading to improved client satisfaction and potential revenue growth.

## Problem Statement & Challenge

EY faced several challenges in their feedback collection process:

- **Efficiency:** The existing process was time-consuming and required significant manual effort.
- **Accuracy:** Ensuring accurate and reliable data collection and reporting was a major concern.
- **User Experience:** The need for an intuitive and user-friendly interface for both survey participants and administrators.
- **Reporting:** Generating detailed and insightful reports from the collected data was essential for actionable insights.

## Choosing Krystosoft as the Partner

EY selected Krystosoft due to our proven track record in delivering high-quality, scalable solutions using modern technologies. Our reputation for client-centric approaches and innovative solutions made us the ideal partner for this project. Krystosoft's ability to refine requirements and enhance system capabilities ensured that EY's needs were met with precision and efficiency.

## Project Scope

Krystosoft developed a sophisticated survey system comprising a .NET-based backend, an Angular frontend, and a SQL database. This comprehensive solution included:

The project encompassed the following key components:

- **User-Friendly Survey Interface:** Designed to provide an intuitive experience for survey participants.
- **Admin Panel:** Featuring a dashboard with multiple reporting options to streamline survey management.
- **Data Management:** Efficient collection, management, and analysis of survey data from banks.
- **Reporting:** Advanced reporting features for detailed insights and actionable data.

## Value Addition of the Krystosoft Solution

The solution provided by Krystosoft added significant value to EY's operations:

- **Increased Efficiency:** Streamlined survey management and reporting processes, reducing the time required for survey processing.
- **Enhanced Data Accuracy:** Improved accuracy and accessibility of collected data.
- **Client Satisfaction:** Potential revenue growth through enhanced client satisfaction due to improved feedback processes.

## A One-of-a-Kind Solution

Krystosoft delivered a custom survey system using a .NET backend, Angular frontend, and SQL database. The services provided included:

A user-friendly survey interface that ensures an intuitive experience for participants, complemented by a comprehensive admin panel that provides administrators with advanced reporting capabilities. It enables efficient data management and analysis, facilitating the seamless collection, management, and interpretation of survey data, ultimately delivering detailed and actionable reports

## Technologies

The collaboration between Ernst & Young (EY) and Krystosoft resulted in a transformative survey system, significantly enhancing EY's feedback collection, operational efficiency, client satisfaction, and potential revenue growth through the use of a .NET backend, Angular frontend, and SQL database.

## Post-Implementation and Support

After the successful implementation of the survey system, EY continued to benefit from the enhanced feedback collection and reporting processes. The solution significantly improved their operational efficiency and client satisfaction. Krystosoft provided initial support and training for the system, ensuring a smooth transition and optimal use of the new platform.

## Conclusion

The collaboration between Ernst & Young (EY) and Krystosoft resulted in a transformative survey system with a .NET backend, Angular frontend, and SQL database, significantly enhancing EY's feedback collection, operational efficiency, client satisfaction, and potential revenue growth.

# The Town of Johnson Website Redesign and Maintenance proposal

## Details

Date	Sep 11, 2024
Authors	Stano Dzavoronok, Magdalena Lekston
Project Manager	Magdalena Lekston
Account Manager	Stano Dzavoronok

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## Executive Summary

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Xfive is pleased to submit this proposal for the Town of Johnson's website refresh, update, and maintenance. As a global digital product studio with over 15 years of experience, Xfive specializes in building user-friendly, responsive websites using WordPress.

Our expertise includes creating modern, accessible websites tailored to the unique needs of public sector clients. We ensure long-term success with our post-launch [Care & Growth](#) plans, providing ongoing technical support, security, and performance updates.

Our proven track record with clients such as UC Berkeley and The Nature Conservancy (California Salmon & Steelhead Coalition, California Salmon Snapshot and BirdReturns), City of Gretna (LA) exemplifies our commitment to building high-quality digital solutions.



## Company Overview

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**Company Name:** Xfive

**Address:** C/O Sansdesk Tax Advisors, 733 Burwood Rd, Hawthorn East VIC 3123, Australia

**Contact Information:** [hello@xfive.co](mailto:hello@xfive.co)

**Website:** [xfive.co](http://xfive.co)

**Xfive** is a full-service digital product studio specializing in WordPress development, e-commerce solutions, web applications, and redesigns. Founded in 2005, we have grown to support clients globally, helping them achieve their digital goals. We work closely with socially responsible organizations and businesses, focusing on building lasting partnerships. Our solutions are designed to be human-centered, aligning with long-term goals and technical sustainability. We emphasize transparency, care, and growth in our client relationships, ensuring high-quality delivery and post-launch support through our [Care & Growth Program](#).

### Relevant Experience

We have a strong track record of delivering complex, high-quality web projects. Below listed the **UC Berkeley Departments** and the **California Salmon & Steelhead Coalition**, the **City of Gretna** projects are highly relevant case studies for inclusion in the Town of Johnson's RFP due to their alignment with web development, user experience, and content management goals.

- [UC Berkeley Departments See live](#)  
Xfive created a unified platform for multiple departments at UC Berkeley using WordPress, optimizing it for ease of content management and improved user experience. This showcases expertise in handling complex, multi-site solutions.
- [California Salmon & Steelhead Coalition See live](#)  
Xfive built an accessible and visually compelling WordPress site for a conservation initiative, prioritizing ease of navigation, content updates, and mobile responsiveness.
- [City of Gretna](#)  
Xfive built a website for City of Gretna using WordPress back in 2017, and is currently in discussions with the town leadership to undertake the website redesign and user experience improvements.

All case studies demonstrate Xfive's ability to deliver on Town of Johnson requirements of WordPress customization, user-focused design, and long-term maintenance.

## Team and Roles

A dedicated team of specialists will be assigned to this project, ensuring that each phase is handled by an expert in that field. Below is an outline of the core team:



**Magdalena Lekston**, *Project manager*

Magda is an experienced project manager with 5+ years working experience. His role will be a project manager. Responsible for overall project oversight, timeline management, and client communication. The Project Manager will be your main point of contact throughout the engagement.

[magdalena.lekston@xfive.co](mailto:magdalena.lekston@xfive.co)



**Daniel Smyl**, *Senior UX/UI designer*

Daniel is senior UX/UI designer. Focuses on creating a user-friendly and visually appealing design aligned with the Town of Johnson's branding. Responsible for wireframes, design prototypes, and final design handoff.

[daniel.smyl@xfive.co](mailto:daniel.smyl@xfive.co)



**Tomasz Nowak**, *Senior WordPress development*

Tomasz is a senior WordPress developer, specializing in WordPress theme customization, plugin development, and CMS configuration. He will ensure the website is fully functional and scalable, integrating features like SEO and accessibility.

[tomasz.nowak@xfive.co](mailto:tomasz.nowak@xfive.co)



**Nadi Miagkova**, *QA Specialist*

Nadi is a QA specialist that ensures the website meets all quality and functionality standards. QA will conduct tests at every phase, including mobile responsiveness, accessibility, and site performance.

[nadi.miagkova@xfive.co](mailto:nadi.miagkova@xfive.co)

# Project Understanding and Objectives

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## Project Understanding

The Town of Johnson aims to modernize its current website, improve user experience, and ensure ADA compliance. The redesign will focus on delivering a mobile-responsive, easy-to-navigate site with secure staff portals and advanced content management capabilities. The primary goal is to provide a user-friendly interface for residents, visitors, and staff while enhancing the accessibility and overall functionality of the website.

Additionally, the Town of Johnson requires specific features such as:

- Contact and application forms
- Auto-populating calendars and notices
- Staff directories with protected contact information
- Secure payment portal
- Links to community resources and emergency services

## Objectives

Xfive's objective is to deliver a modern, ADA-compliant website that meets all of the Town of Johnson's stated needs. Specifically, we will:

- Design a clean, responsive interface for mobile and desktop users.
- Implement ADA-compliant features to ensure accessibility for all users.
- Build secure, user-friendly forms, contact databases, and auto-updating calendars.
- Provide an intuitive content management system (CMS) using WordPress to allow staff to easily make updates without requiring technical expertise.
- Offer ongoing support and training for staff to ensure long-term success.

## Project Approach and Timeline

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We will use a well-defined project approach and agile tools to ensure the Town of Johnson's objectives are met effectively. Below is an outline of the methodology that will guide the project to success.

To ensure streamlined communication and efficient project tracking, we will use the following tools:

- **JIRA:** Used for project management and task tracking. Each phase of the project (design, development, testing) will be broken down into tasks and sprints.
- **Slack:** Our primary communication tool for real-time updates and quick queries. We'll create a dedicated Slack channel for the Town of Johnson team to ensure open and continuous communication.
- **Zoom/Hangout:** Video conferencing tools for weekly project meetings, design workshops, and any ad-hoc discussions.

### Progress Meetings:

- We will hold **weekly progress calls** to review completed tasks, discuss challenges, and plan the next sprint. These meetings will ensure we stay aligned with timelines and the Town's expectations.

### Design Workshops:

- **Frequent workshops** during the design phase will allow us to collaborate closely with your team. These will be more frequent during the initial phases of the project to finalize the visual aspects and UX design.
- Workshops may involve 2-3 short calls a week during the design phase to ensure all feedback is quickly integrated into the final product.

## Proposed Approach & Solutions

By using a strategic combination of WordPress plugins, custom development, and robust communication tools, Xfive will deliver a website that meets the Town of Johnson's diverse user and staff needs. Our approach ensures that the website is easy to manage, secure, and provides valuable features to both residents and town staff, ensuring long-term success and engagement.

## Features for Public Users

### 1. Contact and Application Forms

- **Approach:** We will create secure and accessible contact and application forms using WordPress form plugins (e.g., **Contact form 7**, **Gravity Forms** or **WPForms**). These forms will include CAPTCHA to prevent spam and optional integrations with email systems or CRM tools.
- **Outcome:** Users can easily fill out and submit forms, and the town will securely collect information while preventing unauthorized access.

### 2. Calendar

- **Approach:** A user-friendly calendar plugin (e.g., **The Events Calendar**) will be integrated to display town meetings, events, and other important dates. The calendar will be responsive and easy to navigate.
- **Outcome:** Users can view and filter upcoming events, ensuring that residents stay informed about town activities.

### 3. Payment Portal Link to Outside Processor

- **Approach:** We will securely embed or link to an external payment processor (e.g., **PayPal** or a municipal payment gateway) to facilitate fee payments (e.g., permits, taxes).
- **Outcome:** Users can seamlessly access a secure, off-site payment portal to complete transactions while maintaining high levels of security.

### 4. Staff Contact Links Protected from Spoofing

- **Approach:** Staff contact details will be protected using methods like **obfuscated email addresses**, **contact forms**, or **reCAPTCHA** to prevent bots from harvesting email addresses.
- **Outcome:** Visitors will have access to contact information, but the system will guard against email spoofing and spam.

### 5. Pages for All Committees and Boards

- **Approach:** We will create individual pages for all town committees and boards, complete with meeting schedules, agendas, and relevant resources. These pages will be dynamically generated and easily updated through WordPress.
- **Outcome:** Users can easily find information about each committee, enhancing transparency and engagement.

### 6. Links to Outside Pages for Community Groups

- **Approach:** We will include links to external community groups and organizations, ensuring that they are easily accessible and updated through the WordPress CMS.

- **Outcome:** The community can quickly connect with local organizations through clearly defined and maintained links.
7. **Opt-in Contact Database for Notice Distribution (e.g., Mailchimp)**
    - **Approach:** We will integrate an opt-in form for users to subscribe to town notifications, using **Mailchimp** or a similar service for email distribution. The system will allow easy management of subscriber lists.
    - **Outcome:** Residents can sign up to receive timely updates, keeping them informed about important events and town announcements.
  8. **Auto-populating Calendar and Contact Notices from Forms**
    - **Approach:** Using WordPress automation tools (e.g., **Zapier**, or plugin-based solutions), we will configure forms to automatically populate the calendar with relevant event information and notify subscribers.
    - **Outcome:** Town staff will no longer need to manually input events, reducing errors and saving time.
  9. **Organized Archived Documents by Type, Committee, Date, etc.**
    - **Approach:** We will develop a document archive system that organizes files by type, committee, and date. This can be done using a custom taxonomy in WordPress, making the archive easily searchable and expandable.
    - **Outcome:** Both staff and public users will have a structured, user-friendly way to access important town documents and meeting minutes.
  10. **Email Communications for Notices to Subscribers**
    - **Approach:** Integrated with the opt-in database, email communications will be set up using a service like **Mailchimp**, allowing for bulk email notices to subscribers about meetings, announcements, or emergencies.
    - **Outcome:** Subscribers will receive timely and relevant emails based on their preferences, improving communication with residents.
  11. **Link to YouTube Channel for Livestream Access**
    - **Approach:** We will embed links to the town's **YouTube channel** directly on the homepage or on relevant meeting pages, providing livestream or recorded access to town meetings.
    - **Outcome:** Residents will have direct access to live streamed or archived video content, enhancing transparency and participation.
  12. **Link to Vermont Emergency Management, VT 311, and VT 511**
    - **Approach:** We will provide prominent, easily accessible links to Vermont Emergency Management, VT 311, and VT 511 services on the homepage or designated emergency management pages.
    - **Outcome:** Residents can quickly access essential services and information during emergencies, ensuring public safety.



## Features for Office Staff and Routine Maintenance

1. **Manual and Training for Basic Features, Banners, Pictures, etc.**
  - **Approach:** After the website launch, Xfive will offer custom training sessions and provide detailed documentation on how to manage key WordPress features such as uploading banners, updating text, and adding new content.
  - **Outcome:** Town staff will be fully equipped to maintain the website independently, minimizing the need for ongoing external support.
2. **Payment Portal Link (Secure)**
  - **Approach:** We will integrate the external payment processor securely and ensure that it is easy for staff to manage, linking financial transactions to the appropriate accounts.
  - **Outcome:** Town staff can efficiently manage payments and ensure that all transactions are secure.
3. **Downloadable Reports**
  - **Approach:** We will implement functionality to allow staff to generate and download reports from the CMS for things like form submissions, payments, and event registrations.
  - **Outcome:** Staff will have access to clear, downloadable data for reporting and tracking purposes.
4. **Easy-to-Edit Calendar with Auto-population from Permits/Forms/Blog Posts**
  - **Approach:** The calendar system will be connected to forms, so that any relevant permit or event submission automatically populates on the calendar. Staff can also manually add or edit events via the backend.
  - **Outcome:** Staff can manage the calendar effortlessly, while automation reduces manual data entry and keeps event information up-to-date.
5. **User Tree with Password-Protected Functionality**
  - **Approach:** We will configure a **user role management system** within WordPress, allowing different staff members to have varying levels of access (e.g., editors, administrators) and password-protected sections.
  - **Outcome:** Only authorized staff will be able to make changes or access sensitive sections of the website, ensuring secure, controlled editing.

## Wish List Items

1. **Text Alerts from VT 311/511**
  - **Approach:** We will investigate third-party APIs that allow integration with VT 311 and VT 511 systems, enabling automated text alerts for emergency situations.
  - **Outcome:** Residents will receive real-time text alerts related to town services, road closures, and emergency notices.
2. **Text Alerts from Town Officials**
  - **Approach:** We will configure an alert system that allows town officials to send text notifications directly to opted-in residents using services like **Twilio**.

- **Outcome:** Residents can receive important updates directly from town officials via text messages, improving communication during critical moments.

**3. Text Alerts for Notices/Blog Posts**

- **Approach:** We will integrate a text messaging service with WordPress so that new blog posts or notices automatically trigger a text alert to subscribers.
- **Outcome:** Residents who opt-in will receive real-time updates whenever a new notice is posted, ensuring timely communication.

## Timeline

Given the scope of the project, we propose the following timeline, which is flexible based on your feedback and priorities:

Phase	Duration	Details
Discovery & Planning	2 Weeks	Requirements gathering, defining goals, scope finalization
Design & UI/UX	2 Weeks	Wireframes, mockups, design approval
Development	8 Weeks	WordPress setup, custom theme development, ADA compliance
Content Migration	2 Weeks	Transfer of existing content, optimization
Testing & QA	2 Weeks	Cross-browser testing, ADA compliance, mobile optimization
Launch & Post-launch Support	1 Week	Deployment, monitoring, and immediate bug fixes
Training & Documentation	Ongoing	Training staff on WordPress management

**Total Project Duration:** 17 weeks



# Budget Breakdown v1

Detailed breakdown for full package, new design for all pages, more development ahead and migration of content will be more challenging and will require more PM & QA.

Service	Estimated Hours	Hourly Rate	Total Cost
<b>Website Audit &amp; Planning</b>	12 hrs	\$114/hr	<b>\$1,368</b>
Comprehensive audits, Modern standards, SEO, Performance, Accessibility, UX workshops, UX/UI audit			
<b>Website Design (UI/UX)</b>	73 hrs	\$114/hr	<b>\$8,322</b>
Common parts, Homepage, 3-5 styled Gutenberg blocks, Adjusting standard WordPress blocks, 3-5 custom blocks for non-standard content presentation, Developing dedicated solutions. Single and Archive WordPress templates, Commonly used templates to display standard content			
<b>WordPress Setup &amp; Development</b>	204 hrs	\$114/hr	<b>\$23,256</b>
Project setup, Common parts, Homepage, 3-5 styled Gutenberg blocks, Adjusting standard WordPress blocks, 3-5 custom blocks for non-standard content presentation, Developing dedicated solutions, Contact and Application Forms, Online Payments, Single and Archive WordPress templates, Commonly used templates to display standard content, Dedicated Committee and Board Page template for committees and boards Presentation, MailChimp integration for opt-in Management, Calendar, Document archive with dedicated navigation, Integration of text alerts			
<b>Content Migration &amp; Creation</b>	33 hrs	\$114/hr	<b>\$3,762</b>
Automatically migrate current Divi content where applicable, Based on available third-party solutions, Manual adjustment of the content where automatic process not suitable			
<b>CMS Training</b>	11 hrs	\$114/hr	<b>\$1,254</b>
<b>SEO &amp; Mobile Optimization</b>	17 hrs	\$114/hr	<b>\$1,938</b>
<b>PM &amp; QA</b>	80 hrs	\$114/hr	<b>\$9,120</b>
<b>Ongoing Maintenance (monthly)</b>	15 hrs/month	\$90/hr	<b>\$1,350</b>

Total Project Time: **430 hours**

Total Project Cost: **\$49,020**

Ongoing Monthly Maintenance: **\$1,350/month**

## Budget Breakdown v2

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Simplified approach where we refresh the existing design of sub pages (padding, fonts, spacing etc.) and create a new home page. This way we lower the costs but introduce a fresh feel and have an appealing landing page. This approach also lowers costs of migration, as without changing the design of sub pages it will require mainly review by QA and there should not be many issues with the tasks.

Service	Estimated Hours	Hourly Rate	Total Cost
<b>Website Audit &amp; Planning</b>	12 hrs	\$114/hr	<b>\$1,368</b>
Comprehensive audits, Modern standards, SEO, Performance, Accessibility, UX workshops, UX/UI audit			
<b>Website Design (UI/UX)</b>	55 hrs	\$114/hr	<b>\$8,322</b>
Common parts, Homepage, 3-5 styled Gutenberg blocks, Adjusting standard WordPress blocks, 3-5 custom blocks for non-standard content presentation, Single and Archive WordPress templates, Commonly used templates to display standard content			
<b>WordPress Setup &amp; Development</b>	110 hrs	\$114/hr	<b>\$23,256</b>
Project setup, Common parts, Homepage, 3-5 styled Gutenberg blocks, Adjusting standard WordPress blocks, 3-5 custom blocks for non-standard content presentation, Developing dedicated solutions, Contact and Application Forms, Online Payments, Single and Archive WordPress templates, Commonly used templates to display standard content, Dedicated Committee and Board Page template for committees and boards Presentation, MailChimp integration for opt-in Management, Calendar, Document archive with dedicated navigation, Integration of text alerts			
<b>Content Migration &amp; Creation</b>	17 hrs	\$114/hr	<b>\$3,762</b>
Automatically migrate current Divi content where applicable, Based on available third-party solutions, Manual adjustment of the content where automatic process not suitable			
<b>CMS Training</b>	11 hrs	\$114/hr	<b>\$1,254</b>
<b>SEO &amp; Mobile Optimization</b>	10 hrs	\$114/hr	<b>\$1,938</b>
<b>PM &amp; QA</b>	43 hrs	\$114/hr	<b>\$9,120</b>
<b>Ongoing Maintenance (monthly)</b>	15 hrs/month	\$90/hr	<b>\$1,350</b>

Total Project Time: **258 hours**

Total Project Cost: **\$29,412**

Ongoing Monthly Maintenance: **\$1,350/month**

## Technical Information

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For this project, we propose utilizing WordPress as both the backend and frontend framework, adopting a monolithic approach. The Gutenberg block editor will serve as the exclusive content-building tool, ensuring a streamlined and consistent editing experience, with no third-party site builders considered. To enhance backend capabilities, we will integrate the Advanced Custom Fields Pro plugin, which will play a critical role in extending WordPress functionalities. The use of additional plugins will be carefully evaluated; they will be implemented only when their advantages clearly outweigh custom-coded alternatives.

The theme development will primarily leverage modern web technologies, including PHP, JavaScript ES6+, CSS3, Sass, Git, and npm. Additionally, we are considering the optional use of our proprietary Chisel generator, which incorporates the Timber/Twig framework, to further streamline theme development.

Throughout the development process, we will employ Git for version control to maintain high code quality and ensure long-term maintainability. Our internal code review practices are designed to uphold adherence to current coding standards, ensuring that the final product is robust, scalable, and aligned with best practices.

## References

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We have provided web design and maintenance services for several organizations, including:

- **Leiden University**  
Postdoctoral Researcher  
Rafal Felbur, [r.j.felbur@hum.leidenuniv.nl](mailto:r.j.felbur@hum.leidenuniv.nl)  
[Clutch Review](#)
- **UC Berkeley - African American Studies, Ethnic Studies**  
Director of Administration  
Sandra Richmond, [sandyjbr@berkeley.edu](mailto:sandyjbr@berkeley.edu)  
[Clutch Review](#)
- **The Nature Conservancy - Casalmon.org**  
Hydrologist  
Sally Liu, [sliu@tnc.org](mailto:sliu@tnc.org)  
[Clutch Review](#)
- **City Of Gretna**  
Information Technology Manager  
Michael W, [mwesley@gretnala.com](mailto:mwesley@gretnala.com)  
[G2 Review](#)

## Portfolio and case studies

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Our portfolio includes projects that reflect our ability to handle complex web development projects efficiently.

- [UC Berkeley Departments](#) [See live](#)

Xfive created a unified platform for multiple departments at UC Berkeley using WordPress, optimizing it for ease of content management and improved user experience. This showcases expertise in handling complex, multi-site solutions.

- [California Salmon & Steelhead Coalition](#) [See live](#)

Xfive built an accessible and visually compelling WordPress site for a conservation initiative, prioritizing ease of navigation, content updates, and mobile responsiveness.

- [City of Gretna](#)

Xfive built a website for City of Gretna using WordPress back in 2017, and is currently in discussions with the town leadership to undertake the website redesign and user experience improvements.

For more details, you can explore our portfolio [here](#) and case studies [here](#).

## Conclusion

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Xfive has a proven track record in delivering high-quality WordPress-based solutions that are accessible, scalable, and easy to manage. By partnering with the Town of Johnson, we will deliver a modern, ADA-compliant website that improves the user experience for residents, visitors, and staff alike. Our dedicated team will provide continuous support to ensure the long-term success of the website, empowering the Town to manage its digital presence effectively.

We are excited about the opportunity to collaborate with the Town of Johnson and are confident that our approach and expertise will result in a website that not only meets but exceeds the Town's goals.

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Thank you for considering Xfive.

We look forward to the opportunity to collaborate with the Town of Johnson.  
Please feel free to reach out with any questions or further information.

Sincerely,

Stano Dzavoronok

**Xfive**

[stano.dzavoronok@xfive.co](mailto:stano.dzavoronok@xfive.co)





**Digital expertise** in support  
of positive change in the world.  
Every day.



# Pricebook



# 5 values of Xfive

1

## Feedback culture matters.

We believe in giving feedback not only to you, but also to ourselves. We strive for better work ethics based on sharing every piece of information we have. We want you to feel empowered and have the mental space to make the best decisions without worrying about what's behind the next turn.

2

## We care as much as you do.

You trust us with your business, this one project that your online success depends on. You put your heart into it and it's only fair that you expect the same amount of care, focus, and attention from us. Before we recommend solutions, we listen to understand the problems you face.

3

## No surprises. Open cards.

You bring your best self to the negotiation table, discovery session or a call with a software engineer. Like us, you don't know everything, but you want to play open cards. You want us to anticipate problems and explain solutions. We'll tell before you ask. No surprises.

4

## Optimal solutions to your challenges.

We're agile by nature. We understand your goals are unique to you and your business. We know our craft and understand that things do not always go as planned, so we'll respond to change and alter our approach and tools to get you through the finish line and deliver the results you want.

5

## Our values make us who we are.

Human connection, giving back to the community, embracing diversity; we know what we stand for, and we are proud of it. While striving for a global reach, we build and maintain real relationships with our team members and business partners alike. Supporting and lifting each other up helps us achieve greatness.



# Clutch 2022/2023 Global Awards



**1st place**

out of 47,164 verified companies in  
**E-Commerce Development**



**2nd place**

out of 17,775 verified companies in  
**Web Development**





# Time and materials – hourly rate

## Discover, design, develop and grow your digital product.

- › Agile project management and delivery.
- › Perfect for continuous cooperation on long-term projects or multiple projects.
- › Pay monthly for the actual hours used.
- › Transparent reporting.

	Hours	Hourly rate	Discount
Bronze	200-500	\$114.00	5%
Silver	501-1000	\$108.00	10%
Gold	1001-5000	\$102.00	15%
Platinum	5000+	\$96.00	20%

### Pricing terms

- The first deposit invoice, an equivalent of 100 hours, is paid up-front.
- The further invoices will be issued in the Time and Materials model and billed monthly.
- Rates are current as of 2024 and are quoted in USD. All prices and percentages rounded to the nearest practical denominator and subject to change without notice.



# Time and materials – person-day rates

**One attractive monthly fee. Save on taxes, benefits, space and equipment.**

- › Scale your team without high costs and limitations of hiring your own staff.
- › Backup developers available so you are always covered.

	Hourly rate	Daily rate	Bi-weekly fee	Monthly fee	Discount
100+ days	\$90.00	\$720.00	\$7,200.00	\$14,400	25%
200+ days	\$86.00	\$685.00	\$6,850.00	\$13,700	29%
300+ days	\$81.00	\$650.00	\$6,500.00	\$13,000	32%

## Pricing terms

- Invoices will be issued in the Time and Materials model and billed monthly.
- Rates are current as of 2024 and are quoted in USD. All prices and percentages rounded to the nearest practical denominator and subject to change without notice.



# Fixed price

## Test the waters before committing to the time and materials model.

- › Best for small and short-term projects with fixed requirements.
- › Ad-hoc consultations.
- › Most of our clients switch to time and materials and pay \$91.00 / hour on average.

	Hourly rate
Fixed price	\$120.00

### Pricing terms

- We will not charge for any issues found within the agreed upon scope of the project. However, if an issue arises that is outside of the original scope, we will inform you before any additional charges are incurred, to avoid any unexpected costs.
- Rates are current as of 2024 and are quoted in USD. All prices are subject to change without notice.



# Care and growth

## Standard care plan

Keep calm and let us handle the bits and bytes

Our Standard care plan is designed for website and e-commerce owners and editors who require essential maintenance and support to ensure the smooth operation of their online platforms. With a focus on instant updates, regular audits to monitor key metrics, such as performance, SEO and security, and constant improvement, this plan provides the necessary foundation for maintaining a healthy digital presence. Additionally, owners and their teams receive holistic support, leveraging expert knowledge in technology, design and marketing.

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Starting from 10 hours / month

## Advanced growth plan

From maintenance mode to rocket growth

For website and e-commerce owners and editors seeking not only to maintain but also grow their business, our Advanced growth plan offers a comprehensive suite of services. In addition to the features of the Standard care plan, this package includes advanced strategies such as UX / UI audits, in-depth SEO audit, business analysis and marketing campaign strategy consulting. With a focus on maximizing the visibility and conversion of your website or e-commerce, this plan is ideal for those looking to maximize their digital impact and drive tangible growth.

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Starting from 30 hours / month

## Pricing and conditions

- › Plans are flexible in terms of the number of hours. The hourly rate for hours within the plan is \$90.00. You can always request extra, outside-of-the-plan hours billed in a time and material model at \$114.00.
- › Unused time from a given month might be rolled to the following one, but not further.
- › Minimum contract duration is 12 months.



# Compare Care and growth plans

Services included in the plan	Standard from 10 hours / month	Advanced from 30 hours / month
Core CMS, WordPress or frameworks updates	✓	✓
Dependencies updates (e.g. plugins, modules, third-party services)	✓	✓
Website audits (performance, security, accessibility, SEO, and dead links)	✓	✓
Website optimization and fixes	✓	✓
Technical support and tips for website owners and editors	✓	✓
Website enhancements, design and development tasks	✓	✓
Monthly work report	✓	✓
Quality Assurance	✓	✓
Project management	✓	✓
UX / UI audit		✓
In-depth SEO audit		✓
Marketing campaign strategy		✓
Business analysis consultation		✓



# Contact



**Maciej Karabon**

Business Development Manager

[maciej.karabon@xfive.co](mailto:maciej.karabon@xfive.co)



**Karolina Brewczyńska**

Business Development Manager

[karolina.brewczynska@xfive.co](mailto:karolina.brewczynska@xfive.co)



**Thank you.**





# Town of Johnson

WEBSITE PROPOSAL

# Let's get acquainted

We are thrilled to present a proposal to the Town of Johnson for the creation of a new brand and cutting-edge, state-of-the-art website.

Your RFP was thorough and we appreciate your attention to detail in giving us an overview of your objectives and the scope of work for the project. Without a doubt, you've identified what needs to be done to make the project successful.

We're excited to introduce ourselves to you and give you a feel for our capabilities, experience and methodology. Our team is comprised of industry veterans who have an extensive amount of experience working with organizations that are comparable in size to yours with each person on our team averaging over twelve years of website and branding work experience.

As a firm, we're passionate about creating great design and known for coupling that with sophisticated technology that is easy to use. We don't do template design work. Everything is custom and each design is refined until it is pixel perfect. Our efforts have been recognized on a national level, recently winning a HOW Interactive award, one of the most prestigious interactive awards.

If you select us to work with you, you can expect to be elated (see house rule #4). We invite you to contact any of our customers to see how much they enjoy working with us.

We would be delighted to work with you on the project.

Looking toward a great future together,



Dale Bentlage  
Chief Strategist



1011 N. Ankeny Blvd. #1285  
Ankeny, IA 50021

Direct: (515) 401-7891  
Office: (515) 244-6633

daleb@juiceboxint.com  
juiceboxinteractive.com

# A refreshing burst of energy

You've got a lot you want to accomplish in a short period of time. We bring a fresh perspective and the right talent to make your project a gushing success.

## Project Objectives

- Guide you through a website process and make a splash with your new site, to both internal and external audiences, arriving at an outcome that's unique and compelling.
- Help you effectively tell that story across a variety of mediums, including web, print and social.
- Make the new website flexible enough to be able to adapt over time as your town continues to evolve.
- Make a big splash with your new website, tie it to your brand and style guide and have it equate the quality work you're doing to make your town stronger.
- Create a website that includes useful information for a variety of audiences that's intuitive so people of all ages, education levels and languages feel comfortable using it to find what they're seeking.
- Make the website friendly for people visiting with different devices, drastically improving the experience for phone and tablet users by implementing a responsive design.
- Partner with a firm who shares your values, works with your best interest in mind, who's equally motivated to deliver something remarkable.
- Make it easy for you to update content and update the code on your website without having to pay us to do it for you.

## Why Us?

**You'll be elated when we're done.** We guarantee it. We provide unlimited design revisions for our work at no extra cost—whether it's one round or ten. We keep working until you're thrilled with the outcome.

**We've done this before.** Many times. The people on our team have been recognized both locally and nationally for producing award-winning work.

**We eliminate all possible risk.** We do this several ways you'll read about in our proposal. If you're ever unsatisfied at any time, you can walk away—no questions asked.

**We do a better job understanding you.** We ask more questions than anyone else. Our team-oriented approach ensures that we'll create the right strategy, design, message and functionality.

**We understand government + community organizations.** We've worked with 60+ government-related organizations, such as museums, city and county economic development authorities, public-private partnerships working on community development projects, shopping districts and a variety of other public-sector groups creating successful branding initiatives, websites and marketing campaigns.



# What's inside the box?

Get the juicy details on our background and success.



Our team averages **12 years of experience** and has worked with **300+ clients**.



We host **800+ sites** that receive **9+ million views** per month. Uptime from 2013-2024 exceeds **99.99%**.



People like working here; **80% of our team** joined us after being referred by an employee or client.



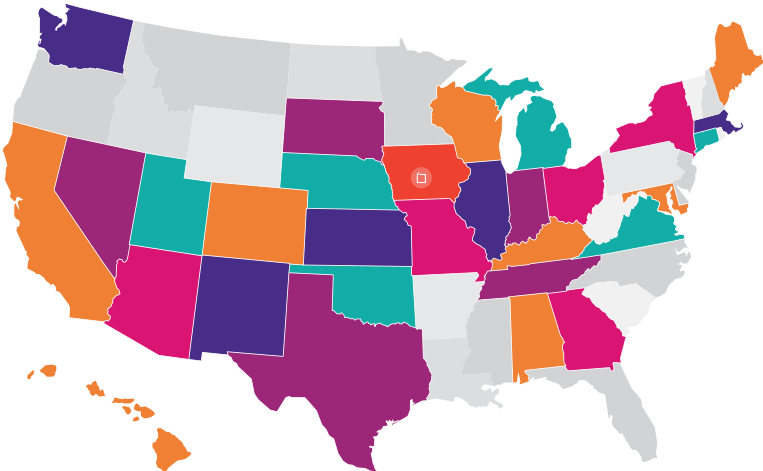
Our work has earned **60+ awards**, including **3 national** and **4 regional awards**.

### OUR EXPERTISE

- Websites
- Branding
- Animations
- Messaging + strategy
- Marketing campaigns
- Mobile apps
- Website accessibility
- Social media

### TALENT GUIDED BY VALUES

Founded in 2013, we are headquartered in Des Moines, Iowa. One-third of our team works in Des Moines, while everyone else works remotely. Privately held, employee-owned, with no debt, we've grown 1,000%+ in the past nine years while serving served 300+ clients in 32 states.



### OUR APPROACH

We keep our creativity sharp by working with clients of different sizes, industries and needs. The size and scope of our projects vary widely, yet we always strive to deliver a remarkable and successful experience for our clients.

# House Rules

- 1 Help clients outsmart, not outspend**

Our job is to help clients outsmart their competition. If we outsmart them, it's not necessary to outspend them. No one should get more bang for the buck than our clients.
- 2 Eliminate risk of cost overruns**

Creative work is subjective by nature. Keep working at it until the client loves it and don't charge for revisions. Help clients stick to their budgets.
- 3 Get people talking about our clients**

Create work that gives people something irresistible to talk about. In a good way.
- 4 Aim for elation**

Satisfied clients are one thing, but elated clients are our goal. Serve clients tirelessly and unselfishly. Make them want to thank us profusely.
- 5 Be completely transparent**

Never hand a client an unpleasant surprise. Send no unexpected bills for stock photos, mileage or "studio materials" (whatever those are). Get written approval from clients on all change orders before doing the work and billing for it. Note that pleasant surprises are still allowed, even encouraged.
- 6 Raise the bar**

Create work that dares the competition to keep up. Work that sets the standard. Challenge yourself. Expect more of yourself. Deliver excellence every time.
- 7 Let creative juices flow**

Don't be afraid to explore, experiment and do something unprecedented. Most importantly, don't be afraid to fail. Learn from failures and avoid them in the future.
- 8 Tap wisdom and experience of clients**

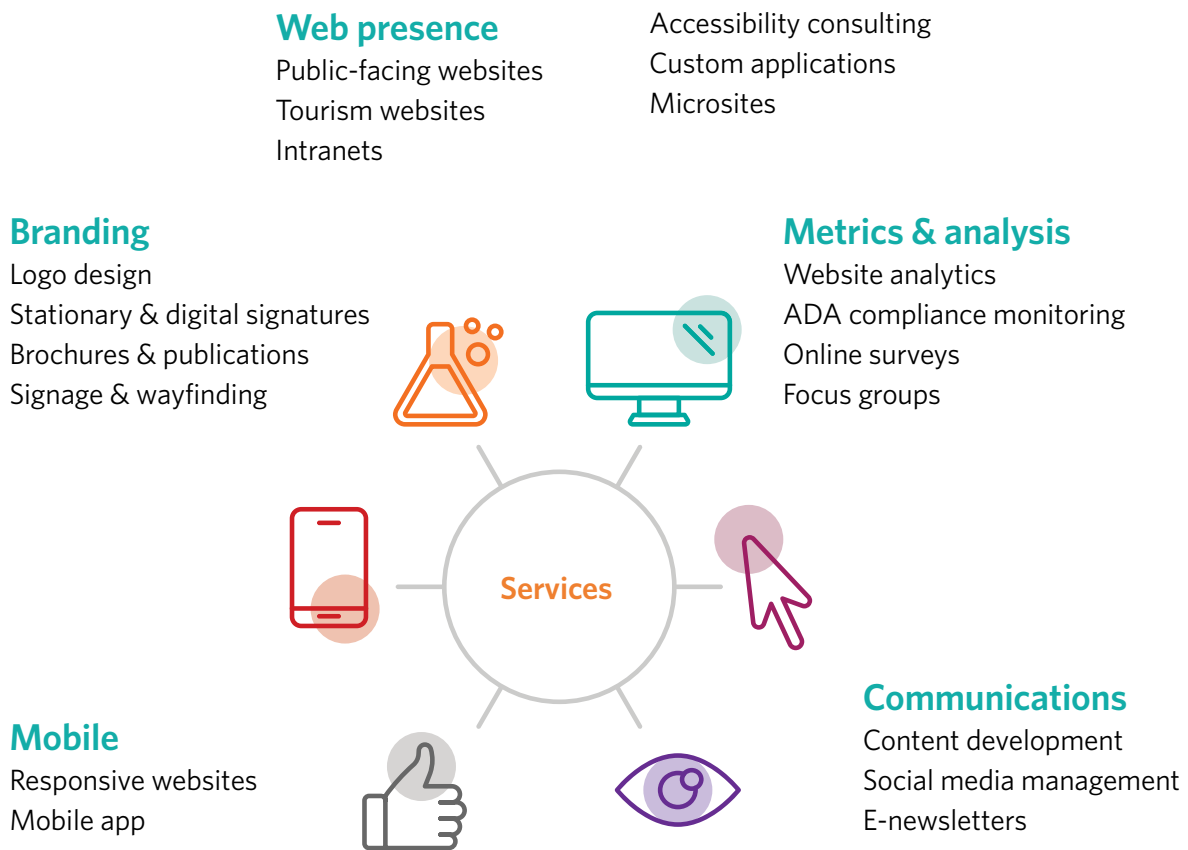
Remember that clients are the most insightful people in the room. Learn from them. Ask a lot of questions. Then, ask more.
- 9 Tackle product, strategy, design—in that order**

Don't put the cart before the horse. Take the time to assess the client's product or service and devise a strategy before the creative work gets underway.
- 10 Make it fun**

Make working with us seriously fun for our clients. Be the highlight of each client's day... no, week... no, year!

# Helping you accomplish great things

We've worked with a variety of government clients across the country, providing a broad mix of services to help them engage and delight the people they serve. Here's a snapshot of the services we can provide your organization:



## WORDS WE LOVE HEARING

"I really enjoyed working with this team on the design of my new college website. Thanks for a great design and always responding quickly."

— Tracy Withrow, Director of Marketing and Public Relations at Richland Community College (Decatur, Illinois)

# Meet the 'boxers

Meet your Juicebox dream team— a dynamic blend of artistic ingenuity, technical finesse, and organizational prowess, all driven by the power of creativity. Boasting an average of twelve years of experience, your dedicated project team possesses the exceptional skills needed to transform your vision into a remarkable reality. With a track record of over 300 successful projects, we're renowned for being both fun-loving and easy to work with. Our utmost priority is to genuinely comprehend and surpass your wildest expectations, leaving you utterly thrilled with the outcome.

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## Dale Bentlage

**Chief Strategist + Principal**

Meet Dale, a digital marketing maven and Juicebox co-founder who has spent the past two decades helping organizations thrive online. With 20+ years of experience, it's no surprise that Dale has been sought after by over 300 clients for his expertise in marketing, digital strategy, branding, and business growth. He's worked with clients in various sectors, including education (higher ed + K-12), private sector, nonprofit, government, and the private sector.

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## Karl Lang

**Project manager/marketing strategist**

Get to know Karl, a rare and valuable asset in the world of marketing and technology. With a diverse background as both a director of technology and marketing, Karl brings a unique balance of technical expertise and strategic marketing experience to the table. This makes him an invaluable resource for clients looking for creative solutions to their challenges.

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## Kiera McGregor

**Project manager**

Meet Kiera, the project manager who has mastered the art of keeping the show running smoothly. With a background in theater and mass communication, Kiera is no stranger to handling surprises in stride. As a seasoned actor and stage manager, she knows how to roll with the punches and ensure that everything goes off without a hitch.

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## Maggie Bland

**Senior Designer**

Maggie is always up for a challenge and eager to learn. She's worked in both print and web worlds and has utilized her talents on a wide array of projects, from brand identities to websites to children's coloring books. Her work has won numerous awards at state and national levels, but her favorite design award so far earned her face a feature in a Nancy Drew video game!



## Miranda Finn

**Designer**

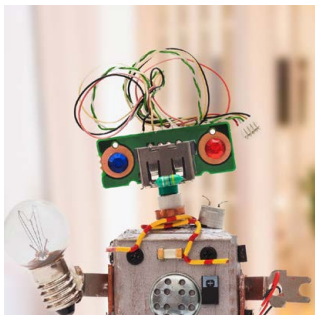
Miranda is a skilled designer and illustrator who strives to make every client smile. She has a passion for illustration and uses her talents to bring creativity into brands. She shares a passion for design and music and was a part of the Cornhusker marching band. When she's not creating Miranda enjoys sitting down with a good fantasy novel or reminiscing about her college marching band days.



## Andy Burchardt

**Senior Designer**

Meet Andy, a fabulous creative with techie twist! Starting with Mechanical Engineering at the University of Wisconsin-Platteville, he ditched the calc grind for the allure of design. With a unique combination of agency and private sector experience, he's adept at building brands and their digital presence from the ground up and working at a fast pace to keep things on track. Away from Juicebox, catch him geeking out over space or draining threes from deep on the basketball court.



## Leah Lukens

**Designer**

Leah Luekens is a versatile designer with a wealth of experience across both higher education and the private sector. Her skill set spans digital and print design, with a strong emphasis on branding. Whether crafting a brand identity or creating stunning illustrations, Leah's creativity knows no bounds. Outside of work, she's a passionate college football fan on a mission to visit all Division 1 football stadiums. When she's not cheering on her favorite teams, you'll find her with a good book in hand, indulging her love of reading.

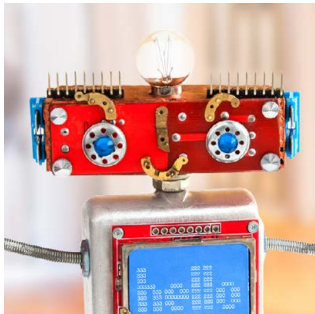




## Justin Cook

### Back-end Development Team Lead

With over a decade of experience under his belt, Justin has conquered countless challenges in the education sector—and beyond. He’s led the charge on 100+ projects, ranging from sleek websites to cutting-edge applications and intranets. But Justin’s talents don’t stop at tech. When he’s not coding or strategizing, you’ll find him in the kitchen, whipping up culinary masterpieces. His secret? A knack for making everything from scratch, including his signature PB&J, with peanuts ground to perfection by none other than himself.



## Brandon Stack

### Senior Front-end Developer

Brandon is all about crafting user experiences that are not only visually stunning but also intuitive for everyone. With a background in graphic design, he brings a unique eye for detail to his development work, making him an even better developer. Over nearly ten years, he’s collaborated with a diverse range of clients, from top-tier universities to Fortune 500 giants. Brandon thrives on tackling tough challenges in the digital world. When he’s not creating the next big web experience, you’ll find him outdoors, chasing adventure and always on the hunt for his next big catch.

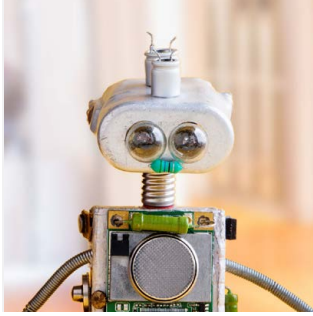


## Greg Hauenstein

### Senior Developer

Greg’s a super-talented creator whose 12+ years of experience touch all phases of the creative process. After studying video production in college, he followed his passion while overseeing video production and photography in Iowa and Colorado for the Obama campaign. At Juicebox, he brings websites to life as a key member of our development team, along with guiding video production and photography.

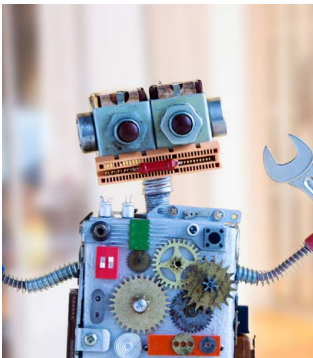
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## Ken Villanueva

### Senior Developer

Ken is a highly skilled developer with over 11 years of experience in the field. While his expertise shines brightest in front-end development—particularly in HTML and CSS—he’s also well-versed in back-end technologies, making his approach to problem-solving incredibly balanced. Whether tackling a complex user experience challenge or diving into code, Ken’s knowledge spans both ends of the development spectrum. In his spare time, he loves to delve into blockchain code, constantly pushing his boundaries in the digital world.



## Megan Hendrickson

### Developer

Megan Hendrickson is a dynamic developer with a knack for bringing ideas to life in the digital world. As a Google Analytics specialist on the Juicebox team, she not only ensures that we track all the right information about the user experience of site visitors but also helps explain how to make the most of those insights. Whether she’s crafting seamless user experiences or diving into back-end development, Megan’s attention to detail and analytical skills make her an invaluable part of the team.



## Our WordPress government suite

We've created a variety of tools specifically for the unique needs of government organizations. These custom components give you the best of both worlds with functionality attuned to your specific needs while leveraging the strengths of WordPress, the most popular content management platform in the world. Here's a list of the site components you'll read about in our proposal:

- Events system
- Staff directory
- Emergency alert system
- Project status system
- Third-party integrations
- Content approval routing process
- Mobile app
- Community and non-profit activities
- Board policies
- Board agendas
- RFP procurement system
- Notification system (via text, email)
- Microsite system
- Intranet
- Web accessibility validation tool
- E-newsletter system
- Integrated e-newsletters
- Automatically publish news to social media channels simultaneously



# Awards

Life isn't about hardware, but it is rewarding when your work is recognized for being the best of the best nationally and regionally. You can expect the same level of excellence and tenacity for perfection for your project.

## Our work has been recognized by:

- ★ How International Design Awards
- ★ American Advertising Federation
- ★ Logo Lounge 8, 9, 11
- ★ National School Public Relations Association
- ★ Public Relations Society of America (Iowa)
- ★ Art Directors Association of Iowa
- ★ Iowa School Public Relations Association
- ★ Colorado Business Marketing Association
- ★ Arizona School Public Relations Association
- ★ Iowa Tourism Awards

Our **websites** have been awarded **30+ times** nationally, regionally and statewide.

Our **logos** have been awarded **9 times** and published by LogoLounge.

Our **video and interactive media** work has received a total of **9 awards**.

## A FEW MILESTONES

We've taken home 50+ awards in 6 years.

We created one of the few 3D websites in the world which won the Interactive Award of Merit from How International Design Awards.

# People we've worked with

Our firm is comprised of people who have a lot of experience creating websites for private sector, professional services, government institutions and nonprofits. To understand what we've done, here's a snapshot of a few clients. We'd be delighted to add you to our list!

## Partial Client List

### Government

- City of Des Moines
- City of Johns Creek
- The 712 Initiative (regional economic dev.)
- City of Foley (Foley Sports Tourism)
- Pocahontas County (Economic Development + County)
- County of Kauai
- City of Johnston (Johnston Town Center)
- Iowa Secretary of State
- Decatur Parks District
- Governor's Office of Economic Development (Utah)
- Governor's Office of Workforce Innovation (Nevada)
- Kent County
- Upper Shore Regional Council
- Treasure of the State of Iowa
- Basin Recreation
- City of Tualatin

### Libraries

- Johnson City Public Library
- Swampscott Public Library
- Westland Public Library

### Higher education

- Texas A&M University
- University of Texas (Blanton Art Museum)
- University of Connecticut
- Iowa State University
- University of Missouri
- Tyler Junior College

- Richland Community College
- Oklahoma Panhandle State University
- Sampson Community College
- York County Community College
- Luna Community College
- Ministry Resource Center at Milligan University
- University of Montevallo
- Rogers State University

### Nonprofit

- The 712 Initiative (regional economic dev.)
- SE New Mexico Community Action Corp
- Practical Farmers of Iowa
- Mid-Iowa Community Action
- Mid-American Council Boy Scouts of America
- Hoyt Sherman Place
- Iowa Architecture Foundation
- Catholic Charities
- Joppa
- DMARC
- St. Francis of Assisi
- Lutheran Church of Hope
- Special Olympics
- The Englert Theatre
- Texas Book Festival
- Student Achievement Partners

### Professional services

- OPN Architects
- frk architects + engineers
- SVPA



- Avant Architecture
- Wells + associates
- Otten Johnson
- Crary Huff Law
- Deaf Services Unlimited
- Raker Rhodes Engineering
- Carney Law Firm
- RDG Planning & Design
- Bishop Engineering

#### School districts

- Des Moines Public Schools
- Waukee Community School District
- Ankeny Community Schools
- Johnston Community School District
- Urbandale Community Schools
- Ames Community Schools
- Cedar Rapids Community Schools
- College Community Schools
- Laveen Elementary School District
- Rapid City Area Schools
- Linn-Mar Community Schools
- Gilbert Community Schools
- Heartland AEA
- Iowa AEA system
- Gilbert Community School District

#### Business

- Wendy's
- Teradata
- Harbach Lofts
- Pillars of Wall Street
- Street Smarts
- KMC University
- Truckers Insurance Associates
- Wright Service Corp
- Brillion

#### Financial

- Midwest Bank
- Redstone Bank
- Premier Credit Union
- Denver Savings Bank
- Peoples Savings Bank
- Capitol View Credit Union

# References

## City of Johns Creek

**Jennifer Chapman**, *Senior Communications Manager*

City of Johns Creek, GA 30097  
Jennifer.Chapman@johnscreekga.gov | (678) 512-3309  
1,000 employees  
2023-present  
*Web design and development*

## City of Tualatin

**Heidi Stanley**, *Creative Communications & Marketing Program Manager*

hstanley@tualatin.gov | (503) 691-3016

**Megan George**, *Deputy City Manager*

mgeorge@tualatin.gov | (503) 691-3065

City of Tualatin, OR 97062

500 employees

2024-present

*We've recently started a project to create a new site for the city.*

## Johnson City Public Library

**Eric Jon Jöb**, *Technology and Media Manager*

eric.job@jcpl.org | (423) 434-4468

**Hannah Kiger**, *Marketing Coordinator*

hannah.kiger@jcpl.org | (423) 434-4450

Johnson City Public Library

100 West Millard Street, Johnson City, TN 37604

40 employees

2021-present

*Web design and development*

## Rapid City Area Schools

**Shane Daniel**, *Director of Information Technology*

3302 West Saint Cloud St., Rapid City, SD 57701

shane.daniel@k12.sd.us | (605) 394-6629

1,000 employees

2018-present

*Web design and development*

## Encore Properties (Harbach Lofts)

**Kent Mauck**, *President*

516 3rd Street, Ste. 208, Des Moines, IA 50309

kmauck@encoreiowa.com | (515) 975-6149

5 employees

2013-Present

*Branding, web design and development, marketing, copywriting*

## Johnston Town Center/Hansen Company

**Grant Taylor**, *LEED AP, Vice President*

5665 Greendale Rd., Suite A, Johnston, IA 50131

grantt@hansencompany.com | (515) 270-1117

10 employees

2021-present

*Branding, web design and development, marketing, copywriting*

## College Community Schools

**Steve K. Doser**, *Community Relations Director*

401 76th Avenue SW, Cedar Rapids, Iowa 52404

sdoser@crprairie.org | (319) 848-5437

**Eric Townsley**, *Director of Information + Technology*

401 76th Avenue SW, Cedar Rapids, Iowa 52404-7034

etownsley@crprairie.org | (319)-848-5419

900 employees

2023-present

*Web design and development*

## York County Community College

**Stacy B. Chilicki**, *Director of Marketing & Public Relations*

112 College Drive, Wells, ME 04090

SChilicki@yccc.edu | (207)216-4312

500 employees

2020-present

*Web design and development*

## County of Kauai

**Sandy Kaaui**, *Economic Development Specialist IV/  
Film Commissioner*

4444 Rice St. Suite 200, Lihue, HI 96766

skaauwai@kauai.gov | (808) 241-4953

400 employees

2021-present

*Web design and development, branding*

## Texas A&M University

**Hailey Yamada**, *Web & Information Designer*

400 Bizzell St., College Station, TX 77843

hailey@tamu.edu | (979) 862-3396

20,000 employees

2020-present

*Web design and development*

## Swampscott Public Library

**Jonathan Nichols**, *Library Director*

61 Burrill Street, Swampscott, MA 01907

(781) 596-8867

1,000 employees

2023-present

*Web design and development (site under development)*

## Blanton Museum of Art, The University of Texas at Austin

**Carlotta Stankiewicz** (*stan-KEV-itch*), *Director of Marketing & Communications*

carlotta.stankiewicz@blantonmuseum.org

20,000 employees

2022-present

*Web design and development*

## Ankeny Community School District

**Michelle Siefkas**, *Webmaster & Communications Specialist*

306 SW School St., Ankeny, IA 50023

michelle.siefkas@ankenyschools.org | (515) 289-3951

**Samantha Aukes**, *Communications & Marketing Manager*

306 SW School St., Ankeny, IA 50023

samantha.aukes@ankenyschools.org | (515) 259-3950

## Basin Recreation

1388 Center Drive, Park City, UT 84098

80+ employees

2024-present

*We are currently working on a new website for Basin Recreation which manages parks and trails in and around Park City, Utah.*

**Lily Chirico**, *Marketing Supervisor*

1388 Center Drive, Park City, UT 84098

lily@basinrecreation.org | (435) 649-1564 x129

**Justine Kadziel**, *Community Outreach Manager*

justine@basinrecreation.org | (435) 649-1564 x115



# Would you marry someone after the first date?

## If we're not thrilling you, tell us to take a hike

The unknown can always be a little scary. You're making a big decision that will impact your organization for a long time — not to mention that you're spending a lot of money. This is an important project. We understand.

But how well can you tell if you're really picking the right company until after you've started working with them? That's how we would feel if our roles were reversed.

We're so confident you'll love us, we do something no one else in our industry does. In fact, no one even comes close. If we start working on your project and we're not cutting the mustard, you can walk away at any time. You can cancel at any time during the planning process and get a full refund. If we're working on the design, you'll only pay for work to outline the project's specifications. If we're past the design phase, we'll give you all of our work and you'll pay only for work that we've completed.

Even further, if you want to do a pay-as-you-go, we'll even bill you each week if you don't want to pay an up-front deposit.

It's total satisfaction. No excuses. If we're that good, we don't need to hide behind a contract — so we don't.

We are that good.



## How we'll work together

You'll have a dedicated project manager that will serve as your primary contact for the project. In addition, you will also have direct contact with different members of our team when it's important for them to work with you. We'll meet in person, via conference call and also via video conference.

During the design phase, we'll send you a link to access all the mockups related to the project. After the development phase, we'll send you a beta version of the website for you to review before launch.

We'll hold a few different types of meetings for your project. Most meetings would take between one and two hours. In the discovery sessions, it's ideal that anyone who would need to approve the design participate in the process. For the other meetings, you may find it easier to have fewer staff members attend. Each of the organizations we have worked with have been unique in how many people are involved and their level of participation, so we've found that it works best to adapt the process to your unique needs. The discovery sessions will be held virtually or at your office.

- Discovery meetings
- Wireframe presentation
- Design presentation
- Design revisions presentation
- Content planning (may be multiple sessions)
- Training

If additional meetings are required during the project, those are included in the cost of the project. We work until the work is done!





# Timeline

## Phase 1: Discovery

**3-4 weeks**

- Discovery sessions

## Phase 2: Website Planning & Strategy

**2 weeks**

- Content planning
- Wireframe presentation
- Sitemap finalization
- Detail specifications
- Content management permissions planning

## Phase 3: Website Design

**6-8 weeks**

- Design presentation
- Design revisions

## Phase 4: Development

**10 weeks**

- Beta site setup
- Development of website front end
- Development of custom modules and plugins
- Code review and testing

## Phase 5: Training

**2 days**

- Quality assurance testing
- Beta testing
- Training

## Phase 6: Content Migration

**2 weeks**

- Content migration
- Image selection and implementation

## Phase 7: Launch

**1 day**

- Final review
- Site launch

# Project planning

## Brand goals

- Understand brand objectives (emotions to create, personality, color palette, fonts, photography, etc.).

## Audiences

- Various target demographics. Create a detailed demographic profile for each type of user and break each group into subsets to identify factors such as age, gender, education, aptitude with technology and information they're after.
- Review current analytics to understand which information is most sought by visitors.

## Content

- Understand what information you need to communicate.
- Identify if we can include content on the website that will reduce the number of inbound calls to your organization and free up more time for busy staff.
- Identify subtle ways can we instill collective pride in your organization, improving the performance of your staff.
- Make it easy for people to find information on the website (site search, intuitive content organization, breadcrumbs).
- Understand needs and support the use of video, audio, photography and integrate with other social media channels.

## Site Administration

- Define which users will be able to edit what parts of the website.
- Make content management easy enough to be managed by someone who is a novice but also not too simplistic for an advanced person.
- Identify collection points and needs for online form submission and management.
- Determine if an approval process is necessary when people make content changes.

## Technology

- Follow current technology and design standards (browser support, W3C standards).
- Have the page load quickly for different types of devices (mobile vs. responsive).
- Use a content management platform that is the best-in-class for websites and supports multiple levels of content administration.

## Site Oversight and Management

- Set up appropriate analytics (Google Analytics and Google Webmaster Tools).
- Assist with developing a sustainable long-term plan to handle ongoing site and content management.

# Design

## Unlimited revisions. Absolute peace of mind

Typically, most firms will give you one mockup and include one round of revisions. If you want to make any changes to the mockup after the first round, you're on the clock and every one of those changes is billable. How does that make you feel? You just got started and already you're going over budget! That's certainly not getting off to a good start.

At Juicebox we aim for elation (see House Rule #4). We do something that no one else in our industry does. We include unlimited design revisions to our work—at no extra charge. If we give you an initial round of mockups and they're not perfect, we tweak them...and we keep tweaking them until they're perfect. Whether it's two or 27 rounds of changes, we work until you're elated.

## Think UX experience, not just UX design

Creating remarkable design is one of the most critical things we do. However, great design isn't just about whether it's orange, blue or black, or even how it looks on a monitor or the device you cradle in your hand. It's how you interact with it, the perception it creates and ultimately, the way it makes you feel. It needs to be warm, inviting, comfortable and intuitive. It needs to be one of the best experiences your audience has that day. To pull that off, it's essential to be cognizant of your audience and put them in context; who are they (age, gender, technological aptitude, etc.) and what will resonate with them. Impressions are created in seconds and perceptions last months or even years.

## Discovery process

What's the discovery process like? The discovery process is critical to the success of the project. We do an in-depth discovery process to help you identify project goals and understand your brand. We're going to bet that you've probably got a team of people working on this project. Often it can be difficult for a group to reach consensus.

To help align your committee, we do some unique, interesting and fun things to identify your goals, reach consensus and chart the course as a part of the discovery process.

Once we fully understand what you hope to accomplish during the project, we create a variety of sketches for various design concepts. Typically, we would present three different wireframe concepts to you. If you like those wireframe concepts, we'll move forward to design either one or two that feel like the right match for you. If our initial wireframe concepts aren't quite right, we'll tweak them or come up with something entirely new.

Because we provide unlimited design revisions in our work, we've removed all of the risk in the design process. We keep designing and wireframing until it's perfect.

One thing is for sure, it will be unique and exceptional. We don't do cookie cutter websites.

# Content management

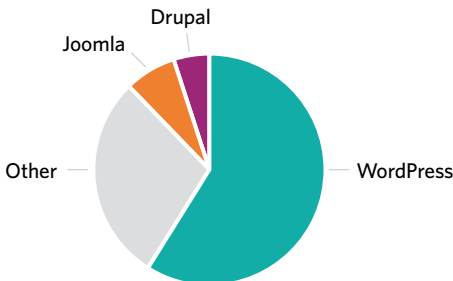
Your website will have a content management system (CMS). That's a tool which allows you to easily change the content on your website without having to be a computer programmer. For your project, we're recommending WordPress as the best fit for your needs. WordPress is an open-source platform, which means anyone can use it. No annual licensing fees. No being held hostage by a vendor that uses a proprietary software platform. WordPress is perfect because it allows you to be in control. If we're ever not thrilling you, you can get rid of us and have another WordPress developer take over support of your website. That keeps us on our toes!

Our people have been using WordPress for more than ten years, using it to build more than 300 websites. There are no annual or ongoing costs to implement security patch upgrades to WordPress. They take place automatically! You can have multiple levels of website administrators, each with different levels of permission to edit and approve website changes.

## Key features of WordPress

- Simple, intuitive user interface
- No software licensing fees
- Advanced multi-site capabilities
- Update content via your browser
- Spell check
- Edit content and images
- Add or delete pages
- Photo cropping
- Search engine optimization (SEO) capabilities
- Permissions system (role and user-based)
- Multiple administrators
- Preview before you go live
- Version control
- Media library
- One click software upgrades
- Content archive
- Edit in WYSIWYG or HTML mode
- Saved version history
- Friendly URLs
- Draft mode for unpublished pages

## CMS Market Share



## Who uses WordPress?

- Iowa State University
- TechCrunch
- The New Yorker
- Mashable
- Wellmark
- Reuters
- Sony Music
- INTL FCStone
- eBay
- IBM
- Meredith
- Bloomberg
- CNN
- MTV

### DID YOU KNOW?

WordPress sites make up 28% of the internet, running more than 15 million sites.

## Gutenberg drag-and-drop editor — Customize and publish with ease

### Gutenberg gives you the driver's seat

Gutenberg is a new editor that lets you build a custom page template. The editing experience has been rebuilt for media rich pages and posts and is no longer tied to the one-size-fits-all template model. Experience the flexibility that blocks will bring, whether you are building your first site or write code for a living. Let us show you...

**Drag-and-drop content blocks**

Blocks are a great new tool for building engaging content. With blocks, you can insert, rearrange and style multimedia content with very little technical knowledge. Instead of using custom code, you can add a block and focus on your content.

**Need to feature a staff contact?**

Simple! With Gutenberg you can add this custom block to any page of your site. It's the same for FAQs, factoids, you name it—just drag it onto your page!

### Who gets editor permissions?

That's up to you! You can grant all your editors access to build with Gutenberg or only a handful of folks. Even better, for pages that won't need customization, like an events calendar, you can keep those pages intact with the classic editor.

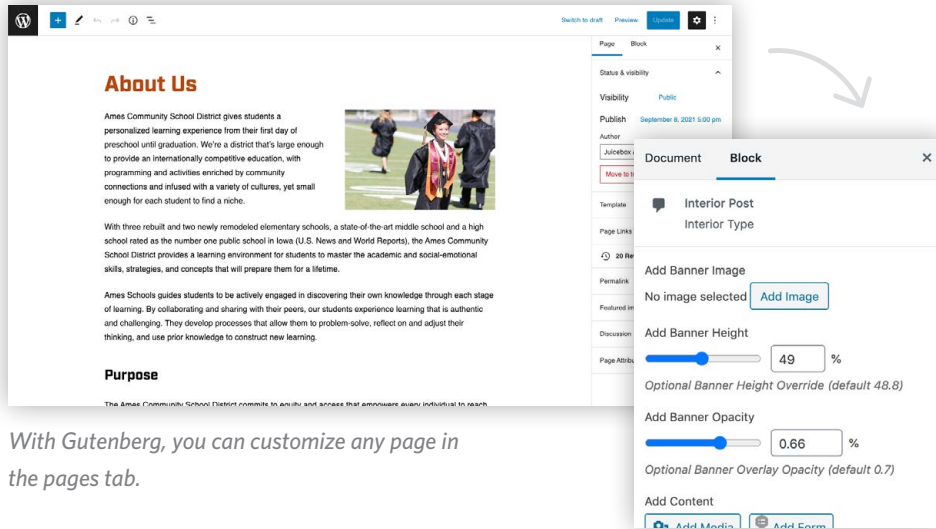
### DID YOU KNOW?

The tool got its name from Johannes Gutenberg who invented movable type with the printing press.



## A look inside — See the difference

### Using Gutenberg



With Gutenberg, you can customize any page in the pages tab.

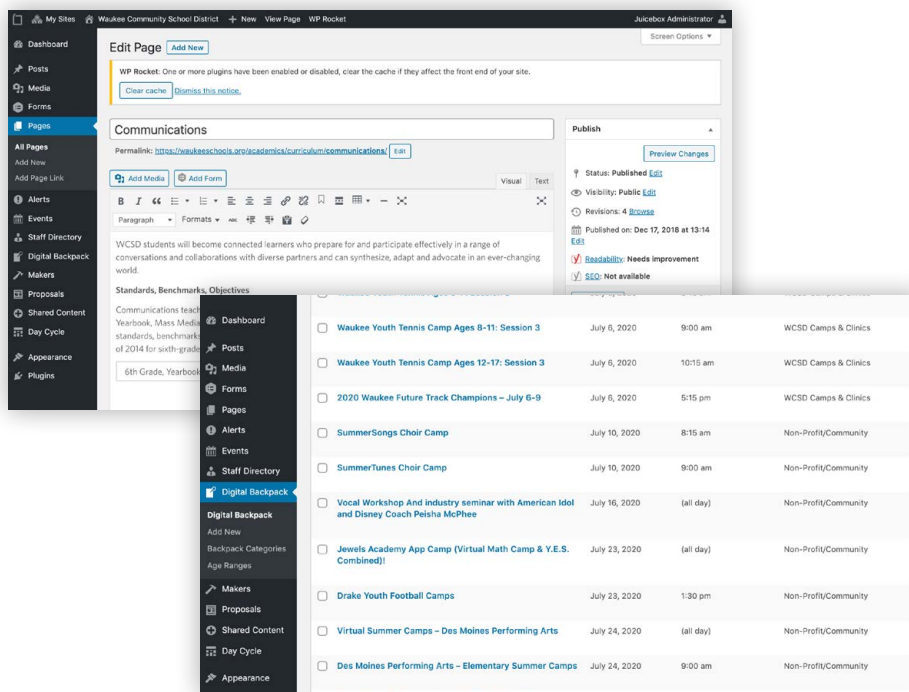
The sidebar allows people to easily customize any block.

This editing experience is great for confident editors with media rich pages that thrive on flexibility.

#### Gutenberg features:

- Rearrange blocks
- Add or delete blocks
- Customize fonts and colors
- Set editor access or restrictions
- Duplicate pages with blocks (like a template)
- Adjust image or block sizes

### Using the classic editor



With the classic editor you have pages and templates, such as this Digital Backpack example.

This editing experience is great for low maintenance editors who prefer structured pages and posts.

#### Classic editor features:

- Edit pages similar to a Google doc or Word file
- Edit content and images
- Type styles are pre-set
- The layout is predefined within the template
- Easy to update without errors

## Accessibility Compliance Tool — Make sure your site is compliant

We'll install our very own accessibility tool on your website. It helps ensure your content meets accessibility standards before a user hits publish!

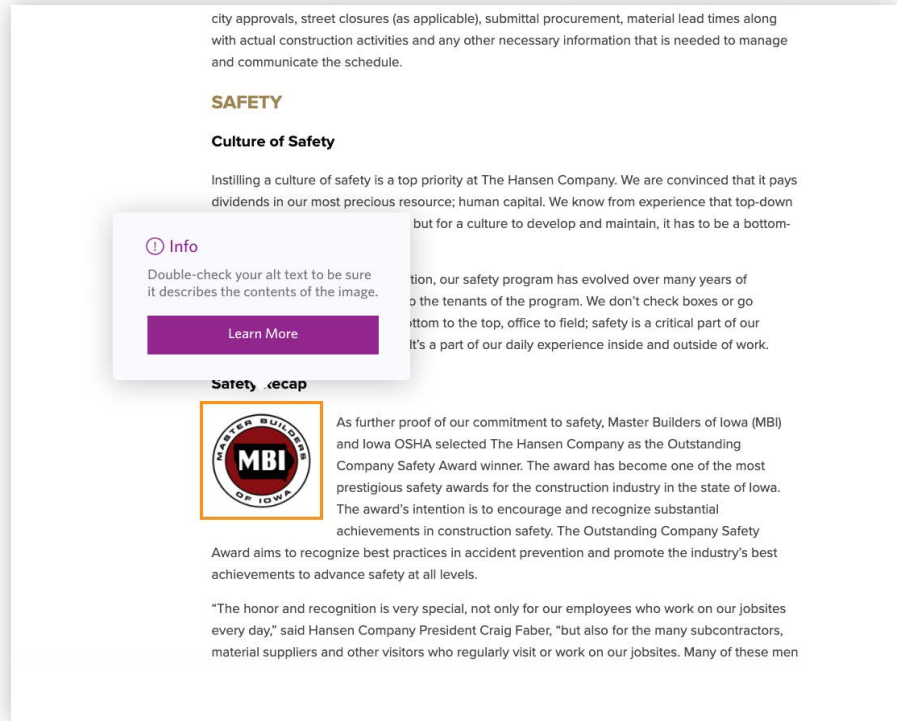
### How it works

Before the user can publish their edits, the tool scans the content to ensure there aren't any errors. If any possible issues are detected, the tool creates a preview page to show the problems. The tool also displays helpful tips to make the page compliant.

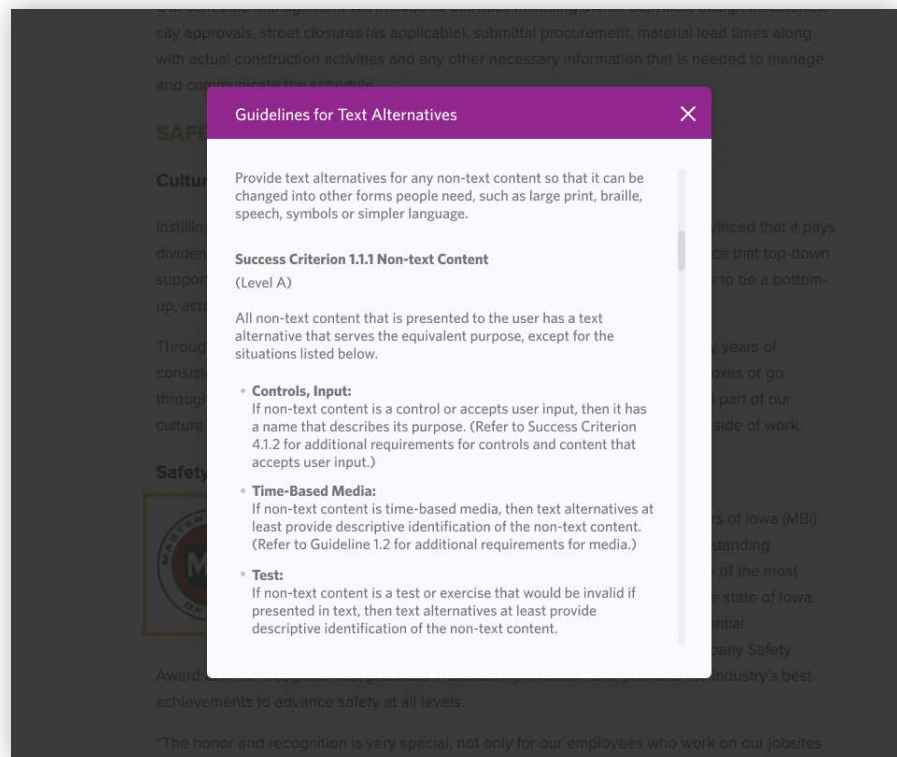
This dramatically increases the accessibility compliance for your site because the errors are fixed before the page goes live!

The tool checks the most common accessibility issues:

- Scans alt text in images
- Confirms the sequence of headings
- Ensures descriptive headings are used in tables



If any possible issues are detected, the tool displays a preview page to show the problems.



The tool displays helpful tips to help the user make the page compliant.

# A few things you'll love

## Ownership rights

You'll breathe a sigh of relief after reading this section. We believe that since you're paying us to create your website and the other creative services we are doing for you, it should be yours.

- We will be doing design and programming work.
- You will be the exclusive owner of any graphic design work. You will receive a perpetual, non-terminating right to the code that powers the website.
- You grant us the right to use images of the work for our own promotional purposes.

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## Change order process

It's possible you might change your mind during the process, adding something or deleting something from the project. You can add something to the project at any time. If you choose to add something, we'll tell you the cost and you will approve the item before we do any work. You may cancel any items at any time and have the cost of the project lowered by the amount of the component that you have cancelled, provided that we haven't done any work on that item. If we have started working on an item, you may still cancel the item at any time and we will bill you only for work completed to that point.

# Project work

We'll start by completing all of these items.

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## Discovery, planning + design

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### Website discovery + planning

We'll complete a thorough discovery process as a part of creating the new website.

- *Audit content* — We'll start with a careful analysis of your existing website content to determine how well it is performing. This includes a deep dive into your website analytics and comparing your site's performance with your peers.
- *Identify user personas* — A persona is a detailed portrait of each audience type. To be successful, we'll need to nail down your audiences and tap your insights as we identify unique attributes for each persona. Each persona will be accounted for as we craft content around their interests.
- *Interview focus groups* — As needed, we'll facilitate meetings with various focus groups or individuals to gain insights from their perspective.
- *Conduct an online survey* — If you would like for us to survey key audiences (e.g. staff, students, parents, community) we'll conduct an online survey collecting insights about their needs and interests. We'll summarize findings for you and share specific respondent data with your team.
- *Map your user journey* — We'll map out the engagement journey of each of your audiences.
- *Deep analytics review* — Our team will pore through your analytics and site metrics to determine traffic patterns, keyword search phrases and content people are looking for.

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### Information architecture

After a thorough review of your existing content, we'll provide recommendations about the best way to organize it. The objective is to create an effortless, intuitive experience for each of your user personas.

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### Sitemap

We'll prepare a sitemap of your site's content to ensure it will be both logically organized and intuitive for website visitors.

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### Wireframe concepts

We'll provide three different homepage wireframe concepts. You'll pick one wireframe that best represents you and then we'll design the site's mockups.

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## Moodboard

To make sure that we're in sync, our team will share a moodboard with various design elements for you to provide quick, initial feedback early in the design process.

---

## Custom site design

A website that stands out in a crowd - that's what we deliver. Our team of designers will craft a range of custom-designed page layouts, tailored to your unique needs. But the customization doesn't stop there - we'll also design a diverse set of content blocks that can be used in any combination to create a virtually endless array of layout possibilities. With our focus on incorporating your existing brand elements and our commitment to unlimited revisions, you can trust that the final result will be a cohesive, visually stunning website that truly represents your brand. Say goodbye to the limitations of pre-made templates and hello to pure design bliss.

### *Unique page layouts*

- Home page
- Interior layout (with side navigation)
- Full-width page layout (without side nav)
- News/blog landing
- News/blog article detail
- Events
- Staff directory
- Site alert
- Search results
- Board agenda + minutes
- Board policies
- Photo gallery
- Form design (with a variety of field types)

### *Content blocks*

- 1 column block
- 2-column block
- 3-column block
- Slideshow block
- Podcast block
- Gallery block
- Timeline block
- Social media block
- Testimonial block
- Factoid block
- Staff contacts
- Accordion/FAQ block
- 3-column photo block
- Video block
- News section (showing multiple stories)

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## Home page irresistibility

We've budgeted time to create some great home page sizzle that's interesting and engaging. We've already got some nifty ideas we could share if we meet!

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## Web style guide

As a part of creating the website, we'll establish a variety of design styles, such as six different styles for headings, bulleted lists, one or two button styles, a pull quote style, table and so forth. To ensure your site's visual consistency, content editors can only use styling elements from your digital style guide.

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### **Stock photography**

Whenever possible, we'll make use of any high-quality photos you share with us. To augment your existing library, we'll include unlimited stock imagery as a part of the project at no extra cost.

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## **Technology**

### **Responsive website**

The website will be responsive, meaning the layout will adapt to various screen sizes automatically. We'll build the site to adjust to four different devices including desktops, laptops, tablets and smartphones.

---

### **Accessibility compliance**

Your website will be fully compliant to level AA web accessibility standards. We'll train your staff on how to maintain compliance as they update content. Here's a guarantee you won't find anywhere else: we'll ensure your new website will meet current accessibility standards for life (or we'll fix it for free!).

---

### **Browser support**

We do comprehensive testing for all popular browsers (e.g. Chrome, Safari, Mozilla, Edge, Internet Explorer) and their recent versions (released within the past four years) for Windows-based, MAC OS and Chrome devices. Further, we do testing of mobile devices (tablets and smartphones) for both iPad/iPhone as well as Android-based devices.

---

### **Google Analytics + Google Search Console**

We'll integrate the website with Google's powerful traffic analytics tools — Google Analytics and Google Search Console. Both tools work together, making it a breeze to measure information about search patterns and website visitors. It's easy to track a variety of information, including search phrases, search display rankings, traffic sources, on-site visitor navigation patterns and a plethora of other features offered by these two powerful platforms.

---

### **Social media sharing**

The website will include the ability for site visitors to share content (e.g. Facebook, Twitter, Instagram, etc.). We'll include this ability on a variety of pages on the site.

---

## **Modules**

### **Announcements**

If abbreviated announcements in lieu of longer articles are more your style, we'll create a system to display announcements.

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### **Alert messages**

Our platform allows you to easily insert an alert into the website (e.g. cancellation, delay or upcoming holiday). You can display multiple alert messages simultaneously.

---

### **Search**

The entire site and all documents found on the website (e.g., PDF, PowerPoint, etc.).

---

### **Integrated video**

It's a snap to embed YouTube or Vimeo video content into the site. Just paste any YouTube or Vimeo URL into any page and WordPress automatically grabs the video and embeds the video player onto that page. The video player is responsive to each site visitors' screen sites. If you need a custom video player, we can integrate one for an additional cost.

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### **Instagram integration**

We'll automatically import recent Instagram posts and display them on the district site or various school sites based on a hashtag.

---

### **Photo gallery**

We will create a custom photo gallery component to display images on your website.

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### **Board agendas + minutes**

You can display a list of upcoming board meetings on the website. Each meeting can have an associated agenda. Meetings that have taken place can have minutes associated with them.

---

### **Policies**

We make it easy for you to display policies on your site. Our system allows policies to be organized into sections. Each policy section can have subpages associated with it (or you can choose to upload a PDF of the text for each section. A text search tool makes it a breeze for people to find the right policy.

---

### **Factoids**

Database of community facts (e.g. performance metrics) that can be included on various pages.

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### **News/blog**

We'll create a news/blog engine for the website, allowing you to share news and updates, articles, and fun stories about the community. Articles can be organized into categories and archived. We'll design a landing page and article detail page.

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### **Activities & events calendar system**

The website will have a robust events system custom-designed for your unique needs. You will be able to manage events. Each event can have a variety of information including event name, date(s), start/end time, photo(s), and any other information about the event. Site visitors can find events by viewing a list, filtering by certain variables, clicking on a calendar grid, or doing a text search. Once an event has taken place, it will be removed from the calendar automatically. You can republish the event at a future date by updating information about the event. Website visitors will be able to save an event to their calendar (e.g., Google, Apple, Outlook, etc.).

---

### **Form creation system**

You will have a sophisticated and intuitive system to create forms with 30+ different fields to choose (e.g. fill in the blank, drop down, phone number, etc.). Completed submissions are stored in a database to review or export. After a person submits a form, you can send email notifications to one or more email addresses. Advanced features such as the ability to save progress and multi-page forms are available at an additional cost. The forms system supports workflow routing of submissions. We'll create the first form for you.

---

### **Content sharing**

With our content sharing tool, we've made it easy for you to share content (including news items, page content, alerts, directory, and events) across all of the sites in your network. This allows you to store and manage frequently used content on one site, automatically sharing it across any or all websites.

---

### **Accordion**

We'll create an accordion (a.k.a., FAQ, expand/collapse content area) element that can be added to any page of any of your sites.

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### **Interactive about us page**

Create an interactive about us page that will use movement, images and text to give guests an interesting overview about you.

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## **CMS features**

### **Media library**

WordPress offers a robust media library for site content. It accepts all types of media including images, videos and documents (e.g. PDF, Word, Excel, PowerPoint, etc.). While the media library supports tens of thousands of items, it's easy to keep it organized by organizing them into folders or tagging items in the library along. The media library can accept files of any size.

---

### **Create unlimited pages**

One of the tremendous benefits of WordPress is you can create an unlimited number of pages and even better, there are no licensing costs for pages! Create as much content as you would like because there is no additional cost whether your site(s) have 50 pages or 20,000! As a part of the site build process, we'll populate 20 initial pages of content for the site. We assume you'll be doing all of the copywriting for these pages and our role will be to place the text, stylize the pages, find images and crop them and make sure those pages meet all web accessibility standards. After those first 20, you can create as many pages as you would like on your own or, if your time is limited, pay us per page if you want our creative team to create the pages for you.

---

### **Retina/4K display ready**

Visitors with high-resolution monitors (i.e. retina/4K) will have an incredible experience on your site. We'll automatically detect when a visitor is using a retina/4K monitor and display high-resolution images that are exceptionally crisp, bringing your website to life.

---

### **Search engine optimization (SEO) framework + planning**

We design sites to be search engine friendly. That means we'll design your site with the technical nuances necessary to give you an SEO lift. We'll also install tools making it easy to manage and assess the SEO results for each page. Also, we'll provide cursory guidance on SEO principles. While we haven't included time to optimize the entire site, we can help with more thorough optimization for an additional cost.

---

### **Content review reminders**

You will be able to create a page review date for website content. Different web pages can have different review date requirements (e.g. 365 days, 180 days, etc.). For example, you might specify a page of content needs to be reviewed each year. When it's time for that page to be reviewed an email notification will be sent to the page owner so they can review and update the content. And, just in case they don't take action right away, we can automatically send reminders to the page owner inviting them to review the page.

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### **Page expiration**

Set expiration dates for content for a specific date so pages will become unpublished automatically.

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## **Testing, training + migration**

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### **Beta site setup**

Keep track of our progress with a project beta site. It allows you to preview the site and edit content at a hidden URL as we're preparing for launch.

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## **Training**

Training is critical to the project's success. Our comprehensive training program is customized to your unique needs. Typically, we conduct separate classes for power and less-experienced users. We prefer to keep classes at a manageable size to promote good interaction between our instructor and your content editors. We have included up to ten hours of training. Another great benefit of working with Juicebox is that we include a free monthly training session for your content editors after launch if we host your website. Training sessions can be held via video conference or in-person.

---

## **Site administration guide + training videos**

We'll create a custom site administration guide that will be an invaluable reference as you manage website content. Also, we'll also create a set of customized training videos specifically for your website.

---

## **Migration planning**

We'll work together to establish a transition plan as we prepare to launch the new site.

---

## **Quality assurance + testing**

We're not like most people when it comes to testing. We believe our work should be flawless. It's not your responsibility to find errors and bugs. Our design, development and project management teams do extensive testing making sure the site works perfectly. Even better, we're the only firm in the industry including our Bug-Free Forever warranty; if there's a bug in your site, we'll fix it at no cost whether it's the first week, first-year or sixth year!

---

## **Project management**

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### **Meetings + project management**

You will have a dedicated manager for the duration of the project. That same project manager will continue to be your primary point of contact after the site launches. Our proposal includes comprehensive project management and any necessary meetings. Throughout the project, you will provide feedback and approval for various deliverables (wireframe, sitemap, content plan, design). We'll have regular meetings and calls to collaborate at every stage, from design to development to launch.

---

### **Ongoing guidance + strategy**

A relationship with Juicebox doesn't end when your site launches! Included in the cost of your project is a quarterly post-launch meeting for us to provide ongoing guidance about your website. We don't charge for this meeting. It's a great opportunity for us to connect and provide you ongoing guidance ensuring your site will be successful for many years to come.

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## **Site governance**

We'll help you establish site governance practices as part of the project. Those practices will include a variety of information, but we suggest it covers these areas.

- Site updates: your process to update the site, outlining any approvals necessary before content is published.
  - Frequency & relevancy: specify how often content will be periodically reviewed, making sure information is current and still relevant.
  - Ongoing training: determine if regular training is required (e.g., content editing practices for web accessibility).
  - Ownership: identify who has content ownership of various areas of the site.
-

# Options

Add some sizzle if your budget allows.

---

## **Alternative language options**

*Implement automated translation* — We'll implement AI-based (artificial intelligence) automatic language translation tools such as Amazon Translate or Google Translate. Google Translate is a free tool and Amazon has a nominal cost (you'll be responsible for any ongoing Amazon translation costs; (ongoing costs vary based on monthly traffic and are nominal, e.g., \$300-\$500/year).

---

## **Staff directory**

We will provide a searchable staff directory for website visitors. Visitors can search for staff or filter by department or job title. Each bio can have contact information (e.g. name, email, phone number, department, job title) and a photo. For a nominal additional cost, we can add other features like more data fields or the ability for staff to manage their own bios. Easily bulk import staff member data using a spreadsheet (XLS, CSV) and it's a breeze to do a bulk photo import. You can manage individual staff members via WordPress. We'll take care of the initial import.

---

## **Automatic directory sync**

We'll tie your website to another of your other systems (e.g. Active Directory) to automatically keep staff information and photos current.

---

## **Surveys**

Create online surveys using your website. Survey results can easily be displayed using charts and graphs making analysis and reporting a breeze.

---

## **User authentication (via LDAP/Active Directory, Google, SSO, etc.)**

If you prefer to authenticate users with your existing systems, we offer many ways to integrate with your environment. This includes integration via LDAP/Active Directory as well as Google account credentials. We will integrate the permissions process so that visitors can use their LDAP/Active Directory or Google account credentials to log in to the website. We also support SSO in a variety of ways, including SAML.

---

## **Employee intranet (password-protected content)**

We'll create a password-protected site for staff. The website will have a variety of unique features and capabilities. It will follow the design standards of styles of the public-facing site but have unique elements useful for an intranet. This provided cost assumes certain requirements. If you need features like a specific calendar for district staff, news feed and other features, it could increase the cost of this item.

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### **Content migration**

As noted earlier, you can create an unlimited number of pages with WordPress at no extra cost (because there are no page license fees). But, if you need a hand populating the site with content, we're here to help. Our team will populate the site with content which includes placing text, cropping images, stylizing text and making sure each page meets accessibility standards. Any content migration is performed by our own US-based, native English speaking team members. We assume you will be writing the page content. It may be possible to perform an automated import of your existing site content, but we need to know more from you to understand if it is feasible. If we can automate the cost, it could reduce the cost per page.

---

### **RFP system**

We'll add a system to display open requests for proposals on the website. For each RFP, you'll be able to include information about the RFP along with associated documents. Also, you can list expired bids along with the awarded bidder. This item adds a component to the site, making it easier to manage bids. Alternatively, if you are looking for a less expensive option, you can continue using a table layout that wouldn't include any cost.

---

### **Social feed import**

We can import a variety of social media feeds into your website. We can import feeds from other sources like Instagram, Facebook, Twitter, or Flickr. Note, there is no cost to merely link (e.g., link in your footer) to a social channel.

---

### **WordPress accessibility preview tool**

We'll add our custom WordPress accessibility tool to ensure page content avoids all on-page accessibility errors (e.g. using descriptive alt text for images, ensures headings are in sequential order, confirms descriptive headings are used for tables). It's a great tool for your team to identify accessibility errors as they edit pages.

---

### **Website accessibility tool + remediation**

We'll add our sitewide website accessibility tool to scan your website, monitor and resolve any accessibility issues for you. A member of our team will regularly perform accessibility audits and resolve any problems on your website. If any issues are related to content entry (e.g., images without alt tags, uploading improper PDF documents), we'll provide your team a report of our findings. Our tool scans all images, pages, and news items to test for ADA compliance, including confirming all images use alt tags, validates all links (on-site and off-site), tests all color-contrast ratios, and performs CSS diagnostics.

Note this component is not a required item. Our guarantee of lifetime accessibility still applies to our work as we built your site. This component provides for the software tool to test web accessibility on an ongoing basis and for time to review those reports, remedy any issues identified and report our findings to you.

---

**Enewsletter template + subscription**

We'll design a custom e-newsletter template and place it into an enewsletter platform within Word-Press or an external service like MailChimp.

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**Job listings module**

Create a database to display listings for various open positions.

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**Apply online**

Allows website visitors to apply online for open positions.

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**Online registration**

Our forms engine tool has the ability to create a variety of forms that can be used for registration. Depending on whether you intend to collect registration fees via the website, we would recommend the best option. After we've had the opportunity to talk in greater detail, we can determine which option would work best.

---

**Custom photography**

Capture high-quality custom images for use on the website and other marketing literature.

---

**Homepage video**

We'll capture video content for a brief homepage video of approximately 30 seconds. This video would be images only and not include any audio. Depending on the length of the video and your amount of traffic, adding video could increase your hosting cost by approximately \$10 per month.

---

**Travel**

If you'd like to do discovery in person, we're happy to make the trip to your location. We'll invoice you travel expenses at cost.

---

**Resource library**

We'll create a searchable resource library for the website. You'll be able to include various items in the library (e.g., PDF documents, links to off-site items, pages, etc.). Site visitors will be able to search or filter items in the resource library to display matching results. View an example at: <https://www.arch.tamu.edu/academics/resource-center/>.

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### **Parks + attractions database**

We'll create a database of different parks and attractions. Each entity can be placed in multiple categories (e.g., lodging, hiking, guides/charter captains, boat launches, parks, history/museums, shopping, dining, parks, museums, golf courses, seasonal activities, etc.). You will be able to manage a list of categories. Each attraction's profile will include the attraction name, photo(s), address, email, phone, website address, description, hours, offers, and link to their social media identities. Website visitors will be able to browse or filter for different attractions based on the category. You will also be able to display an icon and link to various social media presences for each attraction.

---

### **Travel guides/itineraries**

Website visitors will be able to filter for different points of interest by selecting an itinerary or travel guide and choosing different things to include in their itinerary.

---

### **Microsite system**

We'll create a system so you can create new microsites. We'll also create the first site for you. We assume the microsite's will follow a similar look and feel of the primary site.

---

### **Interactive map**

We'll design and build an interactive map to show information on the website. The map will be custom-designed to match your brand. It will include visual styles that would be of interest to outdoor adventurers (e.g., contour maps, shading based on types of landscape (e.g., trees, roads, trails, etc.)). We'll be able to utilize (i.e., import) layers from your ArcGIS files and display them on the site. This will include showing things such as landmarks, maps and trails, and highlighting an area with a boundary (e.g., a park).

We will create custom icons for various features on the map (e.g., park, trail, hiking, fishing, tennis, playground, etc.). Site visitors will be able to filter for only their interests to be displayed. We can also include a pop-up with more information about a specific venue. The map can be easily modified (by you or us) to add new locations, trails and areas. The mapping engine that will be used on your site is the same one used by Strava, AllTrails and Recreation.gov. Note that based on the number of site visitors you expect to have on the site, there would be a but if your traffic were to far exceed your expectations, there may be a nominal additional cost for the mapping engine. View examples of recent map projects at:

- Film Kauai - we created a site for the Hawaiian Island of Kauai appeal to movie production companies and photographers to film on the island. [filmkauai.com/locations](http://filmkauai.com/locations)
- Decatur Parks - this site allows visitors to see where different parks and facilities are found on a map [decatour-parks.org/explore/interactive-map](http://decatour-parks.org/explore/interactive-map)
- Food Bank of Iowa - this site allows people to find a food pantry in their region [foodbankiowa.org/find-food](http://foodbankiowa.org/find-food)



# Hosting

You may host the site yourself or we can host it for you. The cost to deploy the site to our server or yours is included in the cost of the project.

If you choose to host with us, you're in good hands. We host more than 2,000 sites for our clients. If we're hosting the site, all maintenance and troubleshooting and security-related issues related to hosting are included in the cost of hosting.

If you elect to host yourself, any support that we would provide for hosting the site after the initial deployment would be billable at our hourly rates.

## Specifications

The hosting environment will be a cloud-based virtual private server that can be instantly upgraded should we need additional storage capacity. We also feature a Content Delivery Network (CDN) for ultra fast delivery of images, media and documents from the website. We will host your website on a month-to-month arrangement and you may cancel at any time. For your convenience, we can invoice you monthly, quarterly or annually. Your hosting plan includes the features listed below.

Managed server environment	Content Delivery Network (CDN)
Cloud based for unrivaled redundancy	Daily backups
Automatic server security patches and upgrades	99.95% uptime SLA
Includes CMS security patches and upgrades	24/7 site monitoring and analytics
300GB storage	24/7 support from tier 1 personnel
3TB monthly data transfer	Denial-of-service basic threat protection

# Cost summary

Website project work	Cost
Core website functionality	\$37,750
Discovery, planning + design	
Technology	
Modules	
CMS Features	
Testing, training + migration	
Project management	
Options	Cost
Google Translate	\$1,200
Staff directory	\$3,250
Automatic directory sync	\$1,650
Surveys	\$300
User authentication (via LDAP/Active Directory, Google, SSO, etc.)	\$1,350
Employee intranet	\$7,000
Content migration	\$13/page
RFP system	\$3,650
Social feed import	\$900/feed
WordPress accessibility preview tool	\$285/year
Website accessibility tool + remediation	\$2,450/year
Enewsletter template + subscription	\$1,800

Job listings module	\$2,000
Apply online	\$800
Online registration	TBD
Custom photography	TBD
Homepage video	\$2,500-\$3,250
Travel	\$400/person + travel expenses
Resource library	\$3,750
Parks + attractions database	\$5,850
Travel guides/itineraries	\$4,750
Microsite system	\$8,500
Interactive map	\$6,450
<b>Post-launch options</b>	<b>Cost</b>
Hosting (monthly cost)	\$2,400/year
Maintenance + upgrades	\$650/year
Unlimited support	\$2,800/year

# What happens after launch?

## Delight in the freedom of open-source

You're going to like this part. Because we're using an open-source content management platform, there are no ongoing licensing fees. WordPress automatically updates all security updates. As a part of hosting the site, we'll manage security and updates for the hosting environment.

## Ongoing maintenance + enhancements

We are happy to serve you in any of these ways:

### Option 1: Pay-as-you-go

Some of our clients prefer to pay as they go for site maintenance. If this is your preference, our hourly rate is \$135.

### Option 2: WordPress + plugin upgrades

We'll upgrade the version of WordPress and associated plugins that power all of your site(s) at least three times each year.

### Option 3: Unlimited tech support

Get unlimited technical support for advanced content editors (via phone, email). This includes support for any third-party integrations found on the site, such as an automatic directory sync. We also include a monthly training session for all other content editors. Note this does not include new programming or design work for the site. Those enhancements would be provided at our hourly rate or quoted at a fixed cost.

## Support around the clock

Our offices are staffed from 7:30 a.m. to 7:00 p.m. CT. Hosting support is 24x7x365 (we provide you after-hours phone numbers), and we have tier three hosting staff always available. You may request support via phone, email, via a support request form or text message.

## No bugs for life

We stand behind our work, like no one else in our industry. That means we're deeply committed to delivering error-free code. If either of us finds a bug that's our fault — whether it's the first week, fifth month or fifth year, we'll fix it for free.

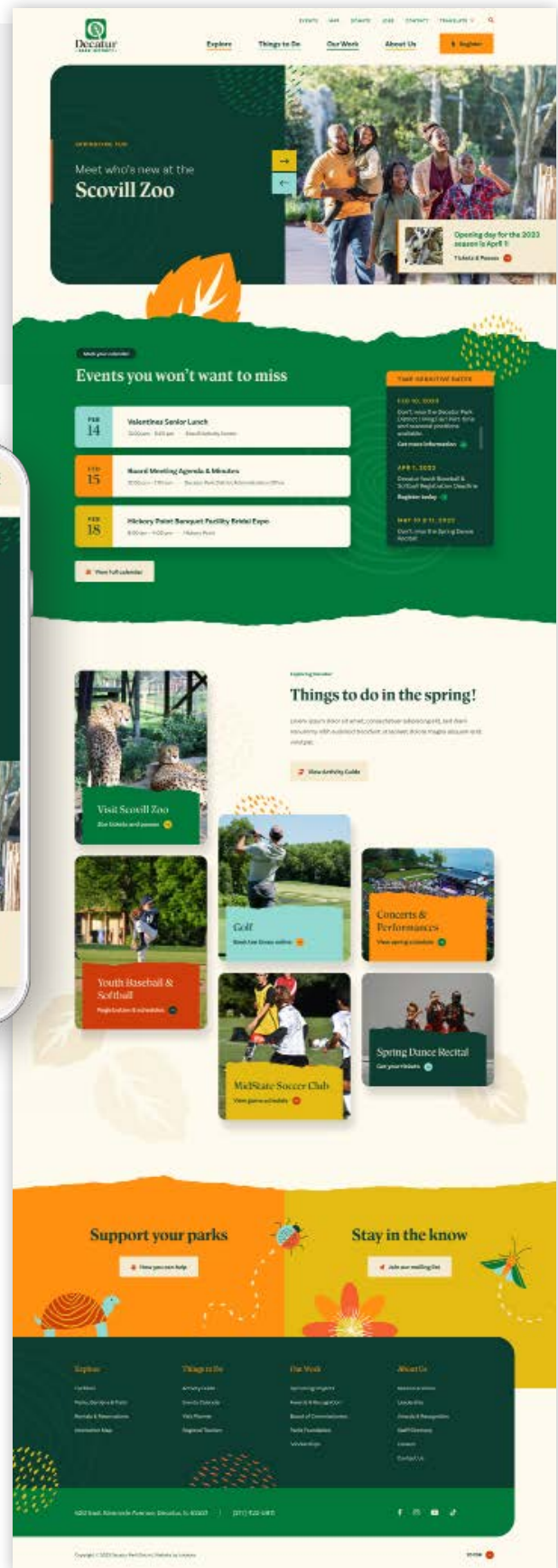
## Web accessibility for life

As you read earlier in our proposal, we take accessibility very seriously. If your site has accessibility issues due to anything we've done to create the site, we'll correct those mistakes at no cost, whether those issues are identified in the first week or the fourth year. Understand that if new accessibility standards or requirements change, any changes to account for those new requirements would be billable. If you do not follow accessibility practices when managing content those issues would be your responsibility to fix and not covered under our warranty.

Decatur Park District, comprised of 2,000+ acres and 36 parks, curates a diverse tapestry of facilities—amphitheater, zoo, golf courses, and more. Our goal? Craft a visually captivating website, igniting excitement to explore the rich amenities within our parks. Featuring interactive maps and visit planners, the site invites visitors to embark on an adventure, discovering the vast offerings from neighborhood parks to bustling community recreation center and sports facilities.

Website features:

- Home
- Interior
- Department
- News
- Events
- Staff Directory
- Photo Gallery
- Locations database
- Board meetings & policies
- Interactive about us page
- Interactive map
- Visit planner
- Microsites
- 404

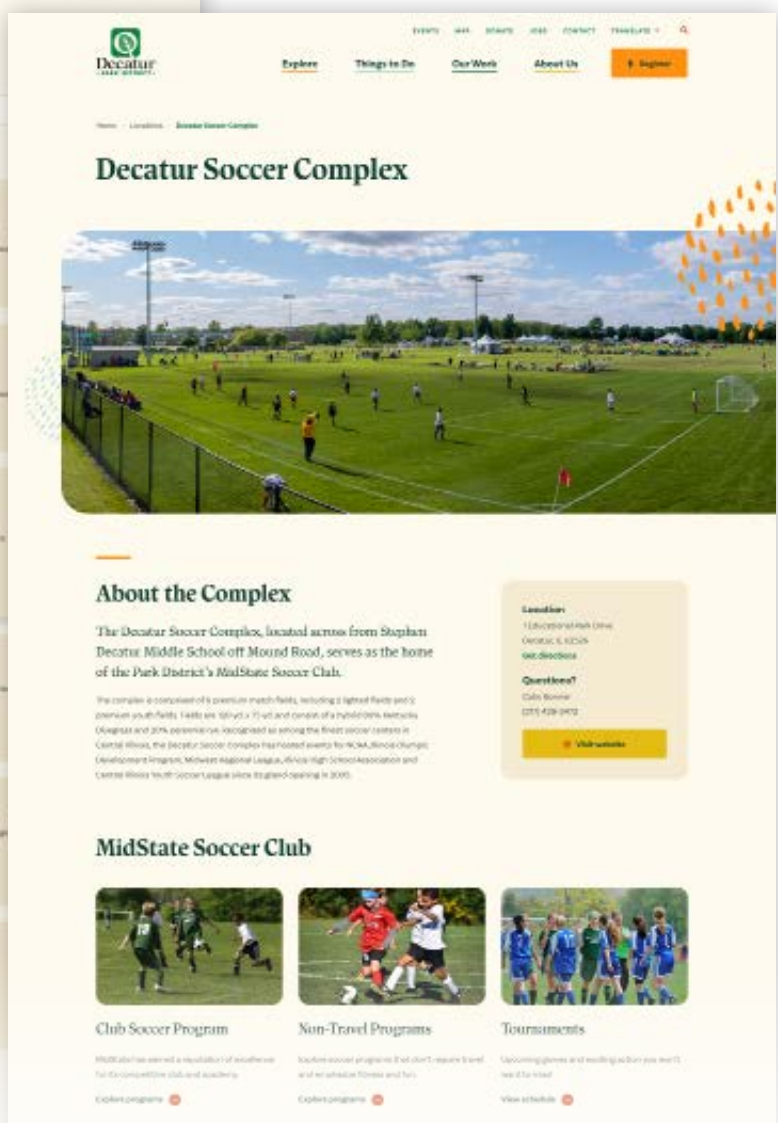


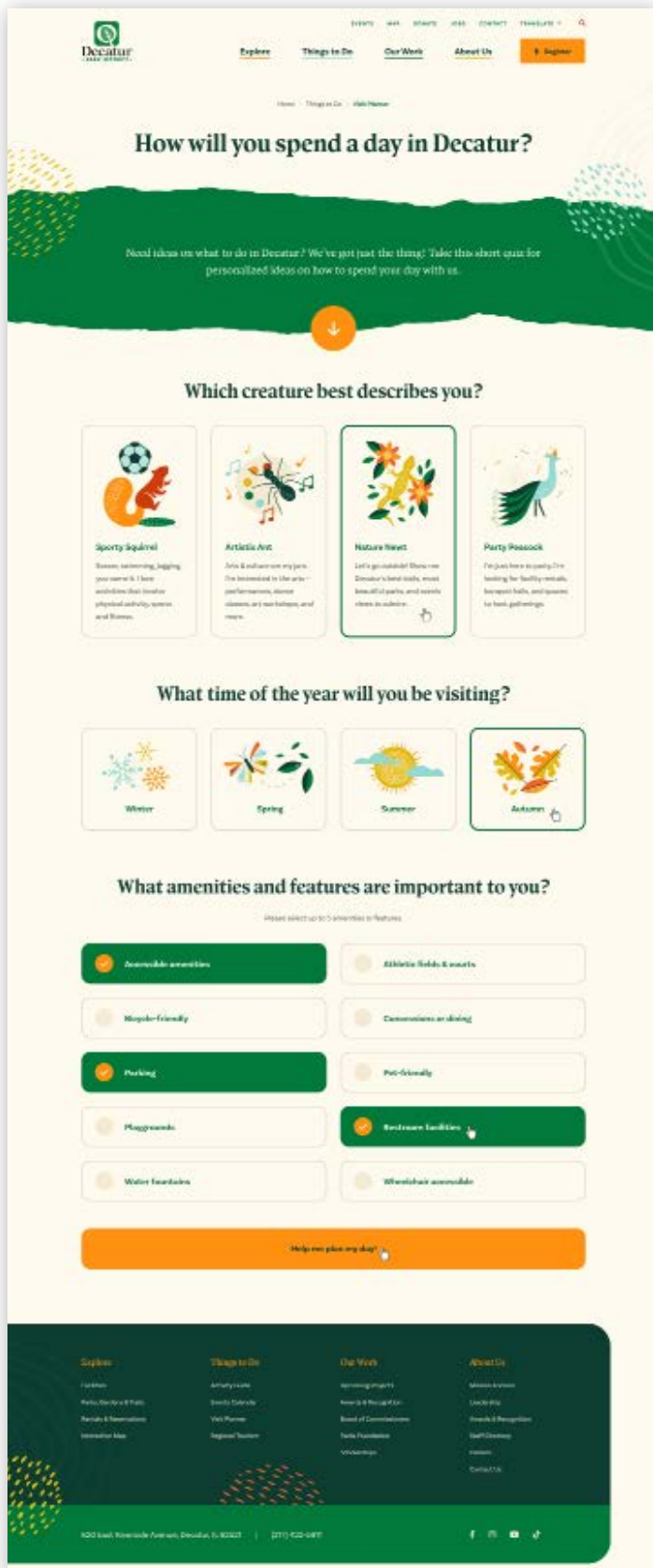




### Locations Database & Detail

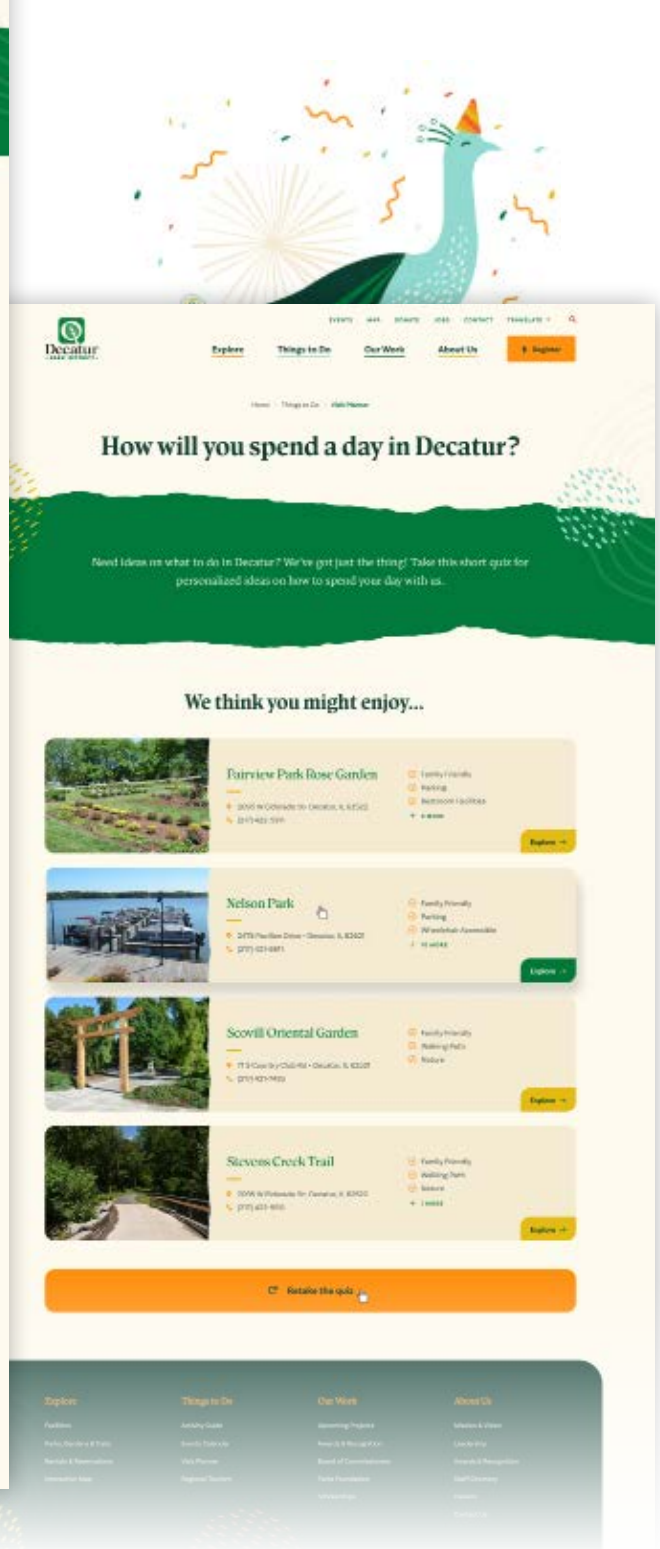
With so many different activities and amenities offered across their locations, it was essential to provide easy-to-find and helpful information for site visitors. Park staff can easily create custom profiles about each location uses our locations database so patrons know what amenities are available.





Visit Planner

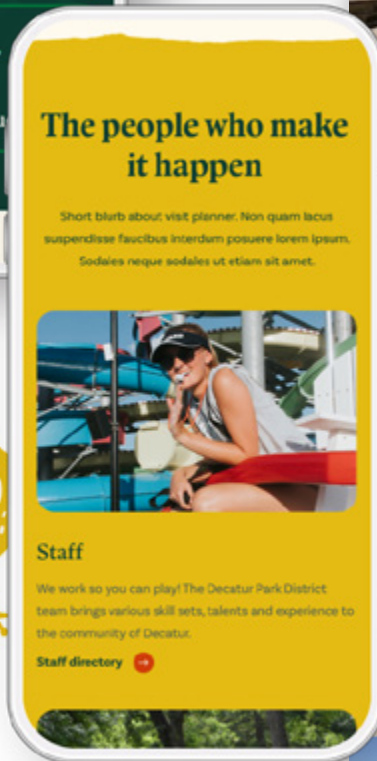
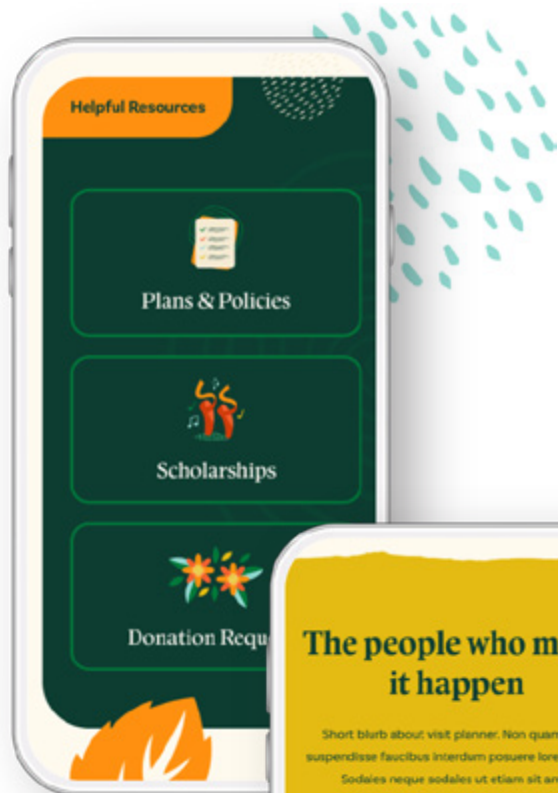
Our visit planner is a hit! Filter by activity, season, and more – making it a breeze for visitors to tailor their experience. We created custom illustrations across the site to make the experience for fun!

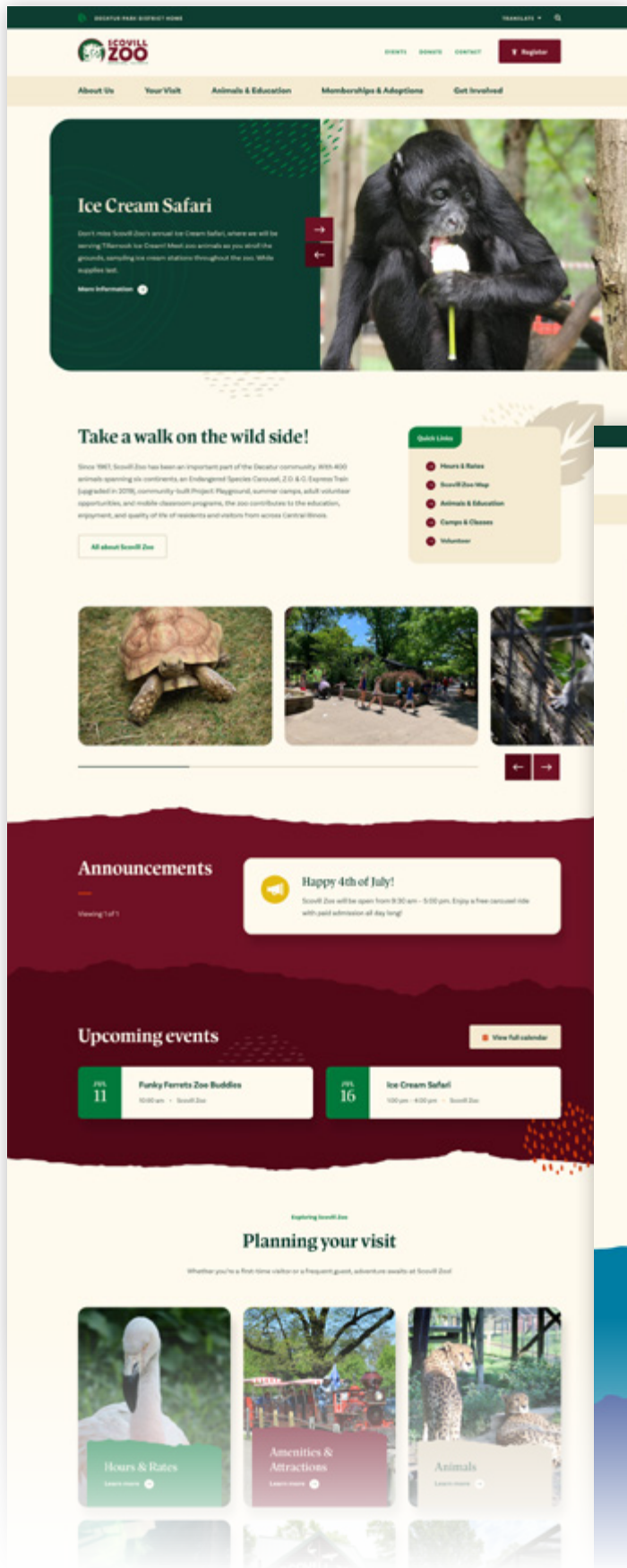




Custom About Us

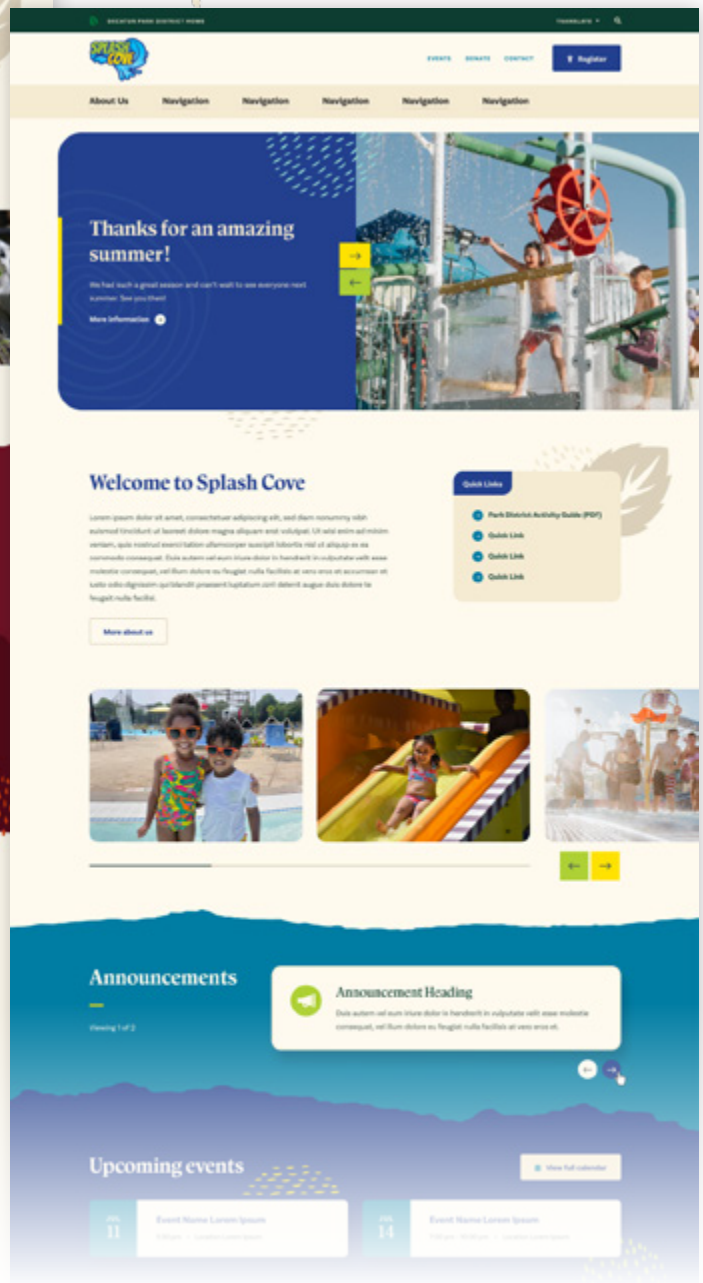
Our aim was to enlighten the community about the diverse parks and services offered. Providing an overview, it guides the community on engaging seamlessly with the park system.



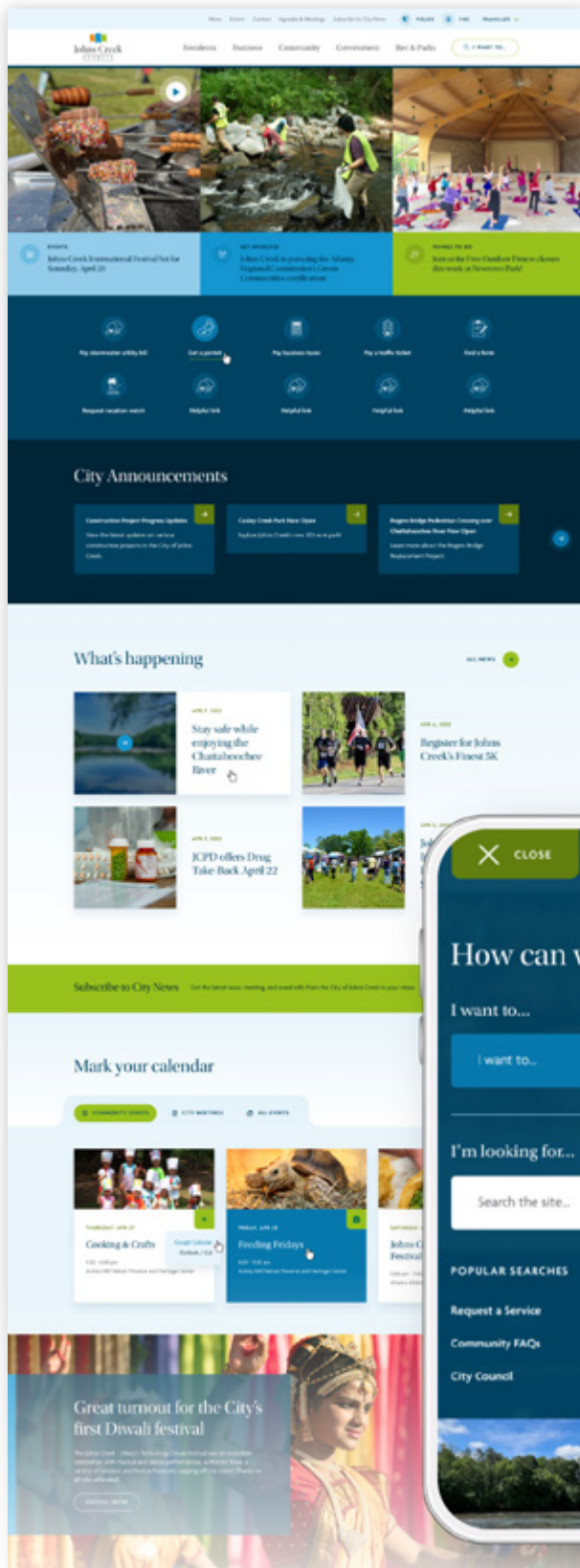


Microsite Network

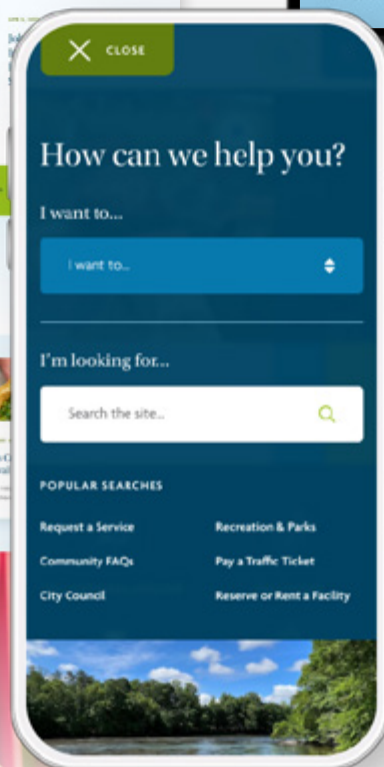
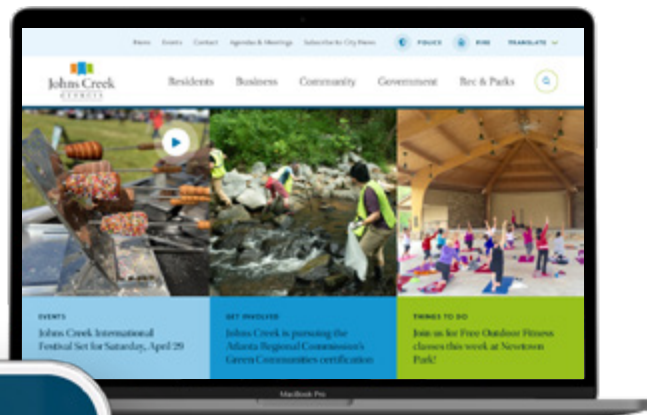
We created a microsite system to create microsites for specific purposes or facilities. Each microsite can be visually stylized for its unique needs and make sure of the other visual components used across different sites in the network.







For the vibrant Atlanta suburb of Johns Creek, boasting nearly 100,000 residents, our team spearheaded the development of a user-centric website reflecting the community's quality of life. Our intuitive design creates swift navigation, ensuring visitors promptly locate desired information. We created a microsite system empowering them to effortlessly craft specialized microsites, catering to diverse community events like festivals. Rich in custom illustrations and visual assets, our design seamlessly aligns with the brand's ethos.



Website features:

- Home
- Interior
- Department
- News
- Events
- Business Directory
- Meetings & Agendas
- Staff Profiles
- Interactive About Us
- Microsite system
- 404



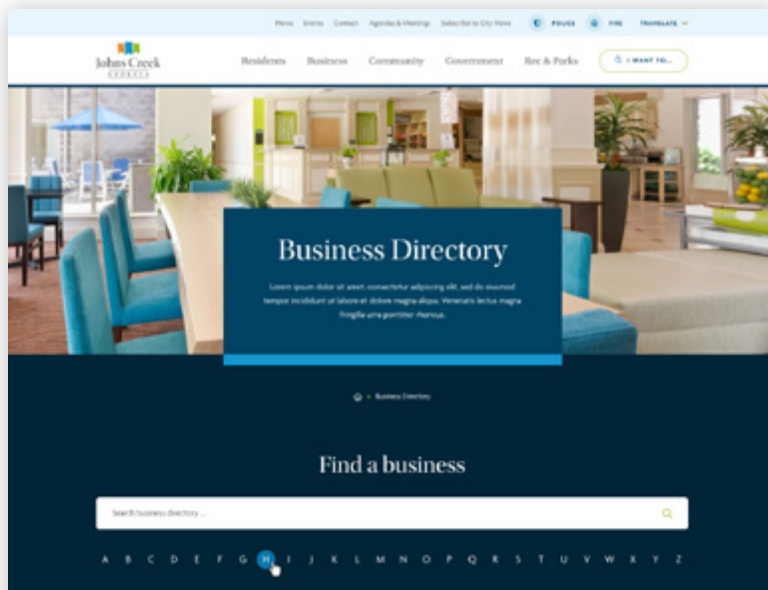
### Custom components

Our site integrates custom stylized blocks adaptable to diverse page layouts, offering content editors the freedom to choose specific icons, brand colors, and layouts adhering to our digital style guide. These versatile content blocks seamlessly accommodate both full-width and sidebar-present layouts, enhancing design flexibility.

The image displays three distinct content blocks. The first is a 'Recreation & Fitness' block featuring a photo of people cycling on a path, with a 'MORE' button and a right-pointing arrow. The second is a 'Pay a traffic ticket' block with a traffic light icon, a title, a paragraph of placeholder text, and a 'PAY MY TICKET' button. The third is a 'Bell-Boles Park' block with a photo of a playground, a title, a paragraph of placeholder text, and an 'EXPLORE' button.

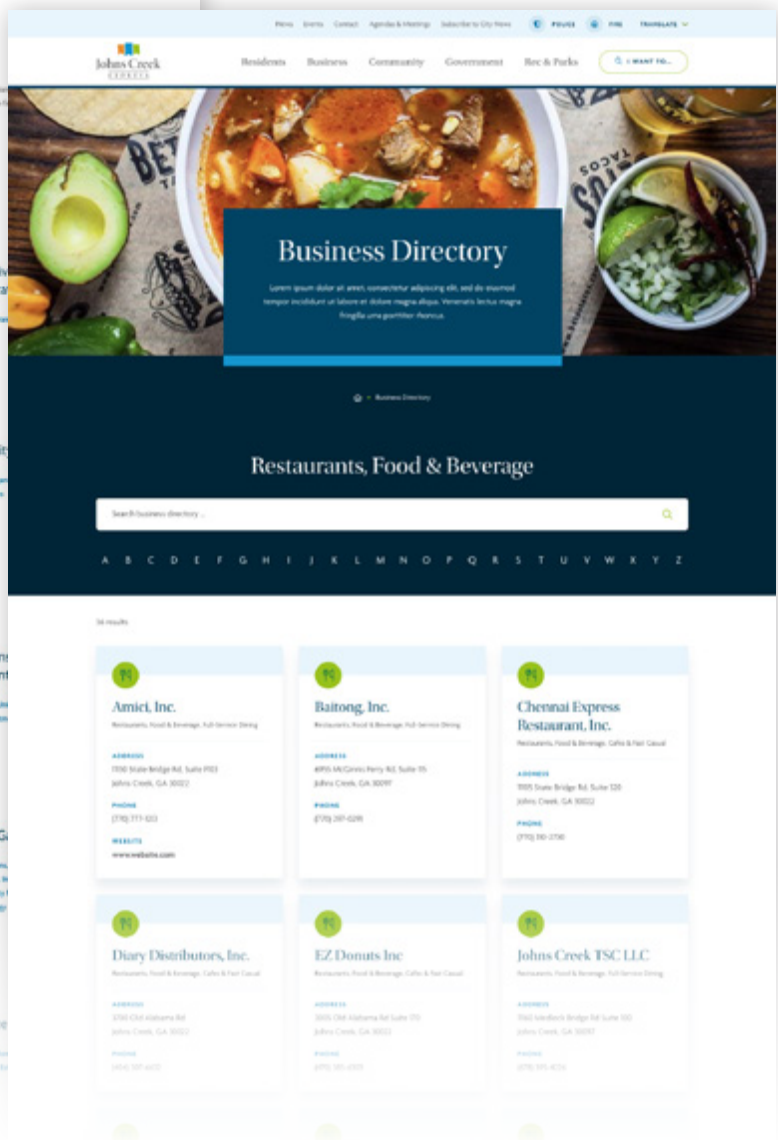
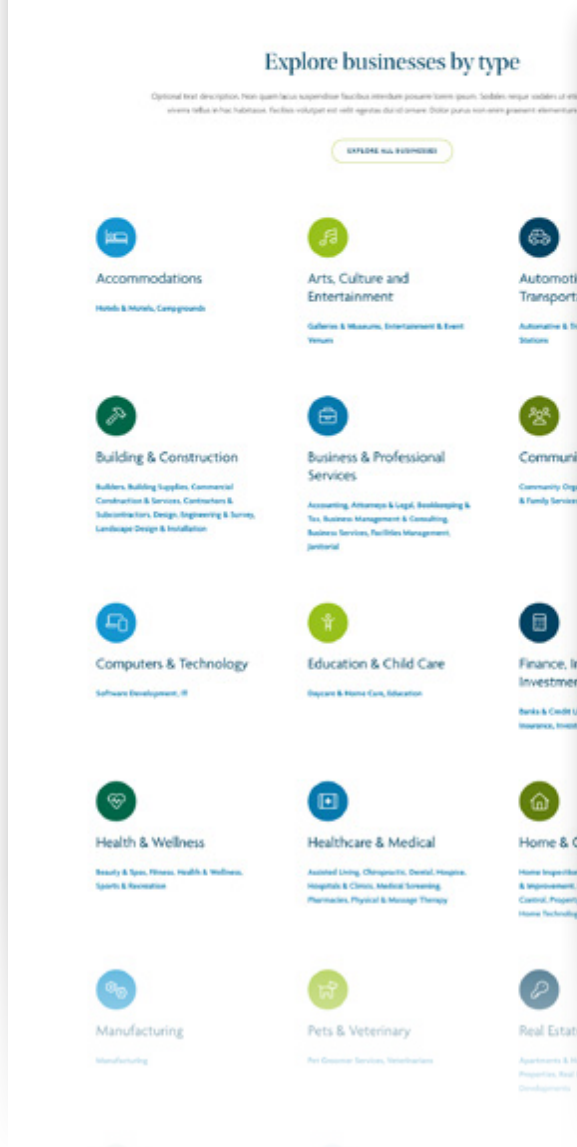
This block shows a navigation menu overlaid on a background image of people at a festival. The menu includes three items: 'Creekside Park' with a hand cursor icon and a right arrow, 'Economic Development' with a right arrow, and 'Recreation & Parks' with a right arrow. On the left side of the menu, there is a '1 OF 12' indicator, a paragraph of placeholder text, and left and right arrow navigation buttons. An 'ENLARGE' button with a right arrow is located at the bottom right of the background image.

This block features a hero section for a 'Great turnout for the City's first Diwali festival'. It includes a background image of a woman in traditional Indian attire. The text describes the event as an incredible celebration with musical and dance performances, authentic food, a variety of vendors, and festive fireworks. A 'FESTIVAL RECAP' button is positioned at the bottom left. On the right side, there is a 'Public Safety' contact card for Jane Green, listing a phone number, a fax number, and an address in Johns Creek, GA.



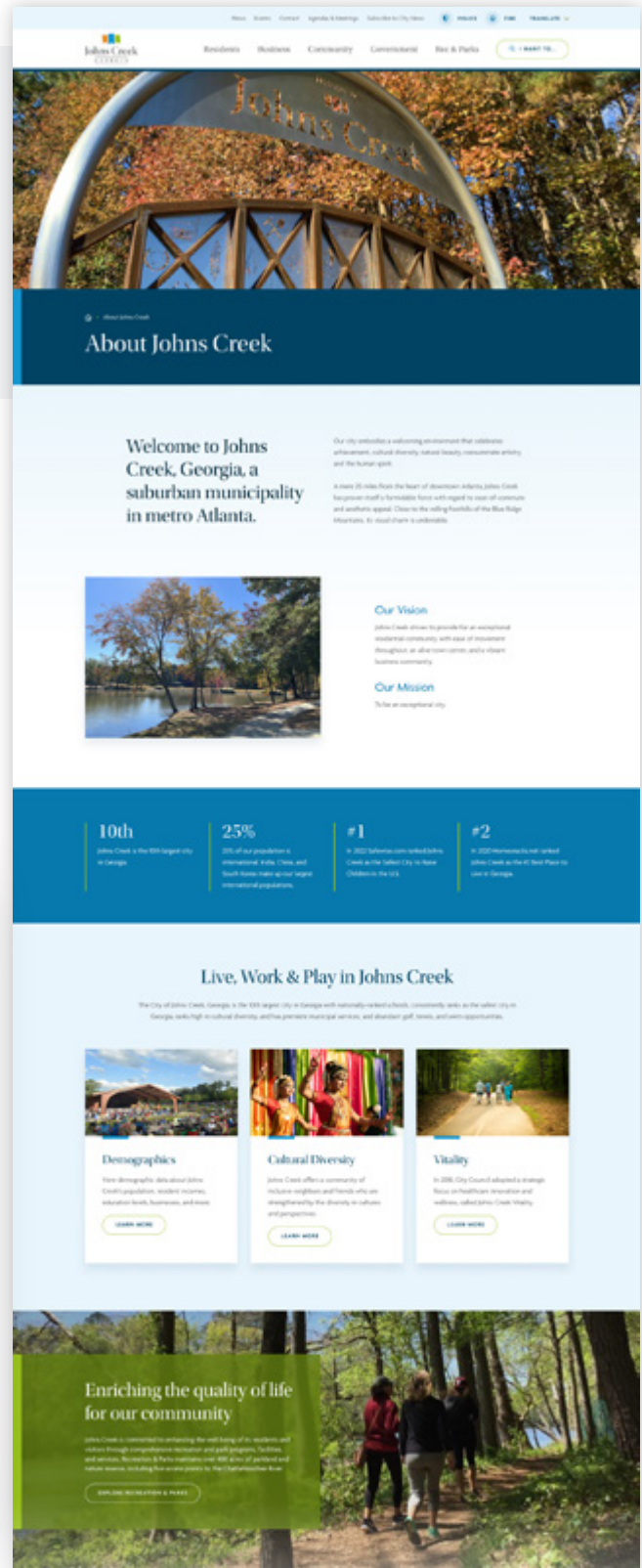
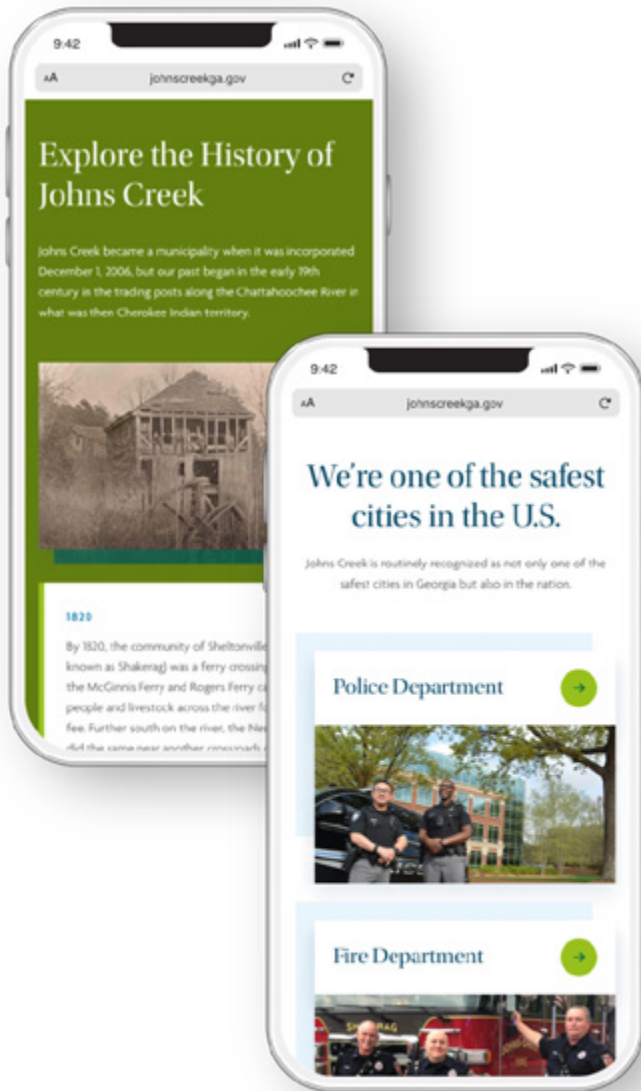
### Business Directory

To bolster community support for local businesses, we developed a comprehensive business directory on their website. Visitors can easily filter through various categories and access detailed profiles of each business, reinforcing the community's commitment to fostering local economic growth.

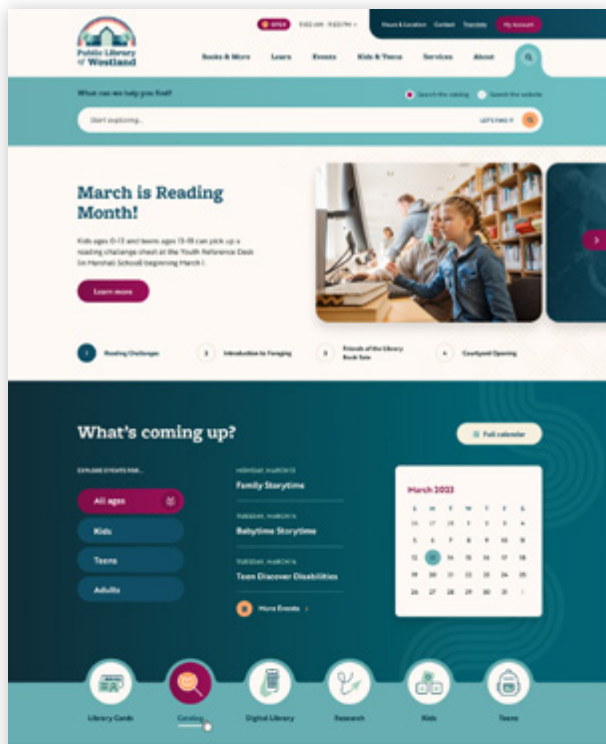


Custom About Us

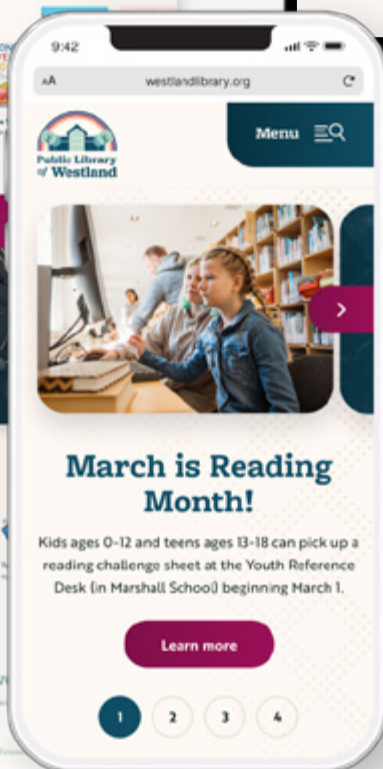
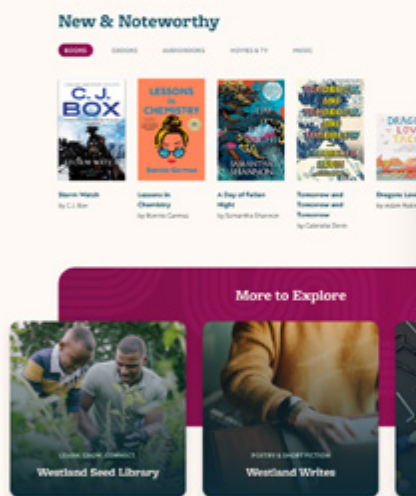
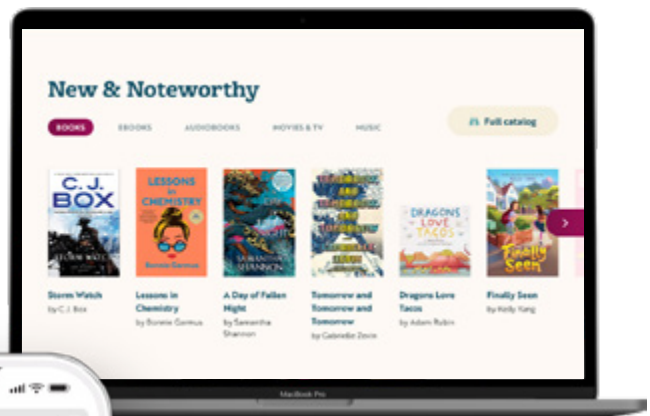
Originating amidst the Atlanta metro expansion, Johns Creek boasts rich local history and unique natural features. Our focus was to highlight area amenities, provide transparent updates on city construction projects, and facilitate communication with elected representatives on the council, fostering community engagement and awareness.







Nestled within the Detroit metro, Westland boasts a captivating history. It didn't claim city status until the '60s, while Detroit's expansion surrounded it. Amidst annexation threats, it chose autonomy, birthing a city. But how to name it? Without distinct geography, it embraced a blossoming American icon. Care to guess? Indeed, Westland, MI draws its name from the emerging cultural marvel, Westland Mall! After 25 years, it was time to spruce up the library with its first major renovation and expansion. That made it a terrific time to do a rebrand and create a splendid new website.



Website features:

- Home
- Interior
- Department
- News
- Events
- Databases
- Collections
- Staff Profiles
- Job Opportunities
- Photo Gallery
- 404



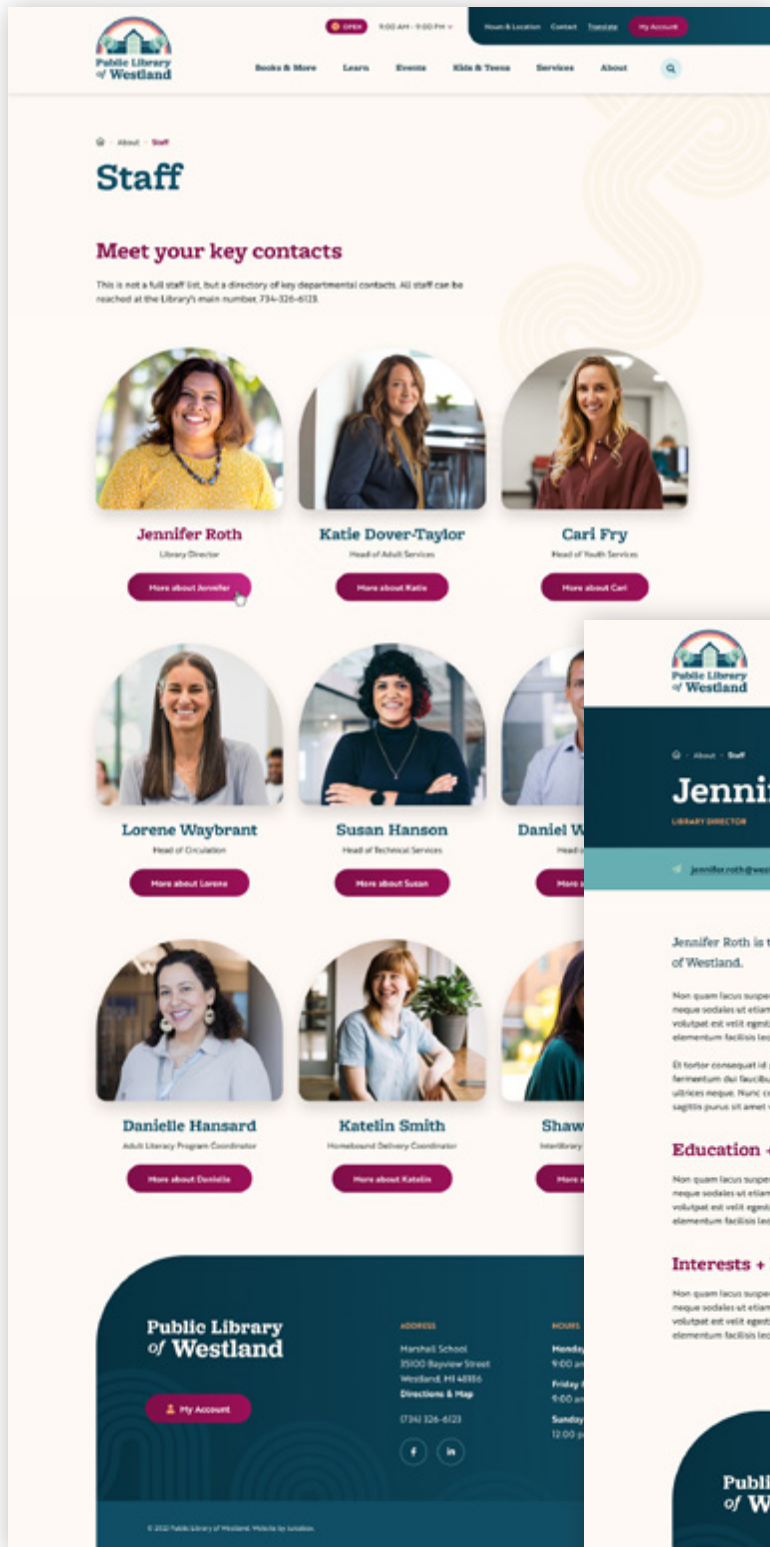


Collections & Custom Illustration

We sprinkled in an array of layouts and playful visuals for crafting pages that pop. Decked out with custom illustrations, our mobile-first mojo ensures a fab look on both desktop and mobile screens.





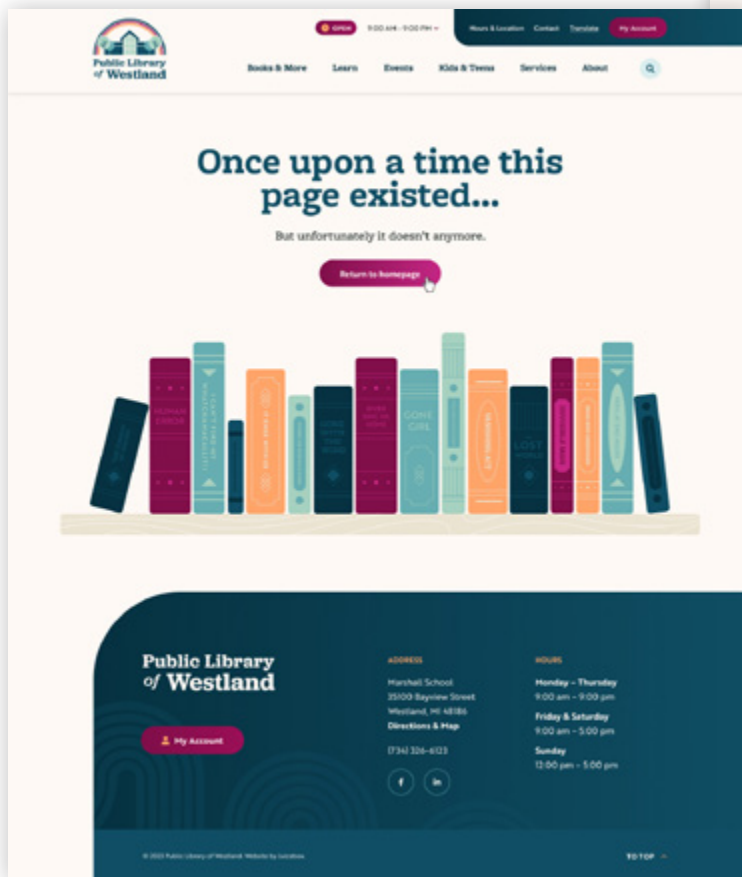


Staff Profiles

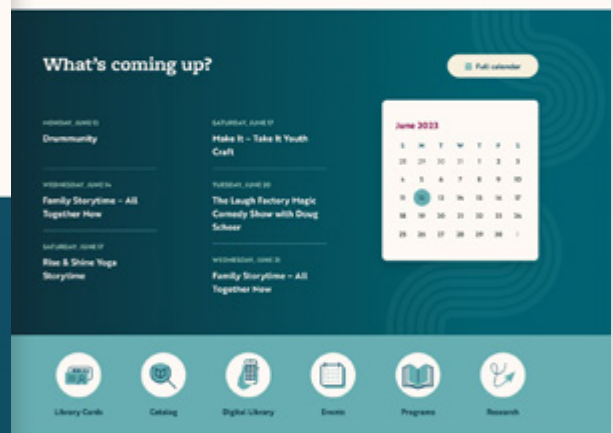
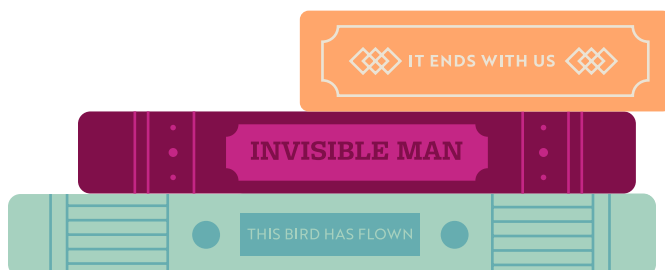
They've got a dynamite squad of librarians and staff. We wanted to feature them on the new site to put a friendly face to the team and make patrons feel right at home. They'll dish out book suggestions and spill the beans on how they go above and beyond for our awesome patrons.



Patron-friendly with Advanced ILS Integration  
 Catering to diverse economic levels, Westland Public Library stands as a beacon. Fueled by an unwavering commitment, they constantly evolve to uplift their community. A trusted haven for information and resources, they offer everything from engaging events to handy mobile hotspots patrons can check out. The site features advanced integration with their ILS (integrated library system) platforms.



Custom 404 page



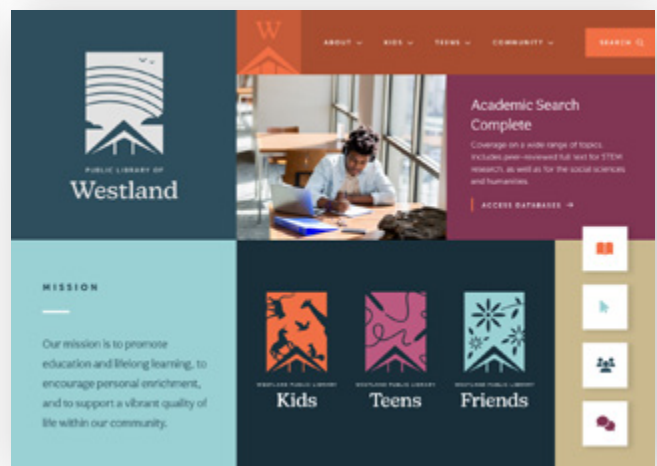
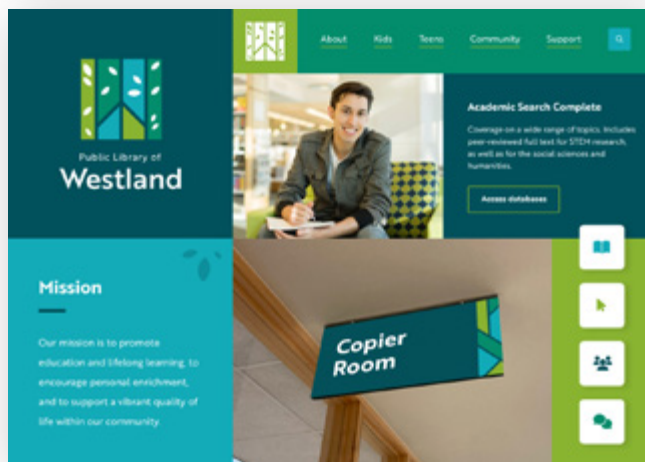
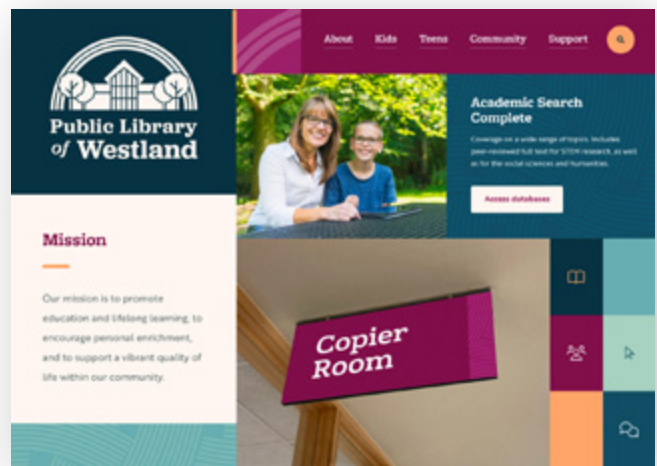
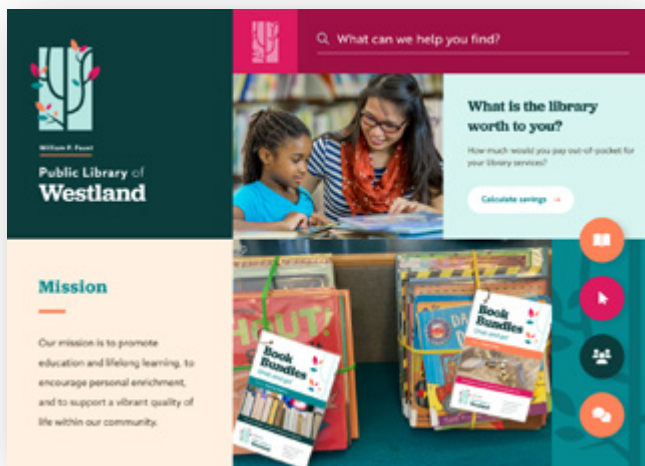


# Public Library of Westland

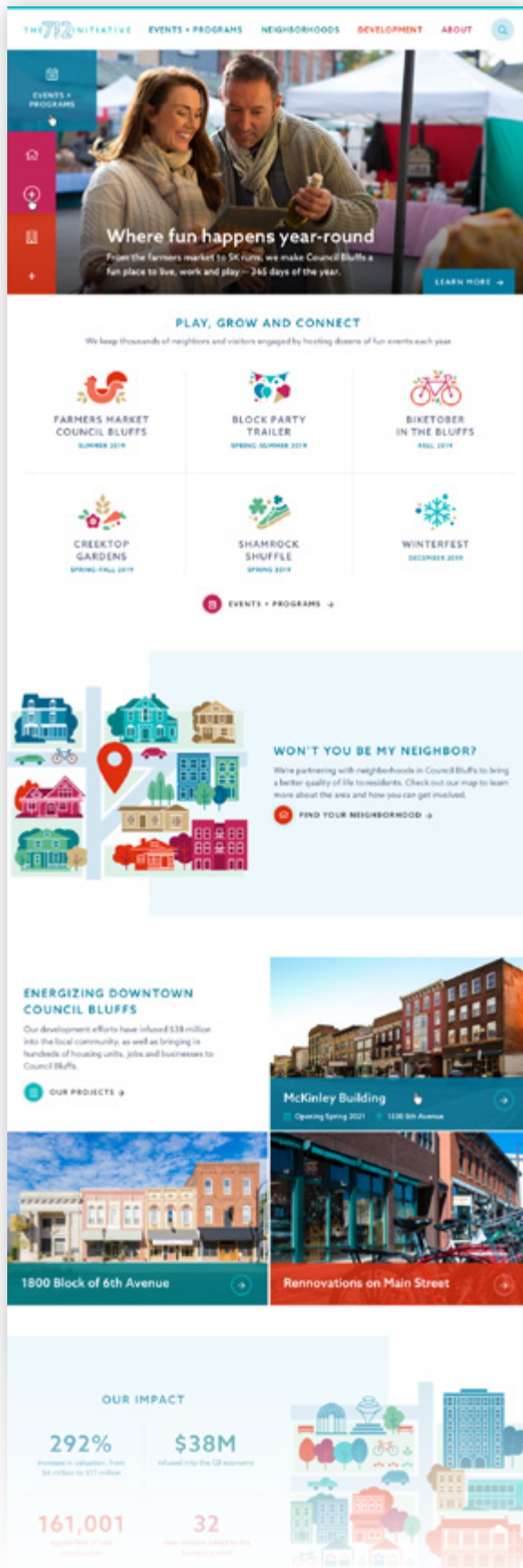
Final logo concept

## Brand Identity

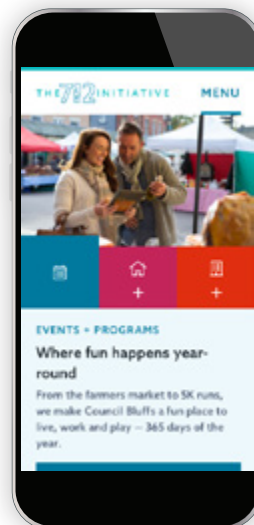
We led the way in their rebranding adventure through immersive discovery sessions. While green was their go-to hue and wanted to retain a hint of their former logo, we added new colors to their palette. To help them envision a comprehensive brand we created mood boards to imagine the brand's fresh vibe across signs, literature, and the digital canvas!







The 712 Initiative manages urban redevelopment and quality of life programs to make Council Bluffs, Iowa a better place for business and families to thrive. Juicebox created a fun website for neighbors and families to see 712’s events as well as a portfolio of revitalized buildings and spaces in town that came under 712’s management. Chock full of colorful illustrations, custom photography and friendly copy, this website makes it easy for people to understand what makes Council Bluffs a fun place to be.

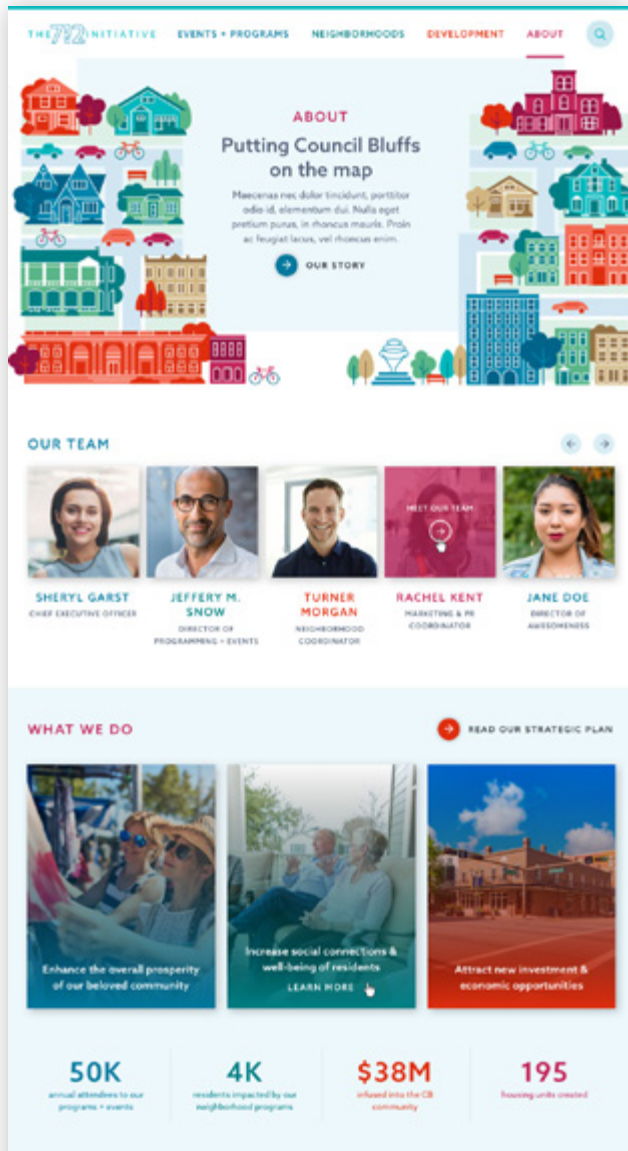


Website features

- Home page
- Interior page
- Development portfolio
- Events
- Neighborhood map
- Custom about page
- Illustrations + icons
- Forms system
- Custom reservation forms
- Custom 404 page
- Responsive design
- Site search



Custom programs + events icon set

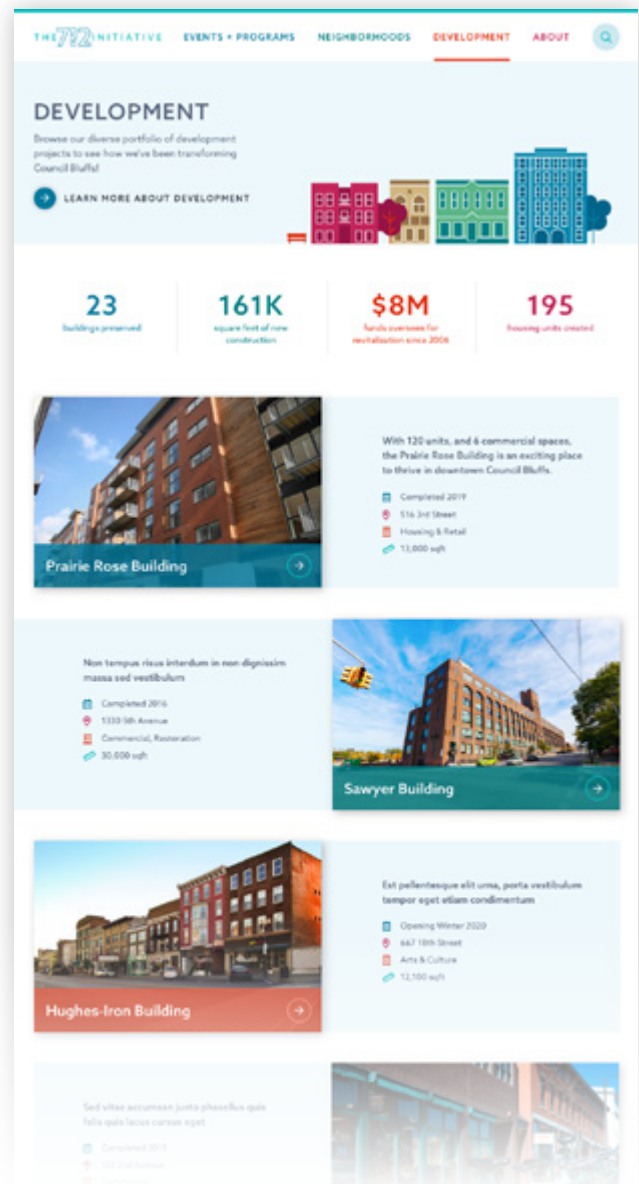


### About

The about page displays the organization’s team, overall initiatives, custom photography, calls to action and more. Custom illustrations showcase the diverse residential and commercial architecture in the historic city.

### Development portfolio

Visitors can view stories of buildings that have been revitalized under 712’s watch, from apartment buildings to civic centers to restaurants.





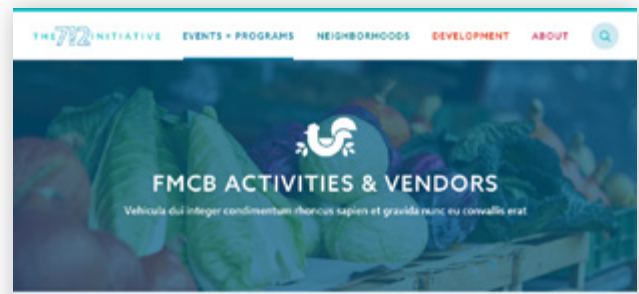
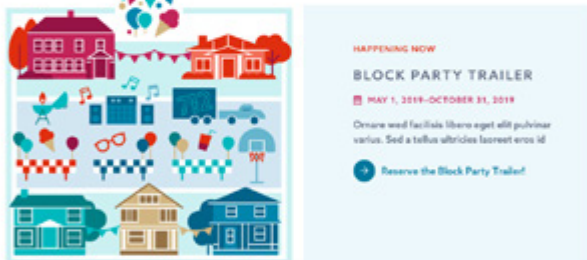


### Events + Programs

Each event has its own custom illustration or icon on the landing page where viewers can see dates, locations and descriptions.

### Farmers Market

Visitors can advance to view upcoming events and activities, view an illustrated map and browse a directory of vendors at the farmers market.



Home - Events + Programs - Farmers Market Council Bluffs - FMCB Activities & Vendors

### FMCB — 5/18/19

#### Activities

**Children's Activities**  
Kangaroo Klawm Bouncy Castle, face painting by Edwina Dromais at the corner of 1st and 6th. Yoga for Youngsters at 4:30 PM on the Pearl St. lawn.

**Music**  
Kacey Mangraves 4:30 PM-5:30 PM; Brandi Carlisle 6:00 PM-7:00 PM. Main stage on the 1st Ave. lawn.

**Fitness**  
Yoga 5:00 PM on the S. 6th St. lawn; zumba 6:15 PM.

VIEW ACTIVITIES SCHEDULE



#### Vendor Directory

All categories

**J Bee Farms**  
Farm Products - Gravit, IA  
View dates  
Contact J Bee Farms

**ALHS Chess Club**  
Other - Council Bluffs, IA  
View dates  
Contact ALHS Chess Club

**Ashley & Jerry Billing**  
Farm Products - Council Bluffs, IA  
View dates  
Contact Ashley & Jerry Billing

**Ashwood Grove Soaps**  
Arts & Crafts - Council Bluffs, IA  
View dates  
Contact Ashwood Grove Soaps

**Big Mama's Kitchen**  
Food - Council Bluffs, IA  
View dates  
Contact Big Mama's Kitchen

**Birdley Road Blueberries**  
Farm Products - Council Bluffs, IA  
View dates  
Contact Birdley Road Blueberries

**CrossFit Council Bluffs**  
Other - Council Bluffs, IA  
View dates  
Contact CrossFit Council Bluffs

**Davis Family Sugar Shack**  
Farm Products - Council Bluffs, IA  
View dates  
Contact Davis Family Sugar Shack

**Denise Beatty**  
Farm Products - Omaha, NE  
View dates  
Contact Denise Beatty

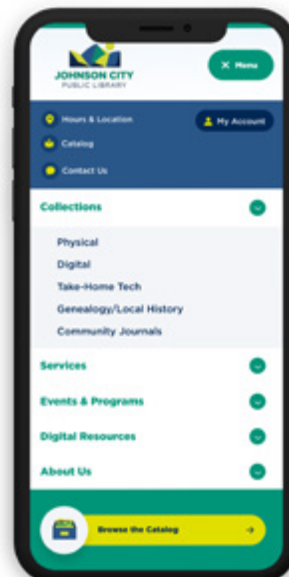
**Elaine Fenner**  
Arts & Crafts - Treynor, IA  
View dates  
Contact Elaine Fenner

**Emie's Cupcakes**  
Food - Council Bluffs, IA  
View dates  
Contact Emie's Cupcakes

**Erick's Enchiladas**  
Food - Omaha, NE  
View dates  
Contact Erick's Enchiladas



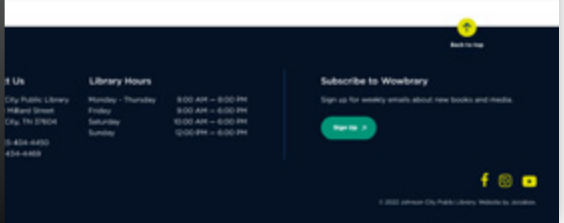
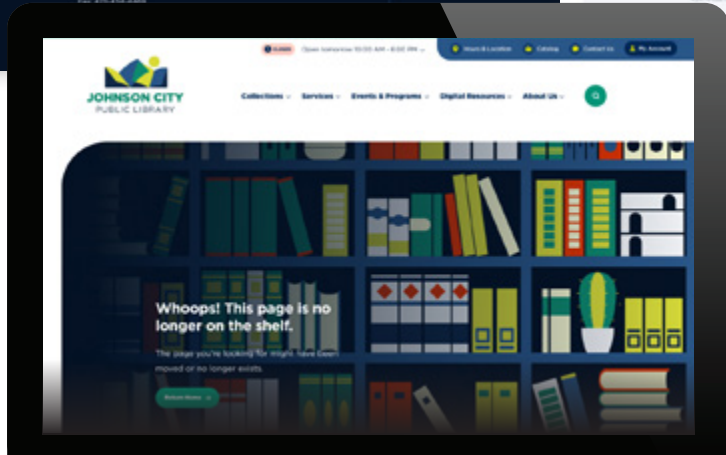
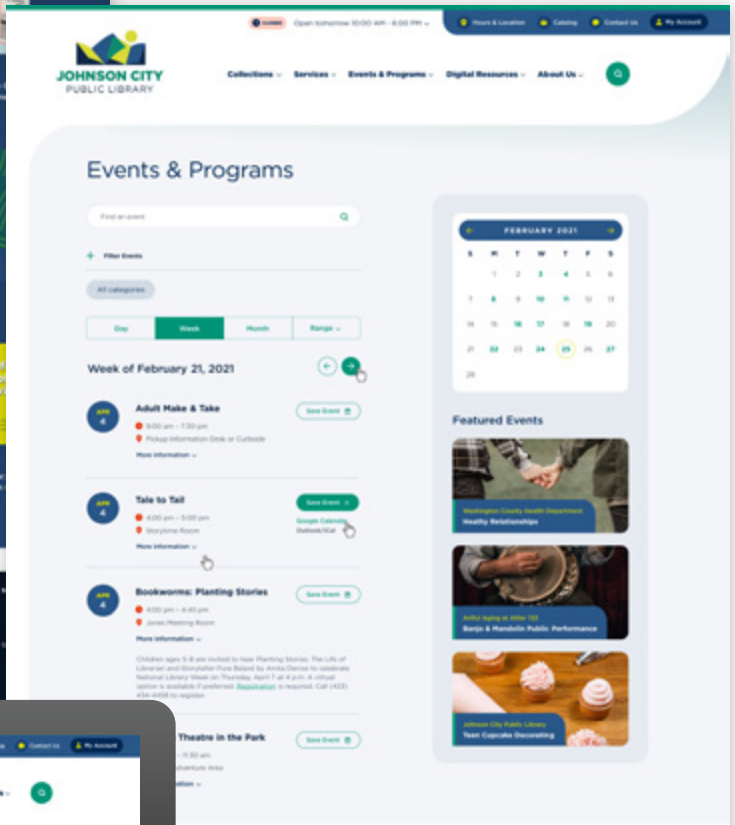
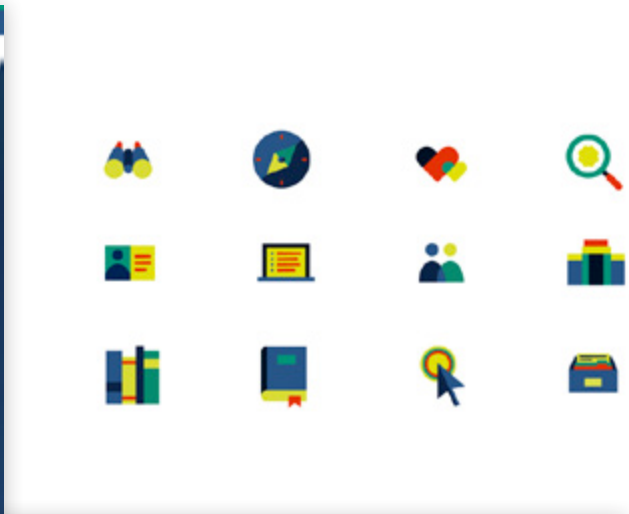
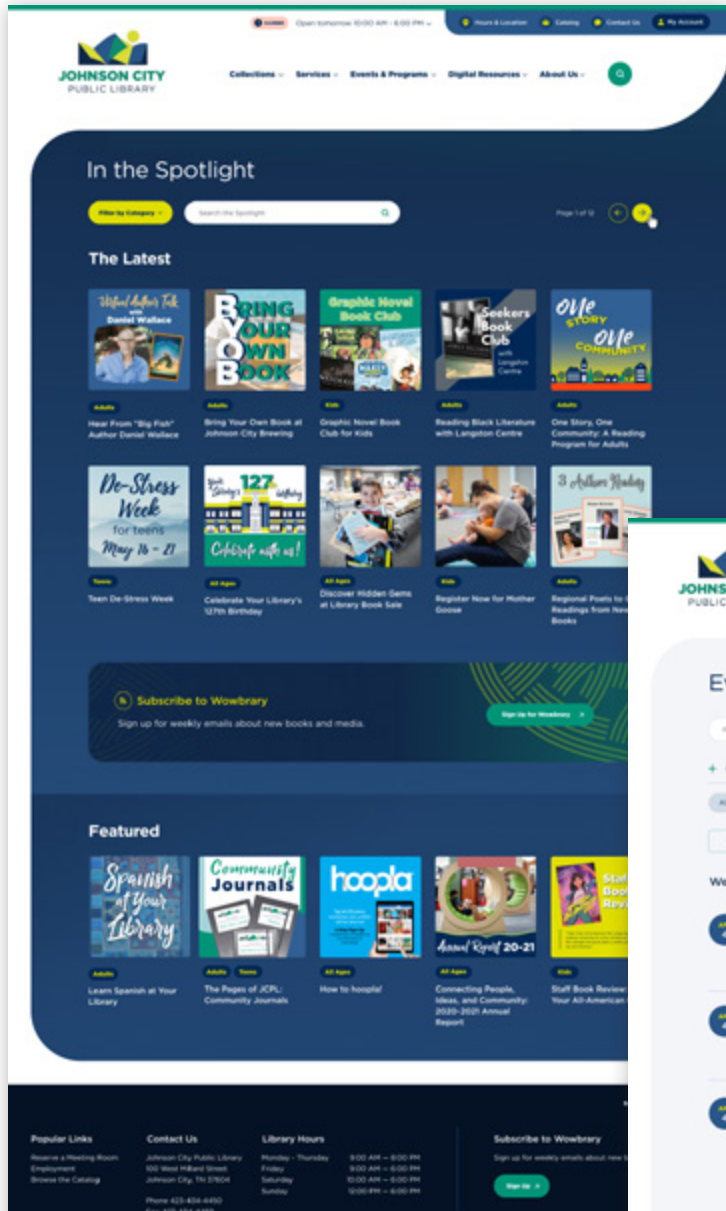
The Johnson City Public Library had a beautiful brand that wasn't reflected in their old website. We worked within their brand guides to elevate the website by creating custom illustrations, icons, and showcasing fantastic photography. We also enhanced their site management including event registration –making it a breeze for anyone to get events featured on the site.



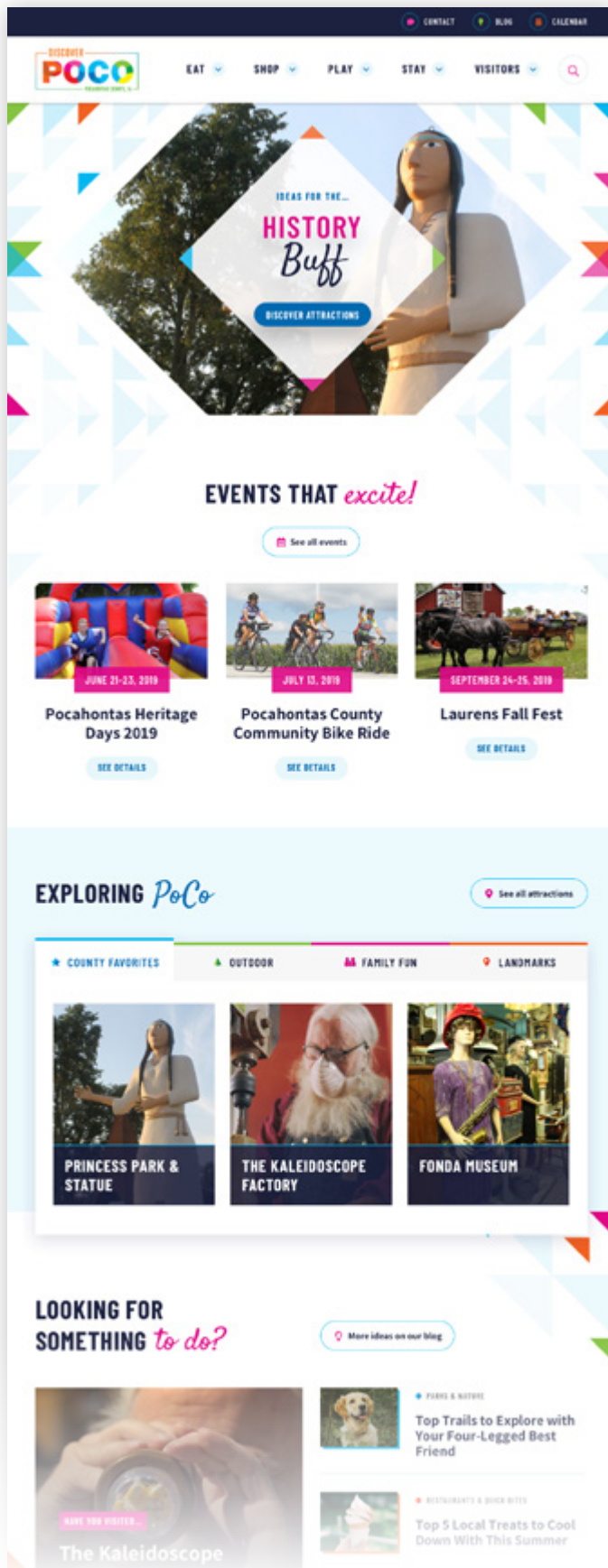
Website Features:

- Home page
- Interior page
- Services page
- Collections page
- Resources page
- News/blog
- Events
- Event registration
- Search
- Staff picks feature
- Library hours display

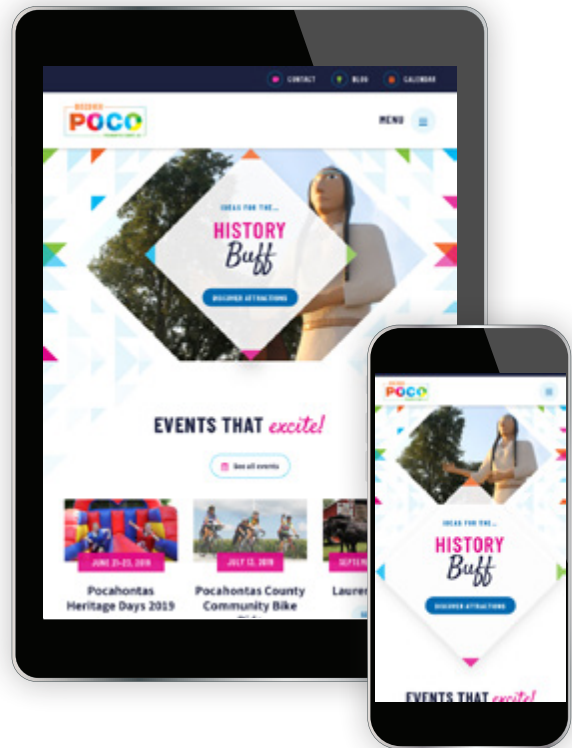






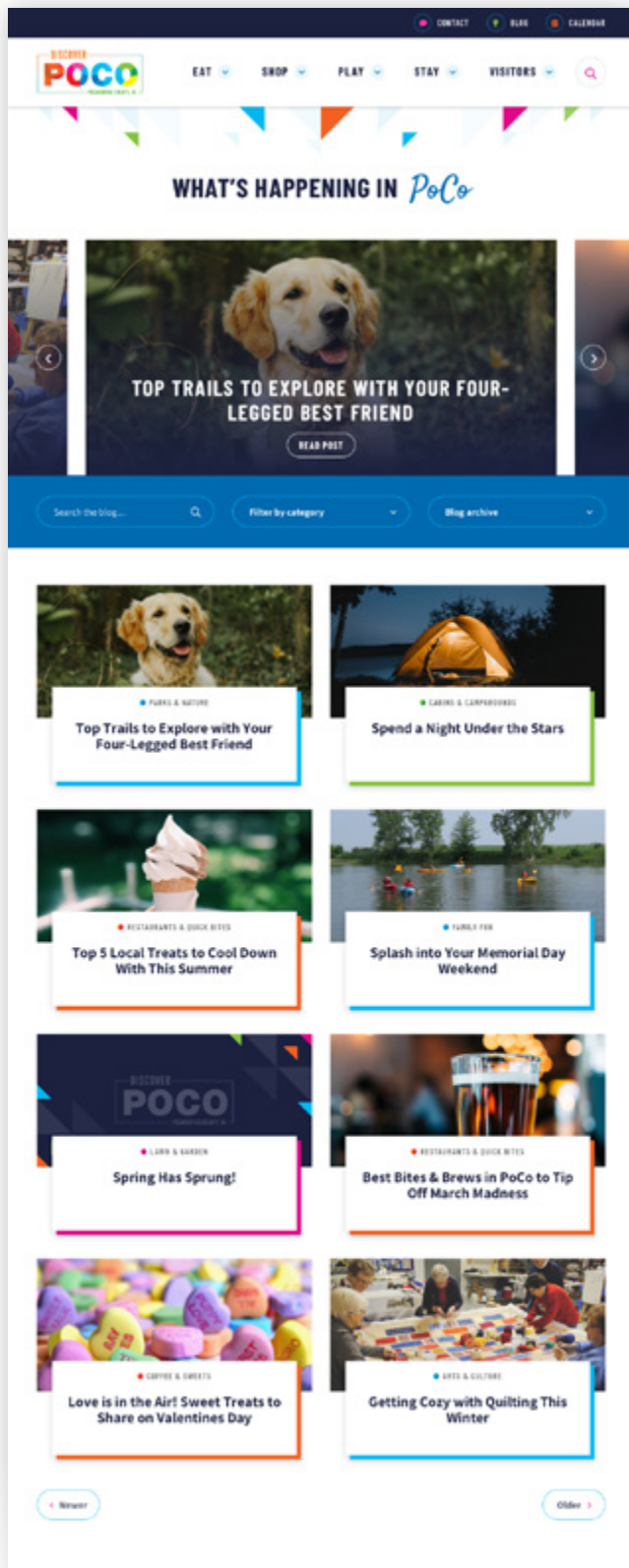


Pocahontas County is located in northwestern Iowa and offers rural charm to travelers and locals. We created a tourism website that offers exciting attractions, upcoming events and a blog full of ideas.



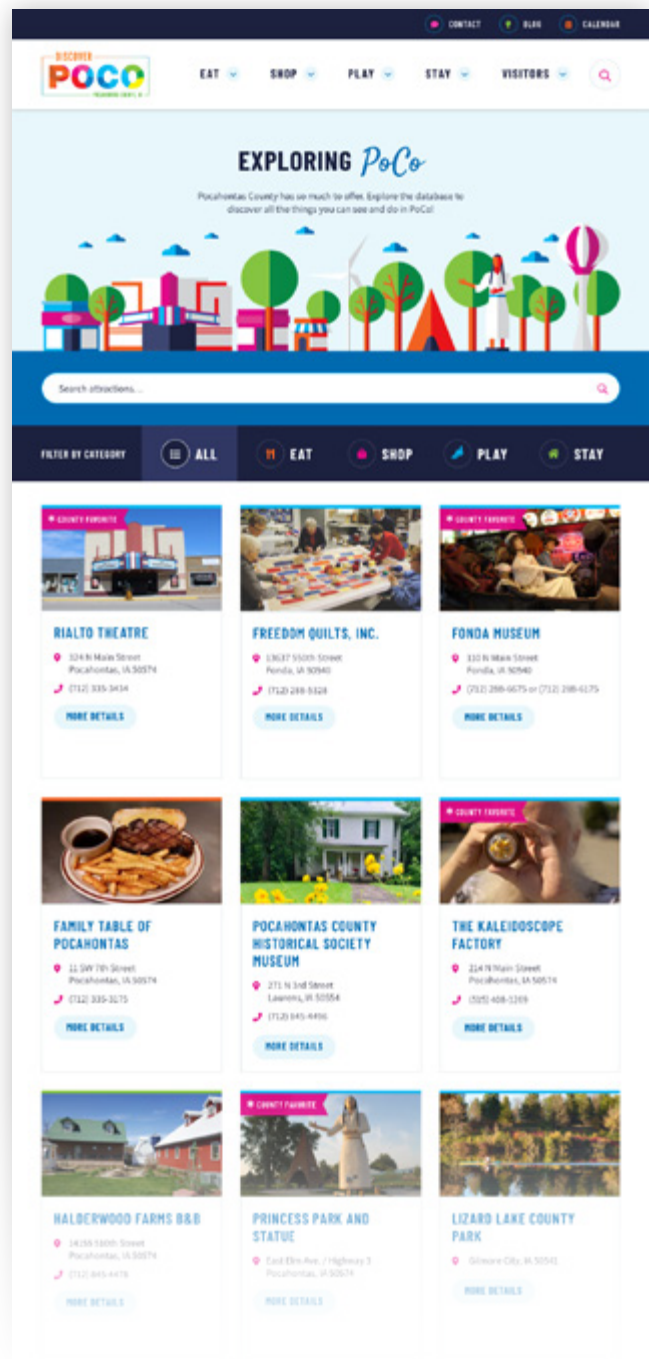
Website Features:

- Home page
- Interior page
- Attractions database
- News
- Events
- Responsive design
- 404



Events that excite

Visitors can browse a blog full of tips on what to do in Pocahontas county. We also created an easy database for visitors to explore local attractions, places to stay and eat during their time in Pocahontas county.

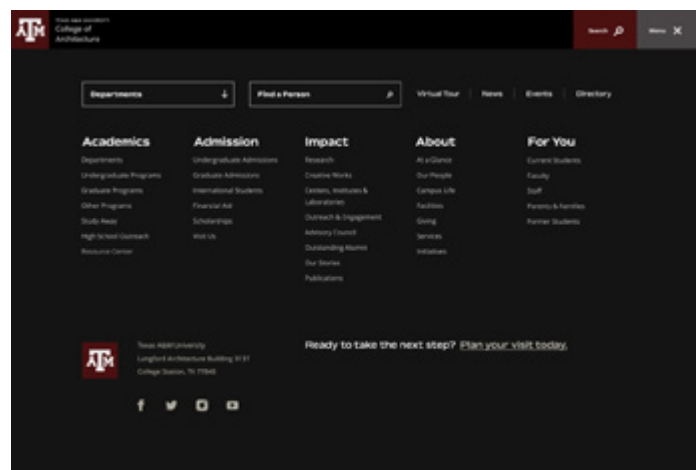


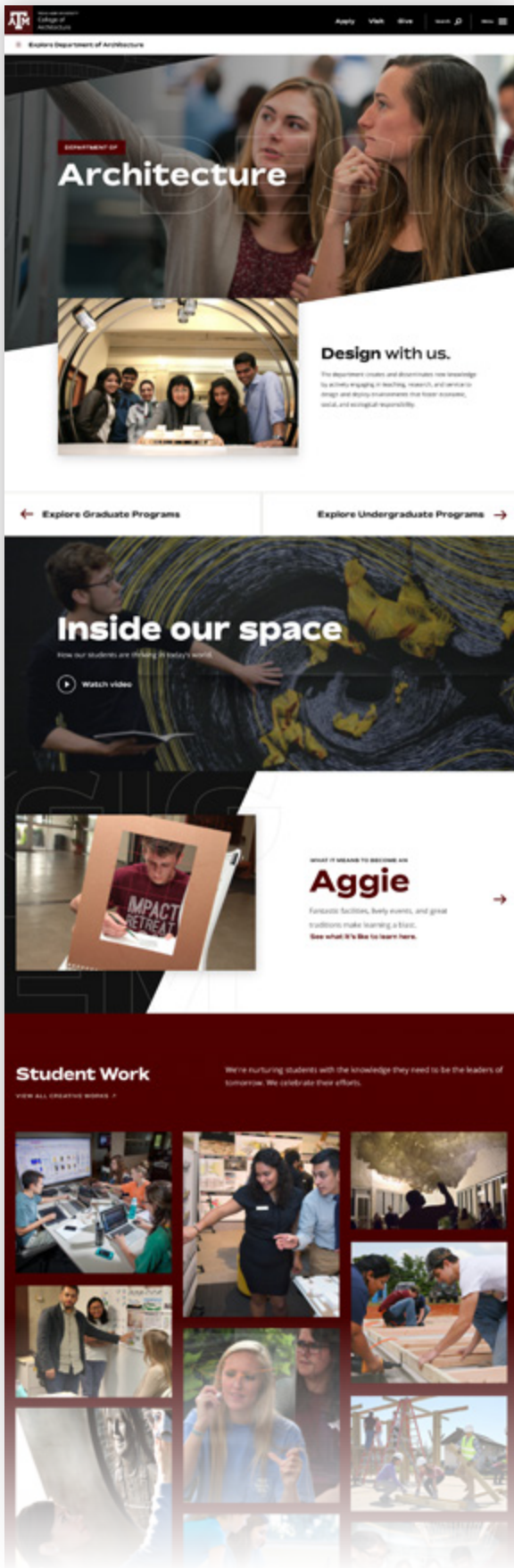




The Texas A&M College of Architecture was seeking a more modern, up-to-date, and fully cohesive site to set them apart as leaders in the design world. We approached the project through the lens of the already established Texas A&M brand, adding all of the mood of a techy and creative department of thought leaders.

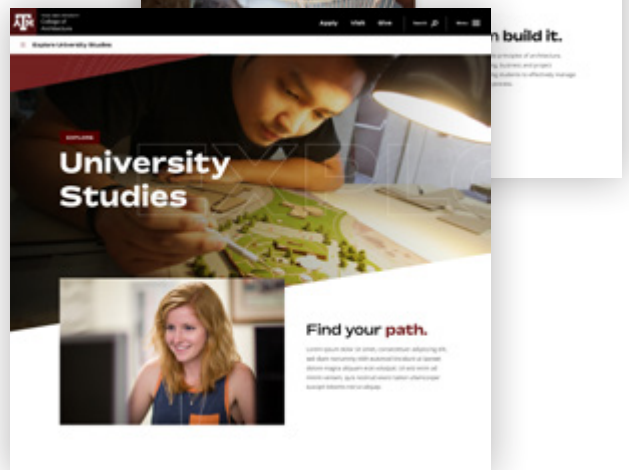
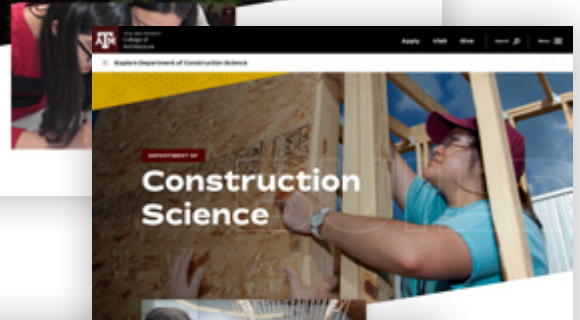
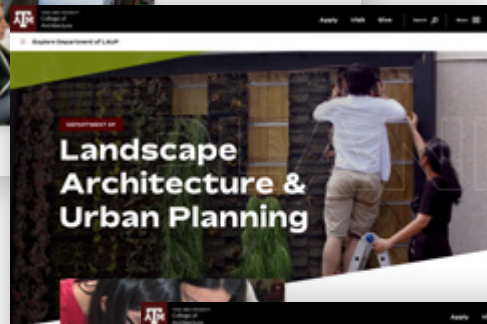
The website needed to be seamless across web and mobile platforms. It needed to be accessible to the non-native English speaker and inviting to the seeker of diversity and inclusion. Our finished product inspires creativity among future and current Texas A&M students and creates confidence in the department's mission and work. Our thorough discovery process involved more than a dozen meetings and surveys with various audiences.





### Department pages

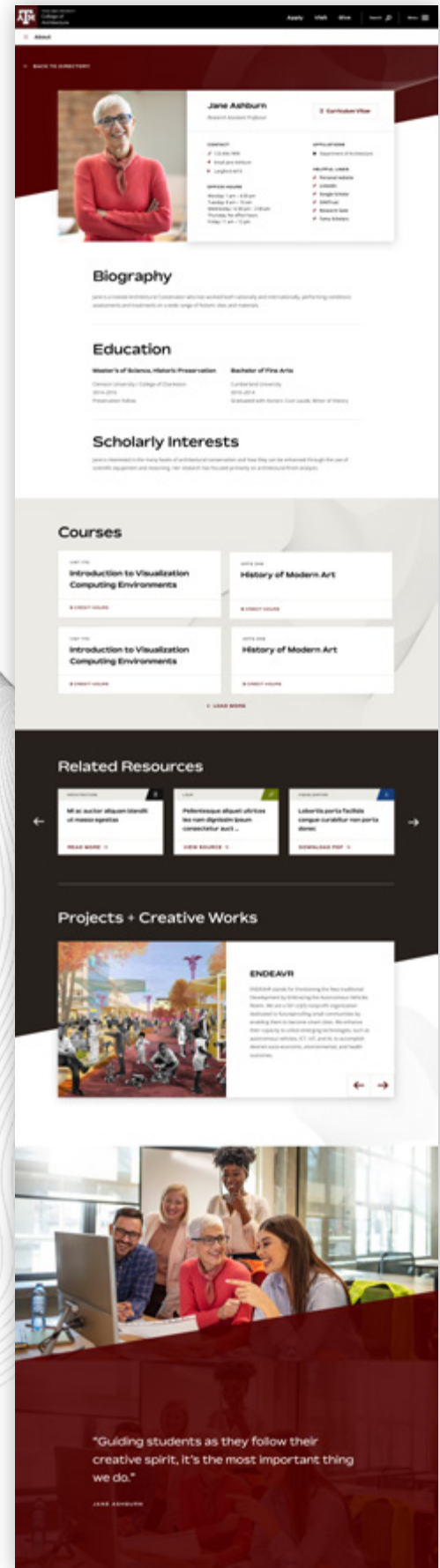
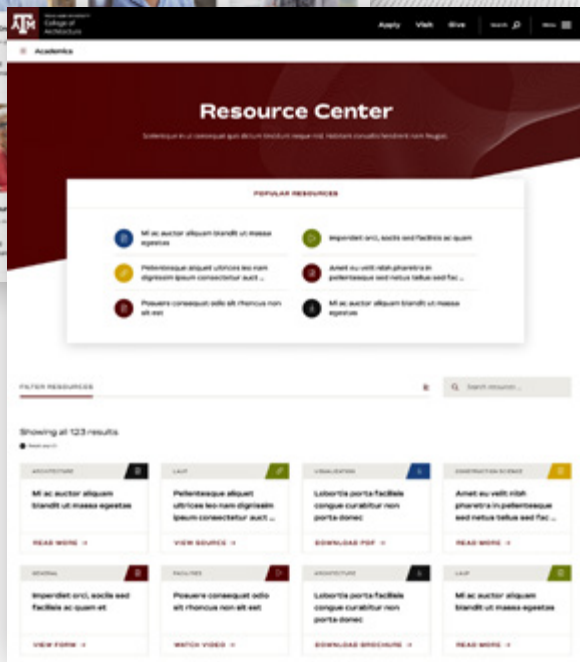
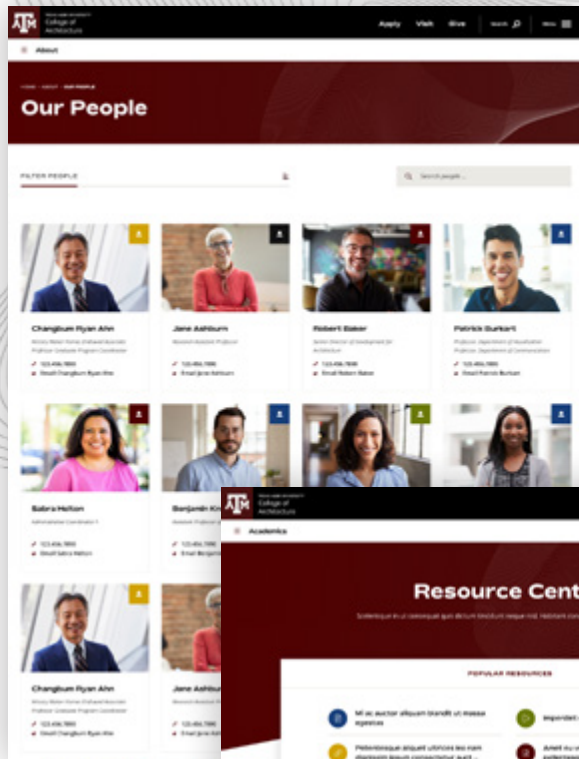
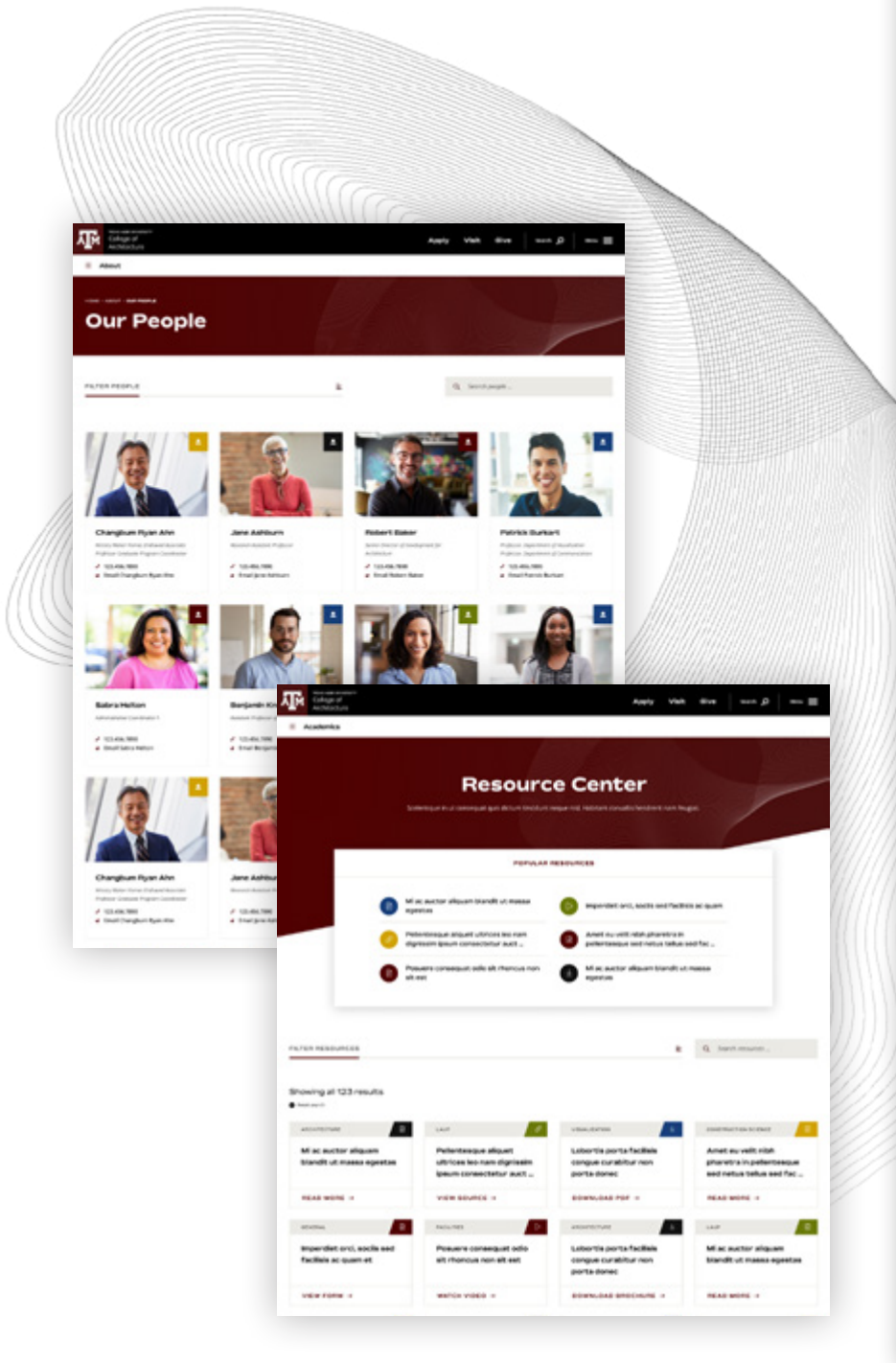
The department pages within the College of Architecture are distinct yet cohesive. We gave each department a unique brand color. The image-heavy landing pages add drama and interest to the web page experience. They provide a sense of place and function to demonstrate the depth of the student experience.





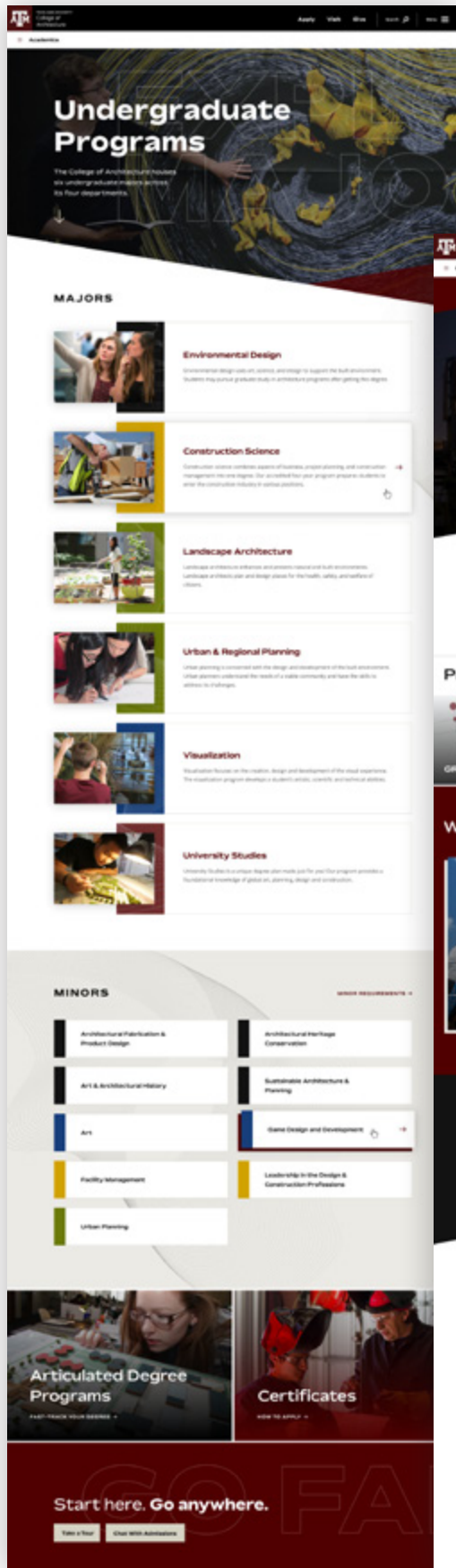
### Interior pages

It was also important to showcase all of the impressive work being done by students and faculty. Shed light on impressive projects and they will speak for themselves. The faculty pages allow professors to easily stay connected to each other's work. They provide a sense of welcome to prospective graduate and PhD students.



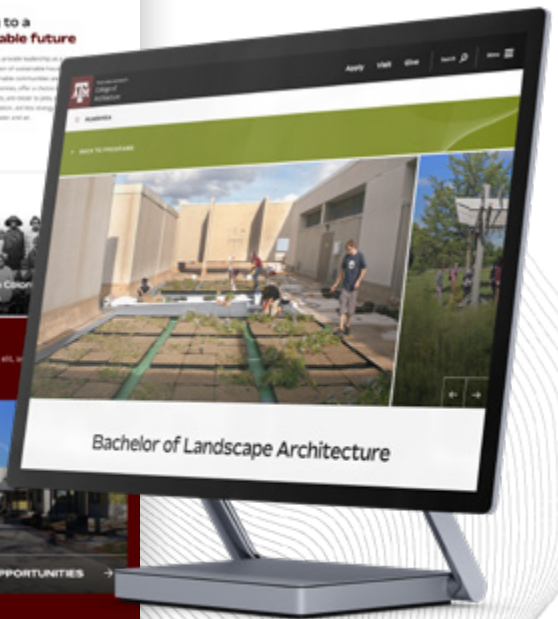
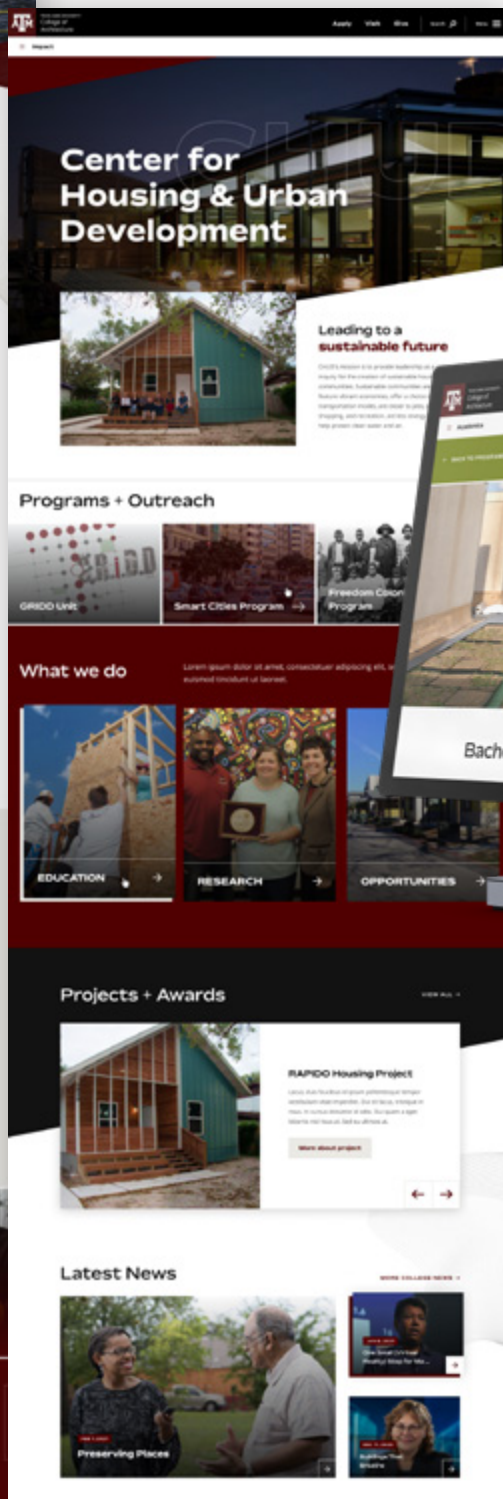
"Guiding students as they follow their creative spirit, it's the most important thing we do."

JANE ASHBURN



### Interior pages

Further interior pages feature clean design and strategic links. Users can access desired information with a minimal amount of clicks. News, outreach, and projects information provide important illustrations of the college's hallmark visionary mindset. They highlight opportunities that students have to innovate in their careers and beyond.

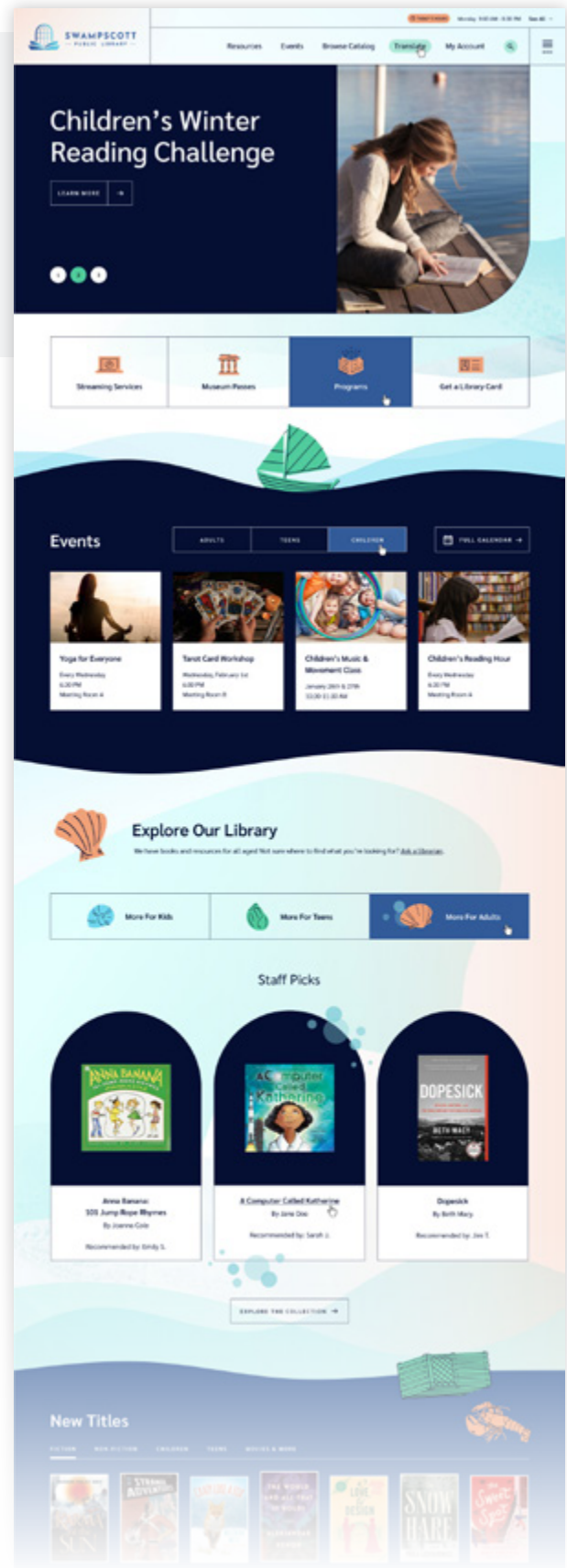
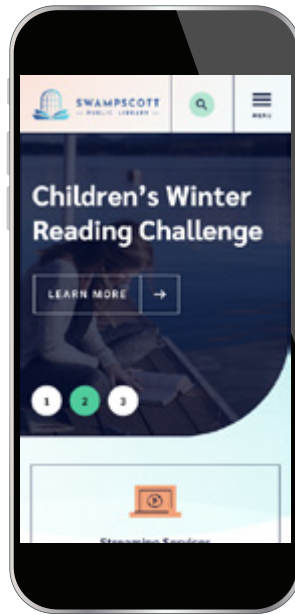




Steeped in history, Swampscott, MA, a Boston suburb, boasts a rich heritage. The library, situated just 500 feet from the ocean, echoes classic early American architectural style, common in Boston. Our goal was to seamlessly merge historical building aesthetics with a contemporary, captivating, and user-friendly website. To infuse energy and a spirit of exploration, we incorporated local history and a diverse array of illustrations.

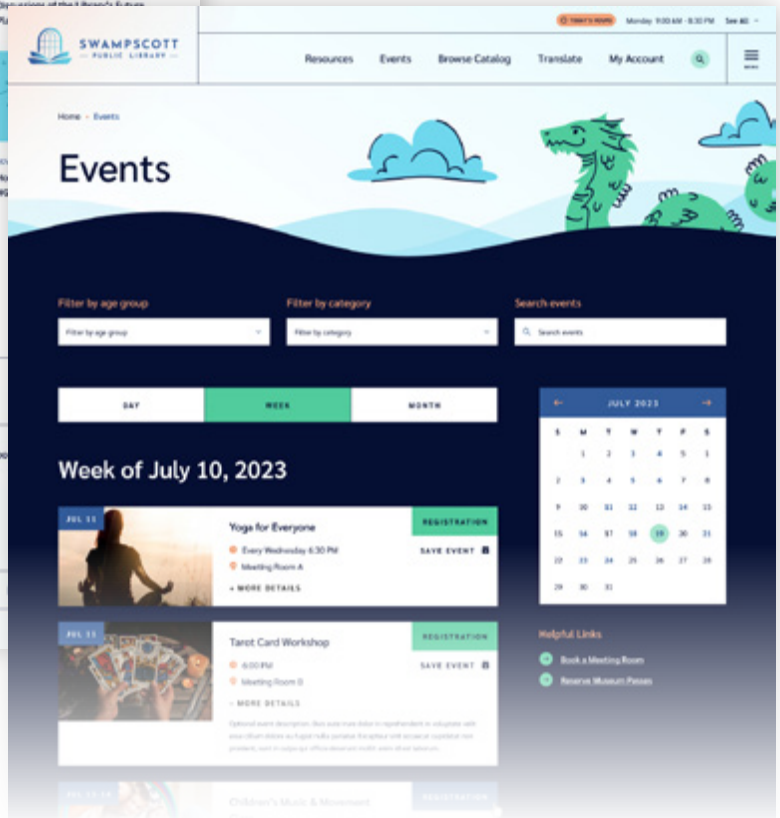
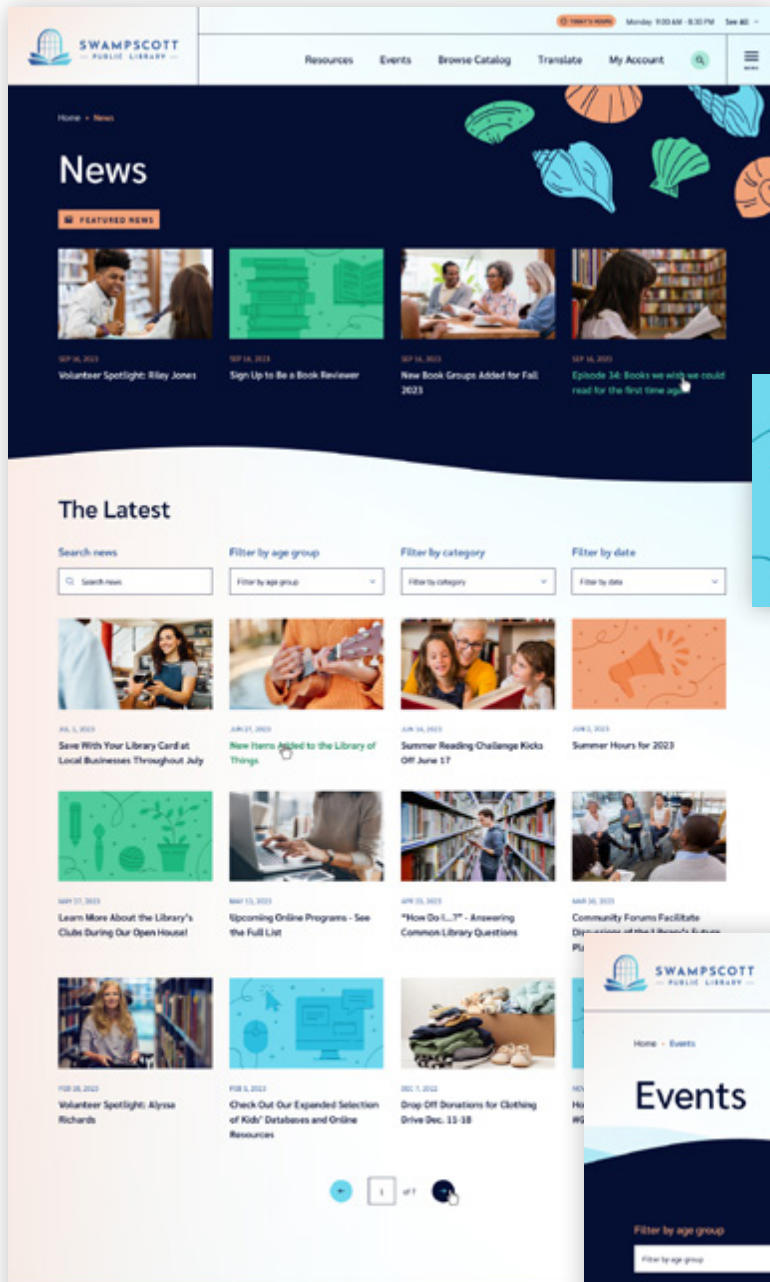
Website features:

- Home
- Interior
- Department
- News
- Events
- Staff recommendations
- Interactive about us page
- Board meetings & minutes





With so many events and activities taking place at the library it was essential for patrons of all ages to intuitively explore what they could do on the library. Their new site allows visitors to easily save events to their personal calendar with the click of a button.



The library is a treasure trove of learning, marrying local history and authors with the modern library's expected books and digital resources. Staff-curated book recommendations offer endless opportunities for curious patrons to dig into.

**Staff Picks**

Filter by age group: Filter by age group

Filter by genre: Filter by genre

**Memorial**  
By Bryan Washington  
Recommended by: Julie Travers

**The Vanishing Half**  
By Brit Bennett  
Recommended by: Julie Travers

**The Exiles**  
By Christina Baker Kline  
Recommended by: Denise Runyan

**Luster**  
By Raven LeLiaun  
Recommended by: Julie Travers

**Hunger: A Memoir of (My) Body**  
By Roxane Gay  
Recommended by: Julie Travers

**28 Summers**  
By Elin Hilderbrand  
Recommended by: Julie Travers

**The Summer Demands**  
By Deborah Shapiro  
Recommended by: Julie Travers

**Murder at the End of the World**  
By Erica Ruth Newman  
Recommended by: Julie Travers

**Red at the Bone**  
By Jacqueline Woodson  
Recommended by: Julie Travers

**Girl, Woman, Other**  
By Bernardine Evaristo  
Recommended by: Julie Travers

**The Confession Club**  
By Elizabeth Berg  
Recommended by: Julie Travers

**Above the Bay**  
By Ryan Bowen  
Recommended by: Julie Travers

**The Vanishing Half**  
By Brit Bennett  
Recommended by: Julie Travers

**RESERVE THIS ITEM**

The Vanishing Half by Brit Bennett is a novel about the vixen twins, who grow up together in the small (fictional) Southern Black town of Mallard, Louisiana, in which the residents of the town have been modifying the population to be lighter and lighter skinned with each passing generation. The two girls run away together at the age of 16 to New Orleans. Years later, one of the women returns to Mallard with a dark-skinned daughter, and the other disappears completely, severing the relationship with her sister and her family to live life as a white woman. Over the multiple decades from the 1950s to the 1990s, we check in with each of the women and their daughters and learn how they deal with the choices they've made. This is a brilliant and emotional story about race, passing and what we gain and lose with complete transformation. — Julie Travers

**You may also be interested in...**

**Hunger: A Memoir of (My) Body**  
By Roxane Gay  
Recommended by: Julie Travers

**28 Summers**  
By Elin Hilderbrand  
Recommended by: Julie Travers

**Address**  
40 Burdell Street  
Swampscott, MA 01907  
GET DIRECTIONS +  
781-594-8867  
swamplib.net

**Library Hours**

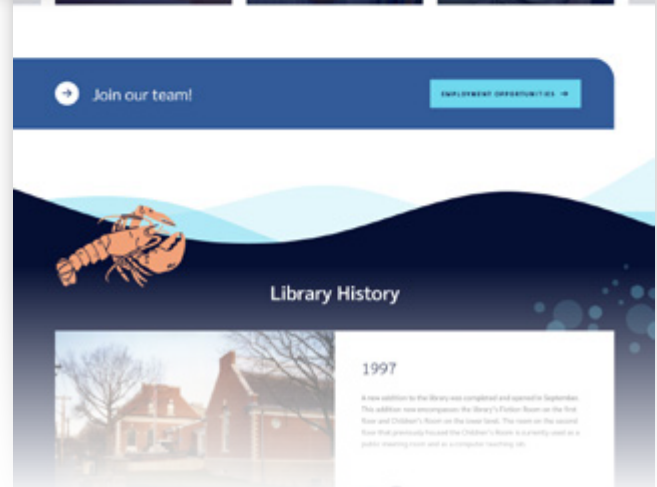
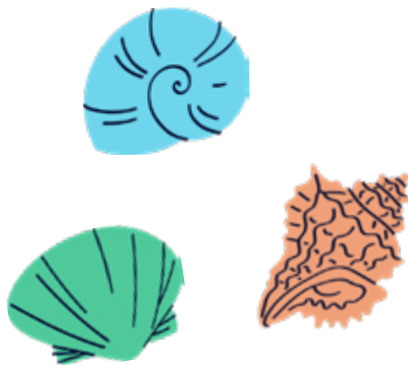
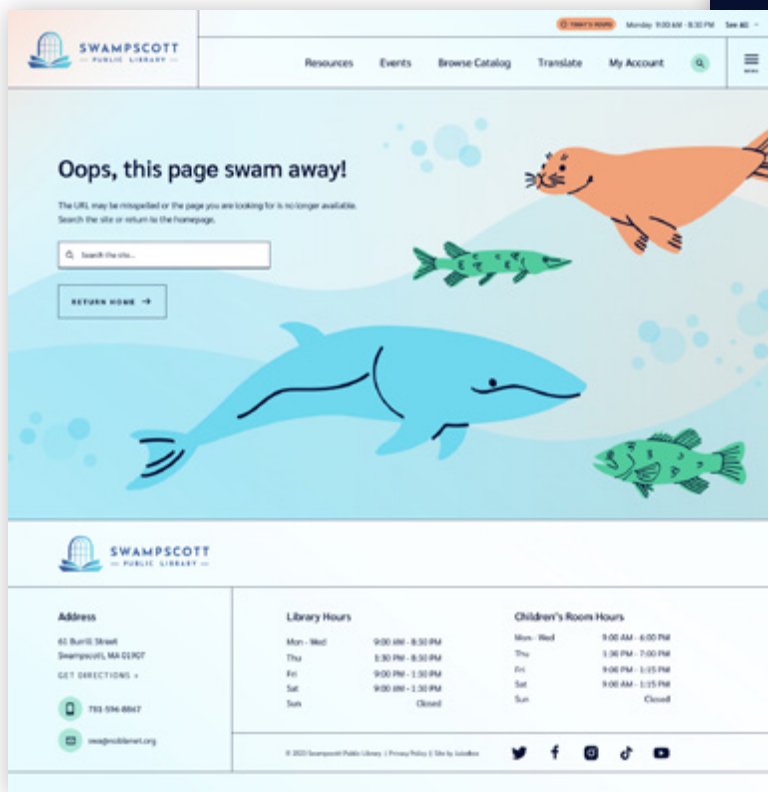
Mon - Wed	9:00 AM - 8:30 PM
Thu	9:30 AM - 8:30 PM
Fri	9:00 AM - 3:30 PM
Sat	9:00 AM - 3:30 PM
Sun	Closed

**Children's Room Hours**

Mon - Wed	9:00 AM - 6:00 PM
Thu	3:30 PM - 7:00 PM
Fri	9:00 AM - 1:15 PM
Sat	9:00 AM - 1:15 PM
Sun	Closed

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To enhance the creative flair of the site, we invited a local legend, the Swampscott Sea Monster. In its early days, Swampscott was a fishing village and one of the earliest coastal settlements. After several sightings in 1820, a local society formed and offered a \$5,000 reward (\$100,000 on today's dollars) to anyone who could capture the 100-foot sea monster. The unclaimed prize still awaits the adventurous.





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## Problem Statement

The Town of Johnson's current WordPress website, while functional, presents challenges that hinder its effectiveness in serving the community. Its outdated design may not reflect the town's vibrant character, and its navigation could be improved for easier access to information. Additionally, content organization and attachment management might pose challenges for both staff and users. Black Jack Productions aims to address these issues by creating a modern, user-friendly website that empowers both staff and residents.

## Executive Summary

Black Jack Productions is excited to present this proposal in response to the Town of Johnson's RFP for website redesign and maintenance. We recognize the need for a website that is not only visually appealing but also highly functional and easy to navigate. Our team of experienced professionals is dedicated to delivering a solution that exceeds expectations, aligning with the Town's branding and communication goals while providing a seamless user experience.

We will leverage our extensive experience with WordPress and other content management systems to create a website that is both modern and intuitive. Our approach focuses on user-centric design, ensuring that residents and visitors can easily find the information they need. We will also prioritize content organization and attachment management, implementing systems that streamline access to important documents and resources.

In collaboration with Codegraph, Inc., we are proud to propose a comprehensive solution that encompasses the design, development, and ongoing support of this crucial platform. Together, our partnership offers a powerful combination of strategic insight, innovative thinking, and deep technical expertise. With extensive experience in user research, web site strategy and website redesign, Black Jack Productions excels in transforming complex digital landscapes into engaging, user-centric platforms for end users and site editors alike.

Our team of experienced professionals will leverage cutting-edge technologies and industry best practices to deliver a user-friendly, informative, and visually appealing website that meets the Town of Johnson's objectives. Our proposed solution is based on the solid and future friendly platform Craft CMS, ensuring scalability and ease of content management. Additionally, we will implement SEO best practices, provide staff training, and offer ongoing maintenance and support services. Black Jack





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Productions LLC is committed to partnering with the Town of Johnson to create a City website that empowers public health professionals and strengthens global health initiatives.

To enhance our established capabilities, Black Jack Productions, LLC will collaborate with Codegraph, Inc., whose deep Craft CMS expertise will ensure a smooth transition to a scalable and powerful content management system. This partnership will provide the technical foundation for a modern, user-centric website that meets the evolving needs of the Town of Johnson and its partners. As highlighted in the cover letter, our team boasts a robust track record of executing high-impact digital projects for academic and government entities. Whether it's modernizing, redesigning, developing, and re-platforming public sector websites, our team is equipped to handle any challenge and deliver exceptional results.

### **Black Jack Productions' Solution**

Our approach focuses on addressing these challenges and delivering a website that meets the City's objectives:

- **Modern Design and Enhanced Functionality:** We will create a visually appealing and modern design that reflects the City's brand identity and enhances user engagement. The website will be built with the latest technologies and functionalities to provide a seamless and intuitive user experience.
- **Improved User Experience and Navigation:** We will conduct thorough user research and testing to develop a clear and intuitive navigation structure. The website will be designed with user experience at its core, ensuring easy access to information and services.
- **Accessibility Compliance:** We are committed to ensuring the website adheres to the highest accessibility standards, making it usable for all individuals, regardless of their abilities.
- **Optimized Content and Information Architecture:** We will work closely with City staff to organize and update the website's content, ensuring it is accurate, relevant, and easy to find. We will develop a clear and logical information architecture that supports user needs and facilitates efficient navigation.
- **Robust CMS Implementation:** We will implement a powerful and user-friendly content management system (CMS) that empowers City staff to easily update and manage website content without requiring technical expertise.
- **Ongoing Maintenance and Support:** We will provide comprehensive ongoing maintenance and support to ensure the website remains secure, up-to-date, and performs optimally. Our team will be available to address any technical issues or concerns promptly.



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## How We Will Satisfy the RFP Requirements

- **Experience and Qualifications:** Black Jack Productions boasts a proven track record in website design, development, and maintenance for municipalities and organizations of all sizes. Our team comprises skilled professionals with expertise in user experience, design, development, content strategy, and accessibility.
- **Pricing and Cost-Effectiveness:** Our pricing is competitive and transparent, providing a cost-effective solution that delivers exceptional value. We offer flexible pricing models and service bundles to meet the Town's specific needs and budget.
- **References and Past Performance:** We are proud to provide references from satisfied clients who can attest to our commitment to quality, professionalism, and successful project delivery.
- **Understanding of the Town's Needs and Goals:** We have carefully reviewed the RFP and conducted additional research to gain a deep understanding of the Town of Johnson's unique needs and goals. Our proposed solution is tailored to address these specific requirements and deliver a website that truly serves the community.
- **Creativity and Innovation:** We are passionate about pushing the boundaries of design and functionality, incorporating creative and innovative solutions that enhance the user experience and set the website apart.
- **WordPress Expertise:** Our team has extensive experience working with Content Management Systems, including WordPress, Drupal and Craft CMS, ensuring a seamless transition from the existing site and minimizing disruption to staff workflows.
- **Content Migration and Organization:** We will meticulously migrate all existing content and implement a robust system for organizing attachments, making it easy for staff to manage and for users to find information.
- **Training and Support:** We are committed to providing comprehensive training and documentation to empower Town employees to manage the website content effectively and independently.

## Scope, Evaluation Criteria, and RFP Requirements

Black Jack Productions is dedicated to meeting and exceeding all requirements outlined in the RFP. We will work closely with the Selectboard, Town Clerk, Town Administrator, and office staff to ensure the new website fulfills their needs and expectations.

- **Redesign and Functionality:** We will create a visually appealing and modern design that reflects the Town's brand identity while preserving the essential functionalities of the current WordPress site.



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- **Collaboration and Communication:** We will maintain open communication and collaboration throughout the project, ensuring that all stakeholders are informed and involved in the decision-making process.
- **Content Organization and Attachments:** We will develop a clear and intuitive information architecture, organizing all Town committees, boards, public services, and their associated documents and information in an easily accessible manner.
- **Training and Documentation:** We will provide a comprehensive training manual and conduct hands-on training sessions to ensure Town employees can confidently manage essential website functions.
- **Website Backup:** We will work with the current web designer to create a full backup of the existing website before initiating any changes.
- **Maintenance and Support:** We will provide an annual maintenance contract that includes all licenses and fees, routine maintenance, service calls, and ongoing training for Town employees.
- **Insurance and Agreements:** We maintain General Liability Insurance and are prepared to sign the Town of Johnson's Non-Employee Work Agreement.

### Highlights from Recent Projects

When the Benicia Library's website was no longer meeting the needs of its stakeholders, Rodney's team stepped in. Their task involved modernizing, redesigning, developing, and re-platforming the library's website. The solution included conducting experience and design research sessions with end users and internal stakeholders to understand current user flows and identify areas for improvement. This strategy helped transition the library from an outdated Drupal environment, which required substantial vendor support for maintenance, to a more flexible, accessible, and forward-looking site powered by Craft CMS. This new platform provided the administrative staff with the necessary tools and processes to manage the site independently after its launch. Prior to and after the launch, the BJP team worked with the library staff to as part of their commitment to ongoing support to inform and train them on the use of the CMS tools and features, which empowered their team to manage and maintain the site on their own.

Black Jack Productions' expertise in user-centered design and accessibility will empower the Town of Johnson to create a website that effectively disseminates timely, accurate, and objective public health information, aligning with the Foundation's mission and the core purpose of a Public Health Bulletin. The resulting platform will not only meet functional requirements but also actively engage users, foster collaboration, and support the academic community in their efforts to improve and protect public health.



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Our approach includes conducting appropriate levels analysis of user behaviors, pain points, and preferences to inform the site's architecture and design. We will prioritize accessibility and ensure compliance with accessibility standards while creating a visually engaging and responsive website that performs optimally across all devices. Through user experience research sessions and design sessions, we will devise a cohesive strategy, delivering a comprehensive solution that supports the library's long-term goals and adapts to current and future technologies.

To ensure a successful deployment to a new CMS, Codegraph will play a critical role in overseeing the technical aspects of the project. Their extensive experience with Craft CMS will guarantee a smooth transition and provide the scalable infrastructure the Town of Johnson needs for future growth. Our team's collective extensive background with various web development languages and CMS platforms since 1996, including homegrown systems, Drupal, and WordPress, highlights our capability to manage complex implementations effectively.

Black Jack Productions' solution will directly support the Town of Johnson's objectives by creating a modern, user-friendly, and accessible website that effectively serves the needs of its residents, businesses, and visitors. The new website will function as a central hub for information and services, streamlining access to resources and facilitating engagement with the City. By enhancing user experience, navigation, and content organization, the platform will empower users to find the information they need quickly and easily. Furthermore, the implementation of a robust CMS will enable City staff to efficiently manage and update website content, ensuring its accuracy and relevance. Through improved design, functionality, and accessibility, the new website will contribute to the Town of Johnson's mission to provide effective communication and services to its community.

### Relevant Work Examples

To give you a clear understanding of how our strategy will benefit your project, we are pleased to present a selection of our past work. These examples showcase our approach in action, demonstrating how we have successfully tackled challenges and achieved impressive results for our clients. Each project reflects our commitment to excellence and our ability to deliver outstanding outcomes, offering a glimpse into the value we can bring to your initiative.

1. Project Name: Benicia Public Library Website Redesign, Development, Hosting and Support  
Client: City of Benicia, California  
Link: <https://benicialibrary.org/>



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Description: Benicia Public Library serves a wide range of people who live, work and go to school in Benicia, California and surrounding communities. The website provides information about library events, services and programs and is also a portal to many digital and onsite resources.

History: Their previous website used the Drupal CMS platform, was designed in-house, consisted of multiple pages and micro sites, and integrated software from several third parties. The library desired changes and modifications of structure and content as well as additions as part of the new website and not just a simple migration. The new website would enable the library staff to manage daily business tasks that are vital for the library, including events, room bookings, reservations, etc... Benicia's director and staff were open to using a new/different CMS platform and/or hosting solution provided all needs outlined in key Issues were met. A flexible calendar feature for events at the library was also a major need.

They needed a partner who could provide them with the full spectrum of a new strategy, design and implementation plan that was based solidly on user data. We provided them with a solution that leveraged multiple rounds of user and design research to create a plan that spanned a new information architecture to design and development of their new site. Recruiting of participants for these research studies was done via a special anniversary event for the library as well as in the city's monthly newsletter.

Approach:

1. Heuristic Analysis and Content Audit: We began by conducting a comprehensive heuristic analysis of the existing site to evaluate its usability and identify areas for improvement. Simultaneously, we meticulously archived all existing content, ensuring no valuable information was lost during the redesign.
2. Data-Driven Insights: We dove deep into Google Analytics data to understand user behavior, identifying high-traffic areas, pain points, and exit pages. This data-driven approach allowed us to prioritize user needs and tailor the new design accordingly.
3. User Research and Validation: We conducted multiple rounds of card sort exercises with real library patrons to gain insights into their mental models and expectations for information organization. This informed the development of a new, streamlined information architecture that was both intuitive and user-friendly. We further validated our design decisions through unmoderated usability tests, gathering qualitative feedback on interface possibilities and making necessary adjustments to ensure optimal user experience.

Solutions:





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1. Information Architecture (IA) Redesign: The insights gleaned from analytics data and card sorting directly shaped the development of a new and improved IA. This streamlined structure ensured that users could easily find the information they needed, enhancing the overall usability of the site.
2. Wireframes, Mockups, and Prototypes: With the new IA in place, we created wireframes, mockups, and functional prototypes to visualize the new site design concepts. These code-based, functional prototypes allowed us to test and refine the user interface & workflows, begin development processes subsequently by utilizing the core front-end code and CSS that was created, thus ensuring a smooth development lifecycle as well as a seamless and engaging experience.
3. Flexible Content Authoring: Recognizing the diverse needs of the library staff, we designed multiple layout templates that provided flexibility in content authoring. These templates, reflected in the wireframes and mockups, empowered the client to create and manage content effectively within the new system.

#### Impact & Outcomes:

1. Empowered Content Management: The intuitive CMS and well-structured IA enabled the client to take full ownership of the website, managing and maintaining it internally without relying on external support.
2. Enhanced Functionality: The new system's flexibility, particularly in event creation and management, delighted the client. The ability to create events with various repeating options and have them automatically displayed across relevant sections of the site streamlined their workflow and improved user engagement.

In summary, our data-driven and user-centric approach to the Benicia Public Library project ensured that the redesign was not only visually appealing but also highly functional and aligned with the needs and expectations of its users. By leveraging analytics data, user research, and iterative testing, we delivered a solution that empowered the client and enhanced the overall user experience.

#### 2. Project Name: Emery County Library System

Client: Emery County, Utah

Link: <https://lib.emerycounty.com/>

Description: Data-driven Branding, Website Redesign, Development, Training & Ongoing Support.

For the Emery County Library System project, Black Jack Productions employed a meticulous, data-driven approach to understand user needs and inform design decisions.

Approach:



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1. **Comprehensive Site Audit:** We conducted a thorough audit of the existing website, evaluating its structure, content, and usability. This helped us identify strengths, weaknesses, and opportunities for improvement.
2. **User Research and Analysis:** We engaged with library patrons through surveys and interviews to gather qualitative data about their needs, pain points, and expectations. This user-centric approach ensured that the redesign would prioritize the needs of the community.
3. **Analytics Deep Dive:** We analyzed website traffic patterns and user behavior using Google Analytics. This quantitative data provided valuable insights into popular content, user flows, and areas of the site that needed improvement.

#### Solutions:

1. **Intuitive Information Architecture:** Based on the insights from the audit, user research, and analytics, we developed a new information architecture that prioritized clarity and ease of use. This ensured that users could easily find the information and resources they were looking for.
2. **Brand Kit and Style Guide:** Created a new brand identity, style tiles, and essential assets like envelopes, letterheads, and PowerPoint templates that resonated with the client and their users.
3. **User-Friendly Interface:** We designed a visually appealing and user-friendly interface that incorporated best practices in UX/UI design. This included clear navigation, prominent calls to action, and accessible design elements.
4. **Enhanced Functionality:** We implemented new features and functionalities based on user feedback and identified needs. This included improved search capabilities, streamlined event info & registration, and customizable content management for the admin staff of individual libraries in the county's library system.

#### Outcome:

1. **Increased User Engagement:** The redesigned website saw a significant increase in user engagement, with longer visit durations and lower bounce rates.
2. **Improved User Satisfaction:** User surveys and feedback indicated high levels of satisfaction with the new website's usability and functionality.
3. **The client was highly satisfied with the outcomes,** praising the new branding and the flexibility of the CMS, particularly for event creation and management. This positive feedback underscores the effectiveness of our data-driven and user-centric approach, which we will leverage to achieve similar success for the The Town of Johnson website project.
4. **Empowered Library Staff:** The intuitive content management system allowed library staff to easily update and maintain the website, reducing their reliance on external support.







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For this project, Black Jack Productions' data-driven and user-centric approach to the Emery County Library System project resulted in a website that not only met the library's needs but also exceeded user expectations. By leveraging research and analytics, we were able to create a design that the client said was both beautiful and functional, ultimately leading to increased engagement and satisfaction among library patrons & admin staff.

#### Applying this Approach to the Town of Johnson

The approach outlined above aligns seamlessly with the needs of the Town of Johnson's RFP for the City's website. The emphasis on user research, competitive analysis, and stakeholder engagement directly addresses the RFP's requirements for understanding the diverse needs of City site's editors, consultants, and the public. The focus on developing a refined visual strategy and style guide ensures that the website will be both informative and visually appealing, promoting engagement and accessibility. Additionally, the commitment to creating a user-friendly CMS and providing comprehensive training aligns with the RFP's emphasis on empowering Town of Johnson staff to manage and maintain the website effectively. The data-driven and user-centric approach guarantees that the final product will not only meet the functional requirements outlined in the RFP but also create a platform that fosters collaboration, inspires curiosity, and supports the public health community in achieving its goals.

## What Makes Us A Great Partner For You

	<p><b>Building long lasting relationships is our mission</b></p> <p>From the first email or call, to years down the road during training or updates, we strive to keep you engaged, informed and empowered to run your business for years to come.</p>
	<p><b>Collaborative &amp; iterative processes</b></p> <p>We walk with you, and work with you to create the overall roadmap for your service design and tech goals. We then forge or provide the visual, logical and linguistic tools to realize those goals. We also champion design thinking to ensure that complex problems are visually represented in strategy sessions with stakeholders.</p>
	<p><b>Easy content management and system update solutions</b></p> <p>Craft CMS is a powerful and easy to use platform that is trusted by organizations of all sizes, and is known for its security and intuitive authoring experience.</p>
	<p><b>Secure &amp; reliable hosting</b></p> <p>Our hosting facilities in California and Washington, DC are monitored 24/7, with state of the art hardware and 99.99% uptime.</p>

Please review our vendor profiles on the following **trusted platforms**:

Procurated: <https://app.procurated.com/suppliers/black-jack-productions-llc>

Clutch: <https://clutch.co/profile/black-jack-productions#highlights>

LinkedIn: <https://www.linkedin.com/company/1629128/admin/feed/posts/>

ShopBIPOC: <https://shopbipoc.com/business/black-jack-productions-llc/>



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Colorado Springs Black Chamber of Commerce: <https://business.cosblackchamber.com/member-directory/Details/black-jack-productions-llc-2718222>

## Crafting Technical Solutions: Our Approach and Expertise

Black Jack Productions and our partners specialize in developing tailored technical solutions by leveraging a strategic approach to recommendations and a deep understanding of and experience of relevant technologies.

### How We Make Technical Recommendations:

- **Client-Centered Analysis:** We begin by thoroughly understanding your project requirements, goals, and constraints. Through detailed consultations and needs assessments, we ensure our recommendations align with your strategic objectives. Our focus is discovering, designing and crafting solutions for the right problems at the right time in the lifecycle of the project.
- **Technology Evaluation:** Our team evaluates the latest technologies and methodologies to determine the best fit for your needs. We consider factors such as scalability, integration capabilities, and future-proofing to recommend the most suitable solutions.
- **Customized Solutions:** Based on our analysis, we craft bespoke recommendations that address your specific challenges and leverage our expertise to deliver optimal outcomes.
- **Proof of Concept and Testing:** We validate our recommendations through prototypes and testing to ensure they meet your expectations and perform as intended before full-scale implementation.

### Relevant Technologies and Expertise:

- **Content Management Systems (CMS):** Extensive experience with various CMS platforms such as Drupal, WordPress, and Craft CMS. We specialize in migrating to and optimizing CMS solutions to enhance content management and user experience.
- **Advanced Web Technologies:** Mastery of modern web development frameworks and tools. Proficiency in integrating technologies such as REST APIs and CMS architectures to build dynamic and scalable websites.
- **Design and UX Tools:** Skilled with advanced design tools such as Figma and Sketch, creating visually compelling and intuitive user experiences.
- **Version Control and Automation:** Expertise in version control systems like Git and automated testing and deployment tools to ensure smooth and efficient project workflows.
- **Additional Technologies:** Experience with Google Analytics for tracking user behavior and improving performance, and Web Accessibility Tools like WAVE and Axe to ensure compliance with accessibility standards.





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This systematic approach to recommendations, paired with our in-depth technical expertise, ensures that we provide the Town of Johnson with solutions that are not only technically sound but also strategically aligned with their goals and mission.

### **Strategic Vision Update: Elevating The Town of Johnson's Website Ecosystem**

We will guide the Town of Johnson through the creation of an updated strategic vision for its website. Our focus will be on streamlining content creation and management, modernization, future-proofing, scalability, user experience, and security. Our team's extensive expertise in helping organizations define and execute technology strategies will be central to our approach. During discovery Rodney, Matt Johnson, and the UX team will look for ways to complement and enhance existing content that The Town of Johnson already is in possession of.

Rodney Little, Black Jack's founder and UX Architect, will lead our UX and design efforts. With his deep experience in user-centered research, Rodney will drive the updates to the site's content strategy, ensuring new content types and use cases are fully supported and existing ones are reimaged. Together, Matt and Rodney will collaborate closely with the Town of Johnson to update and test the site's information architecture and structure, ensuring it aligns with the new strategic vision and supports future use cases.

### **Discovery and Research**

Our team will work closely with the Town of Johnson to conduct comprehensive discovery and research phases, including:

- **End User & Stakeholder Interviews:** Engaging with key user types to understand their needs, pain points, and aspirations for the new website.
- **Workshops:** Facilitating workshops to iterate on insights gained from stakeholder interviews and foster collaboration among team members.
- **High-Level Content Audits:** Conducting thorough audits of existing content to identify areas for improvement and opportunities for optimization

### **Proposed Solution**

We recommend Craft CMS as the new content management system for the the Town of Johnson website. Craft CMS is a powerful and flexible platform renowned for its intuitive user experience, robust content modeling capabilities, a thriving developer community, and strong security features. Its user-friendly interface will enable internal users to manage content effectively, while its flexibility will support the creation of a customized, scalable solution that aligns with the Town of Johnson's unique needs. Craft CMS also offers exceptional performance, with optimizations for



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speed and efficiency, and a strong developer community that ensures ongoing support and the availability of advanced features.

### Why Craft Instead of other CMS platforms?

- Craft CMS has achieved a verified WCAG 2.2 AA rating.
- Craft CMS has had far fewer security vulnerabilities over the years than WordPress. It is a more secure system. Craft CMS was built from the ground up to support extension and augmentation through its plugin architecture.
- The W3C chose Craft CMS as its platform in 2020 and uses it to this day.
- The National Parks Service and The Dalai Lama both use Craft CMS on their primary websites.

### Benefits

Craft CMS offers a robust and flexible platform for content management. Key benefits include:

- **Customizable Content Models:** Allowing for tailored content structures that meet the specific needs of The Town of Johnson.
- **Scalability:** Supporting the growth and evolution of the website as new features and content are added.
- **Security:** Providing a secure environment for managing and delivering content.
- **Customizable Access Control:** The Craft CMS will feature granular, permission-based access control, enabling multiple City staff members to collaborate on the website while maintaining security and content integrity.
- Our proposed CMS solution, Craft CMS, offers a range of features to address the identified barriers and empower content owners:
  - Intuitive content authoring interface with WYSIWYG editing and media management
  - Customizable user roles and permissions to control access and maintain content integrity
  - Workflow management tools for content review, approval, and version control
  - Built-in accessibility checker and SEO optimization tools
  - Full documentation and details on Craft CMS are available at the link below:
    - <https://craftcms.com/docs/5.x/>
- Craft CMS is renowned for its user-friendly interface, adaptability, adherence to W3C standards, and robust features. This choice is backed by a comprehensive Craft CMS vs WordPress Comparison, demonstrating the superiority of Craft CMS in meeting our project's needs. [Please see this Craft CMS vs WordPress Comparison.](#)



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### Examples of other Websites Using Craft

- <https://ptsem.edu/>
- <https://stanfordresearchpark.com/>
- <https://e360.yale.edu/>
- <https://www.nwp.org/>

Our aim is to deliver a technologically advanced and robust website for the Town of Johnson that enhances functionality, user experience, and content management. The project will involve a thorough assessment of the existing content on your Facebook page, followed by a seamless migration or relevant content to Craft CMS. This transition will include the development and implementation of advanced features to meet the library's specific requirements. The solution will accomplish the following:

- **Custom Craft CMS Implementation:** Develop and tailor Craft CMS to support the unique needs of The Town of Johnson, incorporating custom fields, content types, and flexible templates.
- **Enhanced Performance and Security:** Optimize the Craft CMS implementation for superior website performance, robust security, and adherence to best practices.
- **Integration with Existing Systems:** Seamlessly integrate with the rest of The Town of Johnson's digital ecosystem, to provide a unified and intuitive user experience.
- **Modular Design System:** Implement a flexible and modular design system that allows individual libraries to showcase their unique services and collections while maintaining a cohesive and consistent user experience across the website. This will be achieved through customizable templates, content blocks, and navigation structures that empower individual libraries to manage their online presence effectively.

The resulting website will offer improved performance, scalability, and security, while aligning with the Town of Johnson's strategic vision.

### Our Methodology

We strongly believe that data should drive design. Therefore, our process is firmly rooted in research and analysis to uncover hidden problem points and better understand the needs of our clients and their end customers. From there, we can put together effective strategies for design, development, and beyond.

Our methodology thrives on collaboration with your team and key stakeholders. We emphasize an iterative approach, where design and development are closely



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intertwined, allowing us to adapt quickly based on feedback. This ensures that the solutions we deliver are aligned with your strategic vision while being responsive to user needs. To achieve this, we follow a structured process divided into clear phases that guide the project from research and discovery through to final implementation.

Our methodology encompasses the following key phases:

## 1. Project Kickoff and Vision Strategy

### Key Activities:

- **Kickoff Meeting:** Conduct an initial meeting with all key stakeholders to establish project objectives, roles, timelines, and communication protocols.
- **Vision Strategy Workshop:** Facilitate workshops to define the strategic vision for the website, aligning it with the Town of Johnson's overarching mission and strategic objectives.

### Deliverables:

- **Project Charter and Strategy Document:** A foundational document that outlines the project scope, goals, and strategic vision, serving as a reference throughout the project lifecycle. This comprehensive document will outline the refreshed strategic vision for the Town of Johnson's new site. It will incorporate insights from previous user experience interviews, data analysis, and existing research, serving as a roadmap for future research approach, development and decision-making.

## 2. Stakeholder Interviews and User Research

### Key Activities:

- **User Research:** Perform surveys, focus groups, and usability testing to gather data on user behaviors, preferences, and pain points.
- **Heuristic Evaluation:** UX specialists will perform an evaluation of the existing materials and similar sites, identifying usability issues and areas for improvement.
- **Content Audit:** Conduct a comprehensive audit of all content on the existing website to identify outdated, redundant, or missing information.
- **Audience Segmentation:** Develop a clear segmentation of the website's target audiences, defining personas for each key audience group and outlining their unique needs, goals, and behaviors.
- **Recommendations and Roadmap:** Provide detailed recommendations for resolving inconsistencies and enhancing the user experience across properties. Develop a prioritized roadmap for implementing these recommendations in phases.

### Deliverables:

- A detailed project plan and timeline
- Information Architecture and Sitemap Development
- Design mockups and wireframes

- A fully functional and tested website
- Training materials and sessions for the Town of Johnson staff
- A maintenance and support plan

#### 4. Wireframes and Layout Design

##### Key Activities:

- **Designing Layout for Pages and Content Types:** With the established information architecture and sitemap in place, design the layout for all pages and content types. This will start with low-fidelity wireframes illustrating the placement of elements, user flows, and overall site structure.
- **Wireframe to Mockup Refinement:** After client approval, refine the wireframes into high-fidelity mockups and functional code-based prototypes.
- **Layout Prototyping:** Create interactive prototypes to visualize navigation flows and user interactions, allowing stakeholders to engage with the conceptual design early in the development process.

##### Deliverables:

- **User Experience & Design Artifacts:** Design concepts that range from low-fidelity wireframes to fully functional code-based prototypes, that will be utilized in the production code on the completed site will be created. These will reflect the updated content strategy, user flows and information architecture. These will be developed in alignment with the Town of Johnson's strategic goals and tested with users to ensure they are functional, accessible, and user-friendly.

#### 5. Visual Design and User Interface Development

##### Key Activities:

- **Parallel Development with Content Strategy:** Visual design will be done in parallel with the content strategy and planning phase. As new content types are introduced, the visual design will be adapted to accommodate and highlight these elements effectively. This includes designing layouts and interfaces optimized for multimedia resources, interactive features, and user-generated content, ensuring they are presented in an accessible and visually appealing manner.
- **Pixel-Perfect UI Prototypes:** During the visual design phase, incorporate the approved branding elements and visual design into the lower fidelity wireframes & mockups concepts to create pixel-perfect UI prototypes. This will ensure a consistent, engaging look and feel across the entire site, with up to three rounds of revisions accommodated.

##### Deliverables:

- **Visual and UI Design Specifications:** Comprehensive design specifications and a living style guide detailing every visual and interactive aspect of the website, ready for technical implementation.





Rodney T. Little | 719-694-1049 | rodney@blackjackproductions.com

## 6. Technical Development and CMS Customization

### Key Activities:

- **Logical Design and CMS Integration:** Define the functionality for areas of the site requiring a Content Management System (CMS).
- **CMS Configuration:** Set up and configure the Content Management System to meet specific needs.
- **Custom Development:** Develop custom functionalities and integrate external services or APIs.
- Implement Templates and CMS Structure

### Deliverables:

- **Functional Website and CMS:** A fully functional website with a customized CMS, ready for content migration and preliminary testing.

## 8. Content Migration, QA, and User Acceptance Testing (UAT)

### Key Activities:

- **Content Migration:** Transfer existing and new content into the CMS.
- **Quality Assurance Testing:** Conduct thorough testing to ensure technical compliance and performance.
- **User Acceptance Testing:** Execute tests with end-users to validate the site against user requirements.

### Deliverables:

- **Ready-to-Launch Website:** A fully tested and user-approved website, ready for public launch.

## 9. Documentation and Training

### Key Activities:

- **Staff Training:** Train library staff on how to use and manage the new website effectively, ensuring they are equipped to handle content updates, technical issues, and user inquiries.
- **Documentation:** Black Jack Productions will create comprehensive documentation that not only explains the environments and workflows involved in content management but also provides detailed instructions for system maintenance and troubleshooting. This documentation will empower the The Town of Johnson team to effectively manage and take ownership of their website, ensuring its long-term sustainability and ease of use.
- **Key Components of the Documentation:**
  - **Environment Overview:** A clear explanation of the different environments (development, staging, production) and their roles in the content management process.
  - **Workflow Procedures:** Step-by-step instructions for content creation, review, approval, testing, and deployment, ensuring a smooth and efficient process.



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- **System Maintenance:** Detailed guides on routine maintenance tasks, such as software updates, backups, and security checks, to keep the website running smoothly.
- **Troubleshooting:** A troubleshooting section with common issues and their solutions, empowering the team to resolve minor problems independently.
- **CMS User Guide:** A comprehensive guide to using the Craft CMS, including content creation, editing, and publishing workflows.
- **Technical Documentation:** Detailed technical documentation on the website's architecture, codebase, and integrations, facilitating future development and maintenance.

**Deliverables:**

- **Trained Staff and Comprehensive Documentation:** A well-trained staff equipped with the knowledge and resources needed to maintain and manage the website effectively, supported by detailed documentation.

**10. Staged Launch and Post-Launch Support**

**Key Activities:**

- **Pilot Launch:** Define a "rinse-and-repeat" process to use for a wave-based rollout. Work with stakeholders to select a pilot group of libraries for the initial launch. Deploy pilot sites, which will allow us to test the new website in a controlled environment, gather feedback, and make necessary adjustments before a broader rollout.
- **Wave-Based Rollout Strategy:** Implement the rollout of the remaining websites in waves, using the "rinse-and-repeat" approach tested during the pilot. This phased rollout ensures that any issues can be identified and resolved incrementally, minimizing disruption.
- **Post-Launch Support:** Provide 30 days of ongoing support following the launch, including monitoring site performance, addressing any emerging issues, and making necessary adjustments based on user feedback and performance analytics.

**Deliverables:**

- **Successful Pilot and Gradual Rollout:** A smooth, phased launch process that ensures the new website meets user expectations and performs well across all the Town of Johnson platforms, supported by continuous monitoring and optimization.



Rodney T. Little | 719-694-1049 | rodney@blackjackproductions.com

## Project Management Approach

Our approach to managing the the Town of Johnson website project is designed to be both comprehensive and adaptable, ensuring precision and flexibility throughout each phase. We will employ a structured methodology that incorporates Kanban principles, providing a robust framework for managing complex projects while remaining responsive to feedback and evolving needs. Below is an outline of our project management approach:

- Kanban and Adaptive Methodology
  - We will utilize an Agile framework to manage the project, supporting iterative development and continuous improvement. This methodology allows us to incorporate feedback, adapt to changes in requirements, and maintain a dynamic environment that fosters collaboration and innovation throughout the project lifecycle.
- Timeline and Milestone Tracking
  - To ensure the project progresses as planned, we will develop a detailed timeline with clearly defined milestones. Tools such as Asana, Microsoft Teams Planner, Smartsheet or Microsoft Project will be used to track progress, manage tasks, and meet deadlines. We will provide regular updates on progress and adjust the timeline as needed to ensure alignment with project goals.
- Risk Management
  - Our risk management approach involves proactive identification, assessment, and mitigation of potential challenges. We will continuously monitor for risks, using established processes to address and resolve issues before they impact the project's progress. This proactive stance ensures that we effectively manage risks and minimize disruptions.
- Communication and Collaboration
  - Effective communication and collaboration are essential to project success. We will conduct standups with the project team to address immediate concerns and synchronize efforts. Additionally, we will hold regular meetings with stakeholders and the leadership team to provide comprehensive updates, discuss progress, and review deliverables. Team communication will be facilitated through the Town of Johnson's existing communication tools, ensuring seamless integration and ongoing dialogue throughout the project.



Rodney T. Little | 719-694-1049 | rodney@blackjackproductions.com

- Change Management
  - Changes in scope or requirements will be managed through a structured change management process. Change requests will be evaluated, approved, and incorporated into the project plan while maintaining timelines and quality. This approach ensures that adjustments are handled efficiently without compromising overall project goals.
  
- Client Involvement
  - Client involvement is crucial throughout the project. We will ensure transparency by providing regular updates and opportunities for collaborative decision-making. Clients will have visibility into project progress through frequent presentations and meetings, allowing them to provide input and feedback at key intervals. This collaborative approach enhances alignment with the Town of Johnson's strategic vision and objectives.

### Project Timeline and Pricing Estimate

By overlapping Development and Training and Documentation, we anticipate this project as running 10 months.

Phases	Description	Time to Complete
<b>Phase 1:</b>	<b>Planning &amp; Discovery</b>	2 - 4 weeks
<b>Phase 2:</b>	<b>Visual and Logical Design</b>	4 - 6 weeks
<b>Phase 3:</b>	<b>System Development</b>	8 - 10 weeks
<b>Phase 4:</b>	<b>Content Population, Migration, Testing &amp; Launch</b>	1 - 2 weeks
<b>Phase 5:</b>	<b>Post Launch Support</b>	Annual SLA
<b>The total amount of estimated time for the project</b> *phase are overlapping		15 - 22 weeks



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## Pricing

Deliverable	Description	Estimate
<b>Phase 1:</b>	<b>Discovery &amp; Planning:</b> BJP will outline your site's structure, content strategy, and user flows. We'll provide detailed wireframes that comply with accessibility standards and satisfy functional requirements such as ticketing systems, etc. Once approved, we will transform wireframes and site maps into visual designs.	\$16,150.00
<b>Phase 2:</b>	<b>Design:</b> We'll develop a visually cohesive interface guided by approved wireframes and design elements. We'll focus on functionality, third-party integrations, and Craft CMS administrator workflows.	\$28,900.00
<b>Phase 3:</b>	<b>Development:</b> We'll build your site with Craft CMS for easy future updates. Setup, licensing, and integrations are covered. For a comprehensive launch, you'll receive domain registration, content delivery, security services, and social media coaching.	\$35,700.00
<b>Phase 4:</b>	<b>Content Population, Testing &amp; Launch:</b> Bugs and issues are fixed before this stage. The main job here is adding content to the right sections and integrating a content management system.	\$23,800.00
<b>Phase 5:</b>	Post Launch Support	Depending on SLA
<b>The total amount for the project</b>		<b>\$104,550.00</b>
*not including hosting, support & training SLA for years 2 and beyond (see details below)		

### Project Schedule:

- Project Start Date: September 23, 2024
- Projected Go-Live Date: February 10, 2025

### Hosting, Maintenance, and Support

#### Hosting

We understand the importance of reliable hosting and technical support for the Town's new website. Our solution leverages a robust hosting environment with a well-defined Service Level Agreement to ensure optimal performance and availability.

#### Hosting Environment & Infrastructure





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We partner with Inmotion Hosting, a leading national hosting provider that specializes in business-class solutions. Your website will be hosted on a bay of servers at their state-of-the-art data centers in Los Angeles, CA or Washington, DC. These facilities feature:

- N+1 power, cooling, and generators
- Armed guards, hand scanners, and locked vaults
- 24/7/365 monitoring and staffing
- Redundant power supplies and disk arrays with hardware RAID

The hosting utilizes a fully redundant OpenStack-based cloud infrastructure. All websites are backed up daily to an offsite data center in Los Angeles for disaster recovery. We are committed to delivering 99.999% uptime and will provide rapid response to any technical issues that may arise.

### **Hosting and Support Service Offerings & Pricing**

Foundation	Power	Pro
<p>Includes 5 hours of support &amp; Maintenance</p> <p>If you're looking for someone to keep your site secure and running at peak performance, simply use the Foundation package.</p> <p>Our team will run regular software and emergency release updates and provide security monitoring, uptime monitoring, and daily offsite website back-ups. We will also fix any website bugs on existing features.</p>	<p>Includes 10 hours of support &amp; Maintenance</p> <p>Do you need an extra pair of hands to help manage website content and settings and/or make minor site adjustments? This is for you.</p> <p>The Power package includes everything in Foundation, plus our team is available to update webpage content, change site configurations, install a plugin, move a button, change the color of something, or do any small task that takes 30 minutes or less.</p>	<p>Includes 15 hours of support &amp; Maintenance</p> <p>Are you looking to take a more proactive strategic partnership to meet your goals? This is for you.</p> <p>The Pro Partner package includes everything in Manage, plus BJP will provide monthly strategic recommendations to achieve your goals. Whether you want to increase your site traffic, engage your users with richer content experiences, or build your email and social media following, this package is for you. BJP will be your strategic partner in creating an annual improvement road map to get you there.</p>
<p><b>Annual Fee is \$4,000.00</b></p>	<p><b>Annual Fee is \$8,000.00</b></p>	<p><b>Annual Fee is \$16,000.00</b></p>

### **Licenses**

\$399 for Craft CMS



Rodney T. Little | 719-694-1049 | rodney@blackjackproductions.com

## Assumptions

- **Stakeholder Availability:** Key stakeholders and decision-makers at The Town of Johnson will be available for timely feedback and approvals as needed throughout the project.
- **Access to Existing Systems:** Necessary access will be granted to existing systems, databases, and technologies within The Town of Johnson's infrastructure to facilitate integration and data migration.
- **Change Management:** A structured change management process will be in place to handle adjustments to scope or requirements efficiently, ensuring changes are evaluated, approved, and incorporated without disrupting the project timeline or quality.
- **Existing Communication Tools:** The Town of Johnson's existing communication tools and platforms will be used for project coordination, and their functionality will meet project needs.
- **Resource Availability:** Adequate resources, including personnel and budget, will be allocated to the project as agreed upon in the proposal.
- **Third-Party Integration:** Any third-party services or integrations required for the project will be available and functional as expected.

## Dependencies

- **Resource Coordination:** Availability of internal resources, including team members and subject matter experts, must align with the project schedule.
- **Timely Feedback:** The project's timeline is dependent on receiving timely feedback and approvals from the Town of Johnson's stakeholders and decision-makers.
- **Access to Data and Systems:** Successful integration and data migration are dependent on timely access to existing systems, databases, and relevant documentation.
- **External Vendors:** Dependencies on any external vendors or third-party service providers for components or integrations must be managed, including their timelines and deliverables.
- **Change Management:** Effective change management processes are dependent on the timely submission, assessment, and approval of change requests.
- **Client Engagement:** The project's progress depends on active and ongoing engagement from the client, including participation in meetings, reviews, and testing phases.



Rodney T. Little | 719-694-1049 | rodney@blackjackproductions.com

## Client References

At Black Jack Productions, our dedication to delivering exceptional results is demonstrated through our successful projects over the past 24 months. Below are references from recent clients who can attest to our expertise and the quality of our work:

- [Jennifer Baker](#) - Director - Benicia Public Library
  - [jbaker@ci.benicia.ca.us](mailto:jbaker@ci.benicia.ca.us)
  - (707) 746-4340
  - Work done in May to August 2023
  - Work done by BJP:  
UX Research, Information Architecture, Web Design and Development
- [Desiree Malley](#) - Director - Emery County, Utah Library District
  - [desireem@emery.utah.gov](mailto:desireem@emery.utah.gov)
  - Work done in 2022 to present
  - Work done by BJP:  
UX Research, Branding, Information Architecture, Design & Development
- [Chris McGrath](#) - Esteemed
  - [c.mcgrath@esteemed.io](mailto:c.mcgrath@esteemed.io)
  - 360.701.7353
  - Work done in 2020 to 2021
  - Work done by BJP:  
UX Research, Branding, Information Architecture, Design & Development

Black Jack Productions is confident in our ability to deliver a website that exceeds the Town of Johnson's expectations. We are committed to working collaboratively with City staff to create a website that is modern, user-friendly, accessible, and informative. Our proposed solution addresses the current website's challenges and provides a platform for effective communication and engagement with residents, businesses, and visitors. We look forward to the opportunity to partner with the Town of Johnson on this important project.

Respectfully submitted,  
Black Jack Production, LLC

## TOJ Administrator

---

**From:** Terry Miller <tmillerverwebdesign@gmail.com>  
**Sent:** Friday, September 13, 2024 11:28 AM  
**To:** TOJ Administrator  
**Subject:** Website Redesign Services

Hi Tom,

Thank you for sending me the RFP for the Town of Johnson website redesign. I'm afraid that I am too busy in the next few months to take on another project.

Since the Town currently has a Wordpress-based website, it seems like this is not a huge project. Updating a Wordpress website, including adding, deleting or rearranging pages is easy. New themes and plugins can replace anything that is outdated or not working well for you. There are tools like folders to help organize the media library and posts, if needed. And there are free backup and security plugins that work fine.

I know there are some budget concerns, but would estimate that a project like this would come in under \$5K, depending on details and how much time needs to be spent on training.

Good luck with the redesign. It's important for the Town to have a website that works for everyone, both residents and town government.

Terry

tmillerver web design  
Terry Miller  
PO Box 280  
Peacham, VT 05862  
802-592-3153 (land)  
802-272-7962 (cell)  
<https://www.tmillerverwebdesign.com/>

Town of Johnson  
REQUEST FOR QUALIFICATIONS  
Engineering Services

This Request for Qualifications (RFQ) seeks qualified design and assessment consultant proposals to provide professional services for the following needs: building assessments, bridge assessment, traffic scoping, infrastructure design for new developments, floodplain restoration, and new construction. This list is suggestive and not exhaustive. The term of this contract will be for one (1) year from the date of engagement. The selected firm will be contacted for all future projects but this contract does not limit the Town's engagement with other engineers. The Town will retain the right to select an engineer for all future projects.

Consultant selection will be based on firm experience on similar projects, prior experience with FEMA funding requirements, State and Federal grant administration, the team members to be assigned to these projects and the ability to meet deliverable deadlines & grant conditions.

Sealed Qualifications & Rate Schedule for key personnel will be received by the Town of Johnson, at PO Box 393, Johnson, Vermont 05656, OR VIA EMAIL to [tojadministrator@townofjohnson.com](mailto:tojadministrator@townofjohnson.com) until XXXXXXXXXX DATE 2024 at 4:00 PM. All proposals, not exceeding 25 pages in length, will be administratively reviewed for completeness and a local selection committee may request interviews prior to recommending one firm to the Johnson Selectboard to begin work contract negotiations. Please be advised that all notifications, releases, and addendums associated with this RFP will be posted on-line at [townofjohnson.com](http://townofjohnson.com) and copies provided at the Town Clerk's Office where the original solicitation resides. The Town will not attempt to contact consultants with updated information. It is the responsibility of each consultant to provide an email contact and to periodically check their email for notifications, releases and addendums associated with the RFP. The Town encourages proposals from economically disadvantaged businesses enterprises and consultants shall comply with all federal funding requirements. The Town reserves the right to reject any and all submittals and to make a consultant selection based on the needs and requirements of the Town and may select the consultant that it feels will provide the best value to the Town.





**Town Of Johnson  
P.O. Box 383  
Johnson, VT 05656**

## **Town Administrator's Report to the Board for 9/16**

### Upcoming Reminders:

- 9/13, Website RFP returns
- 9/16, sb working session
- 10/7, Fuel and Truck RFP's return
- 10/21, Review changes to Town Plan re ATV

### TA Notes, Thoughts, and Discussion Items:

## **OLD BUSINESS as of 9/11:**

### Selectboard:

- Town Administrator & CEDS priority list
- ATV Ordinance
- Capital Budget and Plan
- Town Sewer Service Area, Light Industrial Park
- Plan to separate ownership of buildings
- Drainage clarification in village
- Communication to the Public
- Interlocal Pound Agreement
- Road Reclassification
- Town Website
- NBRC with a positive bond vote

### Town Administrator:

- Add Library salaries/benefits to budget spreadsheet
- Cashflow Map
- Time Sheet update
- Storm Water at VECOop
- FEMA closeouts
- Building maintenance eval and plan
- recreate FY22 paving expenses
- Town Building future planning
- College land acquisition
- DRB term limits statutory?
- Storage Shed legion field
- committee involvement for priorities
- RFP fuel, truck, engineering
- rec job offer
- rec job description
- FEMA extension with Library/Skatepark
- Patch culvert easement
- Floodplain permits for skatepark

**TOWN OF JOHNSON RECREATION COORDINATOR**  
**Job Description**

**Position Title:** RECREATION COORDINATOR

**Employment category:** Part time, FLSA exempt, Town Employee

**Reports to:** Selectboard and Town Administrator

**GENERAL SUMMARY:**

The Recreation Coordinator (RC) will perform administrative and organizational work to coordinate and implement municipal recreation and other community activities.

The RC works closely with various municipal boards, commissions, and community groups in planning events, public media outreach and keeping the town goals and objectives constantly in the public eye.

This position is under the general supervision of the Town Administrator and is ultimately accountable to the Select Board.

**ESSENTIAL TASKS, DUTIES AND RESPONSIBILITIES:**

- Organize recreation and SkatePark programs and activities (Promotion of programs; Holding of registrations; Scheduling of Meets/Tournaments; Purchase and distribution of uniforms; Collection of fees and dues; Recruitment of coaches; Creation of participation awards for programs). Coordinate individual tasks and program planning with the Recreation Committee and SkatePark Committee.
- Work with the Recreation Committee and SkatePark Committee to develop and administer the operating budgets and capital projects budgets as approved by the Selectboard. Provide regular reports to the Recreation Committee and SkatePark Committee on financial status, ongoing projects, and any potential needs. Liaison with the Selectboard for the submission of budgets for inclusion in the Selectboard's annual budget.
- Coordinate the scheduling of activities at municipal recreation parks and SkatePark, and the Johnson Elementary School facility. The municipal recreation parks include Old Mill Park and Legion Field.
- Oversee the development and maintenance of municipal parks in consultation with Town Administrator. Where appropriate, coordinate park maintenance with municipal employees (Public Works Superintendent and Road Foreman).
- Coordinate and organize community and volunteer efforts, including Green Up Day, supporting downtown and the local business community in collaboration with organizations such as Johnson Works and LEDC.
- Attend Recreation, SkatePark, and other municipal committee meetings as needed.
- Provide regular status reports to supervisor.

**SKILLS/EXPERIENCE/TRAINING REQUIRED:**

- Bachelor's degree in recreation or other appropriate discipline is preferred, however relevant work experience will also be strongly considered.
- Basic technical knowledge of recreational programs, with some familiarity with municipal/school recreation program administration.
- Familiarity with SportsEngine or similar sports management platforms.
- Good planning, organizational and project management skills. Good math skills and ability to work within a budget.
- Grant writing and administration skills desired.

- Some field maintenance experience desired.
- Basic computer skills for word processing and preparation of spreadsheets.
- Ability to communicate effectively on behalf of the Recreation Committee to a variety of community constituents. Basic public relations skills, ability to work cooperatively with volunteer committees, elected officials and other Town personnel a must.

**SUPERVISION RECEIVED:**

The RC will operate under general supervision of the Town Administrator and with guidance from the Recreation Committee. The Selectboard will identify the Coordinator's annual priorities with recommendations from municipal committees. The Selectboard will approve the priorities prior to their implementation. The Recreation Coordinator will submit progress reports to their supervisor, and will report directly to the Selectboard as needed.

**TERMS OF EMPLOYMENT:**

Hired by the Selectboard after interviews and reference checks. Must pass background check. Terms of employment, compensation, and benefits set by the Boards and governed by Personnel Policy. Six month probationary period is a condition of employment. Continuation of employment will be based on availability of funding.

**EVALUATIONS:**

Annual evaluations detailing the employee performance will be performed. The employee will be afforded an opportunity to respond to the evaluation. A six-month review will be prepared and continued employment will be based on a satisfactory review.

**COMPENSATION AND BENEFITS:**

Salary and benefit package to be negotiated with the Selectboard (subject to Personnel Policy) annually and based on satisfactory job performance and Town budget.

**WORKING CONDITIONS AND PHYSICAL DEMANDS:**

May require performance of light manual labor. May require work in an outdoor environment, must be able to lift 50lbs.

*The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required.*

External and internal application, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.

## TOJ Administrator

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**From:** Listers  
**Sent:** Friday, September 13, 2024 1:12 AM  
**To:** TOJ Administrator; Duncan Hastings; Eben Patch  
**Subject:** Fw: Reappraisal Write Up  
**Attachments:** Buckley Porposal Explained 1.docx; Buckley Card Sample Rev 1 1.pdf; SANSOUCY.pdf; Johnson Reappraisal Agreement 29.pdf

Hi Tom, Eben, and Duncan,

Please find my updated recommendation below, along with attachments.

After receiving proposals from 3 firms, my recommendation is to contract with NEMRC for the 2029 Grand List because:

- NEMRC will inspect every property in Town (crucial due to lack of zoning)
- NEMRC Staff is pleasant to work with
- NEMRC performed the 2020 Reappraisal for Johnson
- NEMRC will be performing the reappraisal in St. George for 2026, Berkshire for 2027, and Hyde Park for 2028 (I will be familiar with their process)
- NEMRC has a lot of experience and references

The downside to NEMRC is they are booked until the 2029 Grand List. Buckley submitted a proposal that does not have a price or reflect the necessary highlights of NEMRC mentioned above, though they are booking out 1 year. I followed up with Buckley on July 30 and September 13 requesting a cost associated with his proposal. I also contacted my District Advisor regarding the reappraisal, and NEMRC was suggested because NEMRC will inspect every property in Town, where-as the competitors will not. I have contacted other appraisal companies with no reply or no availability, other than Tyler Technologies showed some interest for a Townwide Reappraisal when I discussed with them on September 6, though Johnson is out of their preferred area and there was no commitment expressed.

The NEMRC proposal could be signed as-is if the Selectboard approves it, or if there are edits needed, I am happy to bring those back to Ed at NEMRC. If further investigation is needed, I'm happy to do that as well.

I am investigating our eligibility for a statistical reappraisal, though we will likely not qualify this round. My longer-term thought process is, hire NEMRC to perform our Townwide Reappraisal, and within 5-years of the Townwide Reappraisal, hire them again to do a statistical reappraisal, which is of less cost and (1) can be performed inbetween each Townwide Reappraisal if the Town passes a Data Analysis, saving the Town money over the course of a decade. From what I gather, a lot of the Data Analysis will be able to be performed in-house when the time comes. (Please note: Level IV is required for Townwide Reappraisal. I am Level I, and 2-3 years is required between each level, plus testing).

This year I will be sending forms to all property owners in Johnson for them to fill out stating if they have had any changes to their property within the last 5-years. Next year the same form will be sent out asking the same information, but for the past year. This process will help keep our data accurate without zoning,

and increase our likelihood of qualifying for a statistical reappraisal. The form will also open the doorway to conversation, awareness, and will include Animal Licensing Information so the Town will have better records of Dog Ownership in Town, and will be sent in January 2025.

**Side note:** Please consider a second person attending site inspections for liability and safety reasons. This person would strictly hold a tape measure and bare witness to interactions. The position would be approximately 6 days per year - (3) 8-hour days in the Fall, and (3) 8-hour days in April, give or take a few hours. No experience required and just the ability to climb terrain, hold a tape measure, and not speak of property owners' assessment, taxes, or politics in the field. I'll follow up with the Selectboard once more information is gathered from VLCT. I will be performing multiple inspections in October 2024 and would be grateful to have a second body in the field.

Thank you for your time on considering on the above matters. Please reach out if you have any questions.

802 323 6368

Thank you,  
Justin Mason, VPA I  
Municipal Assessor  
E-911 Coordinator  
Town of Johnson  
293 Lower Main West  
Johnson, VT 05656  
(802) 635-2611 (listers/assessors line is not accessible)  
listers@townofjohnson.com  
<https://townofjohnson.com/>

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**From:** Listers <listers@townofjohnson.com>  
**Sent:** Tuesday, August 13, 2024 3:06 PM  
**To:** TOJ Administrator <tojadministrator@townofjohnson.com>; Eben Patch <epatch@townofjohnson.com>; Duncan Hastings <dhastings@townofjohnson.com>  
**Subject:** Re: Reappraisal Write Up

Hello -

After receiving proposals from 3 firms, my recommendation is to contract with NEMRC for the 2029 Grand List because:

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- NEMRC Staff is pleasant to work with
- NEMRC performed the 2020 Reappraisal for Johnson
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Thank you for your time on considering this matter. Please reach out if you have any questions.

Thank you,  
Justin Mason, VPA I  
Municipal Assessor  
E-911 Coordinator  
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listers@townofjohnson.com  
<https://townofjohnson.com/>

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**From:** TOJ Administrator <tojadministrator@townofjohnson.com>  
**Sent:** Monday, August 12, 2024 2:27 PM  
**To:** Listers <listers@townofjohnson.com>; Justin Mason <JMason@townofjohnson.com>  
**Subject:** Reappraisal Write Up

Justin,

Can you do a quick write up for the board that I can include in the packet? This would have to be done by 8/12 to make it in.

Thomas Galinat  
Town Administrator  
Johnson, Vermont  
802.635.2611 o  
802-793.8480 c

townofjohnson.com

## Johnson Assessor Office

Re: Reappraisal timeline – 1 year – First 9 months inhouse determination of all values. Last 3 months data input to the existing computer software for reporting purposes to State's expectations.

- 1) Assess town record system –
  - a. Arrange for download retrieve Excel Spreadsheet of existing data base
  - b. Create sub spreadsheet with factual data only
  - c. Fields in Sub spreadsheet will allow integration with a spreadsheet with similar fields from MLS
  - d. Process:
    1. Pull individual property file with physical description; Pair with MLS Sales/Listings with sub-market attributes: distance, property type defined by wide age range, wide living area range wide land size (<2 a, 2-5a, 2-12 a >12a).
    2. Chose best data and send MLS sheets for later analysis.
- 2) Minimize mailings to notice with the following
  - a. Individual Data Cards - import factual data from our New Database (Excel Spreadsheet – combine with request for new information as to short life items, and request new contact information (voluntary) email and phone #. See attached sample data sheet. Sample Card Attached.
- 3) Listers Participation:
  - a. Analyze quality of data with goal to determine what data collection improvements are required
  - b. Deligate up to date exterior pictures of all properties
  - c. Identify what properties definitely require an on-site inspection
  - d. Identify random inspections as in “friendly” confirmation only
  - e. Discuss an annual update in changes in properties per property owner notification
  - f. Discuss the use of Vermont Parcel Viewer for site and aerial data source
  - g. Identify any other data points which will aid in potential biannual grand list updates
  - h. Input all proposed final grand list values with clearly defined sub-market characteristics
- 4) The assignment of values should start immediately with the understanding that a certain percentage will require special attention due to limited market data. Values should be supported by no less than one comparable sale as defined in the sub-market category not limited to just sales in Grand Isle.

- 5) Delivery of assessments to the State with the existing software:
  - a. Our firm will compile a database list (MLS) of homes sold built after 01/01/2023 to determine real “New” cost of construction preferably in homes never occupied.
  - b. Where possible site acquisition costs will be documented as a means of creating a land schedule.
  - c. Similarly raw land sales will be gathered on a regional basis to form the basis of land schedule. Multipliers will not be used unless a correlation is found between land size and value. Instead, sub-markets defining types of land (topography, open land, frontage shape, etc. ) forming the basis for the assigning of land value based on bracketed sales data.
  
- 6) With market based accurate cost new data and accurate land value estimates we will override the current software value assumptions with market supported estimates thereby making it possible to report to the State the following:
  - a. Estimated Replacement Cost
  - b. Estimated value of land component
  - c. Estimated site improvement costs
  - d. Real Vermont based data substantiating transparent support total fair market value utilizing a cost approach.
  - e. The listers might choose to participate in this process as they are a stake holder in continued maintenance which will be monitoring future sales activity looking for assumption errors or looking for trends not recognized in existing value predictors. PVR provides for up to 25% grand list maintenance when a certain sub-market behavior is out of balance with the grand list valuation.

2023 SAMPLE PROPERTY ASSESSMENT CARD REAL ESTATE SERVICES, LLC	DATE	8/18/23	PAGE #	1
	FILE NUMBER	1234	ASSESSED VALUE	\$666,562

ADDRESS	954 SOUTH ROAD	DESCRIPTION	RESIDENTIAL
CITY	PERU	AGE	1979
STATE	VERMONT	SALE PRICE	
ZIP	5201	SALE DATE	/
PARCEL #	1200021	BOOK	500
SPAN #		PAGE	123
OWNER(S)	BARTLETT GEORGE JR & ALICIA C	FINISHED AREA	3447
LOT SIZE	5.70 ACRES		

EXTERIOR INFO		INTERIOR INFO	
STORIES	2.5	ROOM COUNT	9
SIDING	VINYL	BEDS	5
ROOF	SHINGLE	BATHS	2.5
FOUNDATION	CONCRETE	HEATING	HWBB
PORCH	2	COOLING	NONE
DECK	1	GLA	2327
GARAGE	2 CAR DET	BASEMENT SF	1120
OUTBUILDINGS	WORKSHOP	FIN BASEMENT SF	1120



ITEM	NOTES	AGE	CONDITION
ROOF		10	AVG
WINDOWS		10	GOOD
KITCHEN		5	GOOD
BATHS		15	AVG
BOILER		20	AVG

**COST BREAKDOWN**

ITEM	NOTES	AREA (SF)	RATE	TOTAL
BASE		2,327.00	\$250.00	\$581,750
BASEMENT		1,120.00	\$95.00	\$106,400
GARAGE		672.00	\$35.00	\$23,520
PORCHES		386.00	\$52.00	\$20,072
DECKS		672.00	\$23.00	\$15,456
OUTBUILDINGS	WORKSHOP	760.00	\$35.00	\$26,600

ADDITIONAL FEATURES	NOTES	AREA (SF)	RATE	TOTAL
		0	0	\$0
		0	0	\$0
		0	0	\$0

<b>COST NEW</b>				<b>\$773,798</b>
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	PERCENT	TOTAL
ACCRUED DEPRECIATION	22.00	\$170,236

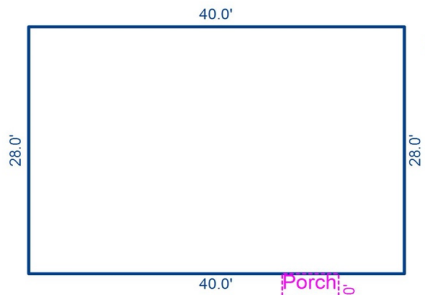
DEPRECIATED COST		\$603,562
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SITE IMPROVEMENTS	NOTES	TYPE	CONDITION	
WATER		WELL	AVG	8,000.00
SEWER		SEPTIC	AVG	15,000.00
ADDITIONAL		LANDSCAPING	AVG	20,000.00

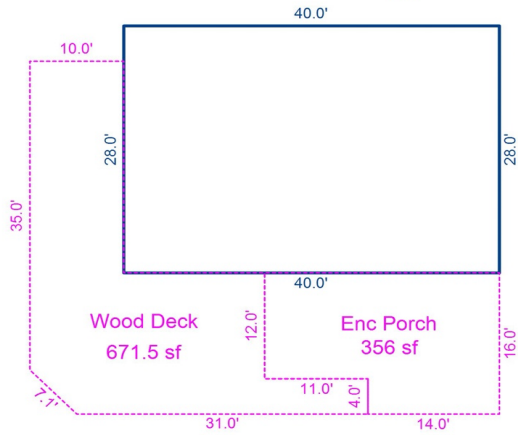
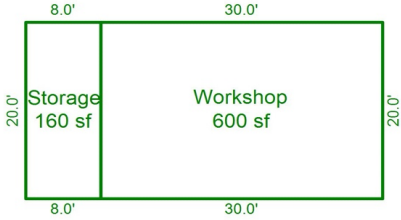
SITE VALUE	NOTES	SIZE (ACRES)	QUALITY	
BUILDING LOT		2	AVG	40,000.00
ADDITIONAL LAND		3.4	AVG	20,000.00

ASSESS VALUE				\$666,562
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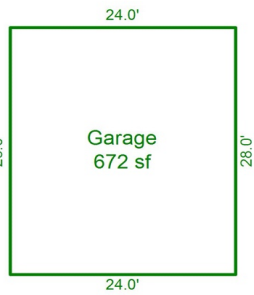
NOTES:



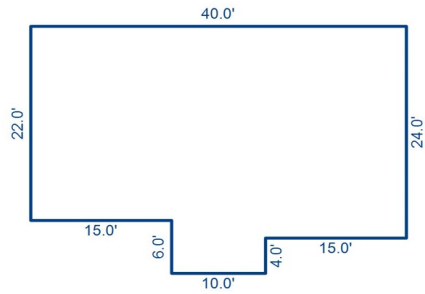
Finished BSMT  
1120 sf



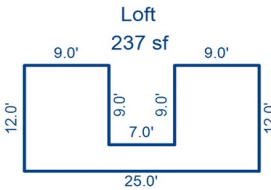
First Floor  
1120 sf



Garage  
672 sf



Second Floor  
970 sf



Loft  
237 sf

Sketch by ApexSketch

AREA CALCULATIONS SUMMARY						AREA CALCULATIONS BREAKDOWN				
Code	Description	Factor	Net Size	Perimeter	Net Totals	Name	Base x	Height x	Width =	Area
GLA1	First Floor	1.0	1120.0	136.0	1120.0	First Floor	40.0 x	28.0 x	28.0 =	1120.0
GLA2	Second Floor	1.0	970.0	136.0	970.0	Second Floor	28.0 x	10.0 x	10.0 =	280.0
GLA3	Loft	1.0	237.0	92.0	237.0		22.0 x	15.0 x	15.0 =	330.0
BSMT	Finished BSMT	1.0	1120.0	136.0	1120.0		24.0 x	15.0 x	15.0 =	360.0
GAR	Garage	1.0	672.0	104.0		Loft	25.0 x	3.0 x	9.0 =	75.0
	Workshop	1.0	600.0	100.0			9.0 x	9.0 x	9.0 =	81.0
	Storage	1.0	160.0	56.0	1432.0		9.0 x	9.0 x	9.0 =	81.0
P/P	Enc Porch	1.0	356.0	82.0						
	Wood Deck	1.0	671.5	149.1						
	Porch	1.0	30.0	22.0	1057.5					
	Net LIVABLE	cnt	3 (rounded)		2,327	7 total items			(rounded)	2,327





**SANSOUCY  
ASSOCIATES**

*Complex Utility and Property Valuations, and Regulatory Consulting*

**RESPONSE TO  
REQUEST FOR PROPOSAL  
FOR  
GENERAL ASSESSING SERVICES FOR UTILITY PROPERTIES  
LOCATED IN  
THE TOWN OF JOHNSON, VT**

**Prepared for:  
Town of Johnson, VT**

**Prepared by:  
George E. Sansoucy, P.E., LLC d/b/a Sansoucy  
Associates  
148 Main Street  
Lancaster, New Hampshire 03584**

**July 2024**



**SANSOUCY**  
**ASSOCIATES**

*Complex Utility and Property Valuations, and Regulatory Consulting*

July 10, 2024

Justin Mason, Town Assessor  
Assessor's Office  
293 Lower Main Street W  
P.O. Box 383  
Johnson, VT 05656

RE: Request for Proposal for General Assessing Services

Dear Mr. Mason,

Thank you for the opportunity to submit this proposal in response to your request for utility valuation assessing services of all utility property in the Town of Johnson, VT. We are providing a segregated bid for the utility property only. This proposal is for the 2025 revaluation. The utilities included in this proposal are the taxable property of Green Mountain Power, Vermont Electric Coop, Vermont Electric Coop office space and warehouse, and Vermont Transco, and any taxable solar fields as requested for *ad valorem* taxation purposes.

We also will prepare individual values for other special purpose or large industrial and commercial complex properties in Johnson on a one-by-one basis. Any of these you request will be performed with a contract amendment. This offer extends to any litigation support you may need.

I hope this proposal meets with your approval and look forward to working with you and the Town of Johnson, both currently and in the future, in the valuation and management of its utility properties for *ad valorem* tax assessment purposes. Should you have any questions, please contact me at 603-788-4000 or via email at [gsansoucy@sansoucy.com](mailto:gsansoucy@sansoucy.com).

Very truly yours,

GEORGE E. SANSOUCY, P.E., LLC

George E. Sansoucy, P.E. (NH)  
VT License Number: 80.0079211

GES/lm  
Enclosures

**Sansoucy Associates**

148 Main Street, Lancaster, NH 03584 Tel: 603.788.4000 [gsansoucy@sansoucy.com](mailto:gsansoucy@sansoucy.com)  
101 Gulliver Street, Fountain Inn, SC 29644 Tel: 864.408.7988 [msansoucy@sansoucy.com](mailto:msansoucy@sansoucy.com)  
Remittance Address: 86 Reed Road, Lancaster, NH 03584

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## Sansoucy Associates

148 Main Street, Lancaster, NH 03584 Tel: 603.788.4000 gsansoucy@sansoucy.com  
101 Gulliver Street, Fountain Inn, SC 29644 Tel: 864.408.7988 msansoucy@sansoucy.com  
Remittance Address: 86 Reed Road, Lancaster, NH 03584

## **PROPOSAL**

This proposal is for a standalone restricted revaluation appraisal report that will be provided to Johnson for taxable utility property in Johnson. We will assist the Town in cataloging the appropriate values on the tax cards, but we, ourselves, will not be authorized users of the property software.

## **QUALIFICATIONS**

The firm of George E. Sansoucy, P.E., LLC d/b/a Sansoucy Associates (GES) provides valuation and consulting services to clients throughout the United States. Our clients include both private and public institutions such as state and local governments and agencies, as well as private industry, utilities, and financial institutions. The firm's two primary services are 1) the valuation of public utility infrastructure, energy projects, and complex industrial properties, and 2) consultation services and testimony on regulatory matters for governments and private industry involving public and private utilities and the energy industry. Our staff of seventeen (17) people includes three professional engineers, two licensed in New Hampshire and one licensed in South Carolina; two certified general appraisers including two Vermont licenses with experience in a wide range of energy and regulatory matters; two MBAs, and administrative staff. Our staff has testified in many legal and regulatory proceedings before state and federal courts, tribunals, and administrative agencies.

GES has extensive experience in the valuation of electric generating facilities, electric transmission and distribution property, hydroelectric property, gas transmission and distribution property, cable TV, and telecommunications property in the public rights-of-way. The valuation of these types of facilities necessitates an understating of both the regulatory and economic climate in which these facilities operate.

George E. Sansoucy will be designated as the lead appraiser. Mr. Sansoucy is licensed in the State of Vermont as a Certified General Appraiser, VT License Number: 80.0079211, and as a Certified Assessing Company by the VT Department of Taxes.

### **Sansoucy Associates**

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Remittance Address: 86 Reed Road, Lancaster, NH 03584

## **SCOPE OF SERVICES**

The scope of this work is for the revaluation of all taxable utility property in the Town of Johnson. Revaluation values will be provided by May 15, 2025, or thereafter, as soon as the new valuation land schedules are completed.

The utilities to be included are:

<b>UTILITIES</b>
Green Mountain Power
Vermont Electric Coop
Vermont Electric Coop – office space and warehouse
Vermont Transco
Taxable solar fields – by request

Sansoucy will provide a USPAP-compliant restricted appraisal revaluation report with all of the values provided and equalized at 100% for the year of the revaluation. Updated values outside of the year of revaluation will be provided in a restricted report by May 15 of each year, or thereafter as soon as any new land schedules are completed.

Sansoucy will defend its appraisals through the grievance process under the fixed price portion of this contract for each year. If a taxpayer files an appeal to the BCA or to the courts or the state appraiser, we will defend these values on a time and material basis based on the rate sheet enclosed in this proposal.

### **Sansoucy Associates**

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Remittance Address: 86 Reed Road, Lancaster, NH 03584



## **COST - PRICE PROPOSAL**

We propose a fixed cost of **\$20,000** for one year. This price includes one revaluation and report. Any additional work will be billed on a time and material basis based on the attached rate sheet.

**OR**

We propose an annual fixed price of **\$13,600** per year for a five-year contract for one revaluation and four years of pickups and valuation update, not including warehouse and office space. Any additional work will be billed on a time and material basis based on the attached rate sheet.


## **INSURANCE**

Sansoucy will maintain general liability insurance with an endorsement for hired and non-owned automobile liability.

The liability insurance will be in the form of commercial general liability with limits of \$2,000,000 per occurrence/person for bodily injury, and \$4,000,000 general aggregate for the life of the policy.

The hired and non-owned automobile liability endorsement will have a limit of \$2,000,000 each accident.

Sansoucy will provide a certificate of insurance confirming the above insurance coverages at the time of contract execution. All insurance will be valid in the State of New Hampshire.

  
Owner/Member  
Authorized Signature & Title (Officer)

July 10, 2024

Date

**REFERENCES**

<p>Jim Michaud, Chief Assessor  Town of Hudson  12 School St.  Hudson, NH 03051  Tel: (603) 816-1264  jmichaud@hudsonnh.gov</p>	<p>Chris Boldt, Esq.  Donahue Tucker &amp; Ciandella, PLLC  The Towle House  164 NH Route 25, Unit 2  Meredith, NH 03253  Tel: (603) 766-4573  cboldt@dtclawyers.com</p>
<p>Steve Bolton, Corp. Counsel  City of Nashua  229 Main St.  P.O. Box 2019  Nashua, NH 03061  Tel: (603) 589-3246  boltons@nashuanh.gov</p>	<p>Joseph W. Lessard, Jr., CNHA  Municipal Resources  Contracted Interim Chief Assessor  33 Geremonty Drive  Salem NH, 03079  Tel: (603) 890-2018  jlessard@salemnh.gov</p>
<p>Martha Roy, Town Manager  Town of Newington  205 Nimble Hill Road  Newington, NH 03801  Tel: (603) 436-7640  mroy@townofnewingtonnh.com</p>	<p>Mike Waddell, Chairman of Selectboard  Town of Gorham  20 Park Street  Gorham, NH 03581  Tel: (603) 466-3322  mwaddell@gorhamnh.org</p>

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148 Main Street, Lancaster, NH 03584 Tel: 603.788.4000 gsansoucy@sansoucy.com  
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# **APPENDIX A**

## **RESUMES**

### **Sansoucy Associates**

148 Main Street, Lancaster, NH 03584 Tel: 603.788.4000 [gsansoucy@sansoucy.com](mailto:gsansoucy@sansoucy.com)  
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Remittance Address: 86 Reed Road, Lancaster, NH 03584



# SANSOUCY ASSOCIATES

*specialized complex valuation and consulting*

## RESUME OF GEORGE E. SANSOUCY, P.E. (NH), CGA

Mr. Sansoucy graduated from the University of New Hampshire in 1974, with a Master of Science Degree in Civil Engineering, with a major in Sanitary/Environmental Engineering and with additional emphasis on urban planning and infrastructure. Immediately after leaving college, Mr. Sansoucy served as a Project Manager for the firm of Anderson-Nichols and Co., Inc., a multi-disciplined consulting engineering firm in Boston, Mass., working in the fields of municipal and industrial wastewater and water treatment systems, pipeline systems, large pumping systems, environmental impact work, soil and groundwater management, wastewater treatment for pulp and paper operations, planning, design and construction administration of numerous civil and environmental engineering projects. As a Project Manager, Mr. Sansoucy was responsible for all aspects of civil engineering project planning, design, construction, economic analysis, technical requirements for financing and project close out.

Since 1980, Mr. Sansoucy started, owned and operated his own consulting engineering and appraisal firm which actively engaged in the planning, design, financing, construction, operation, and management of hydroelectric plants throughout New England and New York State, design and construction of energy related transmission and distribution facilities, power contract development, interconnection development, project management, development of commercial and industrial real estate, consulting for policy and valuation issues on a wide range of public utility properties, regulatory utility matters, and expert testimony before numerous regulatory bodies and courts in the United States. Mr. Sansoucy has completed engineering or valuation assignments for the U.S. Government, State Governments, County Governments, and School Districts, Cities, Towns, Villages, and private enterprises. Assignments have been conducted for banks, insurance companies, individuals, attorneys, and private industry in the fields of utility regulation and valuation, energy planning and development, energy conservation and management, construction management, and design of roads, water, sewer, utilities, and other municipal and utility facilities.

Since 1990, the firm has been actively engaged in the valuation, appraisal, assessments, taxability, and expert testimony for the valuation of public and private utility property of all kinds throughout the United States. These types of property include electric, gas, water, telephone, cable, oil pipelines, electric generation plants of all kinds, nuclear plants, renewable energy facilities, and other types of utility property both regulated and unregulated. In addition, we have been actively engaged in the valuations of certain types of special purpose properties, which include paper mills, heavy industrial complexes, pipe manufacturing facilities, wholesale and retail data centers, server

farms, nuclear pump manufacturing facilities, underwater fiber optic trans ocean cable manufacturing facilities, oil, gas, other liquid storage tank facilities, natural gas, and propane liquid storage facilities, gypsum manufacturing facility, all types of renewable energy facilities including water, wind, solar, landfill and landfill gas facilities, cellular telephone systems, heavy dockage and peorage, chemical manufacturing facilities, generator manufacturing facility (G.E. Schenectady NY), waste to energy biomass electric generation facility, complex warehouse and distribution facility, new Walmart Superstores, satellite uplink facilities, and other miscellaneous special purpose properties. Our work and valuation have involved appraisal, assessment, taxability, mass appraisal modeling, mass appraisal systems, and expert testimony regarding these appraisals.

Mr. Sansoucy's experience has included all levels of coordination with various federal and state agencies, such as the New Hampshire Public Utilities Commission, the New Hampshire Water Resources Board, the New Hampshire Department of Environmental Services, the Michigan Public Service Commission, the Massachusetts Department of Revenue, the San Francisco Public Service Commission, the Maine Department of Transportation, the Federal Energy Regulatory Commission, the Environmental Protection Agency, OSHA, HUD, and many other similar departments throughout the country. Also, Mr. Sansoucy has and continues to provide input to legislative committees and/or committee members relating to regulatory policy for utility matters.

A general overview of Mr. Sansoucy's expertise includes:

1. Appraisals, valuations, and engineering consulting for municipal, government, and private clients on public utility property issues, utility policy, private power projects, including the valuation of nuclear power plants and interim nuclear fuel storage facilities;
2. Court preparation, expert testimony, legislative testimony, and regulatory testimony, including the complete project management of eminent domain takings of utility property by government entities;
3. Construction of power lines, substations, control facilities and other appurtenances necessary for the generation and distribution of electricity to the host utility;
4. Civil design and construction for buildings, roads, foundations, drainage, utilities, and controls;
5. Development, licensing, design, and construction of hydroelectric energy projects from inception to completion with successful operations, financing negotiations, contracts for power negotiations, and management of small-scale energy projects;
6. Planning, design, and construction management for water, wastewater, industrial wastewater treatment facilities, and alternative water and wastewater treatment facilities;
7. Design and construction of pressure and gravity water and wastewater treatment conveyance systems;
8. Environmental assessment and impact report management, preparation, and presentation;
9. Planning and executing public participation in the regulatory, valuation and environmental fields;
10. Construction of projects in the design/build mode with fixed price requirements;
11. Dam, canal, and waterway renovations of existing structures;
12. Renovation of buildings, both historic and non-historic, to meet all current life safety, BOCA, state, federal, and local codes;
13. Hazardous waste evaluation, analysis, mitigation, and remediation;
14. Additional projects with varied experience and opportunity; and



15. Analysis, development, and preparation of mass appraisal systems for local and central valuation and assessment, for utilities and telephone properties.

**PROFESSIONAL QUALIFICATIONS:**

B.S. Civil Engineering, University of NH, 1974

M.S. Civil, Sanitary Engineering, University of NH, 1974

Registered Professional Engineer, NH # 4175

Certified General Real Estate Appraiser in New Hampshire, Connecticut, Massachusetts, Maine, Maryland, Michigan, Missouri, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Texas, Vermont, and Virginia.

Certified New Hampshire Assessor/New Hampshire Department of Revenue Administration

Certified Assessor Supervisor/New Hampshire Department of Revenue Administration

George E. Sansoucy P.E., LLC d/b/a Sansoucy Associates Certified in New Hampshire, Ohio and Vermont

**Professional continuing education courses:**

I.A.A.O. Course 1 – Fundamentals of Real Property Appraisal

I.A.A.O. Course 151 – USPAP

I.A.A.O. Course 2 – Income Approach to Valuation

I.A.A.O. Course 300 – Fundamentals of Mass Appraisal

I.A.A.O. Course 354 – Multiple Regression Analysis

I.A.A.O. Course 400 – Assessment Administration

Appraisal Institute Course – Using Your HP12C Financial Calculator

Appraisal Institute Course – Internet Search Strategies for Real Estate Appraisers

Appraisal Institute Course – Business Practices and Ethics

Appraisal Institute Course – 7-Hour National USPAP Update Course – 1400

Appraisal Institute Course – Condemnation Appraisals

Appraisal Institute Course – Intro to Conservation Easement Valuation

Appraisal Institute Course – Analyzing the Effects of Environmental Contamination

Appraisal Institute Course – Appraisal Curriculum Overview

Appraisal Institute Course – Intro to Green Buildings: Principles & Concepts

Appraisal Institute Course – Residential & Commercial Valuation of Solar

Appraisal Institute Course – Supervising Appraisal Trainees

Appraisal Institute Course – Appraising Cell Towers

Appraisal Institute Course – Pennsylvania Law

Appraisal Institute Course – Eminent Domain & Condemnation

Appraisal Institute Course – Solving Land Valuation Puzzles

Appraisal Institute Course – Residential & Commercial Valuation of Solar

Appraisal Institute Course – General Appraiser Income Approach/Part 2

Appraisal Institute Course – Marshall & Swift – Commercial Program

McKissock Course – Work File Documentation for Appraisers

McKissock Course – Land and Site Valuation

McKissock Course – Essential Elements of Disclosures and Disclaimers

McKissock Course – Managing Appraiser Liability

McKissock Course – Appraisal of Land Subject to Ground Leases

McKissock Course – Appraisal Applications of Regression Analysis

McKissock Course – Environmental Issue for Appraisers

McKissock Course – The Dirty Dozen

McKissock Course – The Cost Approach

McKissock Course – Connecticut Real Estate Law (Every 2 years)  
McKissock Course – That’s a Violation  
McKissock Course – USPAP 7-Hour Update (Every 2 years)  
McKissock Course – The Basics of Expert Witness for Commercial Appraisers  
McKissock Course – Income Approach Overview  
McKissock Course – Introduction to commercial appraisals  
McKissock Course – Appraisal of Industrial & Flex Buildings  
McKissock Course – Pennsylvania Law – Mandatory (Every 2 years)  
McKissock Course – Michigan Law – Mandatory (Every 2 years)  
McKissock Course – Appraisal of Owner-Occupied Commercial Properties  
McKissock Course – Commercial Land Valuation  
McKissock Course – Income Approach Case Studies for Commercial Appraisal  
McKissock Course – The Sales Comparison Approach  
McKissock Course – The Basics of Expert Witness for Commercial Appraisers  
Massachusetts Conflict of Interest Law (Every 2 years)  
NHAAO/D.R.A. State Statutes Course  
NHAAO/D.R.A. State Statutes Update Course

**Engineering Professional Development Courses:**

IPU Michigan State University – IPU Advanced Regulatory Studies Program – 2015  
IPU Michigan State University – IPU Power Grid School - 2019  
IPU Michigan State University – Advances Regulatory Accounting and Auditing  
EUCI – Transmission Settlements and Accounting  
EUCI – Fundamentals of Battery Storage  
EUCI – Long Duration Energy Storage  
EUCI – FERC Return-on-Equity (ROE) Order  
NRAAO Valuation of Wireless Communication Towers and Sites  
NRAAO Wind Farm Valuation in the Northeast  
2007 SEAK National Expert Witness Conference  
2009 SEAK National Expert Witness Conference  
2011 SEAK National Expert Witness Conference  
2012 SEAK National Expert Witness Conference  
Financial Statement Analysis  
Legal Issues for the New Hampshire Design Professionals  
Power Gen Natural Gas Conference, Columbus, Ohio  
ISO New England Introduction to Wholesale Electricity Markets  
ISO Forward Capacity Market  
Wisconsin University of Wisconsin-Madison – Introduction to Power System & Substation Grounding  
McKissock Course – The National Disaster Recovery Framework: An Overview  
McKissock Course – Energy Codes and Standards for Professional Engineers  
McKissock Course – Community Rating Systems: An Overview

**Memberships:**

Member, American Society of Civil Engineers  
Member, New Hampshire Association of Assessing Officers  
Member, International Association of Assessing Officers  
Past Member, American Water Works Association

Past Member, Society of Depreciation Professionals  
Associate Member, Appraisal Institute  
Past Vice-Chair of Solid Waste Task Force for the City of Rochester, NH

Public service activities past and present include Abnaki (Boy Scout District) Chairman, planning board member, capital improvement committee, zoning board alternate member, school funding apportionment committee, water rate committee, and Rotary International.

## **PUBLICATIONS, SPEECHES, TEACHING EXPERIENCE AND CONFERENCE PARTICIPATION:**

September 18, 2020 – Presentation to Vermont Assessors and Listers Association – Appraisal of Electric Transmission and Distribution Utility Property in Vermont.

February 23-26, 2020 – Participated in the Annual conference of Texas Association of Appraisal Districts in Dallas, TX.

March 2019 – Presentation to Bristol County Assessors – Update of Utility Valuation for Property Taxation in the Commonwealth of Massachusetts.

March 2018 – Presentation to Hampden, Hampshire, and Franklin, MA Counties Assessors Association – Update of Utility Valuation for Property Taxation in the Commonwealth of Massachusetts.

October 2017 – Presentation to Missouri State Assessors Conference – Litigation, Valuation, and Assessment Update of Regulated Utility Gas Property in Missouri – George Sansoucy.

October 2017 – Presentation to Vermont league of Cities and Towns – Utility and Power Generation – Brian Fogg.

September 2017 – Presentation to the Vermont Assessor's Association – Utility and Power Generation – Brian Fogg.

June 2017 – Presentation to the New Hampshire Assessing Standards Board – Utility Assessment in New Hampshire.

May 2017 – Presentation to the Berkshire County Assessors' Association – Update of Utility Valuation for Property Taxation in the Commonwealth of Massachusetts.

November 2015 – NHMA Presentation on Details and Effects of 2015 BTLA Decisions Regarding PSNH and NHEC.

November 2015 – Presentation to the affected Towns on Northern Pass Valuation and Taxation – Municipal Work Session.

August 2015 – Presentation to New Hampshire Assessing Standards Board sub-committee on Pole Values.

May 2014 – Presentation to Bristol County, MA Assessors Association. Update on Utility values and solar valuation.

June 2013 – Presented a seminar on the valuation of cell towers and cable TV at the New Hampshire Association of Assessing Officials monthly meeting.

February 2013 – Authored and presented a series of workshops on valuing solar PV systems at the request of the Massachusetts Department of Revenue, Bureau of Local Assessment.

November 14, 2012 – New Hampshire Local Government Center 71<sup>st</sup> Annual Conference hosted by NH Association of Assessing Officials. Speaker as part of a panel discussion on valuation and the methodologies used as they pertain to utility companies.

In 2012, co-authored with Martin R. Cohen for Michigan Environmental Council, a paper entitled “25% by 2025: *The Impact on Utility Rates of the Michigan Clean Renewable Electric Energy Standard*”.

In 2009, attended the Vermont Assessors and Listers Association Annual Meeting as a guest speaker on the topic of Net Book Value vs. Fair Market Value.

In 2009, authored and presented a seminar at the 75<sup>th</sup> Anniversary of the International Association of Assessing Officers International Conference in Louisville, KY entitled *The Mass Appraisal of Wireline Telephone and Communications Property for Central Valuation and Local Assessment*.

In 2008, for the Commonwealth of Massachusetts, Department of Revenue, conducted an assessor’s workshop on valuing wireless telecommunications property.

In 1999, for the Commonwealth of Massachusetts Department of Revenue, prepared draft guidelines for the valuation of utility property, as required by changes of law pursuant to deregulation in Massachusetts; presented courses throughout the state for town and city assessors in the valuation of utility property, as required by the Department of Revenue Administration.

Massachusetts Department of Revenue – Preparation in 1998 of draft guidelines to be issued by the State for use by local governments in assessing electric company property. In conjunction with the guidelines, co-authored and presented two courses on valuation of electric properties under deregulation to state and local government appraisers and assessors.

1995 - Presented Overview of the Valuation of Utility Property, presented to the Annual Summer Conference of the New York State Real Property Tax Directors Association.

1994 - Presented Status Report on the Valuation of Utility Property, presented to the Annual Meeting of the Municipal Managers Association of New Hampshire and Vermont.

In 1978, taught Advanced Wastewater Treatment for the Graduate Program at University of New Hampshire as replacement professor.

In 1973 and 1974, taught Photogrametric classes for the Undergraduate Program at University of New Hampshire as professor’s assistant.

Team Leader for Destructive Structural Testing of single span box aluminum roof trusses, in situ.

State of Michigan, County Equalization Directors, Prepared and taught two-day seminar on the valuation of utility property for the Michigan Assessor’s Association.



State of Kansas, Wichita School. Co-taught electric power plant valuation in a deregulated market at the annual utility valuation school put on by Wichita State University.

Published, Proceedings, International Association of Assessing Officers.

Published, Journal of American Water Works Association.

Published, Conference Proceedings, American Water Works Association.

Published, Proceedings, National Symposium on Land Treatment.

#### **REPRESENTATIVE CURRENT AND PREVIOUS CLIENTS:**

1. Adams County, OH – Valuation of the Killen Generating Station, a 666 MW coal-fired generating facility and the J.M. Stuart Generating Station, a 2,440 MW coal-fired generating facility. Development of valuation and analysis of thermal pollution exemption requests by Dayton Power and Light for Adams County on the J.M. Stuart Generating Plant.
2. Agawam, MA – Valuation of gas transmission facilities, gas distribution facilities, compressor facilities, electric distribution facilities, and a combined cycle, co-generation, gas electric plant.
3. Albany, NY – Valuation of electric transmission and distribution property including substations in the City of Albany, NY.
4. Alexandria, NH – Valuation of all public utility property including a wood-burning power plant.
5. All Towns, NH – Valuation, consultation, and expert witness services provided to 49 towns regarding 2010, 2011, and 2012 tax appeals filed by Public Service Company of New Hampshire, and 7 towns regarding tax appeals filed by New Hampshire Electric Coop., Inc. Preparation of a court-ready appraisal for each utility in all towns, and testimony at the BTLA.
6. All Towns, NH – Valuation, consultation, and expert witness services provided to 94 municipalities regarding 2014-2017 tax appeals filed by Public Service Company of New Hampshire d/b/a Eversource Energy. Preparation of a consolidated court-ready appraisal for all towns, and testimony at the BTLA.
7. All Towns, NH – Valuation, consultation, and expert witness services provided to multiple municipalities regarding 2017-2022 electric utility tax appeals filed by Public Service Company of New Hampshire d/b/a Eversource Energy. Preparation of a consolidated court-ready appraisal for all towns, and testimony as required.
8. Allenstown, NH – Valuation of all public utility property in the Town and a new 400-foot MCI microwave telecommunications tower. Preparation of court-ready appraisal for tax abatement litigation brought by electric utility.
9. Amesbury, MA – Provided consulting services regarding a PILOT agreement regarding Citizens Energy.
10. Andover, NH – General consulting regarding the valuation of electric transmission and distribution facilities as part of a utility ad valorem tax appeal.

11. Annapolis, MD – Provided valuation and consulting services relating to the Brandon Shores and H.M. Wagner Generating Station.
12. Anne Arundel County, MD – Valuation of Brandon Shores and Wagner Generating stations.
13. Antrim, NH – Valuation of Steels Pond Hydroelectric Station, all public utility property, Wind Plant valuation issues.
14. Ashland, ME – Valuation of wood-fired electric generating plant.
15. Ashland, NH – Valuation of all public utilities and three hydroelectric plants, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
16. Ashtabula County, Ohio – Consumers Ohio Water Company. Engineering, regulatory, expert, and valuation services for the eminent domain taking of Consumers Ohio Water Company by Ashtabula County.
17. Babcock Ultrapower, ME – Valuation of wood-fired generating facility in Enfield, Maine for tax abatement request.
18. Bangor, ME et al. – Valuation of Bangor Gas Pipeline located in several communities in the State of Maine. A high-pressure natural gas transmission pipeline.
19. Bank of New Hampshire – Valuation of Pittsfield Aqueduct Company, a public utility in the Town of Pittsfield, NH, for financing purposes.
20. Bath NH, - Valuation of all public utilities in the Town of Bath.
21. Barnet, VT – Consulting services for the hydroelectric facility, and flowage rights regarding a tax appeal by TransCanada.
22. Belmont, NH - Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
23. Bennington, NH – Valuation services for Monadnock Paper Mills, Inc. (four dams, three hydro plants) all located in the town.
24. Berg and Laipson Law Firm, MA – Worcester, Massachusetts – Preparation of eminent domain defense involving major gas transmission systems.
25. Berlin, NH – Revaluation of special purpose property owned by the Public Service Company of New Hampshire, James River Hydroelectric Company, New England Telephone, Time Warner Cable, and the James River Paper Company. Engineering consultant for purposes of the City’s intervention with the Federal Energy Regulatory Commission on the relicensing of hydroelectric plants owned by James River Hydroelectric Company and Public Service Company of New Hampshire and requests for exemption of property from ad valorem taxation filed by James River Paper Company. Valuation of 14 MW wind park in Berlin, NH. Valuation of all public utilities in the City of Berlin. Expert testimony for the city in the Public Service Company of New Hampshire divestiture case before the New Hampshire Public Utility Commission in 2015. Valuation of Berlin Biomass and development of a PILOT agreement for the 75 MW wood-fired electric generating station in Berlin. This biomass assignment included expert testimony before the New Hampshire Public Utility Commission for the power purchase agreement with Public Service Company of New Hampshire.
26. Bethel and Forestburgh, NY – Appeal consulting and valuation for the towns and school district for the hydroelectric plant tax appeal filed by Eagle Creek Hydropower, LLC.
27. Bethlehem, NH - Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property. Valuation of Bretton Woods Ski area, that portion in the Town of Bethlehem,

- including all buildings and conference center in Bethlehem. Stored Solar appeal consulting.
28. Bethlehem, NY Industrial Authority – Development of a PILOT agreement for the construction of new electric generating facilities.
  29. Bethlehem, NY – Valuation of the Albany Steam Station, a 400 MW oil/gas-fired utility generation plant for property tax assessment valuation of the portion of the Town’s water system located in New Scotland, NY, for property tax assessment appeal.
  30. Beverly, MA – Valuation of New England Power Company and Mass Electric owned by National Grid.
  31. Berwick Area School District, PA – Review of appraisal submitted to the County of the Moxie gas fired power plant.
  32. Billerica, MA – Valuation services for Digital Realty Property (real and personal), Equinix, ACP Lantern Real Estate LLC, testimony, and litigation support at the Massachusetts Appellate Tax Board.
  33. Town of Blackstone, MA – Valuation of a new 550 MW combined cycle gas-fired electric generating plant.
  34. Bloom Sluggett Morgan, Marquette, MI – Valuation and consulting services relating to the Presque Isle Power Plant located in Marquette, MI, and the Zeeland Generating Station located in Zeeland, MI.
  35. Boone County, MO – Valuation update and consulting services relating to Ameren’s national gas distribution.
  36. Boralex, Inc. - ME – Valuation and consulting services related to the Boralex Sherman biomass electric generation facility located in Stacyville, ME.
  37. Boston, MA – Valuation of the New Boston oil/gas-fired electric generation station and related transmission and electric distribution property. Valuation of gas storage, transmission, and distribution systems. Valuation of Comcast Cable, and valuation of all electric distribution and transmission property in the City including a court-ready valuation of NSTAR Electric, with expert testimony during litigation.
  38. Bourgeois, Dresser, White & McGourthy, LLP – General Consulting.
  39. Bow, NH – Valuation of all utility property including electric transmission facilities, the Merrimack Station, a 460 MW steam-fired coal central generation plant, a 12.1 MW hydroelectric plant, 44 MW combustion turbines, telephone property, and all electric distribution and natural gas transmission and distribution facility in the Town of Bow. Engineering consultation regarding power generation issues and site evaluation for a 600 ton per day paper mill.
  40. Bradford, NH – Appeal consulting and valuation of electric transmission and distribution property regarding appeals filed at the BTLA.
  41. Brentwood, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
  42. Brattleboro, VT – Valuation of the utility property owned by Green Mountain Power (GMP), New England Power Company (NEPC), Vermont Electric Power Company (VELCO), and flowage rights owned by Great River Hydro.
  43. Bridgeport, CT – Consulting engineering and valuation for refuse incineration and transfer facilities.
  44. Bridgewater, NH – General consulting and preparation of detailed valuation of all utility property in the Town of Bridgewater, NH including a biomass electric generation plant.

45. Bristol, CT – Consulting services and valuations regarding the Bristol Resource Recovery Facility and Solar appeal consulting.
46. Bristol, NH – Valuation of all public utility property, including Newfound Hydroelectric Facility and Ayers Island Hydroelectric Facility.
47. Brookline MA --Valuation of electric distribution and transmission property as part of the Boston, MA Appellate Tax Board litigation testimony, and valuation of cable television property for Comcast Cable.
48. Buchanan, Cortlandt, and Hendrick Hudson School District, NY – Valuation and/or PILOT negotiations of the Indian Point Independent Spent Fuel Storage Installation.
49. Bucksport, ME – Valuation of Bangor Gas Pipeline, a high-pressure natural gas transmission pipeline. Consulting engineering and valuation services relating to the property owned by Verso Bucksport, LLC, known as the Verso Paper Mill, located in Bucksport, ME.
50. Burke, VT – Consulting engineering and valuation for the appraisal report of property owned by the Portland Pipeline.
51. Burrillville, R.I. – Assist the Town with PILOT negotiations for Ocean State Power Plant I and Ocean State Power Plant II owned by TransCanada.
52. Buxton, ME – Brookfield Hydro appeal consulting.
53. State of California, Department of Water Resources, CA – Engineering review and analysis of the construction cost estimate for the Delta Wetlands Properties known as the In-Delta Storage Project proposal outside of Sacramento, California in the lower San Joaquin basin.
54. Calvert County, MD – Valuation and consulting for Calvert Cliffs Electric Nuclear Generating Station and Cove Point LNG processing and Terminal.
55. Cambridge, MA – Valuation of five electric generating units that comprise the Kendall Generating Station, including the combined cycle gas electric plant.
56. Cambria County, PA – Valuation of CPV 1,000 MW gas fired combined cycle power plants.
57. Canaan, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
58. Canton, ME – Valuation of hydroelectric facilities.
59. Carlisle, NY – Valuation of gas pipeline property.
60. Carroll, NH - Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property. Valuation of the Omni Mt. Washington commercial property, including the Hotel, Omni Center, restaurants, conference centers, golf courses, clubhouse, Bretton Arms, stables, and ski area.
61. Carver, MA – Valuation of Cranberry Point Energy Storage facility.
62. Charlemont, MA – Valuation of electric transmission and distribution property and hydroelectric plant owned by Great River Hydro.
63. Charles County, Maryland – Valuation of a 1,490± MW generating facility and court testimony.
64. Charlestown, NH – Valuation of all flowage easements and flowage land owned by TransCanada on the Connecticut River. Valuation of all public utility property in the Town.
65. Charlton, MA – Valuation of combined cycle generating plant and review of tax agreements.

66. Chester, NH – Valuation of all public utility property.
67. Cheektowaga, NY – Preliminary valuation of electrical transmission and distribution property.
68. China Mills, Thomas Hodgson and Sons, Allenstown, NH – Expert witness in lawsuit against upstream hydroelectric developer for improper dam construction and consequential flooding of mill facilities downstream.
69. City of Claremont, NH – Valuation of electric utility property for defense of abatement action by utilities to the New Hampshire Board of Tax and Land Appeals. Valuation of all public utilities and hydroelectric plants, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
70. Clay, NY – Valuation of the VerPlank Substation and Energy Management System.
71. Cleveland, Ohio Board of Education, Ohio – Preparation on behalf of the Board of Education, and testimony before the City of Cleveland’s Board of Revision regarding the value of First Energy’s Lake Shore coal-fired electric generating plant.
72. Cohoes, NY – Valuation of a 40 MW hydroelectric facility.
73. Colebrook, CT – Valuation of Wind Colebrook South facility.
74. Colebrook, NH – Valuation of Portland Natural Gas Transmission System (PNGTS)
75. Colton, NY – Valuation of hydroelectric facilities, and transmission and distribution property.
76. Columbia, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
77. Concord, NH – General consulting regarding pollution exemptions related to a biomass electric generating facility in the City of Concord, and the valuation of public rights-of-way for telephone property. Valuation of the Wheelabrator Waste-to-Energy plant in the City of Concord. General consulting regarding the tax appeal filed by Unitil.
78. Consolidated Waste Services of Maine, Norridgewock, ME – Consulting services for the complete energy master plan of a special waste disposal facility and negotiation for purchase of all utility-owned equipment within the site. Design and construction administration of new 3-phase distribution and transformer systems within the complex. Development of sales tax and ad valorem tax exemptions for pollution control facilities.
79. County of Coos, NH – Representation before the Public Utilities Commission as an intervener in the Electric Utility Industry Restructuring Docket. Valuation of the 99 MW Granite Reliable Wind Park located in Unincorporated Places of Dixville, Millsfield, and the Town of Dummer, NH. Testimony and valuation for mass appraisal of the unincorporated places and the method of State Equalization for county taxes. In addition, we performed the valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
80. Cortlandt, NY – Consulting and appraisal services for the valuation of the Indian Point Units 1 and 2 Nuclear Generating Plant. Testimony before the Nuclear Regulatory Commission and the Public Service Commission regarding the sale of assets.
81. Coventry, VT – Valuation of transmission property, Coventry Photovoltaic, Washington Electric methane gas-electric power generation plant, and Neighborhood Farms, LLC methane digester.
82. Covert Township, MI – Valuation of a 798 MW nuclear generating facility.



83. CRRA, CT – Connecticut Resource Recovery Authority. Valuation of the mid-Connecticut waste to energy plant.
84. Dalton, NH – Valuation of the Centennial Hydroelectric Project. Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
85. Dartmouth, MA– Valuation of electric generation, combined cycle gas generating plant and valuation of the solar generation facility in the Town of Dartmouth.
86. Davis Wright Tremaine, LLP-- Consulting services to assist the legal counsel for South San Joaquin Irrigation District in preparing for litigation with Pacific Gas & Electric.
87. Deerfield, NH – Valuation of all electric utility property.
88. Deerfield, NY – Valuation of all substation and transmission property.
89. Detroit, MI – Valuation of the central underground steam heating system and power plants.
90. Dickson, MI – Valuation of the Tippy Dam Hydroelectric Plant.
91. Dighton, MA – Valuation of Dighton Power Project, a new modern combined cycle gas-fired 170 MW power plant. Valuation of the Dighton Desalination Plant.
92. Dominion Resources Services, Inc. – Valuation services relating to the Kewaunee Nuclear Power Station located in the Town of Carlton, Wisconsin.
93. Dover Water Company, Dover, MA – Valuation and strategic planning for the possible sale of the Dover Water Company.
94. Dowagiac, MI – Consulting services for the development of a PILOT agreement for the construction of a new electric generation facility.
95. Dracut, MA – Valuation of a 500 MW combined cycle generating plant, and consultation regarding development of a tax mitigation agreement.
96. Dummer, NH - Valuation of all public utilities and hydroelectric plants, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
97. Dummerston, VT, NH – Valuation and consulting services related to a tax appeal by TransCanada, regarding the flowage rights on the Connecticut River.
98. Dunbarton, NH – Valuation of all electric utility property, owned by three separate utility companies.
99. Dunkirk, NY – Valuation and general consulting of decommissioned Dunkirk Power Plant
100. Durham, NH– Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, and consulting services regarding tax appeals of electric, gas and telephone utilities.
101. Easton, MA – Valuation of the transmission and distribution personal property owned by Mass Electric, New England Power, and Columbia Gas. Valuation of real and personal property of the Eversource LNG Storage Facility.
102. Elmira, NY – Valuation of street lighting system and purchase negotiation with utility.
103. Epping, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property. Assistance with RFP analysis and testimony at the NH PUC regarding franchised natural gas service.
104. Errol, NH – Valuation of a hydroelectric facility and valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.

105. Erving, MA – Valuation of electric transmission and distribution property.
106. Everett, MA – Valuation and consulting services relating to the Mystic Generating Station owned by Exelon Power, ongoing. Valuation of electric transmission and distribution property. Valuation and appeal consulting regarding Distrigas, a liquified natural gas terminal, storage tanks, gasification plant, and truck loading facility.
107. Filer, MI – Valuation of a coal-fired co-generation plant including testimony before the Michigan Tax Tribunal.
108. Estate of Dr. John Finn, Norwood, MA – Valuation of general partnership interest in hydroelectric facility located in Bristol, NH.
109. Town of Florida, MA – Valuation of electric transmission and distribution property.
110. Framingham, MA – Valuation of real and personal property of the Framingham Generating Station.
111. Fracestown, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
112. Franklin, NH – Valuation of all public utility property.
113. Freetown, MA – Valuation, consulting and expert witness services regarding tax appeals of two solar facilities.
114. Fremont, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
115. Frio County, TX – Valuation and expert testimony for the Pearsall Power Plant.
116. FrontStreet Partners – Prepare special purpose property appraisal of the corridor value for the location of ski lifts at the Gore Mountain/Ski Bowl development in New York.
117. Gallagher, Callahan & Gartrell – Expert witness for defense of U.S.F. & G. Insurance Company against a claim made by the owners of Ashuelot Dam in Winchester, NH for improper construction.
118. Gallia County, Ohio – Valuation of Gavin Power Station, a 2680 ± MW coal-fired electric generating station.
119. Gill, MA – Valuation of Cabot Station hydroelectric generation station.
120. Gilmanton, NH – Utility property revaluation, expert testimony, and litigation for electric property.
121. Glocester, RI – Consulting and valuation services for the tax assessment appraisal of FM Global Research Campus (Factory Mutual Insurance Company Test facility).
122. Gorham, NH – Valuation of all special purpose utility property, including electric, hydroelectric, gas, cable television, telephone, and international oil pipeline facilities for town-wide revaluation of all utilities and hydroelectric, plants, and cell towers within the Town of Gorham for the 2012 revaluation. Expert testimony in the divestiture docket for Public Service Company of New Hampshire on behalf of Gorham before the New Hampshire Public Utility Commission. Valuation of the Gorham Paper and Tissue Company in the Town of Gorham. Valuation of watershed land owned by the Town of Gorham in the Town of Randolph, NH for tax abatement request. Engineering consultant for purposes of the Town's intervention with the Federal Energy Regulatory Commission on the relicensing of hydroelectric plants owned by James River Hydroelectric Company and Public Service Company of New Hampshire. Engineering consultant regarding review of requests for exemption of property from ad valorem taxation filed by James River Paper Company. Town-wide revaluation for 2007, with annual oversights and updates.

123. Graham County, NC – Valuation of Smoky Mountain hydroelectric plants
124. Greece, NY – Valuation of the Russell Station, a coal-fired generation plant.
125. Greenfield, NH – Valuation of all public utility property.
126. Greenland, NH – Valuation of all taxable electric utility property.
127. Groton, NH – Valuation of all public utility property for town-wide revaluation.
128. Guildhall, VT – Valuation of Portland Pipeline Company’s crude oil pipeline property.
129. Hacker Murphy, LLP, NY – Valuation and consulting services relating to the R.E. Ginna Nuclear Station located in the Town of Ontario, NY.
130. Haddam, CT – Valuation of the nuclear waste fuel storage facility at the Connecticut Yankee Nuclear Generating Station.
131. Hampstead, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
132. Hampton Falls, NH – Valuation of NextEra Energy Seabrook, LLC.
133. Hancock, NH – Valuation of utility property.
134. Hanover Water Company, NH – Valuation of Hanover Water Company and strategic planning for possible purchase from Dartmouth College by the Town of Hanover, NH.
135. Haverhill, MA – Valuation of Crescent Farm Anaerobic Digester.
136. Haverhill, NH – Valuation of all public utility property for town-wide revaluation, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property. Appeal consulting regarding Great River Hydro flowage rights, Walmart and NEHT.
137. Haverstraw, NY – Valuation of the 1,200 MW oil-fired Bowline Power Station Central Steam Plant
138. Henniker, NH - Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
139. Hillsborough, NH – General consulting regarding tax appeals and valuation of all utilities, including a hydroelectric plant in the Town of Hillsborough, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
140. Holyoke Gas & Electric, MA – Valuation of the Mt. Tom Station.
141. Hendrick Hudson School District, Westchester County School Districts, NY – Representation before the Public Service Commission and the Nuclear Regulatory Commission on issues associated with deregulation of the electric industry and its impact on the Indian Point nuclear generating facilities.
142. Hinsdale, MA – Valuation of transmission and distribution property.
143. Hinsdale, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, including the valuation of the Vernon hydroelectric facility.
144. Hollis, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
145. Holyoke, MA – Valuation of all utility property and other property owned by Holyoke Water Company including the Hadley Falls hydroelectric facilities, the 160 MW coal-fired Mt. Tom Generation Plant, transmission, distribution, substations, canal systems, and related facilities including storage tanks and towers.

146. Hooksett, NH – Valuation of all public utility property in the Town of Hooksett, including the Hooksett Hydroelectric Plant and the valuation and analysis of real versus personal property for the major gravel pits.
147. Hopkinton, MA – Valuation of cryogenic storage facilities, gasification plant and liquefaction plant owned by Eversource in the Town of Hopkinton, MA
148. Hopkinton, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, and valuation of the hydroelectric plant.
149. Hudson, NH – Valuation of property owned by the Southern New Hampshire Water Company and Energy North, a gas distribution company. Preparation of testimony before the Public Utilities Commission regarding Southern New Hampshire Water Company’s 1995 rate structure. Preparation of study to acquire the Southern New Hampshire Water Company property by eminent domain for the conversion to a municipal-owned water system. Preparation of management operation and maintenance agreements, ordinances, and engineering support for the Town’s successful takeover of the water system. Valuation of gas transmission pipeline owned by Tennessee Gas Pipeline Company. Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
150. Hutchinson County, TX – Valuation of Blackhawk natural gas and refinery gas cogenerating Power Plant.
151. Indeck-Silver Springs, NY – Valuation of a gas-fired co-generation plant in New York.
152. Indian River Power Supply, MA – Appraisal of land, building, and existing equipment, “as is” and then “as complete” for the proposed redevelopment of the Russell Dam Hydroelectric Plant located in the Town of Russell, MA.
153. Jaffrey, NH – Valuation of all public utility property.
154. Jay, Livermore, and Livermore Falls, ME – Valuation of four hydroelectric generating plant on the Androscoggin River owned by Eagle Creek Renewable Energy.
155. Jericho Mountain Wind Project, NH – Detailed preliminary and final engineering, financial analysis, and development of a new wind electric generation facility in the City of Berlin, NH on Jericho Mountain.
156. Keene, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, cell towers and telephone property including the gas propane distribution system.
157. Jeff Kern, PA – Panda Liberty assessment and taxability.
158. Killingly, CT – Valuation and/or PILOT negotiations regarding the 824± MW gas-fired electric generating station known as Lake Road Generating Station.
159. Kingston, NH – Valuation of all public utility property.
160. Lake County, OH – Valuation of real property at Perry Nuclear Power Plant and East Lake Generating Station (coal). Consultation and preparation of reports before the Federal Energy Regulatory Commission and the Ohio Department of Taxation. Expert consulting regarding air and thermal pollution exemption applications.
161. Lancaster, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, and appeal consulting.

162. Landaff, NH – Consulting services regarding tax appeals. Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
163. Lebanon, NH – Valuation of hydroelectric facilities (Wilder Dam), and valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
164. Lincoln, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
165. Lisbon, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
166. Littleton, NH – Valuation of hydroelectric facilities (Moore Dam) and valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property. Also, valuation of commercial properties including Walmart in Littleton, and valuation of AT&T and its DirecTV properties in Littleton.
167. Londonderry, NH – Consulting services for permitting and assessing of new combined cycle, gas-fired, co-generation plant and for municipalization of electric distribution system. Valuation of all utilities, town wide.
168. Lorain County, Ohio – Valuation and consulting services with regard to the NRG/Genon coal-fired power plant located in Avon Lake, Ohio.
169. Loudon, NH – Valuation of all public utility property.
170. Low Swinney Evans & James, TX – Valuation of Gas pipelines, compressor stations, pollution exemptions, combined cycle natural gas power plants, coal-fired power plants, cogeneration plants within gas processing plants, wind farms, gas processing plants, cement manufacturing plant, and valuation and appeal consulting of the Pearsall Power Plant, for the counties of Bee, Goliad, Ector, Hutchinson, Matagorda, Newton, San Patricio, and Scurry in Texas.
171. Lowell, MA – Valuation of the 640± kW Centennial Hydroelectric Station located on the Concord River.
172. Lumberland, NY – Valuation of the Rio, Swinging Bridge, and Mongaup Hydroelectric plants.
173. Lyman, NH - Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
174. Lyme, NH – valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property. Valuation of flowage rights owned by Great River Hydro.
175. Lynn, MA – Valuation of New England Power, Mass Electric, and Boston Gas for the City of Lynn. Valuation of real property improvements of the Blossom Street Storage Tank.
176. Lyonsdale, NY – Valuation of wood-fired generating plant and hydroelectric project.
177. Madison, NH – Valuation of electric utility property and general consulting regarding tax appeals.
178. Maine DOT – Prepare appraisal and valuation metrics for the long-term use of the public interstate transportation corridor by regulated and unregulated public utilities.



179. Maine GEO (Governor's Energy Office) – Provide an estimated range of values for I-95 Maine Turnpike/ I-295 Statutory corridor in report form.
180. Marcy, NY – Valuation of electric transmission and substation property.
181. Marlborough, NH – Valuation of electric utility property and expert testimony.
182. Marlow, NH - Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
183. State of Maryland – Consultation to the State Department of Assessment & Taxation on current and future electric generating plant valuation methods and whether these valuation methods for power plants are adequate and equitable.
184. Mason, NH – Valuation of all public utility property for town-wide revaluation.
185. Massachusetts Department of Revenue Administration, MA – Provided training for state and local assessing officials on valuation of utility property and merchant electric power generating plants. Developed mass appraisal methodology and calculation forms for central assessment of telecommunications property and wireless property statewide. Provided expert testimony regarding the valuation of MCI telecommunication property in Massachusetts, defending the mass appraisal methodology developed. Mass appraisal modeling, valuations, and expert testimony regarding Verizon Telephone property statewide at the Massachusetts Appellate Tax Board. Mass appraisal modeling of RCN cable system, and expert testimony before the Massachusetts Appellate Tax Board.
186. McCreary, Veselka, Bragg & Allen, PC, TX – Valuation and consulting services related to the coal-fired generating plant owned by Luminant, known as Big Brown, located in Freestone County, Texas. Valuation and expert witness services with regard to the tax appeals filed by Sandy Creek Energy Associates, LP in McLennan County, Texas, and Tenaska Frontier Partners, Ltd. located in Grimes County Texas.
187. Medway, MA- Valuation of all public utilities and electric fired generation plant, and cellular telecommunication facilities.
188. Meredith, NH – Valuation affidavit of Consolidated Communication in Meredith
189. Michigan Environmental Council, MI – Review, consult and provide expert testimony and cross examination for the coalition of environmental groups under the Michigan Environmental Council regarding the proposed renewable energy plans of Consumers Energy and Detroit Edison promulgated under Public Act 295 in the State of Michigan. Also provide expert consulting in the power supply and cost recovery dockets for Consumers Energy and Detroit Edison before the Michigan Public Service Commission. Valuation and regulatory testimony regarding multiple wind farms in Michigan with over 1000 MW generation, expert testimony regarding rates, rate structure, depreciation, electric generation costs, electric rate costs, coal-fired generation, electric price modeling, and other utility rated issues before the Michigan Public Service Commission
190. Michigan Municipal League, City of Midland, MI – Prepared report and analysis of new multiplier tables proposed to the Michigan State Tax Commission to be used by assessors in the State of Michigan to determine the taxable value of personal electric and gas transmission and distribution property.
191. Middlefield, MA – Valuation of electric transmission and distribution property.
192. Midland, MI – Valuation of 1,500 MW gas combined cycle electric generating station which was converted from an unfinished nuclear generating plant.
193. Middletown and Roxbury, NY – Valuation of wastewater treatment collection systems, pump stations, and treatment plants owned by the City of New York.

194. Milford, CT – Valuation of NRG Devon Station; a new gas fired combined cycle plant. Consulting and valuations services relating to the proposed Battery Storage Energy project.
195. Milford, NH – Valuation of all public utility property.
196. Milford, NY – Valuation of all public utility property.
197. Monroe, CT – Valuation of hydroelectric facility.
198. Monroe, NH – Valuation of all public utility property, including two hydroelectric dams owned by New England Power Company and the Phase I and Phase II Hydro Quebec DC Converters. Town-wide revaluation. Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
199. Rowe, Florida, and Monroe, MA – Valuation of three hydroelectric facilities and one pump storage facility.
200. Montague, MA – Valuation of the Cabot Station and Turners Falls Hydroelectric Stations. Valuation of electric transmission and distribution property.
201. Mont Vernon, NH - Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
202. Moscow, ME – Valuation of the Wyman Dam hydroelectric generating facility owned by Brookfield White Pine Hydro.
203. Moultonborough, NH – Valuation of public utility property.
204. Nashua, NH – Valuation of property owned by Energy North, a gas distribution company. Valuation of all telephone and cable television property. Valuation of Public Service Company of New Hampshire and Pennichuck Water Company utility property. Valuation of Pennichuck Water Company and consulting services for eminent domain taking of the water company. Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
205. Nelson, NH – General consulting and expert testimony regarding the valuation of electric property.
206. New Boston, NH – General consulting regarding tax appeals.
207. New Hampshire Municipal Association, NH – Representation before the Public Utilities Commission in the Electric Utility Industry, Restructuring Docket.
208. New Richmond and Three Rivers School Districts, OH – Valuation of real property at Beckjord, Miami Fort and Zimmer Generating Stations.
209. Newburgh, NY – Valuation of the Roseton and Danskammer central-fired oil and coal electric generation plants.
210. Newbury, VT – General consulting, flowage easements, and flowage rights regarding tax appeals filed by TransCanada.
211. New Hampton, NH – Valuation of all public utility property. Valuation on taxability and testimony of the DirecTV satellite uplink facility in the Town of New Hampton, and valuation of New Hampton’s portion of the Ayers Island Hydroelectric facility.
212. New Ipswich NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
213. New Milford, CT – Valuation of the Rocky River Development Hydroelectric Project.
214. Newington, NH – Valuation of the Newington Station, a 420 MW oil-fired generation plant, transmission and distribution facilities, and Newington Energy, a 540 MW gas-

- fired combined cycle generating station. Valuation of special purpose industrial properties including the Sprague Oil tank farm and refinery, the Simplex Wire and Cable Co., and other industrial facilities. Preparation before the Department of Environmental Services Agency regarding applications for tax exemption of pollution equipment. Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
215. Newport, NH – General consulting regarding tax appeals of electric utility property.
  216. New York, NY – Valuation of real property improvements for the Schoharie Reservoir in the Town of Prattsville, New York.
  217. New York Power Authority, NY – Appraisal of the Richard M. Flynn Generating Plant, Holtsville, New York, and appraisal of the electric generating site in Bethpage, NY for eminent domain purposes.
  218. Northern Pass Direct Current Transmission, NH – Provide valuation consulting, engineering consulting and expert testimony for the New Hampshire Site Evaluation Committee for numerous towns and cities in New Hampshire regarding the proposed Northern Pass high-voltage direct-current electric transmission line from Canada to southern New Hampshire.
  219. Northfield, NH – General consulting and valuation of public utility property.
  220. Northumberland, NH – Valuation of the Power House Systems hydro plant and dam, Weston Dam, Portland Natural Gas Transmission Systems, Ampersand Brooklyn Dam, and Sunnybrook Hydro plant.
  221. North Branford, CT – General consulting and valuation of South-Central Connecticut Regional Water Authority property in the Town of North Branford.
  222. North Hampton, NH – Analysis and expert testimony in rate proceedings for Aquarion Water, a regulated utility located in the Town of North Hampton, NH.
  223. Norwalk, CT – Valuation of the Browns Reservoir facility owned by the Town of Norwalk, CT in the State of New York.
  224. Oaks Bluffs and West Tisbury, MA – Valuation of two electric generating peaking facilities
  225. Old Town, ME – Appraisal of Milford Hydroelectric facility.
  226. Orono, ME – General consulting.
  227. Oshtemo Township, MI – Consulting regarding natural gas valuation multiplier tables.
  228. Oswego, NY – Critique of preliminary appraisal for the 2,000 MW Oswego Steam Station for municipal tax abatement defense.
  229. Oswego County, NY – Valuation of the Fitzpatrick Nuclear Power Plant and Nine Mile Point I & II located in Oswego, NY on Lake Ontario.
  230. Oxford, CT – Development of a long-term tax agreement for a gas-fired combined cycle plant.
  231. Parmenter O-Toole Law Firm – Authored appraisal report for a 432± MW coal/gas-fired electric generating facility located in Muskegon.
  232. People’s United Bank, CT – Valuation of proposed anaerobic digestion facility (Southington, CT)
  233. Pelham, NH – Revaluation of all public utility property.
  234. Pembroke, MA – Valuation of electric and gas transmission and distribution property.
  235. Pembroke, NH – Valuation of all public utilities and hydroelectric facilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
  236. Perkins Thompson, ME – Valuation of Bangor Gas Pipeline.

237. Peru, MA – Valuation of electric transmission and distribution property.
238. Pine Plains, NY – Valuation of the Pine Plains Water Company.
239. Pittsfield, MA – Valuation of a 180 MW gas-fired combined cycle co-generation plant owned by U.S. Generating Company.
240. Pittsfield, NH – Valuation of the local water utility for eminent domain taking.
241. Plainfield, CT – Valuation of the Plainfield Renewable Energy Facility owned by Greenleaf Power.
242. Plattsburgh, NY – Valuation of hydroelectric facilities owned by New York State Electric & Gas Company.
243. Pleasant Valley, NY – Valuation of Consolidated Edison property in the Town of Pleasant Valley.
244. Plymouth, MA – Valuation of the Pilgrim Yankee nuclear power plant.
245. Plymouth, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, and valuation of the Tenney Mountain Ski Area in the Town of Plymouth.
246. Portsmouth, NH – Valuation of new 80 MW wood-fired conversion electric generation plant from coal. Valuation of oil tank farm facility.
247. Portsmouth, RI – Developed mass appraisal valuation model for the regulated water utility property in the City.
248. Pottawattamie County, Iowa – Valuation of Griffin Pipe Products Company.
249. Pownal, VT – Valuation of Hoosac Hydro.
250. Proctor, VT – Revaluation of taxable land and improvements property owned by Green Mountain Power, including the hydro dam, and land and improvements owned by VT Transco, LLC.
251. Providence, RI – Valuation of the Manchester Street combined cycle natural gas electric generating plant and consulting services for the valuation of the city-wide water system.
252. Providence Water Supply Board, RI – Valuation of dams, reservoirs, piping systems and treatment plant for PWSB.
253. Quincy, MA – Valuation and consulting of the electric utility property for National Grid and NEP appeals.
254. Raymond, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, including cell towers.
255. Richmond, NH – Valuation of all public utility property.
256. New Richmond and Three Rivers School Districts, OH – Valuation of three coal-fired generating facilities with a total capability of 3,661 MW.
257. Rockingham, VT – General consulting regarding the tax appeal by TransCanada. Valuation and expert testimony regarding the Bellow Falls hydroelectric plant.
258. Rotterdam, NY – Valuation of General Electric steam turbine plant and a chemical manufacturing plant owned by Schenectady Chemicals.
259. Rowe, MA – Valuation of an independent spent fuel storage installation. Valuation of electric transmission and distribution property.
260. Rumney, NH – Valuation of all public utility property in the Town of Rumney, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
261. Rye, NH – Valuation of all public utility property.
262. Ryegate, VT – Valuation of a 21.5± MW wood-fired electric generating biomass plant owned by Stored Solar, LLC.

263. Sacramento Local Agency Formation Commission (LAFCo), CA – Review of rates and valuation methodologies and energy cost data in connection with the proposed annexation by Sacramento Municipal Utility District (SMUD) of the Cities of West Sacramento, Davis and Woodland and adjacent unincorporated areas of Yolo County.
264. Ste. Genevieve County et al., MO—Valuation and expert testimony for Ameren Natural Gas in all 16 counties in the State of Missouri involved in appeals.
265. Salem, MA – Valuation of the 760 MW PG&E Salem Harbor Station, a coal and oil-fired electrical generating facility. Valuation for payment in lieu of tax purposes of the New England Power electrical transmission system located in the City of Salem.
266. Salem, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
267. Salisbury, VT – Valuation of an anerobic digester owned by Salisbury AD 1, LLC (60% complete as of 2021).
268. Sanbornton, NH – Valuation of all public utility property.
269. Sand Lake, NY – Valuation of all telephone property.
270. Sands Anderson, Richmond, VA – Provided general consulting and expert witness testimony on behalf of Sands Anderson and its 25 locality clients at the Virginia State Corporation Commission in defense of a tax assessment lawsuit filed by Verizon South and Verizon Virginia.
271. Sandwich, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, and general consulting regarding tax appeals.
272. Sandwich, MA – Valuation of Canal oil-fired electric generating station.
273. City and County of San Francisco, CA – Provide evaluation, advice and analysis as well as conducting a professional market study to support the establishment and operation of a successful Community Choice Aggregation program of renewable power deployment on behalf of the PUC.
274. Saranac Power Partners – Valuation and PILOT consulting for the Saranac cogenerating Facility in New York.
275. Saratoga Springs, NY – Valuation of all electric and gas utility property owned by the Niagara Mohawk Power Corporation.
276. County of Schoharie, NY – Valuation and general consulting regarding the gas transmission facilities and compressor stations owned by Iroquois Gas Pipeline. Valuation of gas transmission facility and compressor station owned by Tennessee Gas Pipeline Company.
277. Seabrook, NH – Valuation of the Seabrook Nuclear Power Plant, a 1,200 MW nuclear generating facility. Negotiation of a tax agreement. Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
278. Sheldon, VT – Valuation of the hydroelectric plant known as Missisquoi Hydro.
279. Somerset, MA – Valuation of the Somerset Steam Plant, a 150 MW coal-fired generating facility. Valuation for payment in lieu of tax purposes of the Brayton Point Station, at 1,599 MW, the largest fossil fueled electrical generation plant in New England. Valuation of all public utilities in the Town of Somerset.
280. South Hadley, MA – Valuation of Hadley Falls Hydroelectric Dam.
281. Springfield, MA. Springfield Water & Sewer Commission – Provide rate design consultation to Springfield Water & Sewer Commission. Also provide energy and



- capital requirement consulting to Springfield Water & Sewer Commission for its hydroelectric plant. Valuation and expert testimony regarding all electric distribution and transmission property in the City. Valuation of combined cycle's gas generation facility in the city.
282. Springfield, NH – Valuation of the Hemphill Wood-Fired Power Plant in the Town of Springfield, New Hampshire.
  283. Sterling, MA – Valuation and consulting services for the sale of the Sterling Light Department to an investor-owned utility.
  284. Stewartstown, NH – Valuation of public utility property, Canaan Hydro, and general consulting regarding tax appeals.
  285. Stoddard, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, and general consulting regarding tax appeals.
  286. Stony Point, NY – Valuation of the 453 MW coal-fired electric generating central steam station known as the Lovett Station.
  287. Stratford, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
  288. Sunapee, NH – Valuation and general consulting regarding tax appeals for electric utility property.
  289. Swanzey, NH – Valuation of all public utility property in the Town of Swanzey, NH.
  290. Tamworth, NH – Valuation of the biomass electric generating facility for ad valorem tax purposes and tax agreement.
  291. Tiverton, RI – Valuation of Tiverton Power, a 265± MW gas-fired combined cycle electric generating plant managed by Cogentrix Energy.
  292. Tonawanda, NY – Valuation of the Indeck-Yerkes 56 MW gas-fired co-generation facility. Valuation and consulting regarding the Tonawanda coal-fired generation plant.
  293. Torrey, NY – Valuation of the Greenidge Station, a coal-fired central steam plant.
  294. Troy, NH – Valuation of all public utility property.
  295. Troy, NY – Valuation of the City's water utility reservoir located in Pittstown, NY.
  296. Tuftonboro, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
  297. Tuxedo, NY – Valuation of electric utility property.
  298. Tyngsborough MA – Valuation of electric transmission, distribution, and generation property for the Town of Tyngsborough.
  299. Union, NY – Valuation of the Goudey coal-fired electric generating plant.
  300. United States Navy – Eastern Division, TN – Valuation of the potable water and wastewater collection systems located at the Millington, Tennessee Naval facility for the anticipated sale of the property.
  301. United States Navy – Western Division, CA – Valuation of utility property for the United States Navy in the San Francisco Bay area as part of the base closure process (1996-1999). Specific facilities valued as separate appraisals include the Alameda Naval Air Station, the Navy's portion of Hamilton Army Airfield, the Novato Housing in Novato, California, Treasure Island Naval Station, and the Oakland Naval Hospital.
  302. Unity, NH – Valuation of all public utility property.
  303. Utah State Tax Commission – Valuation of Pacificorp's total electric generation, transmission, and distribution property holdings in the State of Utah.

304. State of Utah, IPA Project – Valuation of the Intermountain Power Agency’s 1,700 MW coal-fired generating plant, substation, and transmission system in the State of Utah for Millard County *et al.* in preparation of testimony before the Utah State Tax Commission.
305. Van Buren County, Covert Township, MI – Valuation and consulting on issues concerning the sale of the Palisades Nuclear Power Plant to Entergy.
306. State of Vermont, Department of Taxes, VT – Valuation of the hydroelectric properties owned by TransCanada on the Connecticut and Deerfield Rivers, and flowage rights for the Town of Norwich, VT. The valuations included the separation and valuation of properties located in the States of New Hampshire and Vermont.
307. Vernon, VT – Valuation of the Vermont Yankee Nuclear Power Station and Vernon hydroelectric facility. Valuation and expert testimony for the Vermont Electric Transmission Company’s high voltage transmission system in the Town of Vernon.
308. Wakefield, NH - Valuation of all public utility property.
309. Wallingford, CT – Valuation of a single cycle gas-fired peaking generation plant.
310. Walpole, NH – Valuation of all public utility property, including the Bellows Falls Hydroelectric Generating Facility.
311. Warner, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, and general consulting regarding tax appeals.
312. Warren, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property, and general consulting regarding tax appeals.
313. Washington, NH – Valuation of electric utility property in the Town of Washington.
314. Waste Management of New Hampshire, Inc., Rochester, NH – Valuation of the 1,100-acre integrated landfill facility, including all buildings, landfill cells, site improvements, roads, wastewater treatment plants, methane gas recovery systems, electrical generation plants, and other infrastructure for the purposes of a tax abatement request filed with the City of Rochester, NH. Preparation of a request for tax exemption of certain property. Engineering consultation and representation concerning financial and operating disclosure docket before the Public Utilities Commission under the 1992 Federal Energy Policy Act. Complete energy master plan and energy infrastructure analysis for an integrated 1,100-acre landfill facility. Negotiation of power contracts for the sale of energy to New England Power Company and the New Hampshire Electric Cooperative. Designed and supervised the construction of a high voltage transmission line to connect the operations to the existing gas generation plant. Negotiated interconnection agreements and assisted in plant startup and testing.
315. Water Authority of Southeastern Nassau County, NY – Valuation of Water Authority of Southeastern Nassau County and prepared an appraisal report of the property located in the town of Hempstead and Oyster Bay.
316. Waterbury, CT – Appeal consulting for the Waterbury Peaking Generating Plant
317. Waterford, VT – Revaluation of Moore Dam, Green Mountain Power, New England Power, PSNH and Vermont Transco.
318. Wawayanda, NY – Valuation of the Shoemaker Combustion Turbine Peaking Generation Plant.
319. Webb, NY – Valuation of hydroelectric plant, distribution, transmission, and substation property.

320. Webster, NH - Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
321. Webster 5-Cents Bank, MA – Valuation of Woronoco Hydroelectric Plant, located in Russell, MA.
322. West Rutland, VT – Revaluation and appeal consulting services regarding Vermont Electric Power Company, VT Transco, LLC, GMP and Walgreens.
323. Westbrook, ME – Valuation of the 537± MW natural gas-fired combined cycle Westbrook Energy Center.
324. Westfield, MA – Consulting services for permitting and assessing of new combined cycle, gas-fired, co-generation plant.
325. Westminster, MA – Valuation of the landfill methane gas electric generation facility and the wood-powered generating facility.
326. Weymouth, MA – Valuation of gas-fired co-generation plant for tax agreement negotiation.
327. Whiteman Osterman & Hanna, NY – Valuation services relating to the Castleton Generating Station in the Town of Schodack, NY.
328. Winooski, VT—Valuation and expert testimony of Winooski One hydroelectric plant in Winooski.
329. Wiscasset, ME – Valuation of the nuclear waste fuel storage facility at the closed Maine Yankee Nuclear Power Plant in the Town of Wiscasset.
330. Whitefield, NH – Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
331. Windham, NH – Valuation of all public utility property.
332. Woodstock, NH - Valuation of all public utilities, including the establishment of the New Hampshire law, HB700, as it relates to the valuation process of utility distribution property.
333. Woonsocket, RI – Valuation of OSP Pipeline and Pump station.
334. Worcester, MA – Valuation of all public utility property and the development of an on-going utility valuation and assessment model.
335. Yarmouth, ME – Valuation of the Wyman Generating Station, an 846 MW oil-fired generation plant. Appraisal of all property owned by Central Maine Power Company including distribution systems, transmission systems, substations, land, and rights of way. Valuation of the 846 MW oil-fired generation plant owned by Central Maine Power and a consortium of utilities in New England.
336. Association of Fourteen Communities in the State of New York – Valuation of the Empire State Pipeline from Buffalo, New York to Syracuse, New York.
337. Counties of Wayne, Oakland and Macomb and Cities of Detroit, Dearborn, Livonia, Taylor, and others in the State of Michigan – Expert witness to detail the flaws in multiplier tables issued by the Michigan State Tax Commission to be used in every taxing jurisdiction in Michigan to determine the taxable value of electric transmission and distribution and natural gas distribution properties. Testimony before the Michigan Tax Tribunal.

Other previous clients in the areas of civil, water, and wastewater engineering; design/build construction consulting; hydroelectric projects; expert testimony in litigation matters; and other miscellaneous engineering assignments will be provided upon request.

## **OTHER REPRESENTATIVE ENERGY RELATED PROJECTS:**

1. Transformer interconnections rebuild at Thomas Hodgson and Sons, Suncook, NH.
2. Energy use analysis for plant at Thomas Hodgson and Sons.
3. Substation design and construction for interconnection with Wolfeboro Municipal Light and Public Service Company of New Hampshire.
4. Hydro analysis and court settlement between Franklin Falls Hydro and the State of New Hampshire.
5. Energy analysis for Days Inns and Sheraton Hotels.
6. Emergency turbine/generator repairs for Hartford Steam Boiler Company.
7. Power contract negotiation and project management for Waste Management of North America in their development of methane gas electrical generation facilities.
8. Valuation of hydroelectric facility for the Bank of New Hampshire, N.A.
9. Development of complete energy feasibility analysis for generation of electricity from landfill gas at the Hunt Road Landfill in Amesbury, MA. Preparation and final competitive bid documents to New England Power Company.

## **REPRESENTATIVE HYDROELECTRIC PROJECTS:**

(Licensing, Engineering and/or Construction)

- |   |                                       |
|---|---------------------------------------|
| 1. Tolles Energy Resources (50 kW)            | 16. Weare Reservoir (100 kW)          |
| 2. Hoague Sprague Hydroelectric (500 kW)      | 17. Walden Power Corp. (2,400 kW)     |
| 3. Pioneer Hydro (1,390 kW)                   | 18. Montgomery Worsted Mills (200 kW) |
| 4. Suncook Leather Board (380 kW)             | 19. Shelton Power Co. (3,400 kW)      |
| 5. Diamond Power Corp. (2,400 kW)             | 20. Gonic Sawmill Dams (600 kW)       |
| 6. Suncook Power Corp. (1,890 kW)             | 21. Cumberland Power Corp. (1,200 kW) |
| 7. Woodsville Hydro (370 kW)                  | 22. Noonan Mill Hydro (400 kW)        |
| 8. Wyandotte Hydro (120 kW)                   | 23. Tioga Brook Hydro (70 kW)         |
| 9. Somersworth Hydro (1,280 kW)               | 24. Newfound Hydro (1,400 kW)         |
| 10. Kelley's Falls Hydro (550 kW)             | 25. Steels Pond Hydro (600 kW)        |
| 11. Hollingsworth & Voss Paper Co. (3,400 kW) | 26. Chase Manufacturing (130 kW)      |
| 12. Marcal Paper (1,100 kW)                   | 27. China Mills Dam (500 kW)          |
| 13. Town of Sunapee, NH (555 kW)              | 28. Minnewawa Brook (1,000 kW)        |
| 14. Milton Leather Board (600 kW)             | 29. Thomas Hodgson and Sons (400 kW)  |
| 15. Milton Three Ponds (120 kW)               |                                       |



**SANSOUCY  
ASSOCIATES**

*Complex Utility and Property Valuations, and Regulatory Consulting*

**2024**

**ENGINEERING AND APPRAISAL RATE SCHEDULE\***

Principal engineers and senior appraisers, MBAs, including court testimony and deposition attendance .....	\$375.00/hour
Research engineers, associates, appraisers .....	\$325.00/hour
Technical personnel .....	\$250.00/hour
Clerical personnel .....	\$150.00/hour

\* All rates are portal to portal from Lancaster, N.H. or Fountain Inn, S.C. Rates include general office expenses, such as: non-specific in-house copies, travel meals, non-specific mileage, office supplies, non-specific postage, telecommunications charges, and tolls.

Job-specific and identifiable expenses are billed at cost in addition to the rates shown, including but not limited to: transportation (air fare, car rental, taxi fare, specific parking, specific mileage, etc.), lodging, document printing and reproduction at \$0.10 for black and white and \$0.50 for color, research materials such as publications, subscriptions, and database purchases, etc.

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