

City of Crestwood

Website Upgrade

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Client Needs

City of Crestwood is looking to upgrade or replace the current site with a more user-friendly, up-to-date site that will serve the needs of the growing population of its residents.

City of Crestwood request the following requirements for the Web Design Agency:

- Considerable experience in the design, development, and critiquing of websites;
- Demonstrated website design creativity;
- Demonstrated experience of working collaboratively with clients; and
- Experience working for public agency clients(s).

Our portfolio (available at <http://forgeandsmith.com/case-studies/>) showcases our capability and experience to successfully work with the City of Crestwood and deliver a cutting edge website.

Delivering Results

Forge & Smith will deliver the following results for City of Crestwood:

- Ensure compatibility of the site with major search tools on the worldwide web; and- **We incorporate the latest and greatest tools and make our sites compatible with all major internet browsers (Chrome, Firefox, Internet Explorer, etc.)**
- Ensure compatibility of the site with major mobile devices in use (smart phone, tablet, and etc); and- **All of our websites are built with Responsive Design which essentially will optimize the site appearance for the device it's being viewed on.**
- Provide a site management tool(s) that will enable City Staff to easily and readily maintain, supplement, and edit its content on a daily basis; and- **Our sites are built on Wordpress which is an easy-to-use content management system. Training is included at the end of the project and instructional reminder videos are free for life.**
- Integrate with Google mapping and the City's other current locational programs and tools; and- **This is easily implemented.**
- Establish links with both internal and external sites; and- **This can be easily implemented through a Resources page and/or hyperlinks.**
- Provide for ongoing technical support and consultation, as required by the City; and- **We provide this for all clients.**
- Develop programs and linkages to allow for an ongoing survey tool for City use; and- **We use a great form builder that can be easily created and managed by the City of Crestwood.**
- Provide capabilities for media and a content which uses a combination of different content forms could include, but not be limited to, text, audio, still images, video, animation; and-

These media formats are all standard with Wordpress- the content management tool which we'll use as the platform for the site.

- Provide, as a tool for City staff, programming allowances to integrate the remixing, and sharing of web video by combining it with audio, and content from the rest of the worldwide web — from text, links, and maps to pictures, along with live feeds.- **WordPress does a great job out of the box with making it easy to display web video that are hosted with such services as YouTube or Vimeo. Providing you with a native player is also pretty straightforward. Actually *creating* the videos though is something best left to apps like iMovie.**
- Provide capabilities to receive email inquiries and provide responses to such.- **We can easily add contact forms and have specific questions directed to specific emails. Autoresponders and integration with eblast (ie Constant Contact) is available too.**
- Enable website to accept attachments, including photographs, to communications that are sent to the City by its users, with that information retained upon the site and report generation capability provided thereafter.- **The same form tool we use for the above has these capabilities and all entries are stored in a database that's accesible through the site.**
- Allow management tools to track unique visits and other characteristics of the website in terms of interest and use.- **Google Analytics can be easily incorporated from this site and it will track amount of users, which pages they view, where they're coming from, etc.**
- Ensure the website meets accessibility compliance requirements under Title II of the American with Disabilities Act (ADA) - **Our sites match the latest Web Standards which largely imply compliance with ADA. We can extra measures to ensure all ADA requirements are met, which is a standard requirement of public websites such as this.**
- Coordinate specific headings and/or sections of the website, so as to present its information logically to users and that areas of interest to them are intuitively accessible, without too much navigation through the site. Headings/sections could include, but not be limited to, City services, economic development, City government structure, how-to's on reporting issues, concerns, or considerations, etc. for City action, etc.- **This will be carefully planned out when we begin a strategic meeting on the site layout.**

Solution

We recommend the development of a completely original site, built from the ground up with original graphic design elements. Why start over? More often than not, it's more cost-efficient than working around older technologies and trying to get it sync to newer technologies/applications. By bringing it up-to-date this website will serve the needs of the City of Crestwood for many years to

come.

Based on the current site layout and comments in the RFP, here is our recommended site map:

- Home
- About Us
 - Boards and Committees
 - City Charter Information
 - Governmental Structure
 - Statistical Profile
 - Tax Information
- Board of Alderman- Each board member will have a bio page of his/her own.
- City Departments
 - Administration
 - Dept. of Fire Services
 - Dept. of Parks & Recreation
 - Dept. of Police Services
 - Dept. of Public Works
 - Public Safety Information
 - Staff Directory
- Upcoming Events- We can build a calendar that's managed on-site vs. the current third party software you're using.
- News- We can merge this with Upcoming Events or make it a page entirely its own. Your current News setup is a little disorganized and hard to find information.
- Residential Services
 - Common Ordinances
 - Schools & Churches
 - Sewer Lateral Program
 - Solid Waste Collection
 - Utility Information
 - Volunteer Interest Form
- Business Services
 - Census Profile
 - Chamber of Commerce
 - Economic Development
 - Permits & Licenses
 - Planning & Zoning
- Business Directory
- Contact

Footer Links

- Contact Us

- Employment Opportunities
- Crestwood Municipal Code
- Ask the Mayor
- RSS Feed
- Adopt-A-Pet
- Volunteer
- Neighborhood Watch
- Surveys

One of the biggest challenges we saw in the setup of the current site is there aren't many easy ways to backtrack from pages and the hierarchy needs to be better-structured. We would implement breadcrumb navigation (think Hansel and Gretel) to make pages more easily found. Functionally, the site serves its purpose and we could enhance the user experience by a major overhaul in design and rework the navigational structure.

Fee Summary

Complete Company Website	\$25,750
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The complete company website option includes:

A website where residents will easily navigate through to find relevant information needed.

- Original graphic design work for the home page, interior pages and all pages (approx. 40) necessary within website.
- Integrating Wordpress content management system (CMS)
- Basic SEO setup with Wordpress plugin
- Building all forms including Contact, Contact Mayor, Registration for Upcoming Events, etc.
- Unlimited media setup including photos, photo galleries, videos, .PDFs, etc.
- Adding in Google analytics which measures website traffic, length of visit, which pages visitors view, search terms used to find the site, etc.
- Social media integration such as Facebook link, Twitter feed, Pinterest “Pin it” button, etc.
- Training of CMS system and full population of the site

Project Total	\$25,750
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Payment Schedule

The above pricing is effective through August 15, 2013. One half of total project fee is due upon contract acceptance with 25% due after designs are approved and before development has started and the remaining 25% due upon completion. Monthly and yearly items will be billed one month in advance with net-10 terms.

Next Steps

To proceed with this project, City of Crestwood is required take the following steps:

1. Accept the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Finalize and sign contract.
3. Submit initial payment of 50% of total project fee.

Once these steps have been completed we will begin the project with a kick off meeting to introduce relevant personnel and begin preliminary project activities.

Project Timeline

We offer the following timeline for the development of a brand new, original website based on an August 5th start date. Each phase is contingent upon the approval of the previous phase to move forward.

Phase	Activities	Completion
Discovery & Research	Analysis of City of Crestwood's design needs and preferences.	August 15
Site Map	Determining a site map and establishing hierarchy	August 20
Home Page Prototype & Style Tiles	Laying out the home page elements and creating design style tiles based on discovery & research.	August 29
Home Page Design	Design of the home page of the website	September 7
Sub Page Prototypes	Laying out the sub page elements and creating them into actively interlinking pages.	September 12
Sub Page	Similar to style tiles, but these are style component guides for	

Style Guides	things such as forms, blog entries, calendar, etc.	September 19
Development	The initial build of the site	September 27
Population and Development Tweaks	Adding in content and photos provided by the client and/or moving content over from old site. Any development changes in the site are usually caught during this phase and are mitigated.	October 11
Site Launch	Client has final walk-through of site and approves for launch	October 21

Terms and Conditions

- Once project fee is paid in full to Forge & Smith any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to City of Crestwood for inclusion in website are owned by City of Crestwood.
- Forge & Smith assumes City of Crestwood has permission from the rightful owner to use any images or design elements that are provided by City of Crestwood for inclusion in the website, and will hold harmless, protect, and defend Forge & Smith from any claim or suit arising from the use of such elements.
- Forge & Smith retains the right to display graphics and other Web content elements as examples of their work in their portfolio and as content features in other projects. Forge & Smith also retains the right to place a text link on the bottom of every page.
- This agreement becomes effective only when signed by agents of City of Crestwood and Forge & Smith. Regardless of the place of signing of this agreement, City of Crestwood agrees that for purposes of venue, this contract was entered into in Nebraska and any dispute will be litigated or arbitrated in Nebraska.
- The agreement contained in this contract constitutes the sole agreement between City of Crestwood and the Forge & Smith regarding all items included in this agreement.