

**CITY OF ASHEVILLE**

**Website Redesign Proposal Submission**

**DATE: Friday, February 12, 2016**

**Attn: Christy Edwards, RFP Coordinator**  
[cedwards@ashevillenc.gov](mailto:cedwards@ashevillenc.gov)

**Proposal Produced by:**



Communication that Benefits People

**Alicia Campbell, Marketing Assistant**  
1819 SW 5<sup>th</sup> Ave. #350, Portland, OR 97201  
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[Alicia@devinjamesgroup.com](mailto:Alicia@devinjamesgroup.com)  
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## **Dear Christy Edwards**

Thank you for the opportunity to submit a proposal for the City of Ashville website redesign project. Please accept this letter of interest with our proposal. We know both traditional and emerging web/mobile/social technologies and understand how to create engaging, interactive web/mobile-based communication platforms.

## **We're Experienced Large Scale Government Web Development Contractors**

In 2010, we launched the Governor of Tennessee's "Launch Tennessee" program as part of a five-year strategic initiative to make Tennessee a national leader in innovation and entrepreneurship. That project entailed a complete rebranding, a statewide public relations campaign plus a new website to showcase the State to the world.

In 2014, we completed the rebranding of the Washington Student Achievement Council. It was established as a new cabinet-level state agency July 2012 and provides strategic planning, oversight, and advocacy to support increased student success and higher levels of educational attainment in the State of Washington. Having developed the brand identity for various internal programs, rebranding of the organization itself and establishing their brand guidelines; we were also tasked with launching their new website and non-public web intranet that supports hundreds of state employees.

## **We're Experienced Creatives**

For many years, I was marketing director of the South Main Association which manages the River Arts Festival and Historic Arts District of Memphis. As a former award-winning graphic/web designer and creative director turned Author/CEO, I know how important this project is.

We recently completed the Arts North Dakota (AND) statewide advertising/rebranding campaign that will include a new brand identity, public relations, website development and advertising campaign for the state-wide arts calendar (formerly known as CulturePulse). You can see the case study on our website.

The City of Redmond, WA retained us to revamp their arts, music and culture scene after their internal efforts continued to fall flat with residents. The main complaint was the city's lack of creativity; so after going through a series of brand evaluation exercises with city residents, local students and employers, the city arts administration department and local artist and curators we developed a new name/theme, Cre8tivZoo.

Now the city of Redmond host Cre8tivZoo, a new type of annual music series we developed that celebrates the wild and unexpected side of Physical Music, marrying together kinetic sculpture, live music and dance in wildly innovative performances at seemingly uncommon venues.

We also know how to promote experiences to the masses as we received the PRWeek Exceptional Public Relations Campaign Award and multi-category nominations for Best Multicultural, Print, TV, and Digital Branded Campaign from the Multicultural National Health Conference in DC (2013) and Atlanta (2014) for our "One Million Strong" National Public Awareness Campaign for Fight Colorectal Cancer, the leading national advocacy organization for colon and rectal cancers, which targeted primarily minority and general population individuals age 40-65.

In closing, we'd like to thank you for considering the Devin James Group. We're proud of the work we do for our clients and the results that our collaboration yields. We'd love to extend our enthusiasm, experience and capabilities to you. Let's build something great together.

Sincerely,

A handwritten signature in blue ink, consisting of stylized initials 'DJG'.

**Founder/CEO, DJG**

1819 SW 5th Ave. #350  
Portland, OR 97201

## DJG QUALIFICATIONS

Please describe how long your company has been in continuous operation

DJG, formerly known as the Devin James Group, is a multicultural community engagement firm. We are embodied by the slogan, "Communication that Benefits People," coined by founder, Devin James, in 2004. In the 11 years since its inception, we've managed several newsworthy, community-focused initiatives for nonprofit, municipal and various state government agencies across the U.S. from modest to large-scale budgets, and we've continued to be recognized for innovative programs which incorporate public relations, community outreach, and brand creative services.

DJG is an LLC, incorporated in the State of TN and registered as a foreign entity in the states of California and Oregon and has managed as many as 70 accounts simultaneously and has never had any bankruptcy proceedings. No litigations have ever been filed against the Devin James Group.

**EIN: 26-1167298 | Duns Number: 963383406**  
**M/DBE Certified in 40 States**  
**37 Employees**

85% of our agency client load consisting of non-profit and government contracts. Some recent accounts include the following:

- California Autism Foundation
- Oregon Council of Developmental Disabilities
- Oregon Department of Education - Early Learning Division
- City of Redmond, WA
- Virginia Department of Social Services
- Fight Colorectal Cancer – VA Based National Advocacy Organization
- Futurewise (State of WA non-profit)



## DJG MANAGEMENT PROPOSAL

Please describe your experience / describe roles, firm's capacity to produce website

### ALICIA CAMPBELL – Project Administrator

**Education:** University of MO – Communications

**Experience and Qualifications:** Alicia studied communications at the University of Missouri at Columbia and is the project manager assigned to this account.

Her assignments entail preparing proposals, work plans, marketing plans and scheduling of appointments, conference calls and managing team communications via basecamp to ensure maximum efficiency on assignments.

### SAXXON MCGASKEY – Sr. Web Developer

**Education:** Self Educated Tech Guru

**Experience and Qualifications:** Saxxon is developer specializing in web/application development and project management. His professional career began in 2009 as an application developer making small apps for domestic and international organizations that required intuitive solutions for interacting with complex data.

He's skilled in addressing the needs of businesses and turning ideas into working systems of efficient data flow. Typically in the form of interactive applications, intuitive websites, and efficient marketing strategies.

### S. RENEE MITCHELL –Creative Editor

**Education:** University of SoCal - MA, Social Work

**Experience and Qualifications:** S. Renee Mitchell is an award-winning writer and published author, multi-media artist, social justice advocate, and teacher/facilitator. Renee's more than 25 years of journalism experience has groomed her exceptional communication, analytical and grant-writing skills that have helped invest more than \$2 million into community-based programming.

Renee is responsible for developing Portland Public School's first Career Technical Education track in Journalism, based at one of the most diverse high schools in the state. She introduces students to the "next" form of journalism through a project-based exploration of how they, as young people, can shape the narrative of their own lives, their school & their community.

Together, we will bring our stories, talents and diverse backgrounds to the table; co-learning innovative & engaging graphic novels, short films, memes, digital poetry, radio podcasts and other compelling methods that will reflect young people's stories in a way they deserve to be told.

## **AMIT PORWAL – Sr. Technical Analyst**

**Education:** RGTU India - Computer Science

**Experience and Qualifications:** Amit has been with our agency 7 years and possesses combined experience in web design and digital/social media marketing.

Amit has led our team in the development of over 150 websites in various platforms like Wordpress, Drupal, Amazon Webstore, Volusion and Magento as well as simply .PHP and .ASP programming for non-CMS driven custom websites.

## **DAWN OLMO – Sr. Content Editor**

**Education:** University of Washington

**Experience and Qualifications:** Dawn is the editor for all of our web development projects. She has a Master of Arts degree in Rhetoric and Technical Communication. She has taught English classes, as well as Microsoft Office, math, technical writing, and business ethics in a college setting.

In her spare time (which is very little, due to have six daughters) she enjoys reading, writing, and playing games.

## **HUNTER ESMON – Graphic/Web Designer**

**Education:** LSU – BA Fine Arts

**Experience and Qualifications:** Hunter is a digital artist from Baton Rouge, Louisiana.

He is a seasoned professional who specializes in graphic/web design, photography and HD video production. His experience includes interface and page design, marketing material development.

Please cite at least three (3) references listing accounts which the bidder is/has furnished web development services described herein within the last three to five years. Please describe your experience within the last 24 months with professional content management solutions, template design, skinning, and end user training. Please describe your resources and procedures for providing web development and design services.

### I. EXPERIENCE - Washington Student Achievement Council

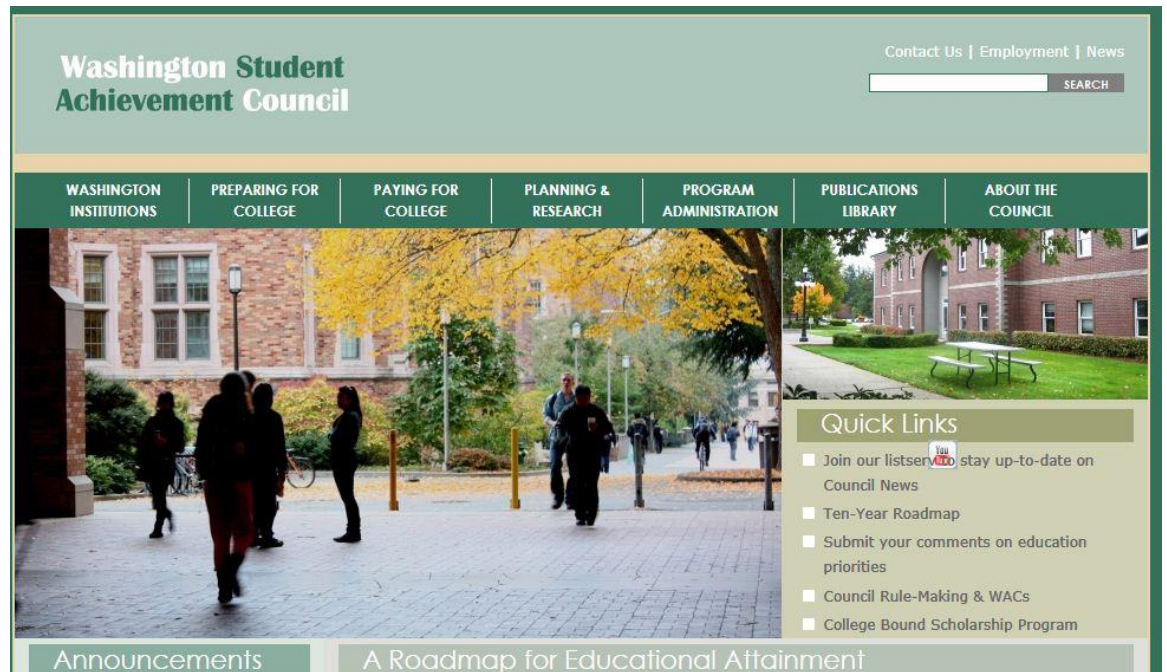
[www.wsac.wa.gov](http://www.wsac.wa.gov) (Agency Rebranding, Drupal Website and Intranet Development)

**Reference One: Aaron Wyatt, Communications Director  
Washington Student Achievement Council**  
(360) 753-7636 Email: [AaronW@wsac.wa.gov](mailto:AaronW@wsac.wa.gov)

The Washington Student Achievement Council (WSAC) was established as a new cabinet-level state agency in July 2012 and provides strategic planning, oversight, and advocacy to support increased student success and higher levels of educational attainment in the State of Washington.

WSAC retained the Devin James Group to lead this statewide initiative starting with the major objectives: to develop two new logos (one for the council itself and one for their "10-year" roadmap, produce a comprehensive agency style guide, provide co-branding recommendations for existing programs under the WSAC umbrella, and redesign the existing agency website and Intranet. This large scale enterprise website accommodates over 3,000 internal access users.

#### Original Logo Design and Website





## New Logo and Website Design

After the initial logo concepts were presented we found that the client liked how the black and gold created an expression of 'Strength' for the council; giving the concept a stark contrast from the previous brand colors, while simultaneously differentiating the organization from other educational institutions throughout the State of WA.

In terms of font and typography, we created a layout that is; strong, uncomplicated, clean, modern (basic meaning no frills) but unique enough to stand on its own and be recognizable. We inserted a bar to visually separate the organization name from the tagline.

The icon was derived from the "tree of knowledge" and to further customize it, we extended the bottom portion into a pencil tip to tie-in additional educational visuals. The concept looks bold and converts well in both B/W and inverted. The new website design theme follows the newly established brand guidelines.





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## **II. EXPERIENCE - California Autism Foundation**

(Agency Rebranding, Statewide Agency Representation, Website Upgrade Management)

**Reference Two: Valisha Fullard, Executive Director  
California Autism Foundation, Inc.**

(510) 758-0433 ext 116 Email: [valisha@calautism.org](mailto:valisha@calautism.org)

California Autism Foundation (CAF), the leading provider of full life services to all people with autism and other developmental disabilities in California, unveiled a new brand identity this year. As the agency of record for the California Autism Foundation we are responsible for their statewide public relations campaign, organizational rebranding, event production, web management, fundraising, sponsorship and community and government affairs.

See Full Case study here: <http://www.devinjamesgroup.com/california-autism-foundation/> and visit their website at [www.calautism.org](http://www.calautism.org)

### **Old Logo**



The mission of the California Autism Foundation is to provide people with autism and other developmental disabilities the best possible opportunities for lifetime support, training and assistance to help them reach their highest potential for independence, productivity, and fulfillment. So the Devin James Group was charged with the task of developing a “reenergized” brand that embodied that

mission that could also stand the test of time.



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## EXPERIENCE - East St. Louis Schools District

[www.Est189.Com](http://www.Est189.Com) (Wordpress CMS Development)

**Reference Three: Abe Loveless, Director of Media / Technology**

**East St. Louis School District 189**

(618) 646-3000 Email: [abe.loveless@est189.com](mailto:abe.loveless@est189.com)

### Old Site



### New Site



**Please describe your company evaluates the user experience of content management solutions that your company has developed or implemented. Please provide a scope of work that includes specific details and pricing for the proposed items described in this document, listed on page 2.**

## **APPROACH TO SCOPE OF WORK**

### **PHASE I - Creative Discovery/ Account Setup**

#### **1. Step One: Project Management Setup**

To make client communication easier, DJG uses Basecamp, an online project management portal that allows clients to post messages and files and access information posted by our staff. This easy-to-use system allows our team and yours the ability to instantly view and share messages, files, document changes, status reports, checklists and more with the click of a mouse. This system is much more reliable than emails and eliminates the frustration of trying to figure out who sent what emails and the contents of the emails by providing daily and weekly recaps.

#### **2. Step Two: Meeting/Assessment Setup**

In order to ensure that we provide the best possible strategic counsel on your communication strategy; as well as execution on the migration and re-positioning of existing content, additional research and fact-finding, the following will need to be conducted in our first in person meeting:

- **Intake Meeting(s)** to gather high level background information and to develop an understanding of the existing situation; determine key audiences and create segmentation for design recommendations for external uses, identify issues, purpose, goals and success measures for the project; and determine ASHEVILLE expectations.
- **Audits, Data Collection and Feedback** to develop a deeper understanding of the ASHEVILLE project issues and determine key deliverables based on the past performance of previous communication strategies. Here we will find out what elements worked for previous web design, what didn't, what was never tried and etc...

Methodologies can include but are not limited to: committee/board member and staff in-depth interviews, past work investigation and surveys. Data collection and feedback may be conducted in-person, via telephone or web depending on your specific needs.

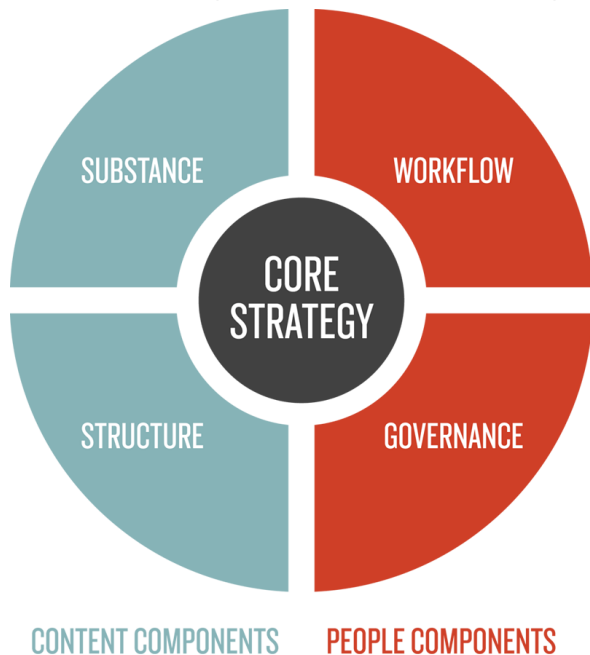
- **Assessment Tools:** individual and organizational will be used based on the organizational needs of ASHEVILLE identified during the initial intake session.

### **3. Step Three: Digital Strategy, Planning, Content and Architecture**

In order for us to successfully redesign the site we have to do an analysis of the content so we can determine what should have priority in the new design:

- **Website Planning** - Develop a plan for the organization and structure of ASHEVILLE project website information architecture and corresponding CMS architecture. Plan should include development of structure analyses, sitemaps, page grids, and navigation style/system(s) and mega menu options.

Conduct technical component analyses, including identification and prioritization of user viewing goals for an excellent presentation of digital images, video clips, documents, materials and announcements while expanding site components. Site functionality and components include areas such as data access, analysis tools, electronic submission, secure access areas, accessibility and general website functionality.



- **Digital Content Strategy** - Conduct a content analysis to refine site content for readability based on required educational level for comprehension, clarity, and other content-related factors.

Utilizing W3C IT compliance industry standards DJG will develop a content model.

Define which content needs to be migrated over and which content needs to be removed or edited before being entered into the new site design.

Improve the overall quality of the information on the website by eliminating inaccurate and redundant content on an ongoing basis

#### 4. Step Four: Website Page Customization

- **Creative Brief (CB) to design** - The CB is a written rationale that will outline the insight behind the creative direction. It includes the core site design theme with detailed content examples, design style examples and design recommendations for desktop/responsive design strategy, navigation style and menu structure. [www.wsac.wa.gov](http://www.wsac.wa.gov)

#### CONCEPTION to IMPLEMENTATION: INTERFACE DESIGN EXAMPLES TO FINAL DESIGN APPROVAL

Round One



Round Two



Round Three – Accepted Concept (Refined Navigation Elements)



## **PHASE II – Development & CMS Implementation**

### **1. Step One - Implement new CMS developments including:**

- Develop a customized wordpress plugin to effectively manage, archive, search, and display a large number of events. The plugin will address charity and display events in a consistent/organized manner. It will allow efficient creation, editing, search, and archival of events.
- Overhaul of the sponsor recognition areas to create smoother user experience. Implementing wordpress additions will enable ASHEVILLE's web editors to manage sponsor logos and images easily.
- The addition of special post types and categorization will more effectively display items in the "media" section of the site. Data heavy objects within the section will utilize a cloud hosting service to reduce server load anticipated in busy times. Should ASHEVILLE need to migrate away from Vimeo as a video hosting service, a separate section within the CMS will be created to manage and host media rich content.
- Remedy any difficulties being experienced with ASHEVILLE 's use of wordpress.

### **2. Step Two - Implement new design, including:**

- A non-intrusive but highly visible solution to solicit donations and inform visitors about the donation process.
- A redesign of the visitors page that highlights and showcases what ASHEVILLE has to offer.
- An overhaul of the main programs page to accommodate the content rich categories and subcategories. Effectively eliminating the number of steps user has to complete to view the (now) lower level pages.



- Changes to the current navigation system and propose solutions to more effectively guide users through their visiting experience.
- Template additions and designs to make the site WC3 compliant and device responsive.
- Implement proposed content based on prioritization.
- Implement new components and features, including: Ability to syndicate multimedia assets.
- Integration of special features (if needed) like social media accounts, translation for multi-language capabilities and Google Analytics for site metrics.
- We will setup the site with Basic AODA compliance to provide the same level of service to individuals with visual, hearing, motor, or cognitive disabilities and that will include the utilization of W3C/WAI Web Content Accessibility Guidelines (WCAG 2.0).

### **3. Step Three – Content Entry**

- In collaboration with Asheville, we will manage the entering of content from word documents and files to the site following the content entry plan agreed upon.

### **4. Step Four - Quality Assurance & Testing Launch for Test Group**

- Develop a test plan to address usability, functionality, and load time, performance and user acceptance for core audiences.
- The site will be compatible with all browsers (including mobile) found on Windows, Linux, Android and Mac operating systems. The current version for each browser will be supported along with the following older browser versions: IE 8.0.6001.18702; Firefox 5.0.1 and 3.6.18; Safari 5.0.3; and Chrome 12.0.742.122.



## **Step Five – Website Public Launch/Deployment & Training**

**Develop Website User Training Presentation** - DJG will develop a presentation highlighting key attributes in a “how-to” format for the project manager to administer to familiarize them with the finished website.

**Administrator Training** - DJG project manager or assistant will provide up to three (3) days of in-person and/or a combination of virtual training and no less than ten (10) hours of review of the site and CMS using a “step-by-step” approach to allow for questions and updates to demonstrate the ease of use. You will have unlimited telephone support as long as it is scheduled.

**Support-** DJG will provide 12 months of support and maintenance. This support will include the following:

- CMS user support to aid ASHEVILLE staff site editing
- Direct content editing when desired / Quarterly Web Analytics reporting
- Telephone and email support during DJG’s normal business hours, from 9:00 a.m. through 5:30 p.m., Monday through Friday, PST, excluding DJG holidays
- Installation and testing CMS releases, security patches, updates, upgrades, Service Packs (minor patch releases resolving critical bugs) and/or enhancements to the CMS on a quarterly basis

**Image Below:** Conducting website training with our national client Fight Colorectal Cancer staff.



**Pricing should include content migration from site to site. All offerings should be itemized showing individual item pricing. Hourly rates and estimated hours required for each service should also be included. The project budget is no more than \$30,000.**

## **COST PROPOSAL**

We are accustomed to working with lean government and nonprofit budgets, and equally important, we understand the public scrutiny and responsibility of spending those monies. From local and state-wide awareness initiatives to national/international programs, we have experience managing projects that were publicly funded programs and recognize that sometimes the terms of the funding impact the tactics, measurement or reporting process, and we are prepared to work within funding guidelines.

**Billing Practices:** DJG operates on a net 15-30 payment window for government contracts with invoices sent on the 1st of each month. All payments are made in arrears of services rendered and each month the client will receive a staff time log and detailed invoice identifying hours for each period.

<b>Phase</b>	<b>Estimated time to complete</b>	<b>Cost*</b>
<b>Research and Discovery Information Architecture</b>	<b>March 15 - 31, 2016</b>	<b>\$4,600.00</b>
<b>Strategy and Design</b>	<b>April 1 - 19, 2016</b>	<b>\$7,000.00</b>
<b>Development &amp; Content Migration</b> Includes time for revisions	<b>April 20 - 30, 2016</b>	<b>\$10,500.00</b>
<b>User Acceptance and Testing</b>	<b>May 1 - 5, 2016</b>	<b>\$1,500.00</b>
<b>Training and Launch</b>	<b>May 8, 2016</b>	<b>\$2,400.00</b>
<b>Office Expenses</b>		<b>\$700.00</b>
<b>Total time for projection completion</b>	<b>Approximately 2 Months</b>	<b>\$26,700.00</b>

\*Office Expenses include: Digital Printing for presentations and meetings, mock-up renderings, hard drives, file transfer and project management software expenses.

\*\* All cost are based on company's (foreseen / unforeseen) hourly rate of \$100 per hour. Rates are inclusive of all expenses.