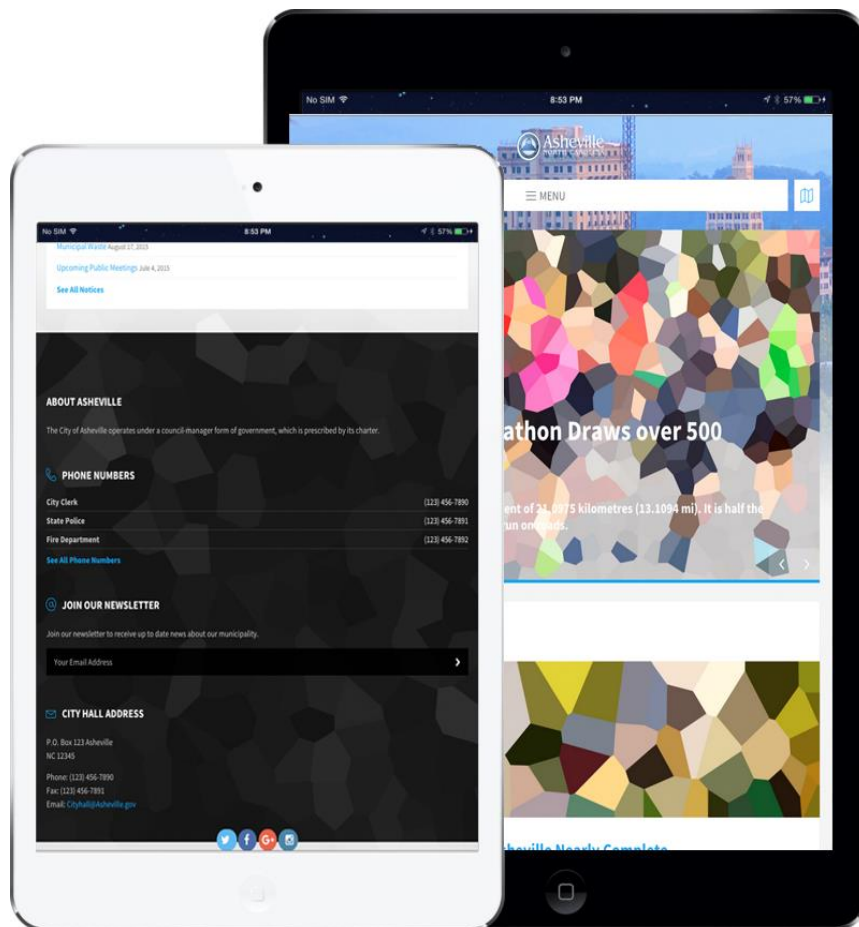


CITY OF ASHEVILLE

REQUEST FOR PROPOSAL (RFP)

FOR WEBSITE REDESIGN SERVICES



Thank you for taking the time to review our proposal for the City of Asheville's website redesign. We appreciate the opportunity and have constructed our proposal in a way that 'cuts to the chase' to save you time.



PROJECT COST:

The total cost for our proposed website redesign is \$28,342.

PROJECT DELIVERABLES:

1. A newly designed website.

- a. Includes a new look and feel that supports the City's branding efforts and the diverse, forward thinking culture of the residents and businesses of the community.
- b. Includes modern best practices with regard to multi platform compatibility, the user interface, navigation, and the user experience.
- c. Home page integrates with the Asheville City Source blog including real-time updates of the City's news and events.
- d. The new design addresses and handles accessibility issues including hearing and visual impairments.
- e. The new website is responsive on all mobile and desktop devices.
- f. Includes a fully functional and easy to use calendar.
- g. Includes search capability with descriptive results.
- h. Integrates with existing government web applications and will easily integrate with future government applications.
- i. Includes social media integration for all mainstream social media platforms.

2. Content migration to the new site.

3. Content Management System with the following capability:

- a. World Wide Web Consortium (W3) standards compliance
- b. Web-based CMS user login through integration with the City's existing active directory authentication.
- c. Multiple CMS user roles
- d. WYSIWYG content editor
- e. Content staging and restoration through the trash folder
- f. Content approval and user audit trails
- g. User selectable templates or skins which can be freely modified
- h. Intelligent search
- i. Content style wizards
- jj. Document management system with access rights by user roles
- k. Sub-site multi-site development
- l. Friendly URLs and/or URL aliasing
- m. Site maps

- n. Cross browser compatibility, specifically compatibility with Chrome, Firefox, and Internet Explorer
 - o. Support for Google Analytics
 - p. Comprehensive documentation
 - q. Technical support, security patches, and product updates available from within the software
 - r. Valid software license naming the City of Asheville as the license holder.
 - s. The platform, templates, themes and/or skins code base must be reasonably extensible by the City of Asheville and/or other vendors.
4. **Content Management System utilizes customizable design templates, themes or site skins, which can be modified without requiring assistance from any particular vendor.**
 5. **Detailed Content Management System training is included.**
 6. **This industry standard solution allows for ongoing programming, design, or development services beyond the scope of this project.**
 7. **Standard maintenance, upgrades, and security patches can be performed easily.**

POINTS OF CONTACT:

Ford Resource Group, www.fordresourcegroup.com

Lori Ford, CEO, Ford Resource Group

Lori@fordresroucegroup.com

(800) 750-9881

Account Manager: Milton Steppe, Business Development Manager, Ford Resource Group

milton@fordrecourcegroup.com

(800) 750-9881, (804) 638-1870 cell

CEL3 Media, www.cel3media.com

Project Manager: Tokoia Lewis, COO, CEL3 Media

lamplightllc2013@gmail.com

(804) 495-1260

Lead Designer: Clarence Lewis, CEO, CEL3 Media

lamplightllc2013@gmail.com

(804) 495-1260

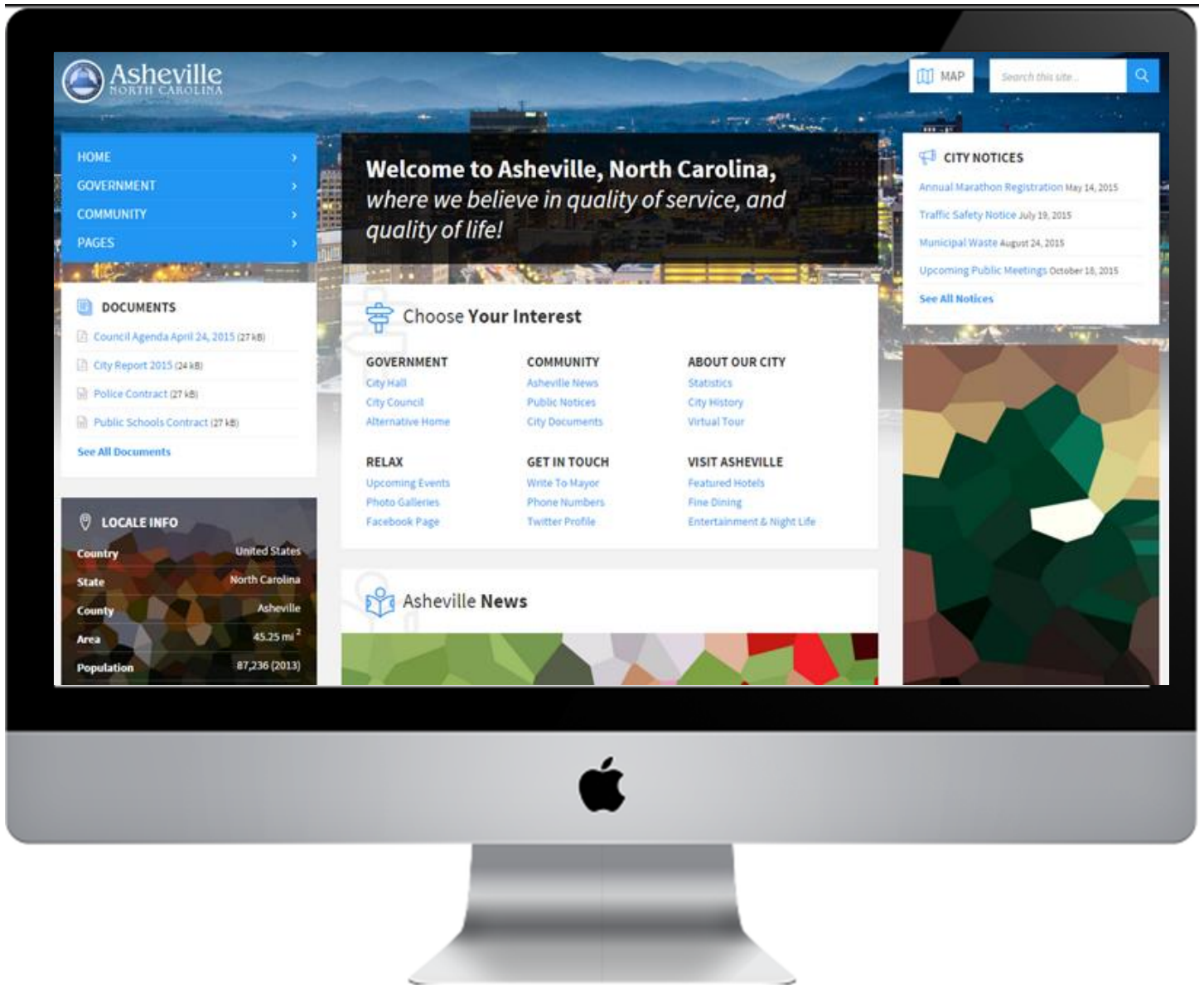
VISUAL AIDS

Here are some mockups of how your website redesign could look. We have also created a demo site so you can see the possible new layout in action. Visit ashevilledemo.cel3media.com to see a demo of your future website.

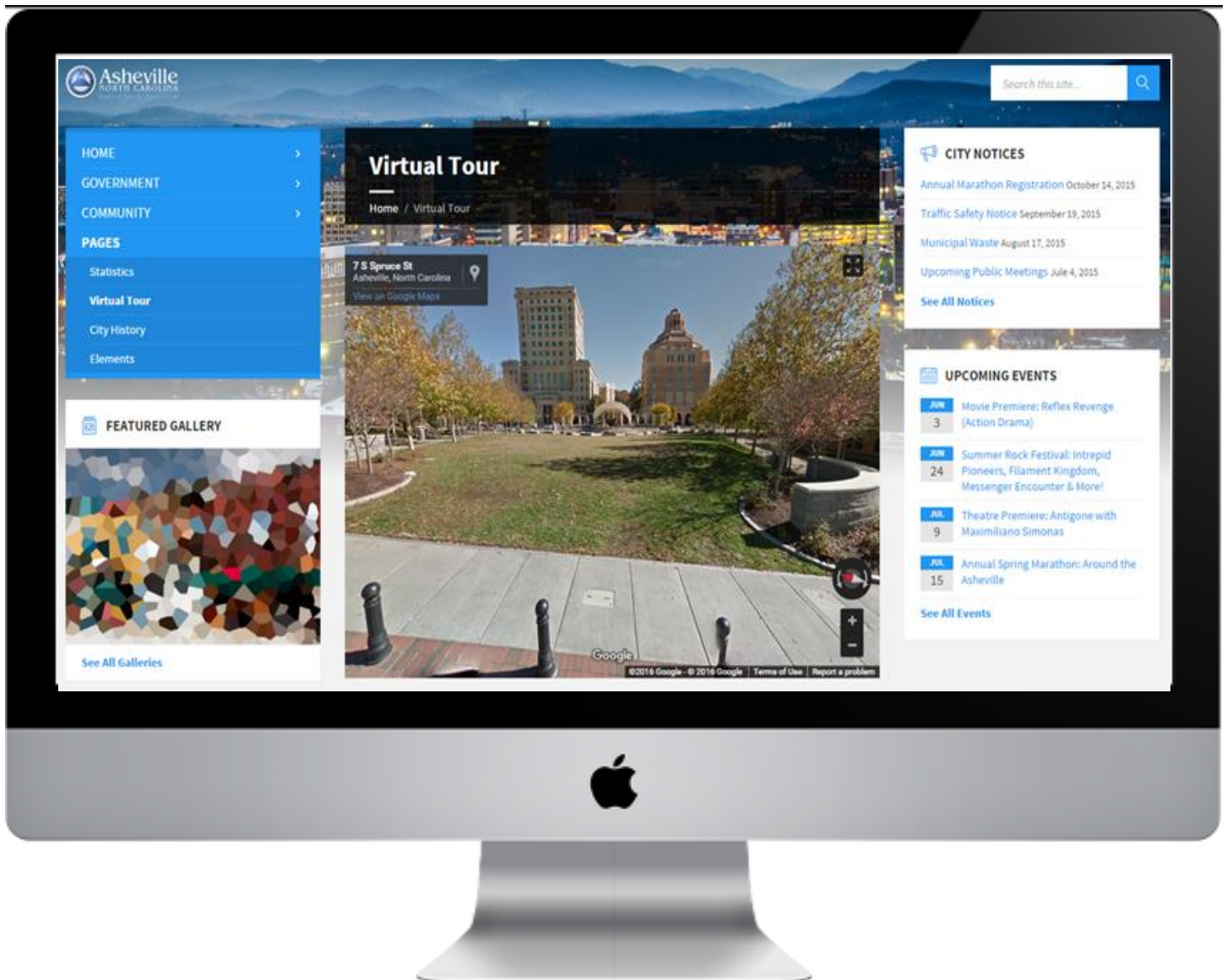
LAYOUT #1 (HOME PAGE)



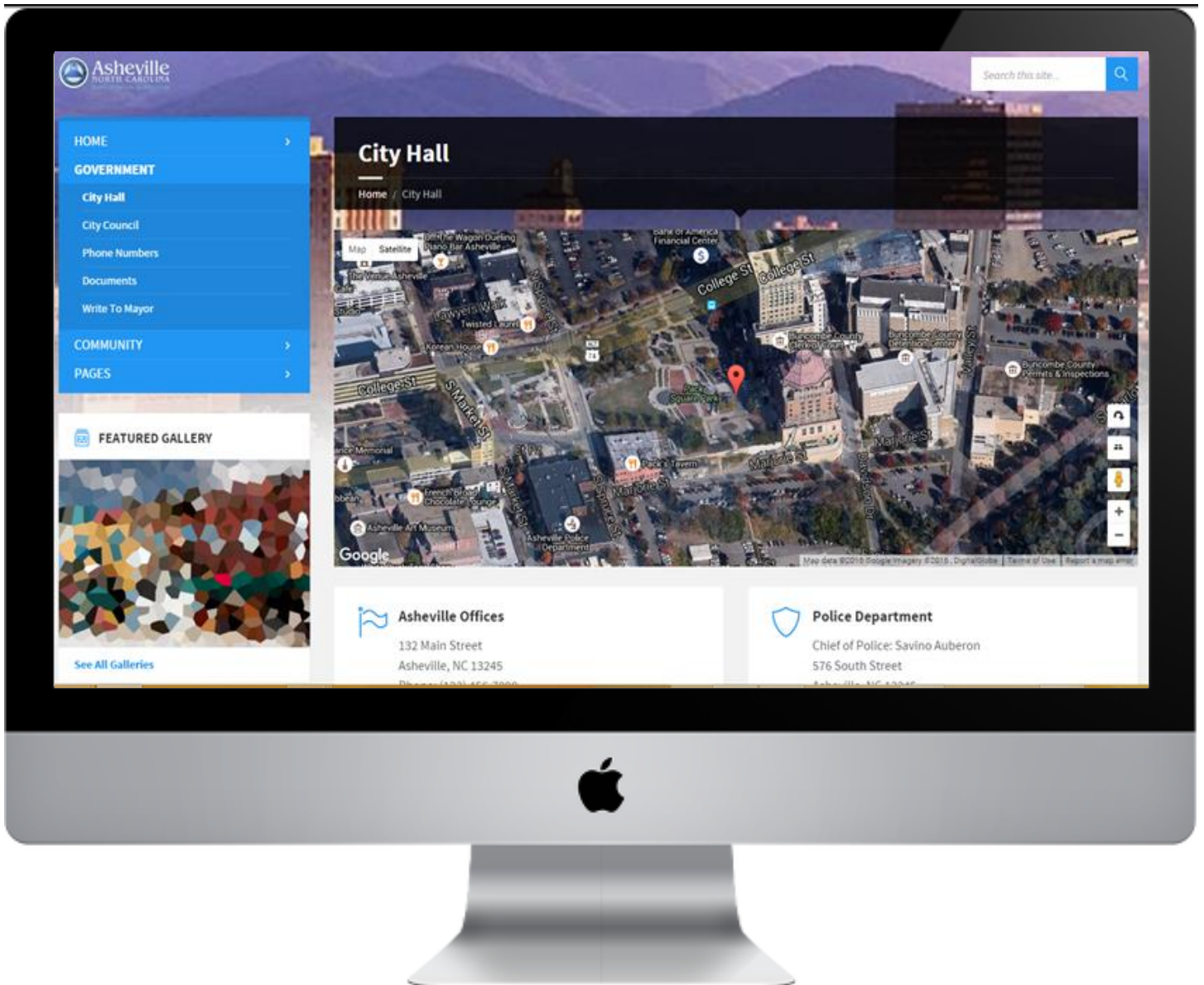
LAYOUT #2 (HOME PAGE)



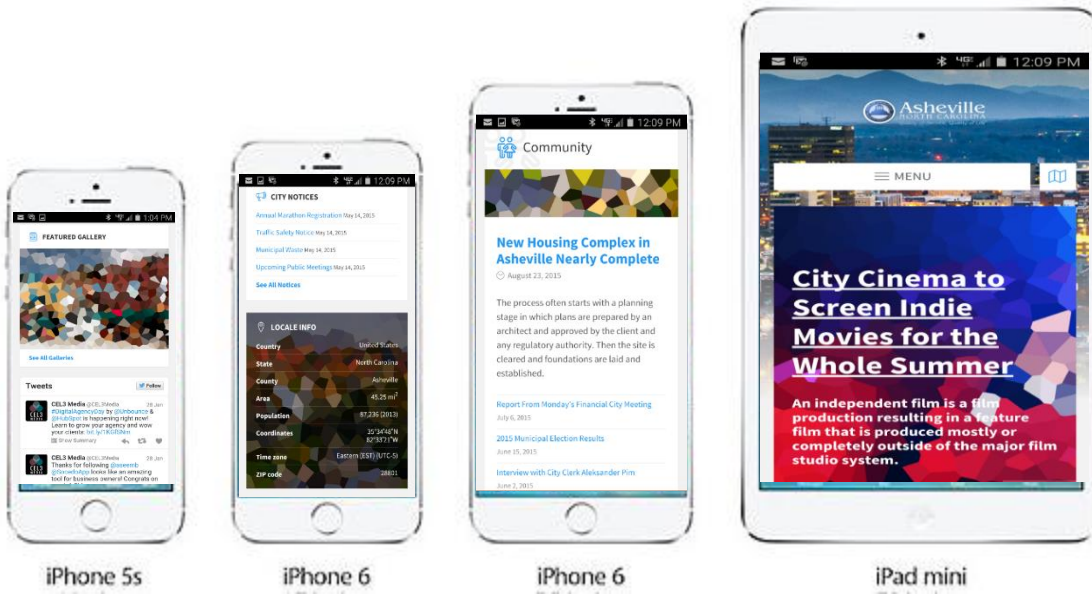
CITY VIRTUAL TOUR



CITY INTERACTIVE MAP



MOBILE VIEW

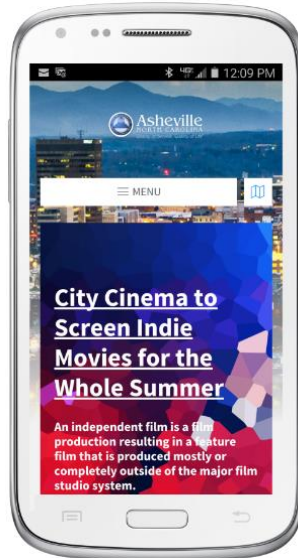


iPhone 5s

iPhone 6

iPhone 6

iPad mini



Android Phone

RESPONSIVE DESIGN FOR ANY PLATFORM

SCOPE OF WORK

The primary purpose of this website project is to create a website using the latest technologies, content management system and plug-ins designed to portray **The City of Asheville's** aims and objectives.

For this project, **Team FRG's** work process will be a five-step methodology for delivering the web solution. The five step process includes the following deliverables for the development of a high-end database driven website, and cutting edge web application featuring all the specifications we discussed.

1. PRELIMINARY RESEARCH AND DISCOVERY

- a. Gathering all the final specifications of the project
- b. In-depth research of the field, market pool, and target population
- c. Establishing the strategy to best accomplish **The City of Asheville's** goals within budget and timeframe
- d. Determining the full and final in-depth scope of the project

2. STRATEGIC PLANNING

- a. Conception of the main goals of the website and of the user experience
- b. Conception of the website's flow
- c. Preparation of detailed mock up showing the different areas of the website, their features, the technologies that will be implemented, etc...
- d. Optimization of the navigation according to the website goals

3. WEB DESIGN/GRAPHIC DESIGN WORK

- a. Conception and creation of any necessary graphics for the website pages, including color scheme, atmosphere, general look and feel of the user interface
- b. Design of website consisting of a website template, graphics, images, and color scheme

4. FRONT END/BACK END PROGRAMMING

- a. Top quality pre-coded and hand-coded elements (PHP/CSS/JavaScript/JQuery/etc.) of all necessary pages and/or elements
- b. Advanced programming and database integration using the latest web technologies for enhanced user experience and usability

5. CONTENT TRANSFER

- a. Planning and preparation for content migration
- b. Integration of content from old site to new site

6. QUALITY ASSURANCE AND LAUNCH

- a. Fine tuning the final details of the website design and features
- b. Configuration and setup of the server that will host the website
- c. Migration of the site to the live server and launch!

7. DELIVERABLES

- a. Migrate content from **The City of Asheville's** old website to the new **The City of Asheville** website
- b. Responsive website that works well on mobile devices
- c. New look and feel
- d. Integrate homepage with blog
- e. Website Accessibility
- f. **Content Management System and Training:**

- **CONTENT MANAGEMENT SYSTEM EXPERIENCE**

In the last 24 months, we have created 3 websites using content management systems. We have found that this is the best way to develop and manage a website's design and content. Typically we find a theme that will best suit our clients' needs and then modify that theme in the back-end using Dreamweaver to fine-tune things. This allows us to quickly build websites that have a unique user experience as well as a comprehensive admin control panel for managing the website.

- **CONTENT MANAGEMENT SYSTEM TRAINING**

Upon completion, we train the owner of the website to use the control panel for all updates and/or additions they may need in the future. We find that the using content management systems give users the ability to make changes on their own without the need for a web designer (for most changes/updates/additions). With our training and feedback from our clients, we are able to realize the power of content management systems and the websites built around them.

PROPOSED HOURS AND RATES

SERVICE	LOE	RATE	TOTAL
Content Migration	500+ pgs	\$15	\$7,500
CMS Setup and Theme Implementation	30 hrs	\$155	\$4,650
Graphic Design and Theme Customization	30 hrs	\$155	\$4,650
Programming Elements	30 hrs	\$155	\$4,650
Testing	30 hrs	\$155	\$4,650
Project Management	30 hrs	\$66	\$1,980
Online/ On-site Training	2 hrs	\$135	\$262
Travel + expenses (if needed)		*\$119	
Overnight Stay Expense(if needed)		*\$350	
TOTAL	200+	—	\$28,342

* Expenses for Travel and Overnight if needed.

ABOUT US



Ford Resource Group, INC. (FRG) understands the need for the City of Asheville’s website redesign. Our plan will improve the City’s ability to provide the community with an intuitive, functional, user-friendly and attractive website. We have created a demo site that will clearly show distinction and exemplify the character and uniqueness of Asheville, NC.

The New Look and Feel of Asheville’s new website will be accessible to persons of all abilities and designed to be responsive to all electronic and mobile devices.

All of the Cities links will be represented in the new website. To include links between the city services and subordinate sites; Geographic Information Systems (GIS), External Database Searches, Online Utility Payments, Citizen Report Tools, Citizen Engagement tools, Activity Registrations, and Social Networking Sites.

FRG has been in business for 11 plus years. Providing IT consultants and IT Services to the State of Virginia and Commercial Clients successfully. FRG has selected CEL3 Media as its collaborative set aside sub-contractor and partner. Together as partners we bring a wealth of experience directly related to the specific tasks identified in the request for proposal with the City of Asheville.



OUR CERTIFICATIONS:

- Small Business Enterprise
- Woman Owned Small Business
- Minority Business Enterprise

FRG understands that strong program and work order management, together with dedicated, knowledgeable, partner, staff and a strong employee support is paramount to successfully performing under this contract. FRG constitutes a capable, flexible, and adaptive group of professionals with solid global market credentials garnered while successfully supporting a variety of missions and requirements. Any City of Asheville assessment will readily affirm the integrity, professionalism, and competence of FRG and partners to be of the highest caliber and beyond reproach, as well as constitute the diversity we value, embrace, and vigorously promote.

Team FRG can assure the City of Asheville that we meet and exceed all solicitation-specified requirements and provide complementary benefits to the City through a combination of:

- Seasoned and conscientious management
- Recruiting

- Training
- Well-informed strategic and tactical planning
- Utilization of industry best-practices

We are committed to customer satisfaction achieved by consistently meeting contract performance requirements and exceeding expectations. We are poised to address these factors by effectively partnering, communicating, collaborating, and coordinating with the City of Asheville departments and subordinate partners/sites to achieve mutual understanding of contract terms and provisions. Defining in detail the operational and performance requirements will help meet the City of Asheville mission support needs and the staff roles and responsibilities in meeting these requirements. Implementation of a Quality Control Assurance and Management Oversight plan. Moreover, as a result of successful business partnership development, FRG team members share collegial, compatible management styles, business principles, and operating philosophies that foster productive service operations.

CEL3 MEDIA PAST PERFORMANCE & REFERENCES

eGov Project

Virginia Information Technologies Agency

2012 – 2013

Setup and testing of database driven web applications in various programming languages. Validated application and database connections and corrected issues with general operation of the applications.

Environment: VB.Net, C#.Net, PHP, Perl, ASP.Net, SQL Server 2008, Visual Studio 2010, .Net Framework 2.0 - 4.0, Informix, Unix

Renewal Questionnaire

VML Insurance Programs

2012

Redesigned and developed the Renewal Questionnaire application. Added new functionality and a new user interface, that is more intuitive and user friendly. Created a script to automate legacy data entry into the SQL Server database.

Environment: C#.Net, ASP.Net, SQL Server 2008, Visual Studio 2010, .Net Framework 2.0 - 4.0

Business Licenses & Schedules

Colonial Heights Commissioner of Revenue Office

2008

This was new development from start to finish in C#.Net and ASP.Net. The Commissioner of Revenue office had been using Oracle 10g for years for their database and doing calculations by hand. I created a .Net application to manage their business licenses and business schedules. I also automated all calculations. Upgraded their database and increased productivity. This application now houses all the business license and business schedule data for all of the businesses in the city of Colonial Heights.

Environment: C#.Net, ASP.Net, SQL Server 2005, Oracle 10g, Dreamweaver, Photoshop, Visual Studio 2005, .Net Framework 2.0

FORD RESOURCE GROUP PAST PERFORMANCE

VDEM - WEOC PROJECT

FRG assisted with the enhancement of the Commonwealths emergency management application using ASP.NET, C# and SQL Server. We supported the application during disaster drills and classes after the completion of the project.

VIRGINIA ENTERPRISE APPLICATION PARTNERSHIP

FRG is currently providing application development and design for a Web-based vendor management system that will impact the way the Commonwealth and agencies do business.

DEPARTMENT OF SOCIAL SERVICES - BUSINESS ANALYSIS

FRG provides consulting within Business and Information Technology revisions and enhancements to the Department of Social Services (DSS) Family Services Applications. FRG consultant manages the design, development and implementation of Family Services automated case management and information reporting systems for existing web applications and the reporting and data exchange systems. Additional tasks include analysis and automated testing for 120 local offices residing throughout the Commonwealth of Virginia.

DEPARTMENT OF SOCIAL SERVICES – QA AND TESTING

FRG supported the DSS MAGI Project by providing Quality Assurance and Testing for the new system. The consultants reviewed business requirements, wrote and developed test scripts, provided traceability to business requirements, used the System Development Lifecycle Methodology for the entire project. Analyzed and provided test case input/output for accuracy

and assisted with the development of the web based application and software. Were responsible for the systems integration testing (SIT) and end user acceptance testing (UAT) through to the MMIS System (DMAS). The consultants used IBM Rational ClearQuest for the defect and metrics reporting tool to correct deficiencies. Ensured the testing was within or to compliance.

CITY OF RICHMOND

FRG was responsible for the setup, administration, security and maintenance of both Linux, Unix, and Wintel Internet servers supporting City of Richmond applications and websites. System engineer supporting HP – UX, SUSE Enterprise systems and Windows 2003 systems. IIS and support of .NET Internet applications “in house” applications. Interfaced with end - users and senior executives to resolve problems and improve the productivity, efficiency and quality of the City of Richmond’s IT infrastructure. Support of the City of Richmond’s WSS 3.0 and 2007 SharePoint Farm. Moved all FTP services for the city to a feasible outsourced web solution.

Administered the City of Richmond’s Omni back /HP Data protector backup and recovery operations. Administered the City of Richmond’s IBM Virtual Tape Libraries. Support of High availability 24/7 production systems (IBM SAN, Mainframe Z/OS, EMC DMX) Design of new backup system (Backup to Disk/Archive to Tape) which involved evaluating and being trained on solutions from EMC, Symantec, Hitachi, Netapp, and Overland. Support of Bind DNS servers.

Support of Dell servers as well as Cisco GSS and CSS equipment. Assisted security officers in testing and evaluation of new application and network scanners for PCI compliance. Support of VM ware ESX3 environment. Conversion of old servers to new VM’s .Performance monitoring.

Configured and administered Webtrends reporting system for the City of Richmond. Design and performance monitoring of various systems (Windows 2K3, HP – UX, Z OS, AIX, AS400, and SharePoint server farms) Created new VM instances for existing LINUX VARIANTS Microsoft-based systems. VMotion configuration and the implementation of the monitoring plan for all systems (Splunk, Nagios, HP Openview).

FORD RESOURCE GROUP REFERENCES

Client Name and Contact	Client Address	Contact Number	Services Provided
Hewlett Packard – Paulina Ashlock Richmond, Virginia Executive	Corporate Headqtrs 5400 Legacy Drive Plano, Texas	(804) 443-6768	SWAM vendor partner providing Information technology professionals and consultants in health care, finance and Federal Government since 2005
CACI – Kristin Downer Director Government Solutions	CACI and ICS (State of VA) 2800 Crystal Drive, 8th Floor Arlington, Virginia 22202	(804) 218-3685	SWAM vendor partner for large project based work within the Commonwealth of VA. Providing Information Technology professionals: Project Managers, Business Analyst, Security Consultants, Application Developers etc since 2007
CNSI – Kevin McFarling Sr. Vice President, Health Care Delivery	15800 Gaither Drive, Gaithersburg, MD 20877	(540) 607-0110	Recruit and staff permanent full time executives and health care professionals to include IT resources for the organizations Medicaid and MMIS clients across the U.S. for large scale mission critical projects and State Government Agencies.

<p>Commonwealth of Virginia - Ajay Rohatgi, PMP</p> <p>Collaborative Solutions Manager - EAD</p> <p>Enterprise Solutions and Governance</p> <p>Virginia Information Technologies Agency</p>	<p>900 E. Main Street - 14th floor</p> <p><i>Technology</i></p>	<p>(804) 786-0529</p>	<p>FRG serves as a prime SWAM vendor for the Commonwealth of VA on the staff aug contract and supports the Statement of Work Projects. We have placed over 200 consultants in roles such as: Applications Developers, Project Managers, Business Analyst, CRM Consultants, Biz Talk Developers, Oracle DBA's, Oracle Developers, Network Engineers, Security Consultants, Governance and Policy, Business Continuity/BIA Consultants, IV&V Consultants, among a few since becoming a vendor partner in 2006.</p>
<p>Computer Aid Inc Krystal McGraw, Operations Analyst – Commonwealth of VA Vendor Manager Supplier Organization (prime for the State via CAI)</p>	<p>470 Friendship Road, Ste. 300 Harrisburg, PA 17111</p>	<p>(717) 651-3000</p>	<p>Computer Aid, Inc. (CAI) is a global IT services firm that is currently managing active engagements with over 100 Fortune 1000 companies and government agencies around the world. Specific CAI offerings include balanced outsourcing solutions, Legacy Support, Application Development, Knowledge Capture, Desktop Services, and Managed Staffing Services.</p> <p>CAI has engaged Ford Resource Group, as a vendor partner under the Staff Augmentation contract to provide IT services and support under the Commonwealth of Virginia IT Contingent Labor contract.</p> <p>Ford Resource Group has successfully placed candidates on competitive requisitions at various Virginia agencies through this contract.</p>

Security Matters, LLC Cliff Gregory	5355 Foxfire Ct Moseley, VA 23120	(804) 239-2213	Security Matters is a global information security firm that currently manages clients such as Boeing, PA Power, San Diego Power, as well as International and Global clients. Ford Resource Group provides security analyst/engineers and network engineers to support the projects, products, and client base globally.
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CEL3 MEDIA REFERENCES

Business Licenses & Schedules

Bill Feasenmyer
Commissioner of Revenue
City of Colonial Heights
(804) 520-9280

Renewal Questionnaire

Steven Bergman
Director of Technology
Virginia Municipal League
804-237-7333

Louisa Pride AAU Basketball

Rico Smith
Vice President
Louisa Pride AAU Basketball
804-338-5243