



CITY of ASHEVILLE, NC & YONDERDAY
Response to 2016 Website Re-Design RFP

To those with whom it may concern...

For the past 4 years we have called Asheville home. Through direct engagement with our ever-growing community and clientele- now one and the same- we have grown as individuals and business owners to share in beating the pulse of this heart-filled place. We are daily humbled by the incredible people we meet here. From working with a gamut of folks in the healing arts community to working with the Mycelium School- changing the framework of education as we know it. From becoming wild food foraging assistants and "energy-exchange" partners of Alan Muskat- local celebrity and the first commercial forager in the United States, to licking plates with down-home foodies like Tod's Tasties and the very fresh Gan Shan Station. Through our service, we find ourselves in a place to be catalysts for others to blossom. We recognize the high caliber of small business owners that we work as personifications of the spirit of Asheville- and we are grateful to be on first name basis with each one of them. This is the Asheville Yonderday strives to show up to work for each new day.

Now, with an ear to the tracks, we find ourselves curious and concerned with how the city itself will harness this fast-paced momentum of growth. It is our hope that our work and work ethic aid in creating an Asheville we can continue to grow with. Perhaps we will be lucky enough to call Asheville home for another 40 years and continue to be of service as an integral part of it all. We are grateful for this opportunity.

It is an honor and pleasure for us to serve the community at large- our family and friends and the people of Asheville. And what better way than creating an engaging, creative and user-friendly new website for the city and telling the story of its unbounded exuberance along the way. A site that truly is a signature of the unique environment and amazing character of Asheville that we have grown to love- and to be loved by- so much. Of course, this is no small task to be taken up lightly. Rather, we respond to this RFP with great respect for what the undertaking will require. And we are hopeful for the opportunity.

The following pages regard specific concerns and proposal requirements posed in the RFP. Please reach out with any further question, comments or concerns you may have. Thank you for the consideration.

Warmly,
Mason & Josiah Greenewald
of the Yonderday Family

.....
WWW.YONDERDAY.COM



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to Website Re-Design RFP

REQUIREMENT 1: References

ACCOUNT The Cherokee Preservation Foundation (CPF)

URL WWW.CHEROKEEPRESERVATION.ORG

SUMMARY The CPF weaves partnerships to improve the quality of life of the Eastern Band of Cherokee Indians (EBCI) and neighbors in western North Carolina.

SERVICES Usability, Brand Identity, Organizational Analysis, & Social Media Strategy - Audit of prior site infrastructure and creation of a new site map. A re-fresh and integration of brand identity, including logo / wordmark, accompanying brand typography, brand collateral (business cards, letterheads, envelopes) into all prior CPF ephemera. Design of all social media profile images.

Web Design, Turn-Key Development & Content Migration - Fully-functional and mobile-friendly website, featuring a streamlined online grant application & searchable grantee database. Propagation of content included.

Hands-On Website Training & Brand Usage Guide - Staff training of all major website functionalities. A site/brand usage guide that accompanies brand type styles, typefaces and color palette for web and print, myriad logo variations.

Brand outreach video - created in collaboration with **3 Flames Productions**
(A women-owned and operated video production company in Asheville)

CONTACT Annette Saunooke Clapsaddle
Executive director

(828) 508-0792
ABIRDSAUN@GMAIL.COM

ACCOUNT Still Point Wellness

URL WWW.STILLPOINTWELL.COM

SUMMARY Still Point Wellness is a local concept spa specializing in healing arts designed for mind-body exploration and deep relaxation.

SERVICES We developed the SPW brand from the ground up. Success was found in the challenge of designing a website presenting hundreds of pages of state-of-the-art relaxation research in a calm, digestible, slow-releasing manner. Accomplishing this in part with SEO-friendly collapsable information and FAQ's. Of course no site is complete without a custom back-end CMS- this one has received praise by owner and interns alike. The system integrates with booking software for a seamless user experience.

CONTACT Corey Costanza
Co-Owner

(828) 333-0923
STILLPOINTWELL@GMAIL.COM



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to Website Re-Design RFP

REQUIREMENT 1: References (continued)

ACCOUNT Spoken Word Inc.

URL WWW.SPOKENWORDINC.COM

AND/OR WWW.YONDERDAY.COM/PORTFOLIO/SPOKEN-WORD-INC

SUMMARY *Spoken Word Inc is an Independant Audiobook Publisher based in Asheville, NC. They offer the highest royalties for writers in the business.*

SERVICES **From the ground up & up** - *We created branding and a brand voice, along with a responsive user-friendly, ever-evolving website and all of the social media bits necessary in today's highly stimulating environment... The mark works in a myriad of colors and can be paired with images to tell tall tales from any genre. The blog is a force of its own and is gathering followers at a wonderfully alarming rate. We are still working very closely with Spoken Word Inc today.*

CONTACT Ben Matcher
Founder

917-975-8583

BEN@SPOKENWORDINC.COM

ACCOUNT Pisgah Banjo Co.

URL WWW.PISGAHBANJOS.COM

SUMMARY *With owners born & raised in Appalachia and a banjo-build workshop running solely on solar power, Pisgah Banjo Co sits in tradition with a modern twang. Fun fact, Mason learned the traditional claw-hammer style from Patrick, the owner, himself.*

SERVICES **Banjos from the ground up** - *Locally-sourced, Hardwood, Open-back Branding. Complete with a logo carrying case and the longest website on this side of the Mississippi.*

CONTACT Patrick Heavner
Owner / Banjo-worker

(828) 768-3488

PATRICK@PISGAHBANJOS.COM



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to Website Re-Design RFP

REQUIREMENT 1: References (continued)

ACCOUNT So-Called Experts

URL WWW.SO-CALLEDEXPERTS.COM

SUMMARY *An online book about everything - free, downloadable and always in progress.*

SERVICES **From Ms Word to Digestible Online PDFs** - *We designed this site to work for a primitive Microsoft Word document in an online downloadable book (Chapter-by-chapter or full download) format. Developed from scratch on a CMS allowing for clickable footnotes and empowering the writer to edit at will and whim.*

CONTACT Stephan Michelson
Founder / Writer

(828) 768-3488

STEPHAN@THEORIOLEMILL.COM

ACCOUNT Asheville School of Massage & Yoga (in progress)

URL WWW.ASHEVILLEMASSAGESCHOOL.ORG

SUMMARY *It is an honor to be working in collaboration with the more-than-locally-renowned (female owned) ASM&Y. The fact that the owner is an astounding yoga instructor and favorite of so many, including ourselves probably plays into this honor... The old site is still up and begging for the forthcoming re-design. Stay tuned! This one should be live in the next few weeks. In the meantime, feel free to see our work in progress-- and mind the dust-- at:*

WWW.YONDERDAY.COM/ASMY

SERVICES **Usability, site map and & brand re-fresh** - *Site audit and architecture redesign followed by landmark simplification / re-fresh. Rounds of home and unique page designs to discuss and respond to feedback. Eventual integration with all booking and scheduling software already being employed.*

Project included to lend an up-to-date and honest insight into our inner workings *and offer a before (see current site) and after (see progress url - changing daily) of services rendering.*

Progress - *Owner and staff are thrilled with the new direction and simplification of previous long-winded processes now automated with a combination of new site architecture, modern design practices & a CMS that allows for a bit more R&R for all.*

CONTACT Mitzi Aoyagi
Executive director

828-252-7377

MITZI@ASHEVILLEMASSAGESCHOOL.ORG



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to Website Re-Design RFP

REQUIREMENT 2: Operating History

SUMMARY *We moved to Asheville and started Yonderday in April 2012. We have been in continuous operation since. Learn more about our journey at WWW.YONDERDAY.COM/STORY*

REQUIREMENT 3: Content management solutions, template design, skinning, and end user training.

SUMMARY **We build everything on the ever-robust Wordpress platform.** *We do not use templates out-of-the-box rather we build everything for the specific needs of the client and project at hand. We do create templates from scratch for our clients to extend their website needs unique page by unique page. We offer end-user training at a need basis before or upon go-live, detailed site usage guides and user support up to 6-months after go-live. At the risk of tooting our own horn, we will share how often we are flattered by the feedback we receive about our customer service. We aim to keep hearing back in this way ;)*

REQUIREMENT 4: How we evaluate user experience of CMS

SUMMARY **Our practices have developed from experience in the field and when needed, continuing education with our online community.** *Listening to the needs of our clients and the feedback from ease-of-use, and perhaps more importantly lack thereof, helps us to improve theirs' and the next users' experience significantly. Improving user-experience is an on-going evolution. Where there is dissatisfaction- there is room for improvement. Again, we employ WP with a customized back-end to fit the specific needs of each client. For instance, when CPF needed a custom-built database for grants, we built it- with no-flush, need-based specificity. Furthermore, we were able to harvest feedback from beta-users and staff to improve the database before go-live and insure optimal use at go-live.*



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to Website Re-Design RFP

REQUIREMENT 5: Projected Line Items

R & D *Conduct a project interview and cull current site feedback to further understand the requirements and needs of the new website as well as gain a clear direction with regards to the design process.*

ESTIMATED TIME 8 - 12 hours
COST included below

WEB DESIGN *Design of the website will support the branding efforts of the City and reflect the diverse make-up and vision of the residents and businesses of the community. This includes multiple seed designs and design iterations that will evolve into the final design. All unique pages will be signed-off on before development begins.*

ESTIMATED TIME 100 - 130 hours
COST \$11,000

WEB DEVELOPMENT *Site Development includes the following:*

- + Responsive layouts for mobile devices.
- + Accessibility to users of all abilities, including those with visual, hearing, or physical impairments.
- + Functional and easy-to-use calendar feature.
- + Provision of configurable site navigation menus on each page which provide quick access to all the key pages of the site.
- + Incorporate easy-to-use search utility displaying descriptive information on all content in the search results. Ensuring site design is cross-browser compatible.
- + Provide integration with existing government web applications currently in use and provide for easy integration with future government applications.
- + Integration with content from city social media sites such as Twitter, Facebook, YouTube and Instagram.
- + Optimized templates, themes or skins for page load speed.
- + CMS solution proposed will utilize customizable design templates, themes or site skins which may be modified without requiring assistance from any particular vendor.
- + A master homepage template and interior templates to provide flexibility to support the use of custom banner images and section menus.
- + All templates, themes or skins to be developed with the standard CMS toolset or readily available plug-in mod.

ESTIMATED TIME 180 - 220 hours
COST \$13,000



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to Website Re-Design RFP

REQUIREMENT 5: Projected Line Items (continued)

CONTENT MIGRATION *Migrate all existing page content (~ 500 pages)*

ESTIMATED TIME 80 - 100 hours
COST \$5,000 / \$10 per page

SITE TRAINING *Full support and hands-on training on the use of the CMS. Detailed site usage guides.*

ESTIMATED TIME 20 - 30 hours
COST \$1,000

TIME TOTALLED 388 - 492 hours
COST TOTALLED \$30,000

HOURLY RATE \$75



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to Website Re-Design RFP

WITH REGARDS TO PLATFORM CMS CHANGE: WordPress

We recommend utilizing Wordpress (WP) as the Content Management System (CMS) for the new city website. *Here is why:*

WordPress' flexibility, scalability and ease of use. Wordpress is well known for it's ease of use while being extremely robust and scalable. WordPress is widely considered to be the easiest CMS for the nontechnical user and offers more than 21,000 plug-ins.

Wordpress is Open-Source, and absolutely free.

The WordPress platform is completely scalable and is used for everything from one page blog sites to massive international news sites. One of the strongest statements for WordPress is the number of large companies that use it. Current users include Time Inc., Sony Music, Xerox, and The New York Times.

Large Developer Community - The WordPress developer community is the largest of its kind. Users are constantly improving the site software as well as constantly creating and revising custom plug-ins for various uses. WordPress is used for over 20% of all the websites on the internet. Because of this it is also one of the most heavily documented CMS' available.



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to Website Re-Design RFP

WITH REGARDS TO THE SPECIFIC REQUIREMENTS for proposing A NEW CMS.

The short of it: WP meets it all. *The long of it:*

- REQUIREMENT** Capable of general World Wide Web Consortium (W3) standards compliance.
CAPABILITY WP follows all W3 standards compliance.
- REQUIREMENT** Web-based CMS user login through integration with the City's existing active directory authentication.
CAPABILITY Achieved through the use of a plugin - External Database Authentication Reloaded: A plugin that allows the use of an external database (MySQL, PostgreSQL, MSSQL, and more) for authentication into WordPress.
- REQUIREMENT** Multiple CMS user roles.
CAPABILITY Achieved through the use of a plugin - Multiple Roles: Allow users to have multiple roles on one site.
- REQUIREMENT** WYSIWYG content editor.
CAPABILITY WP comes with a built-in user-friendly WYSIWYG content editor. The backend can be completely customized to fit the specific needs of the clients. The editor can be extended if needed through the use of plugins.
- REQUIREMENT** Content staging and restoration through histories or undo.
CAPABILITY WordPress has built-in capability which allows you to undo changes and go back to an earlier version of a post. This feature is called Post Revisions or simply Revisions. Additionally we can integrate a staging system such as <http://versionpress.net/>
- REQUIREMENT** Content approval and user audit trails.
CAPABILITY There are a number of plugins available that add this functionality to WP:
<https://www.approveme.me/wordpress-audit-trail-e-signature-certificate/>, <https://wordpress.org/plugins/audit-trail/>, <https://wordpress.org/plugins/wp-security-audit-log/>
- REQUIREMENT** User selectable templates or skins which can be freely modified.
CAPABILITY WP has a built in templating system in which templates can be built and chosen for each page type.
- REQUIREMENT** Intelligent search.
CAPABILITY WP offers intelligent front-end and back-end search capabilities comparable with any other CMS on the market. This can be extended even more through the use of plugins.
- REQUIREMENT** Content style wizards.
CAPABILITY WP offers simple style wizards and tooltips in their WYSIWYG content editor
- REQUIREMENT** Document management system with access rights by user roles.
CAPABILITY WP has an array of plugins that achieve this... to list a few:
WP Download Manager, WP Document Revisions, WP-Filebase, WordPress Advanced File Manager, WP-DownloadManager, Client Document Monitoring, Groups File Access
-



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to Website Re-Design RFP

WITH REGARDS TO THE SPECIFIC REQUIREMENTS for proposing **A NEW CMS.**

The short of it: WP meets it all. *The long of it: (continued)*

- REQUIREMENT** Friendly URLs and/or URL aliasing.
CAPABILITY *This feature is built into the default WP system.*
- REQUIREMENT** Site maps.
CAPABILITY *Built in and can be expanded upon with plugins.*
- REQUIREMENT** Cross browser compatibility, specifically compatibility with Chrome, Firefox, and Internet Explorer.
CAPABILITY *WP is completely cross-browser compatible.*
- REQUIREMENT** Support for Google Analytics
CAPABILITY *Google Analytics can be easily integrated into any WP site. Plugins allow for quick view of site analytics within the admin dashboard.*
- REQUIREMENT** Comprehensive documentation.
CAPABILITY *Given the extensive user base and open-source nature, WP is one of the most heavily documented systems available today.*
- REQUIREMENT** Technical support, security patches, and product updates available from the software developer.
CAPABILITY *WP is constantly growing, updating and improving to be at the forefront of current web technologies available. There are plugins to ensure security is solid and comparable to any other CMS on the market.*
- REQUIREMENT** Valid software license naming the City of Asheville as the license holder.
CAPABILITY *WP is open-source. Anything we build will be fully owned by the City of Asheville.*
- REQUIREMENT** The platform, templates, themes and/or skins code base must be reasonably extensible by the City of Asheville and/or other vendors.
CAPABILITY *WP is the most widely used CMS available today. All of it is completely extensible by the City of Asheville and any future vendors it decides to work with.*
- REQUIREMENT** The City will consider professionally developed content management system software to be installed on the City's in-house servers or a similarly configurable solution hosted in a cloud environment. Upon installation of software, City staff will be provided system administrator access for the installed software and have root level access to the hosting server through either virtual private network, file transfer protocol or local network connection.
CAPABILITY *The Wordpress CMS can be easily installed on the in-house servers and accessed via FTP and/or local network connections.*
-



CITY of ASHEVILLE, NC & YONDERDAY
2016 Response to *Website Re-Design* RFP

REACH OUT!

CONTACT MASON (843) 754-4828
mason@yonderday.com

CONTACT JOSIAH (352) 359-1131
josiah@yonderday.com

CONTACT EVERYBUDDY! everybuddy@yonderday.com