THE CITY *of* ASHEVILLE

WEB DESIGN & DEVELOPMENT

Ms. Edwards,

We're excited to present Gulo's proposal to design the City of Asheville's new website. The following proposal covers the full scope of the work outlined for the new site's design and development, as detailed in the City's Request for Proposal.

Gulo's experienced team is prepared to build a dependable and intuitive web-based platform for civic activity. The new site will feature a modern design that presents City information more effectively. Interactive features will run through a distinctly user-friendly interface. The end result of this revamp will be threefold:

1. A tool that provides Asheville's citizens and stakeholder organizations transparency, participation, collaboration and accessibility to City services
2. An easily administrable site that is designed to effortlessly accommodate updates and growth
3. A beautiful web-based representation of the City of Asheville that will entice visitors and prospective community members

We are very excited about the opportunity to work with you and your team. If If you have any questions, please contact me directly: (773) 276-8066 x112 or by email: jdudley@gulosolutions.com.

Sincerely,

John Dudley

EXECUTIVE SUMMARY

Asheville is known for its modernity. It is also well known for its rich history and access to green spaces. Our site design will reflect this perfect balance. User friendliness is to be at the center of all our choices. Like Asheville itself, Gulo's site offering will be inviting, accessible and distinctly modern.

The City of Asheville's new website will provide a dependable and markedly intuitive experience. It will be optimized to look great and function well on all browsers and operating systems. The site will feature a customized style guide that aligns with the City's established colors and branding; its design and function will seamlessly pair with additional City sites. Every aspect of our customized deliverable will be built from the foundation of our team's world-class user interface design capabilities.

Our overarching goal is to ensure that the new City website will be extraordinarily accessible and user-friendly.

To begin our Design Phase, we'll examine and site processes with an eye towards even the most granular means for improvement, minimizing the

number of clicks required to perform common tasks wherever possible. Our design will be built around user goals and actionable data from site visitors. We'll accomplish this by first gathering current workflow information from analytics, as well as researching potential user interactions. Then we'll build a rock solid design via automated workflows. Finally, we'll transition into the next Four Phases of our work, developing the strong design foundation we established in Phase One. This is when we'll determine the best-fit CMS to run all of the processes laid out in our design.

Gulo will customize the site to be easily maintained and updated. We'll incorporate a 'WYSIWYG' content editor (likely WordPress, unless otherwise specified).

Post launch, we'll continue to update the site, ensuring continuous site functionality and security. We're committed to going to the extra mile to ensure that our clients remain satisfied in the long-term. Indeed, this commitment is what has set Gulo apart for thirteen years running.

ABOUT US

We design & build websites, apps, & everything in between.

We specialize in web-based software, content management systems, ecommerce, mobile applications, and interactive design.

Our team is skillful and inventive; able to solve nearly any technology challenge an organization might be faced with.
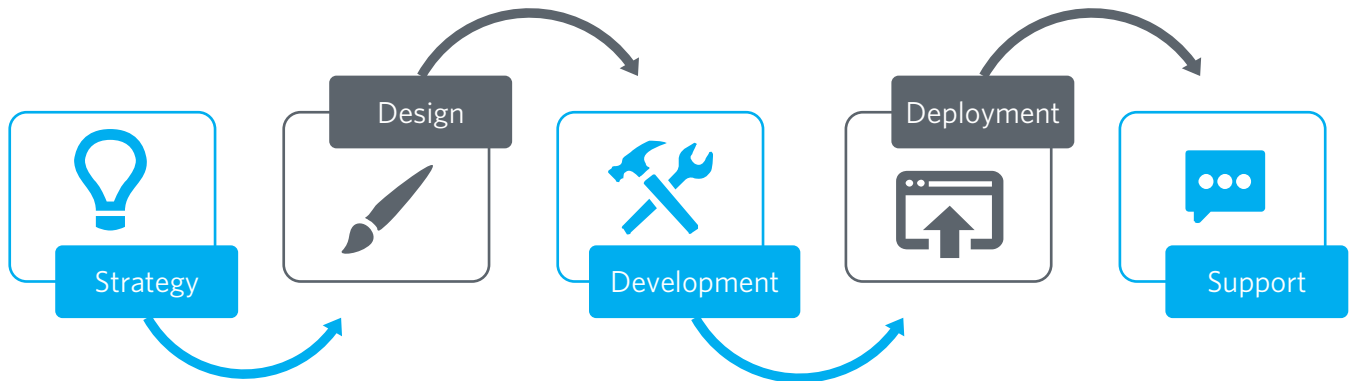
Gulo has worked with over 100 nonprofit and private sector organizations, been featured in industry-related publications, and spoken at tech events.

While our focus is largely on consulting and client work, we love working on side projects and contributing to open source initiatives.

Gulo helps large organizations innovate and bootstrapped startups grow. Over the years, we've designed and implemented digital solutions for dozens of unique organizations, including:

DEPARTMENT OF HEALTH & HUMAN SERVICES-USA

CME Group

CDC

Braintree

Disney

VE RI TAS HARVARD

Fleapay

THE PEW CHARITABLE TRUSTS

OUR PROCESS

Our integrated approach to web design and development is proven; used successfully for over 12 years. This process is a series of steps that build upon one another, reducing risk and arriving at a final product through a structured approach.

Gulo breaks each project into five distinct phases: strategy, design, development, deployment, and support. We provide updates and open door collaboration throughout each phase of work.

Our process works best with your team's active participation. We encourage this process to be a discussion where you provide feedback as we iterate toward a final product. This collaborative methodology ensures that when we move into active development, it is with a unified vision and a product we are collectively enthusiastic about.

To begin the strategy phase of our process, we'll get to know exactly how stakeholders (admin and visitors) will interact with this site. Our first step in this process will be our Strategic Brief. This series of conference calls will be followed by a period of strategy and discovery.

As part of the design process, we build wireframes of each page. This graphic/visual breakdown will allow us to design the website with a clearly communicated, shared vision of every page requirement.

We program the website by converting designs into HTML and CSS, which we connect to the content management system or build from scratch. We then add content and perform functionality and browser/mobile testing.

Once everyone is happy, we launch and maintain a partnership with you by providing support assistance and ongoing maintenance.

PROGRAM & SYSTEM REQUIREMENTS

USER EXPERIENCE & DESIGN

The new site will be home to vital content for all of the City's stakeholders. Gulo's job is to make sure that this content is housed securely and organized as effectively as possible. Through our agile and iterative process, Gulo visual designers and UX specialists will work together to create an elegant and modern template.

Our first design phase (following our IA) is 'wireframing'. These wireframes are visual User Interface representations designed with direct input from City staff. Once these wireframe designs are agreed upon, we design and build clickable prototypes so project stakeholders assess how the final deliverable will function before development starts. We'll design up to three iterations of each of the City's main pages, as well as the Administration portal.

INFORMATION ARCHITECTURE

Information Architecture (IA) is an extremely important aspect of any website. Our team assesses and then clearly presents the most important and widely accessed information in a simple hierarchy. We'll work with your staff and stakeholders and make recommendations by leveraging existing content, and any existing analytics, to create the new site map.

CONTENT MANAGEMENT SYSTEM

Our Content Management System and Administration portal will allow for multiple levels of access complete with full audit trails. Depending on login credentials, administrators will receive notification and be able to manage calendars, documents, and upload or change all varieties of public facing information and imagery. Administrators with proper access will also have the ability to control social media feeds built directly into the site infrastructure (allowing for automatic and/or simultaneous postings). The CMS will provide the ability to stage or rollback content, as well as apply content to different administrable templates. Google Analytics data will be integrated for site administrator use and review.

Our team has built hundreds of custom sites with open-source Content Management Systems. We are familiar with the opportunities and drawbacks offered by most solutions and will help you make the best choice.

PROGRAM & SYSTEM REQUIREMENTS

SEARCH

All information will be included in an intelligent search feature, including staff directory, news & announcements and online forms. The search feature we will function as a full information repository. Asheville's updated system will be protected against cross-site scripting and other SQL-injections. All input will be protected with logic checks and validation. We want to ensure that all content is secure from hackers.

CONTENT MIGRATION

Gulo will audit the existing site content and work with Asheville staff to assess what content should be migrated and mapped to the new site. When content is moved, it's very important to notify users and Search Engines of changes. Gulo will ensure all old content is properly mapped to new content so Asheville user's will be appropriately directed to the new page. Additionally, we want to ensure Asheville does not incur any SEO penalties or reduced ranking for existing content. Mapping new content will ensure this does not happen.

OPTIMIZATION

Websites built by Gulo are W3C web standards-compliant, cross-browser and system compatible. This means your site will reach more users, load faster, and continue to function properly as web and mobile browsers evolve.

All of our work is mobile-responsive and optimized to fit screens of all sizes. A mobile responsive website will function on all devices, including phones and tablets. Not only is this a cost-saving measure, but it also ensures a focus on a fully fleshed out interface design rather than trying to simultaneously build two autonomous interfaces.
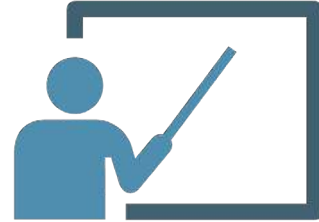
USABILITY TESTING

A large web project should never be built in a vacuum. As such, Gulo will work with Asheville Employees to review specific issues and assess performance. These tests will provide Gulo and Asheville valuable intelligence on any cumbersome task or site inefficiencies in our final product.

TECHNICAL DELIVERABLES

TRAINING

As one of the final steps to every project, Gulo will provide training for all key staff members or interested parties. This training will include assessing Google Analytics information to make recommendations regarding core areas for future site focus and/or build-out. Our standard training sessions span a few hours. Additional assistance is covered in our ongoing Maintenance & Support contracts.

SUBSITE SUPPORT AND FUTURE DEVELOPMENT

The new site will allow for the support of subsites. This will ensure that the main city site functions as a 'one stop shop' across departments and City services. The Gulo team will also continue to suggest and implement future development options as technology evolves.

QUALITY ASSURANCE AND ONGOING SUPPORT

We pride ourselves on providing our clients with dedicated and reliable support. Support in this Quality Assurance Phase can come in the form of answering questions, providing additional training or resolving specific technical issues.

Quality Assurance from Gulo keeps the collaborative process alive. Beyond the new site's rollout, quality assurance testing and support will help us make sure everything is set for the long term. We realize your site and its software are mission critical to your staff and Asheville citizens. As such, we'll always make ourselves available when you need us.

Gulo's ongoing Support also covers system/server administration, website development and website support. We address all support requests as quickly as we can; Non-urgent requests are handled in <24hrs; Emergency request, such as, site outages, are handled immediately.

Past these (included) hours set aside for ongoing support in the Quality Assurance Phase, Gulo offers optional (but recommended) Ongoing Support contracts. These contracts span an entire 1-year term.

QUALIFICATIONS

JOHN DUDLEY, PROJECT MANAGEMENT

With a Master's in Public Administration from DePaul University, a host of experience working for local government, as well as full-time experience managing municipal government technology systems, John is uniquely qualified and well versed in the needs of a municipal government body. As such, John will serve as the principal project manager for the full duration of the project. He's managed website development projects at Gulo for two years. Previously John worked with CDW Government for three years as a State and Local Government technology consultant.

ZACH WILSON, PRINCIPAL AND LEAD DEVELOPER

Zach Wilson is principal and co-founder of Gulo Solutions. He began working with web technologies during the mid 90's while pursuing a computer science degree at the University of Michigan. After serving as a developer for the Michigan Dental School and creating web applications for the University, Zach spent six years providing independent web development and consulting services to organizations in the corporate and non- profit community. Zach started Gulo in 2003, and has spent the last nine years implementing integrated web solutions for the association community.

In his spare time, Zach volunteers with Chicago Cares. He is also an active member of the American Society of Association Executives, Association Forum of Chicagoland and The Nonprofit Technology Enterprise Network. He is currently serving as the Online Technologies SIG chair for The Association Forum of Chicagoland.

Zach holds a B.S. in Computer Science from the University of Michigan.

FRED SIMMONS, UX SPECIALIST & INTERACTION DESIGNER

Fred Simmons has over 15 years of experience in Internet consulting. His skills traverse web design, web development, software design, usability analysis, and information architecture.

Fred co-founded Gulo Solutions as a web development consulting firm for associations and nonprofits in 2003. Before that, he worked as a creative director and strategist for an environmental software company, working on projects for various Fortune 50 and 500 companies including Daimler Chrysler, Ford, Jeep, and Visteon.

More recently, Fred guided the concepting, design, and development of Fleapay, Gulo's simple shopping cart system. A respected industry thought leader and writer; he has presented on Web 2.0 at Chicagoland's Association Forum and written for various publications.

Fred holds a B.A. from the University of Michigan.

ESTIMATED BUDGET

One-Time Project Costs

PROJECT MANAGEMENT	**$3,000**
STRATEGY & DISCOVERY	**$2,500**
USER EXPERIENCE & DESIGN	**$12,000**
INFORMATION ARCHITECTURE	**$2,500**
CONTENT MANAGEMENT SYSTEM	**$2,500**
SITE SEARCH	**$2,000**
CONTENT MIGRATION	**$2,000**
OPTIMIZATION & SEO	**$1,500**
TRAINING	**$1,000**
QUALITY ASSURANCE	**$1,000**
TOTAL	**$30,000**

Annual Project Costs (optional)

HOSTING	**$3,600**
MAINTENANCE & SUPPORT CONTRACT (125 HRS)	**$17,625**

SUPPORT RATES

Part of our success has come from providing our clients with dedicated and reliable support. We're in this for the long term, and can help your organization do the same. We realize your site and its software are mission critical to your business and pride ourselves on being available when you need us.

Our maintenance & support contracts are available in monthly packages. Agreements cover system/server administration, website development and website support per annum.

Our hourly rate without a service contract is $150/hr.

Hours	Average Hours (per month)	Hourly Rate	Price Per Month	Savings
50	4.2	$142.50	$593.75	5%
125	10.4	$141.00	$1,468.75	6%
250	20.8	$139.00	$2,906.25	7%
500	41.7	$135.00	$5,625.00	10%
1000	83.3	$127.50	$10,625.00	15%

REFERENCES

Pew Charitable Trusts

Contact: Laura Lightbody, Project director, Environment

Email: Llightbody@pewtrusts.org

Phone: (248) 672-5009

Projects: Campaign site design and development.

Deposit a Gift

Contact: Dana Ostomel

Email: dana@depositagift.com

Phone: (646) 337-5581

Site: depositagift.com

Projects: We developed and maintain their crowd-funding platform.

American Iron and Steel Institute

Contact: Jim Woods

Email: jwoods@steel.org

Phone: (412) 922-2772

Site: ballot.steel.org

Projects: Developed, integrated and maintain custom committee balloting system. Longstanding relationship.

Society of Actuaries

Contact: Jim Grisius, Web Communications Manager

Email: jgrisius@soa.org

Phone: 847-706-3539

Project: We designed SOA's new account portal. All SOA members utilize it. This project serves as a great example of our design standards and, more specifically, our User Experience (UX) design capabilities.

TIMELINE

Our quote includes the work of our design team, development team and a project manager. Their work will be spread out across 3-6 months. Gulo's goal is to have the City's new site completed and fully operational near the end of that timetable. We account for an additional 4 weeks of ongoing Quality Assurance support post site launch (which is including in our pricing).

PROJECT MANAGEMENT

We will work with Asheville staff to schedule our kickoff meeting (via WebEx) and weekly progress follow ups through the design phase; we make ourselves available based on your staff's availability. In between a formal WebEx meeting schedule we also share full access to our project management web service: Basecamp. The Basecamp project management service provides live updates, including visual examples in the form of screenshots and clickable prototypes. All communications are cataloged chronologically so that all members can review any part of the process at any time, all from one location. Users are alerted to any new postings via email with a link to review work in progress and comments from other members. Deadlines, Q&A, milestones and meeting dates are also posted to this site.

TERMS & CONDITIONS

This estimate is valid for 30 days, after which both the estimate and the production schedule are subject to change. This is a best-guess estimate for the defined scope of work. That is, if the scope or duration of the project (including any revisions, additions and/or new time schedules), the complexity of any elements of the project, or the specifications and uses of the final project are changed, Gulo will bill the client at the rate of $150 per extra hour spent, as well as, any additional materials beyond those specifically listed here.

The client is responsible for providing accurate information and materials, including text and artwork, and is responsible for accurately reviewing any changes made to these. The client is responsible for obtaining the rights to any materials not its own.

Gulo is open and available from Monday to Friday, 9:00am to 7:00pm CDT and closed for all Federal Holidays.
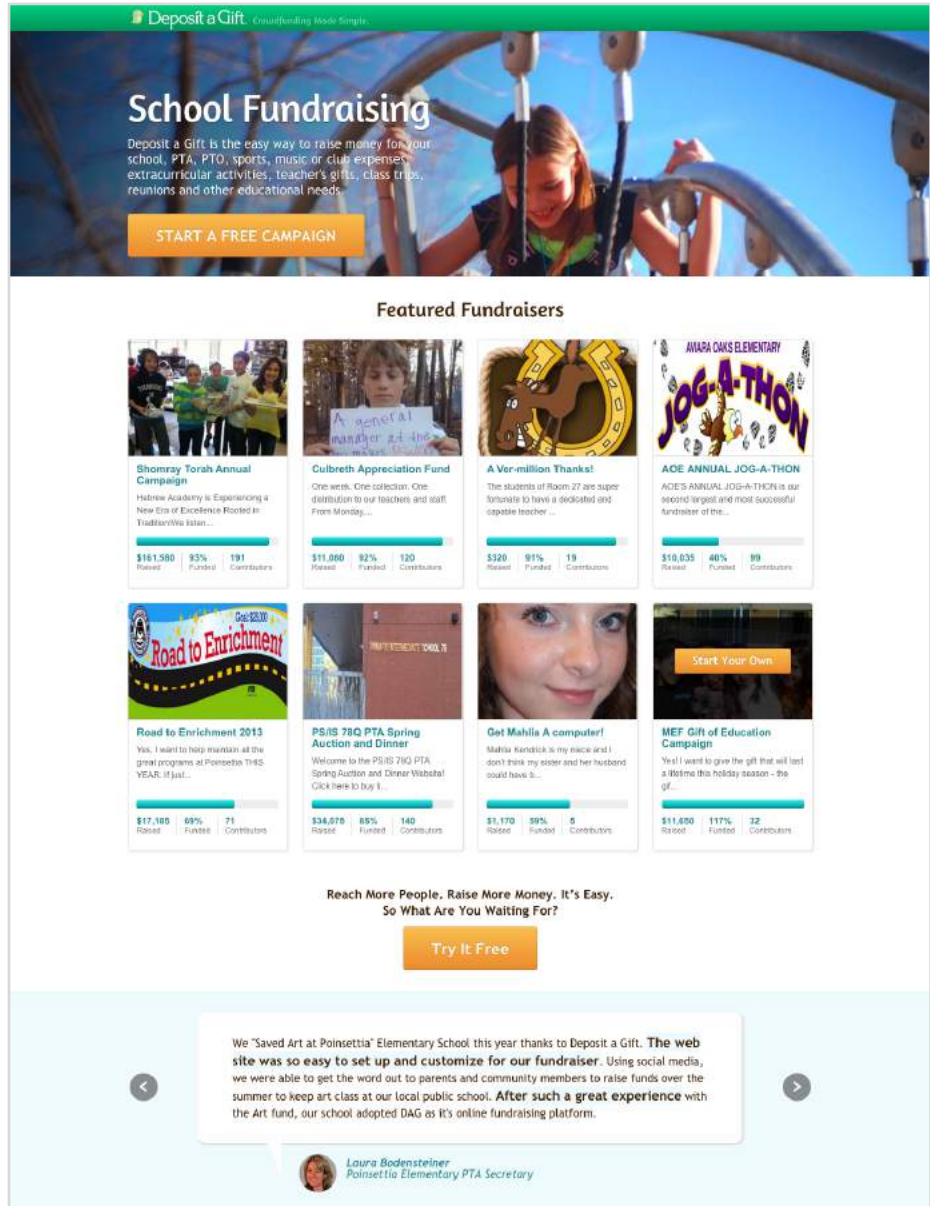
PORTFOLIO

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DEPOSIT A GIFT

Deposit a Gift is the online cash gift registry site for all of life's Big Events. They've redefined the registry experience to make it fun, flexible, and hassle-free. The future of the company is in fundraising, specifically crowdfunding. Gulo was chosen to help build a completely new fundraising platform to integrate seamlessly with Deposit a Gift's existing services.

The new site supports full ecommerce capabilities and features custmizable micro-sites for campaign organizers to use for their fundraising efforts.
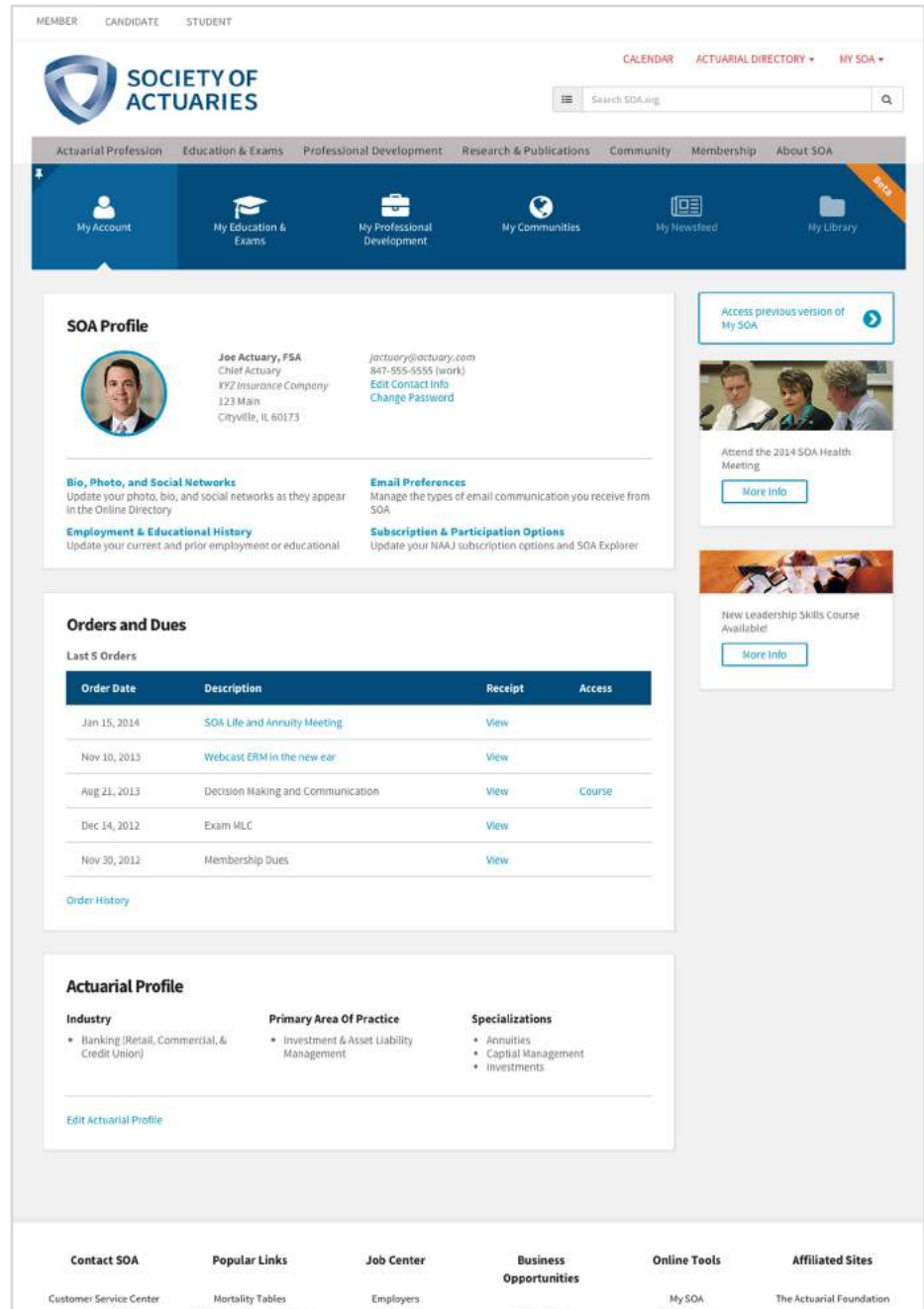
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SOCIETY OF ACTUARIES

When the Society of Actuaries planned to build a new dedicated account portal for their 25,000 members wordwide, they came to Gulo. Working with SOA staff, we built a stunning new service for SOA members to interact with peers and grow within their profession.
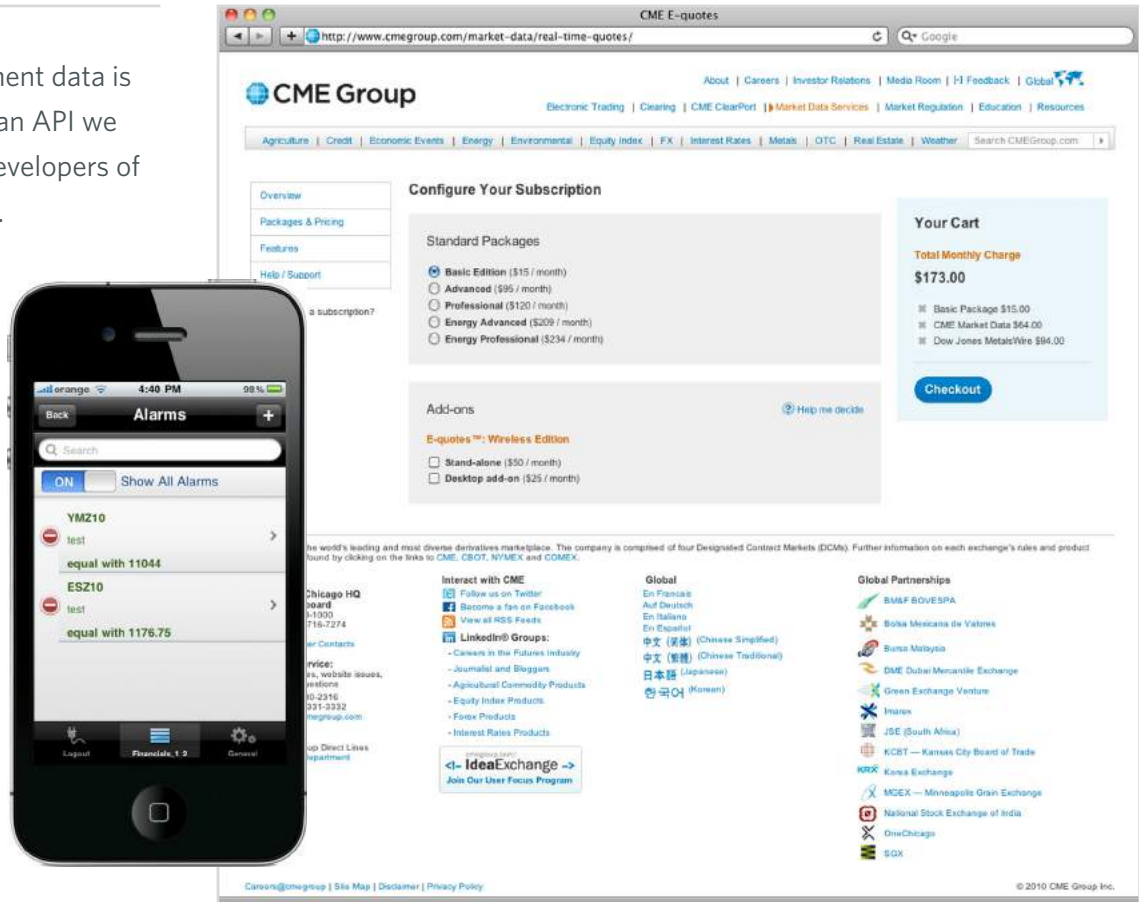
The new My SOA portal is completely mobile responsive enabling users to access information from any device in a way that makes sense on that device.

CME GROUP

CME Group is the world's largest futures exchange. E-quotes is a software application offering world-class charting and analytics, real-time quotes, block data and news on CME Group traded products. Gulo was approached to create an ecommerce-driven subscription platform for E-quotes, as well as, an account management application.
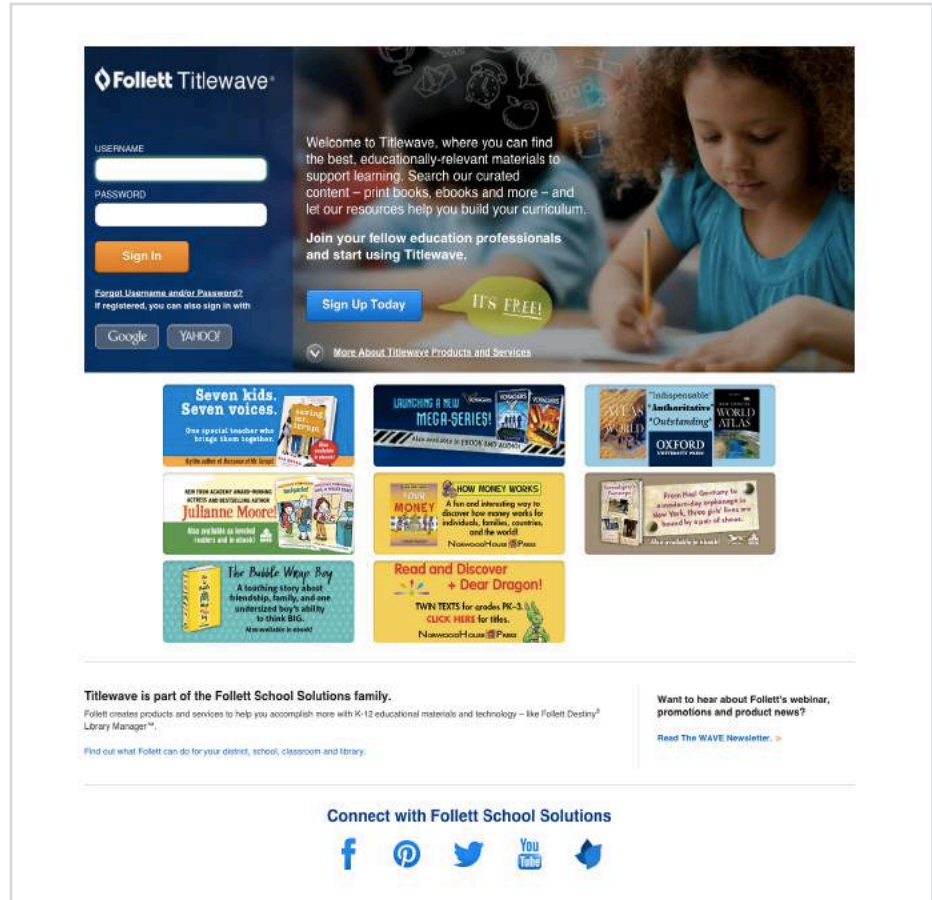
Account management data is accessed through an API we worked with the developers of E-quotes to create.

FOLLETT LIBRARY SERVICES

Follett is the nation's largest supplier of books, reference guides, eBooks and audiovisual materials. They approached us about updating Titlewave, their online ecommerce-driven ordering system. To accomplish the requested functionality, we managed several complex integrations. This included pulling content from a mainframe. The result gave customers access to real time order status and tracking.
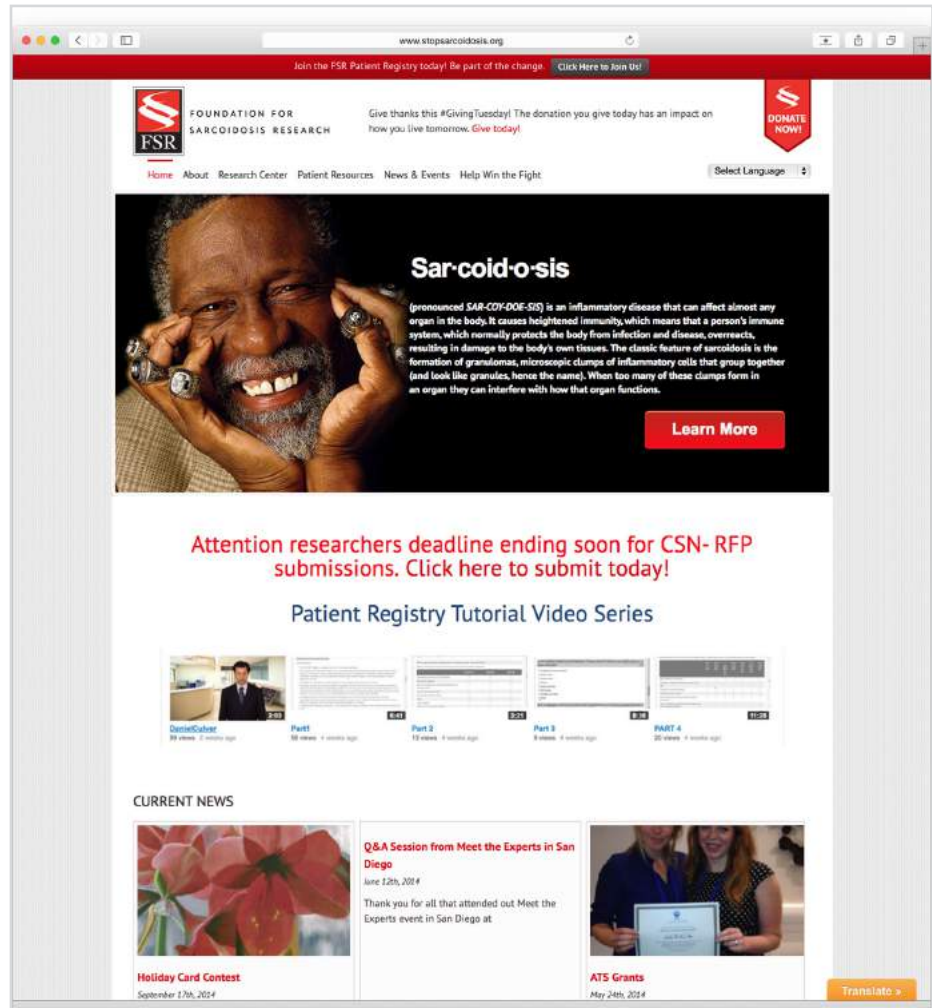
Our team was able to strictly adhere to Follett's software development guidelines to make maintenance and future enhancements as easy as if the tool had been written in-house.

FOUND. FOR SARCOIDOSIS RESEARCH

A Customer Relationship Management tool (CRM) can be an excellent means to track day to day sales and communications. Gulo discovered and implemented a best-fit solution for the Foundation for Sarcoidosis Research. We worked with their marketing and sales team and determined exactly which functionalities would best assist their existing processes and how the tool could establish more efficient practices.

We customized and contributed code to a popular WordPress SalesForce plugin that has provided FSR staff with an invaluable tool to grow their organization.

AMERICAN SOCIETY FOR NUTRITION

The American Society for Nutrition (ASN) is a non-profit organization dedicated to bringing together the world's top researchers, clinical nutritionists and industry to advance our knowledge and application of nutrition. Nutrition.org is powered by a custom-built content management system that integrates directly with the organization's association management software.

Search Engine Optimization was a critical element of the overall project strategy.

We started with a Key Word Research Report which yielded a wealth of actionable data about which search terms online searchers were using to find scientific research organizations such as ASN. Armed with this important information we included the most promising search terms within the site's text and also in meta tags, title tags, and image tag descriptions to help secure high page ranking for relevant searches.

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