

RFP for City of Asheville, NC

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**OAKLEYENOOB**

## Introduction

Here at BooneOakley, we have one simple mission: to bring to life what is exceptional, useful and beautiful about our partners. We believe in presenting your story in the most intuitive and impactful way possible by identifying what makes the City of Asheville unique.

One cannot separate user design from user experience. To the user they are one in the same. In order to build the City of Asheville a website that serves both the community and the internal administrators, it must be approached with the end goal in mind: a functional, user-friendly, beautiful experience. Every decision is based on those goals, from the typeface all the way to the CMS template. Everything must be meaningful and have its place.

BooneOakley, in partnership with Dark Horse Labs, is ready and excited to help your team redesign [ashevillenc.gov](http://ashevillenc.gov). BooneOakley will lead the strategy, site design and account management, working alongside Dark Horse Labs who will execute all site development and backend support. This partnership has served us well in the past (see: the [ElectriCities](#) example), and we believe our team, in concert with you, will deliver your site in the most strategic and efficient manner possible.

## 1. References and Recent Experience

### ElectriCities: Over One Million Strong (2015)

<OverOneMillionStrong.com>



How significant is public power in North Carolina? If you combine the 91 communities that ElectriCities serves, the citizens make up a population that is larger than Charlotte, Raleigh, and Greensboro - combined. At 1.2 million people, these connected voices create the single largest community in the state. We built OverOneMillionStrong.com to communicate the importance of public power and to showcase how ElectriCities makes public power better, safer, more efficient and more valuable to its community.

The design of the site represents community pride and connectivity. The very first page greets you with upbeat music, welcoming users of all abilities. The navigation was strategically selected so that users could easily move around the site, using a Prezi-style treatment that enables them to “fly over” North Carolina to quickly access all key pages. Although there was a significant amount of content to include, the site is still light and inviting.

BooneOakley and Dark Horse Labs collaborated to deliver not just an inspiring site, but a more unified community of public-power citizens. On time, and on budget.

**Contact:** Ed Roberts, Creative Lead | 919.760.6280 | [eroberts@electricities.org](mailto:eroberts@electricities.org)  
Rebecca Agner, Strategic Comm. Manager | 919.760.6334 | [ragner@electricities.org](mailto:ragner@electricities.org)

### Bojangles' Biscuits (2015)

<BojanglesBiscuits.com>



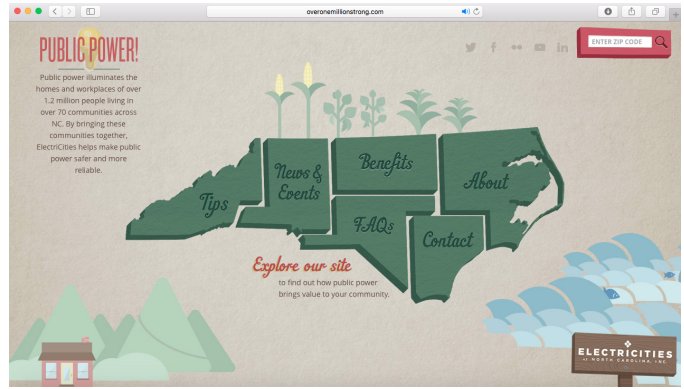
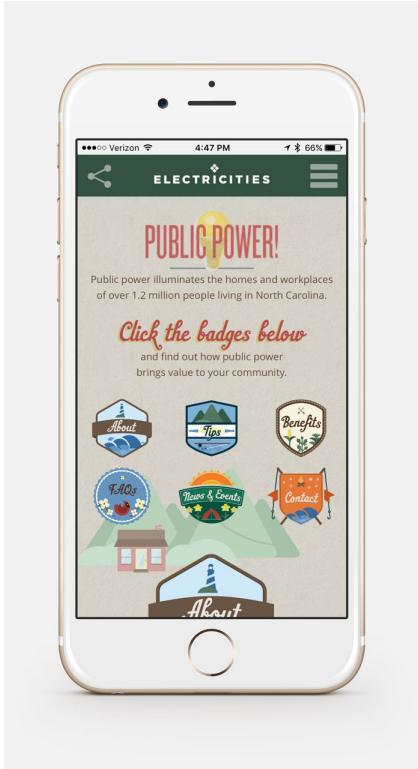
At Bojangles', it's all about the biscuits. However, most consumers don't know that Bojangles' has a 48-step process that delivers delicious made-from-scratch buttermilk biscuits, created only by their trained Master Biscuit Makers. But how do you educate consumers on such a detailed process without losing their interest, especially in an overcrowded marketplace? The answer is through a strategic parallax design that allows the user to control the entire process, educating them with hidden easter-egg facts along the way.

BooneOakley shot all-new, beautiful photography and dynamic video to bring this biscuit tour to life. Although the user experience is very progressive, it's still very user-friendly and clearly integrated with the Bojangles' brand site (Bojangles.com). The site also acted as a bridge for Bojangles' as the brand transitioned to its new positioning; therefore, all typeface and design had to communicate the new Bojangles' tone while still telling a quick and engaging story that would keep users coming back.

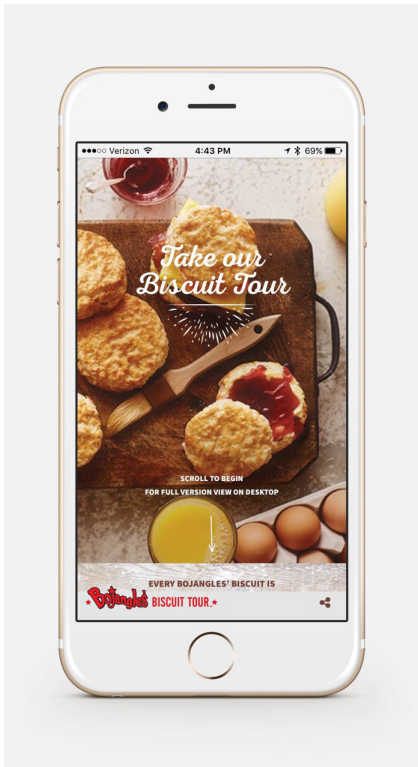
Just as important as the customer experience is the client ability to maintain and update. Our design considerations carefully balance customer and client needs--the carousel at the end of the site was built so that the client could easily configure and update products. The site continues to be an important piece of Bojangles' marketing tools, and is a flagship for the brand in terms of stunning design execution.

**Contact:** Randy Poindexter, SVP Marketing | 704.940-8661 | [rpoindexter@bojangles.com](mailto:rpoindexter@bojangles.com)  
Doug Poppen, Sr. Director, Marketing & Corporate Comm. | 704.940.8685 | [dpoppen@bojangles.com](mailto:dpoppen@bojangles.com)  
Colby Anderson, Digital Marketing Specialist | 704.940.8776 | [canderson@bojangles.com](mailto:canderson@bojangles.com)

ElectriCities



Bojangles'



**BUBBA Burger (2015)**

&lt;BubbaFoods.com&gt;



With a well-established audience and loyal customer base, BUBBA Burger shines as America's favorite frozen burger provider. You'll never bite a burger better than a BUBBA, and America agrees. We wanted BUBBA Burger's brand new site, BubbaFoods.com, to produce the same savory effect for every visitor to the page across all devices.

We took our knowledge of user experience, navigation and social media to develop a flavorful site centered on BUBBA's products, store location and social sharing—all before moving a mouse.

**Contact:** Elizabeth Cordell, Marketing Director | 904.482.1900 | [ecordell@hickoryfoods.com](mailto:ecordell@hickoryfoods.com)

**Infuse Vapor (2015)**

&lt;InfuseVapor.com&gt;



The Infuse Vapor audience is new to vaping, with an average age around 50 years old. They might have a brief understanding of what vaping is, or may know nothing at all. Many of them have tried to quit smoking before, albeit unsuccessfully.

The tagline "To New Beginnings" encompasses the positive outlook of Infuse, with social posts focusing on 'good vibes' messaging to encourage followers not to give up on their goals. A clean, modern style gives Infuse a no-fuss appearance without being overwhelming. We utilized Infuse's creative elements in social media content to give them a distinctive and cohesive appearance.

**Contact:** Sherie B. Lee, Senior Creative Director | 904.353.4311 | [cle@swisher.com](mailto:cle@swisher.com)

**Mezza Restaurant and Bar (2014)**

&lt;MezzaRestaurantAndBar.com&gt;

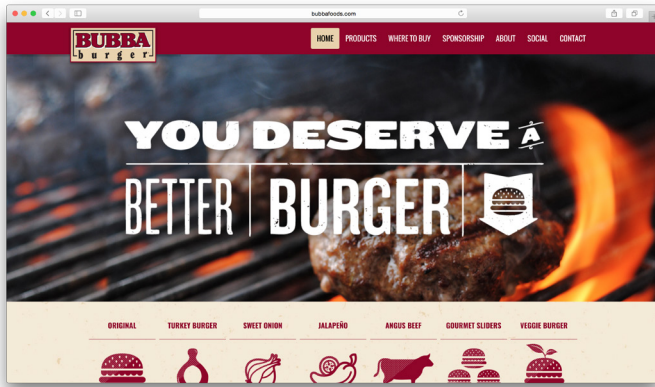


Mezza Restaurant & Bar is a neighborhood restaurant with a bar and lounge, covered patio and inside main dining room areas. They wanted a site that would show their unique dining locations as well as their menu in an inviting way. Dark Horse Labs was able to create a website for them that showcased their venue, menu, wine listing, events and reservations, all on a mobile, search-optimized Wordpress site.

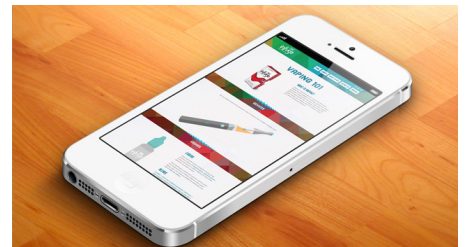
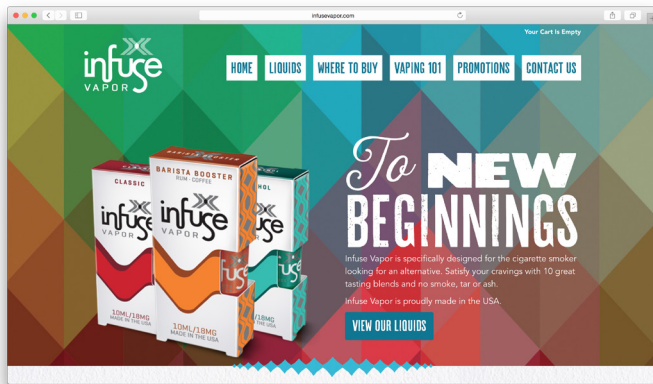
Since the site launch, the restaurant has had to limit online reservations because they fill up so quickly; they don't want people to wait over an hour. Our team continues to support their weekly menu changes for both wine and meals, and enjoy a delicious dinner on them from time to time.

**Contact:** Niall Falloon, Owner | 904.249.5573 | [mezzarestaurantandbar@comcast.net](mailto:mezzarestaurantandbar@comcast.net)

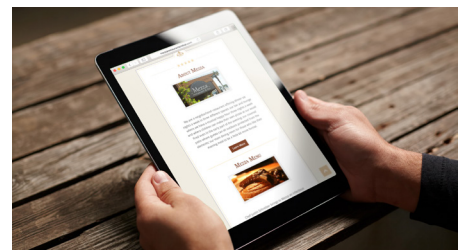
## BUBBA Burger



## Infuse Vapor



## Mezza



## 2. Company Information

BooneOakley has been in continuous operation since October 2000 in Charlotte, NC, and is co-owned by Claire and David Oakley. The agency works as a true strategic partner for each of its brands, and is driven by the purpose of: learning new truths, making meaningful creative and doing better than good so that brands can get to the space they were meant for.

Dark Horse Labs has been in continuous operation since 2013 in Jacksonville, FL, and is owned by Adam Schaffer. After years of working with subpar, lazy and incompetent introverted developers who were unable to communicate their issues or solve them—Dark Horse Labs opened its doors and focused on professional process, transparent development and clear expectations.

## 3. Experience, Resources & Procedure

### Strategy, Design and Account Management: BooneOakley

The team dedicated to the site design and relationship management will be led by Ashley Neel, Digital Director. Ashley has over 13 years of digital experience, and will direct the team through this redesign process. Supported by David Hamrick, Laura Beebe, Eric Roch Von Rochsburg (Eroch) and David Oakley, the BooneOakley team will work seamlessly with Dark Horse Labs to recommend a user experience that compliments all backend needs.

### Web Development, Data Migration and Site Maintenance: Dark Horse Labs

The team dedicated to the site development will be led by Adam Schaffer, Digital Director. With over 10 years of working in the digital space, Adam will lead the front end and backend development of the newly redesigned site. Supported by Alex Smith, Nicole McKinnon, Ashley Smith, Tom Charde and Brandon Clark—the core development team will implement cross-browser development for desktop, tablet and mobile. Our team will create a seamless user experience for both the frontend user and the backend admin.

We have designed, built, hosted and managed over 100+ websites in the last 24 months alone. All of our sites are mobile responsive, secure, integrate with social media and have analytics. Each site offers a wide variety of design functionality based on our clients' specific needs and is backed-up and maintained regularly with security updates and performance improvements.

All of our clients who choose to operate and maintain their sites internally have been trained and supported by our dedicated staff. Since each situation is unique and each admin/user has specific goals, our training is tailored to fit the individuals' needs. We also offer ongoing support and crisis management for situations that may arise outside of a particular individual's specific skill set.

Below is a top-line list of our 24-month experience:

<b>UX &amp; UI</b>	<b>Web Development</b>	<b>Maintenance &amp; Security Measures</b>
• Information Architecture	• Application Development	• Managed Patching and Updates
• Wireframing	• eCommerce Client Portal	• Real-time Security Threat Detection
• Design User Funnel	• CRM Integration	• Security Audits and Code Reviews
• Interactive Prototyping	• CMS Implementation	
• Design	• Plugin Development	
	• Testing/Quality Assurance	

#### 4. Evaluating User Experience for CMS

Through a deep understanding of your content management goals, we are able to recommend a solution that best meets your needs. Evaluation points such as the need for templates, skins, internal management, flexibility and multiple user permissions lead to a clear recommendation of using Wordpress as the new CMS for the City of Asheville website redesign.

Wordpress offers flexibility, functionality, mobile responsiveness and user-friendly backend management capabilities, all of which appear to be critical after reading your RFP. Utilizing Wordpress as the CMS will allow for templates and skins to be created at a significantly reduced cost, and for internal resources to make changes and edits to the templates or skins, as well as launch new content should a need arise.

Wordpress also has a wide variety of pre-existing plugins and widgets that can be utilized to offer robust calendar integration and management, media galleries, social media integration, document management systems, intelligent search functionality and so much more.

The new Wordpress site will also integrate well with your existing Asheville City Source blog and allow for expanded growth while providing you the flexibility of multiple users and their appropriate roles and permissions.



## 5. Scope of Work

This Scope of Work (SOW) includes the detailed scope of services for the management and development of the City of Asheville website. BooneOakley will provide strategic management and design, whereas Dark Horse Labs will handle all development.

### **BooneOakley: Strategic Project Management and Design**

The below details the services provided by BooneOakley:

- Overall project management of microsite development
- Strategy development and implementation
- Concepts, wireframes, prototypes and designs of all frontend assets
- Packaging and delivery of finalized assets
- Weekly updates to City of Asheville on project progression
- Packaging and delivery of all log-in information for City of Asheville to handle ongoing site maintenance

### **Dark Horse Labs: Project Development**

The below details the services provided by Dark Horse Labs:

- Digital discovery with BooneOakley creative team
- Development (staging) server setup
- Slice and dice of working files
- Front end development implementation
- Plug-in installation
- Analytics installation (City of Asheville will monitor)
- Admin/email setup
- Footer setup
- Full and complete training on the use of the CMS (Wordpress)

### **Not Included in Scope of Work**

- Any custom CSS, advanced API setup, etc. beyond the original Scope of Work, which will be billed at a rate of \$165 per hour
- Ongoing programming, design or development services beyond the Scope of Work, which can be explored by all parties upon completion of the original Scope of Work
- Web hosting
  - Shared hosting: \$50 per month
  - Cloud/VPS hosting: \$100 per month
  - Dedicated hosting: \$290 per month

**Estimated Costs**

Company	Task	Hourly Rate	Hours	Cost
BO	Account Management, Communication	\$165	35	\$5,775
BO	Creative Concepting and Design	\$165	50	\$8,250
BO	Strategic Direction	\$165	35	\$5,775
DHL	Server Setup	\$65	4	\$260
DHL	Content Migration and QA	\$65	8	\$520
DHL	Site Assessment and Testing	\$65	2	\$130
DHL	Plugin and Third-Party Documentation	\$65	2	\$130
DHL	Sitemap Setup	\$65	2	\$130
DHL	Initial UX/UI Element Development	\$65	16	\$1,040
DHL	Template Development	\$65	40	\$2,600
DHL	Page Development	\$65	36	\$2,340
DHL	Blog Development	\$65	12	\$780
DHL	Plugin Install and Configuration	\$65	2	\$130
DHL	Basic API Integration	\$65	12	\$780
DHL	Social Integration	\$65	4	\$260
DHL	Admin/User Setup	\$65	4	\$260
DHL	Two Training Sessions	\$65	8	\$520

**Net Estimated Cost: \$29,680****Contacts****BooneOakley**

David Oakley, Owner &amp; Chief Creative Officer | 704.301.3500 | david@booneoakley.com

Ashley Neel, Digital Director | 513.601.6649 | ashley@booneoakley.com

**Dark Horse Labs**

Adam Schaffer, President | 502.482.3275 | adam@darkhorselabs.com

Brandon Clark, Director of Client Development | 502.482.3275 | brandon@darkhorselabs.com