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**BID PROPOSAL | February 9, 2016**

**TO: CITY OF ASHEVILLE**

**FOR: WEBSITE REDESIGN SERVICES**

## COVER LETTER

Christy Edwards  
E-mail: cedwards@ashevillenc.gov

Dear Christy Edwards,

On behalf of CMS Website Services, I am pleased to present the **City of Asheville** with our bid response to **Price Proposal for Website Redesign Services**.

We would first like to thank you for the opportunity to bid on this project. By submitting a proposal, CMS Website Services certifies that we have read and fully understand the solicitation and have full knowledge of the scope, nature and quality of work to be performed. We hereby confirm our willingness as well as present our capabilities to perform the services of website design and development. We acknowledge the following:

1. CMS Website Services is ready to begin work immediately after we are chosen.
2. This proposal has been signed by a principal respondent of the company.
3. We do not have any relevant conflicts of interest and/or pending lawsuits.
4. City of Asheville will retain ownership of all design, architecture, files, data, source code, and other products.
5. CMS Website Services acknowledges receipt of all addendums to this RFP.

I will serve as the primary contact for all RFP-related communications, including any requests for clarification or other communication needed between the City of Asheville staff and CMS. My contact information is as follows:

Annette Gustafson  
Director of Operations  
CMS Website Services, LLC  
1135 Kildaire Farm Rd, Suite 200, Cary, NC 27511  
Email: [annette@cmswebsiteservices.com](mailto:annette@cmswebsiteservices.com)  
Business: 1-800-796-2735 ext. 708

We look forward to assisting you on this project and making it a success.

Yours sincerely,



**Annette Gustafson**  
Director of Operations

## EXECUTIVE SUMMARY

City of Asheville is looking to enhance their existing website with a new look, navigation and features with the new Content Management System in order to give better service to the community.

The current website design and technology are outdated as compared to the latest technologies available. As a result, they are looking to redesign their site to update the look & feel and implement a new content management system with new features implemented like responsive web design. The existing site and content will also need to be migrated to the new content management system.

To update the look and feel of the site, we propose a visual overhaul of the site to establish a more cohesive visual style. Presently the website lacks a visual hierarchy or focus in the current design which makes it difficult for users to find the content they need quickly. In addition, we propose to re-work your navigation from the ground up. Navigation on this site is a real challenge and should be a primary focus of this project. To avoid confusion and help guide users to the correct locations on the website, we recommend focusing on delivering a smaller set of initial primary navigation elements at the start and move pertinent pages on the site underneath them.

To develop your website, we recommend using DRUPAL (Open Source Content Management system) as your CMS of choice. Drupal has a long list of modules, or plug-ins, that we can customize in order to add all the required and optional features and functionality the City of Asheville needs. In addition, Drupal allows for non-technical staff to easily edit, update and manage the content of your website without absolutely no coding knowledge.

In order to complete this project in time for launch, we will follow **agile methodology** in our project execution because it provides opportunities to assess the direction of a project throughout the development lifecycle.

Agile allows for you to provide feedback throughout the development process, ensuring that all project expectations are met. With that said, the most important person in the development process is City of Asheville because all work requires feedback and approval. The Project Manager assigned to this project, will provide **weekly or bi-weekly updates** on the status of the project as well as **updates on specified release dates**. Once updates are given, City of Asheville will have the opportunity to provide feedback on issues or ways to improve the sites.

In order to ensure in proper and regular communication, we will use our project management tool “Basecamp” where all the project team members can view, communicate, create and assign tasks to each other. Also, City of Asheville can post reviews, feedback and get acknowledgement from other stakeholders.

We are very confident that we will be able to finish this project quickly and effectively for the following reasons:

- We have a talented and competent team of 50+ professionals, including: project managers, developers, html/CSS developers, designers, quality analysts, and server administrators. Please refer to staff experiences and qualifications section to get to know more about our experts who will be assigned to this project.
- We have been in business for over 12 years, specializing in open source development platforms like Drupal. We provide top notch customer service and technical support to our clients. As a result, we have a high rate of returning customers.

- We have worked with clients all over the world, including Red Hat, Bernard Health, VGCC, MidlevelU, Sullair, etc.

I believe that Actions Speak Louder than Words, so we have created mockup designs of your website to show you our design expertise. After reviewing these mockups, it will surely boost your confidence in CMS Website Services.

To summarize, CMS Website Services will carry out all contract responsibilities in the same highly professional, successful manner to which our clients have become accustomed. Our team is ready to assist you with technical innovation and unsurpassed customer service for your beneficiaries and providers.

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## 1 COMPANY PROFILE

### 1.1 Who We Are

We are a global group of talented technology professionals with a passion for helping businesses, non-profit, educational, and government organizations of all sizes transform their technology ideas into functional, effective, user friendly websites and software applications using Drupal, the world's best rapid development platform for building secure, scalable web based solutions that work on all devices from computers and laptops to tablets and mobile phones such as iPad, iPhone, and Android.

### 1.2 Company History

Our company launched with a small team of 5 people helping businesses build websites that they could update themselves with our custom content management system (CMS). In 2006, we joined the open source movement and Drupal community and began developing all of our projects using Drupal. At this point we chose to specialize in Drupal because we thought it better to focus on one core competencies, rather than focus on all technology.

### 1.3 Web Design & Development Experience

We have a total of 9 years of experience providing services to fortune 500 companies, major universities, non-profit and government organizations, mid-size and small businesses in more than 30 countries around the world. We offer quality Web Development and designing services to our diversified clients with our astute planning and perfect execution laid by our professionals. Our experience spans a variety of industries including but not limited to Healthcare, B2B, Retail & Wholesale, Legal, Government, Education, Non-Profits, Information Technology, Social Commerce, News & Magazines, and Sports.

We have successfully completed more than 1000 projects in and have grown into an experienced team of 50+ designers, themers, and developers located in North Carolina, Maine, India, and the UK. They have combined Web & Mobile Application Development experience of more than 350,000 hours. Our design and development services include:

- Design
  - Theme designing and customization
  - HTML5 and CSS3
  - JavaScript and jQuery
  - Bootstrap Framework
  - Responsive Themes
- Development
- Performance Optimization
- Security
- Ongoing feature updates, maintenance, and support
- Website Marketing - SEO, PPC, & Social Media Campaigns

### 1.4 Why Choose Us?

Here are a few reasons to choose us to design and develop your website:

1. **The Best Value on the Web.** Get rock star results without the rock star price by leveraging our experienced team:
  - 50+ Drupal Professionals in the USA, UK, and India
  - 1000+ Drupal web projects completed since 2006
  - 350,000+ hours of Drupal development experience

2. **What You See Is What You Get.** We believe in 100% transparency from the start. From the development process to sharing updates on work to the cost breakdown of every dollar spent, there will be no surprises or hidden fees.
3. **Clients Love Us.** Our clients love us because we provide a rare E-F3 business blend of experienced, fast, friendly, fair priced service and work on any size project large or small. We are big enough to get the job done right yet small enough to care and provide you with the personal service you deserve.

## 1.5 Company Locations

We have two locations, with our head office being located in Cary, North Carolina

- CMS Website Services, LLC, 1135 Kildaire Farm Rd, Suite 200, Cary, NC 27511
- CMS Website Services, LLC, 120 Woodburn Rd, Raleigh, NC 27605

## 2 CONTENT MANAGEMENT SYSTEM RECOMMENDATION

### 2.1 Proposed CMS

Although CMS Website Services develops on a number of CMS's (Drupal, Magento, WordPress, and custom CMS's), we are always determined to recommend the most appropriate CMS based on the needs of our clients and the project at hand. As for this project, we strongly believe that **Drupal 7 (open source CMS)** is the best solution to redesign the City of Asheville site.

Here's why we chose Drupal for your project:

- **Flexible yet Robust Content Creation.** Drupal's makes it easy for non-technical content managers to publish, edit and organize content and manage members. You can assign permission to users on an individual basis, to view or edit the content on various sections of the website and dynamically publish new information. You not only control your site's content, you control who has access to it.
- **ADA Compliance—Section 508.** Web accessibility has been greatly improved by the Drupal community with the release of Drupal 7. Drupal is a great framework for building sites that are accessible to people with disabilities because many of the best practices have been incorporated into the program code Core. The future of Drupal ADA compliance is bright because Drupal's accessibility team is carrying on the work of identifying and resolving accessibility barriers and raising awareness within the community.
- **Extensible.** Drupal has a long list of modules, or plug-ins, that we can customize to give your site all the functionality that it needs, now and in the future. Functionality like search features, multiple navigation menus, various online forms, social media integration and capabilities, and much more.
- **Search Engine Optimization (SEO) Friendly.** Drupal is hands down the best CMS for search engine optimization (SEO). And thanks to Drupal's huge community of developers, there are plenty of plug-ins available that improve the way search engines see your site.
- **Open Source.** Open source means that you pay only for the customization and development of your Drupal CMS, not licensing fees.

## Technology Specifications

Specification	Version
Technology	Drupal 7
Language	PHP
Database	MySQL
Server	LAMP (Linux, Apache, MySQL, PHP)
Operating System	Linux and Windows

## 2.2 Projects List developed using Drupal Content Management System

We have done business with 100+ clients over the last 5 years. Below we have listed our top clients and the various work we have provided for them over the last 5 years.

- 1. Red Hat.** We completely designed and developed their entire Intranet service in Drupal 7.
- 2. Stanford University.** We developed their designs into responsive Drupal themes which are currently being used by various departments at Stanford University.
- 3. Bernard Health.** We created the Bernie Portal, which is a comprehensive insurance portal which allows employers to easily set up insurance benefits and employees to sign up for insurance plans that fit their individual needs. It took just over 3 years to develop and launch the Bernie Portal, making this the longest project that we have worked on. Not to mention that we continue to provide expert Drupal services and have been for the last 7 years and counting.
- 4. MidlevelU.** In addition to creating MidlevelU's first website, we have provided them with ongoing design and development services for the last 4 years. Most recently, we helped them to set up an ad platform that served as a second revenue stream for MidlevelU.
- 5. MD Logic.** CMS has a long standing relationship with them and we've had the opportunity to work on several projects with them. Besides a fully content-managed corporate website, we've worked together to build an online health record database for MD Logic's clients, allowing patients easy access to their own records and reports. CMS has also provided a full suite of graphic design services along the way, whether it be for brochures, tradeshow banners, or promotional campaigns.
- 6. Columbia University | Lamont-Doherty Earth Observatory (LDEO).** We upgraded their Drupal 6 site to Drupal 7. Although this was a purely technical upgrade, Lamont also needed to convert their existing theme into a responsive theme to meet mobile demand.
- 7. NC State University.** We have worked on several projects for NCSU, including designing and developing websites for various College departments.
- 8. Vance Granville Community College.** We redesigned, redeveloped and enhanced their website with new features like responsive design using Drupal 7. Our team worked closely with VGCC to export all of the older content and combine it into a single unified database for use on their new website. We also ensured that legacy databases that needed to be maintained would work properly with their new site.
- 9. Sullair.** We redeveloped Sullair's sites using Drupal, where each site was connected in a multi-site, multilingual structure allowing Sullair to run all of their sites (with different themes/content/users) from the same source code base. As a result, Sullair now has a way to manage all of their sites from a central command as well as from their respective sub-admin users.
- 10. Stradix.** We designed and developed a cloud-based scheduling system for Stradix that allows administrators, doctors, patients, and scheduling staff access to the information they need on demand. In addition to scheduling, the system also holds and maintains medical records for each patient.



- 11. University of California – Santa Cruz.** We helped the UCSC Department of Sustainability create a website that helped them educate the university community on their practices as well as showcase student projects. With the large amount of people involved and a large amount of content to accommodate, we helped develop the site into a comprehensive solution for all the information needed.
- 12. Tucson & Scottsdale.** We have worked on several projects for Tucson Golf. Most recently we have designed and developed their new website and are currently working on another project for them.

### 3 RESOURCES ASSIGNED

#### **Apurv Bordia, Lead Project Manager**

- **Education:** Master's Degree in Management Information Systems (MIS) from University of Connecticut (2003)
- **Work Experience:** 10+ years of programming and project management experience; Major project include: Red Hat, Bernard Health, Stradix, Stanford University, North Carolina State University, MidlevelU, and Black Star News; just to name a few.

#### **Matt Mroz, Lead Designer**

- **Education:** Bachelors in Engineering from Cornell University (2004); Bachelors in New Media from the University of Maine (2006)
- **Work Experience:** 10+ years of experience User Interface Design, Graphic Design, Web Design, Front-end Development and Project Management; 6+ years at CMS as a Lead Designer; Major projects worked on include: VGCC, Bernard Health, MD Logic, Stanford University, North Carolina State University, MidlevelU, and Black Star News; just to name a few.

#### **Manish Soni, Senior Lead Programmer**

- **Education:** Bachelors of Computer Science from the University of Rajasthan (2002); Masters in Computer Applications (MCA) from the University of Rohtak (2006)
- **Work Experience:** 8+ years of experience in PHP/MySQL, Drupal 6, Drupal 7, OOPS, and jQuery; 3 years as a Senior Lead Programmer for CMS; Major projects include: Red Hat, Stradix, RES Software, VGCC, and Belfor.

#### **Virendra Singh, Junior Programmer**

- **Education:** Bachelors in Computer Science from Rajasthan Technical University (2007); Master's in Computer Applications (MCA) from Guru Jambheshwar University of Science and Technology (2012)
- **Work Experience:** 4 years of programming experience in PHP/MySQL, Drupal 6, Drupal 7, and WordPress; 3 years as a junior programmer for CMS; Major projects that he has worked on include: Sullair, Kilol, Olender, Beeb and Teeb.

#### **Dhirendra Parashar, Senior PHP Programmer**

- **Education:** Bachelors in Computer Science from Maharshi Dayanand Saraswati University (2002); Master's in Computer Applications (MCA) from University Rohtak (2006)
- **Work Experience:** 7 years of experience in PHP/MySQL, Drupal 6, Drupal 7, WordPress, Opencart, OOPS, and jQuery; 2.5 years as a Senior PHP Programmer for CMS; Major projects

include: Massachusetts Law Reform Institute, Ecocentricmom.com, fourpointplayman.com, CIFR, rusticweddingsettings.co.uk, boltonhospice.org.uk.

### Uma Verma, Senior Quality Analyst

- **Education:** Masters of Computer Science from Janaradan University (2009); Bachelors of Computer Science from Indira Gandhi National Open University (2008); Bachelors in Information Technology And Applications from the Cistems Institute of Information & technology (2004); Bachelor of Arts from Maharani College (2004)
- **Work Experience:** 6+ years of experience as a Quality Analyst, 2.5 years as a Quality Analyst at CMS, Major projects include: Sullair, VGCC, MD Logic, LDEO Columbia University, Stradix; just to name a few.

## 4 PROJECT DEVELOPMENT PROCESS

### 4.1 Web Development Process

The following outlines **our** website development process including all services which include the complete project scope and other services as a part of project development, for ensuring **your** satisfaction and our delivery of consistent quality.

#### Phase 1: Project Commencement

Once we are awarded the contract, your assigned Project Manager will want to set up an initial meeting in order to solidify the scope and address any ambiguities. At the beginning of your project, we will also ask you to organize and deliver to us all content for the site. This will include company logos, any corporate or branding guidelines you may have in place, color choices, the text for all pages, detailed contact information, any related photography or graphics that we are to work with in developing your site. In addition, we will also need your current website's server details to access the data structure and other information.

#### Phase 2: Design

Once all of your requirements have been collected we will begin turning them into visual designs. Working closely with you or your designated resource(s), we will concept and then create an initial layout or set of layouts for your site (*we have included preliminary mockups of your site so that you can see our initial thoughts; please refer to the appendix section of this proposal*). Specifically, your designs will be created in the following way:

- **Compliant.** All designs will follow best practices and will be compliant with the latest **W3C standards**. In addition your site will meet **ADA compliance** where our designers will follow all required rules like adding captions to the video, text to the images, add documents, audio descriptions, etc. Statement Accessibility Compliance requirements
- **Impressive Design.** Created to be clear and compelling to strengthen readability and visual appeal, including photos, videos, and interactive graphics.
- **Fast Loading.** Designed with a balance of text and graphics to support fast loading pages.

In total, we will provide 5 iterations of designs for the home page where you can provide feedback. Once your final approval is given, the design and layout are delivered to our programming department for implementation.

#### Phase 3: Development (Scope of Work)

Upon your approval we'll begin the development of your site in which we will accomplish the following:

- **Convert the design into XHTML/CSS files** (web optimized files) and theme the design. This will add the look and feel to your site and ensure that your website will not only be accessible on any device, but it will also look great too! Using your existing logo, our talented team of UI/UX and themers will work to provide the best and latest design patterns using Bootstrap themes or other techniques. And for any kind of effect or animation, we will use HTML5 so that it can be easily compatible on mobile devices (considering the fact that, mobile devices don't support flash). We will ensure that there is full compliance with HTML 5.0.
- **Integrate Existing and New Features.** We will also incorporate all of the existing and new features required.
  - **Integrate Google Analytics.** Google analytics will be integrated into the website to track the website activity and to capture the website visitor's information.
  - **Social Media Integration.** Website with social networking platforms helps to engage people as they often allow various types of content to be posted (text, links, images, video), and other content. To have this feature, Drupal 7 has dozens and dozens of modules which help to connect your website with social media sites like Facebook, Twitter, Google+, LinkedIn, Pinterest, Instagram, Flickr, YouTube, and more.
  - **Search.** We will integrate Advanced Search and Keyword Search
  - **Calendar Feature.** Calendar feature will be provide with easy to navigate feature for users with the weekly, monthly and day wise filter and search.
  - **Blog Integration.** The already developed WordPress blog will be integrated into the new website.
  - **Site Map.**
  - **Integration of Government applications.** The scope of work includes all existing and future government application integration based on requirements.
  - **Multiple CMS user roles.** Multiple CMS user access will be provided to admin to manage different sections of the website by City of Asheville staff.
- **Content Migration.** Once all design and technical requirements have been completed, we will flawlessly transfer your content except for obsolete content.

#### Phase 4: Testing

We conduct extensive testing in our testing environment for quality assurance. We test for the following:

- **Requirement testing** is done to confirm that all requirements documented in the discovery and design phase have been met.
- **Browser and platform compatibility testing** is done to ensure that your website will function correctly on all major desktop, mobile and tablet device browsers including: Apple Safari 5.1, iPhone, iPad, Microsoft IE8+, Edge, Mozilla Firefox 5+, Google Chrome 35+, Google Android, Windows 8, Mac OS X 10.6 and up.
- **Functional testing** is done to ensure that everything is working properly.

#### Phase 5: Evaluation

Upon completion of programming and our internal testing we'll notify you to complete a full site evaluation and report any remaining issues. Here you will be able to:

- Review the completed site and check that it meets all of your requirements
- Report any issues or bugs that are discovered
- Provide feedback on ways to improve functionality

**Phase 6: Launch/Deployment**

Upon completion of the final updates we will ask you to give final approval. Upon your approval we'll launch the site on your server. We will transfer your domain, files, and accounts from any testing servers to live servers. After your site goes live, we will submit your site to the appropriate search engines, install and configure web analytics, setup your security, etc. On the completion of the project you will be provided with the project code, all UI design (PSD files), images and other related files as well as the website manual.

**Phase 7: Training**

Upon delivery, we provide to you or your designated resource(s) with 2 days of personalized training on Drupal administration and use. Additionally, we will provide training documents for the back-end of the CMS as well as certain video tutorials. Training can be administered via phone calls, texts, video calls, or screen sharing; whatever method your team prefers.

**Phase 8: Support/Maintenance**

A **full month of free on-demand support** for any questions or modifications of items that were within the project's original scope will be provided as part of this bid. If ongoing support is needed then we are available on an hourly or monthly basis (please refer to the additional expenses section).

**4.2 Project Updates & Evaluations**

The Project Manager will provide weekly or bi-weekly updates on the status of the project and updates on specified release dates. Once updates are given, your designated resource(s) will have the opportunity to provide feedback. With that said, your designated resource(s) is considered to be the most critical stakeholder on the team because there is a need for continuous reviews, evaluations and approval of all scope, design and work. As a result, there is a high level of involvement needed from your designated resource(s).

**4.3 Project Management Tool**

In order to properly manage a project, we use our internal project management tool known as **Basecamp**. Once the project is started, we will provide your designated resource(s) with login credentials for Basecamp. Here stakeholders can view, communicate, create and assign tasks to each other as well as post reviews, feedback and get acknowledgement from other stakeholders. Beyond Basecamp, stakeholders can also communicate anytime via Skype or any other messenger preferred, phone call and/or email.

**4.4 Commitment to On-time Delivery**

In order to meet deadlines on time there are a few commitments in which we will need from your team to complete the project on-time, or in a given time:

- Requirements to be laid out in detail, well understood and confirmed by both parties
- Time allotment and deadlines should be realistic
- Complete transparency in the development process
- Regular updates and timely communication
- Adequate amount of response time during development

We strongly believe that the success of the project depends greatly upon timely deliverance of duties from both parties. With the above points taken into consideration, we are 100% certain that we can successfully complete this project and deliver it on time.

## 5 REFERENCES

### 5.1 North Carolina State University (NC SU)

- **URL:** <http://carbonelab.org/>
- **Category:** Education
- **Technology Used:** Drupal 7
- **URL:** <http://plantpath.cals.ncsu.edu/>
- **Client Name:** Ignazio Carbone
- **Phone No:** 919-515-8097, 919.515.2730
- **Email:** [ignazio\\_carbone@ncsu.edu](mailto:ignazio_carbone@ncsu.edu)
- **Description:** We have worked on the Carbon lab Website of North Carolina University. The University came to us for the development of many different departments websites development with a new features set. One of them is Carbone Lab. We have designed the Drupal theme for the website. The website allows users to study about the latest studies about the research and other resources.

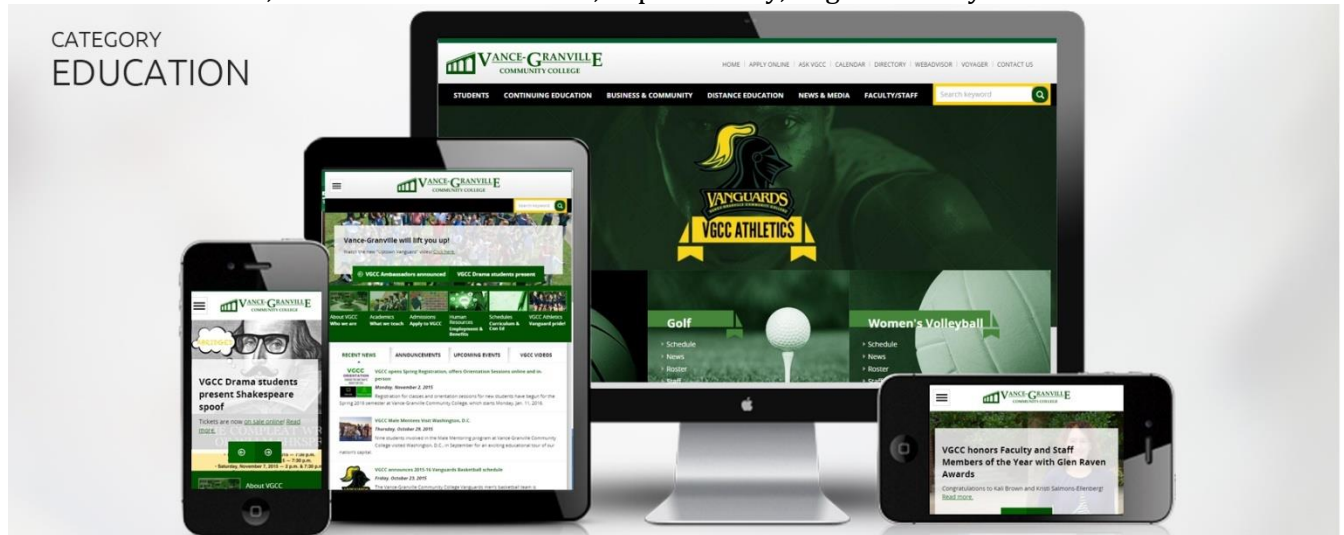


### 5.2 VGCC (Vance Granville Community College)

- **URL:** <http://www.vgcc.edu/>
- **Category:** Education
- **Technology Used:** Drupal 7
- **Client Name:** Jermiel Hargrove
- **Phone No:** 252-738-3246
- **Email:** [hargrovej@vgcc.edu](mailto:hargrovej@vgcc.edu)
- **Description:** Vance Granville Community College (VGCC) needed to redesign, redevelopment and enhancement of their website. Specifically, they were in need of a content management system (CMS) that could handle their content rich site and add some much needed features and functionality to their website. The main hurdle of this project was the complexity of VGCC's data migration. Their old website employed a "cold fusion" framework, which used a combination of HTML and random external databases. Our team worked closely with VGCC to export all of the older content and combine it into a single unified database for use on their new website. We also ensured that legacy databases that needed to be maintained would work properly with their new site.

We also used their brand colors, existing design concepts and content to make a mobile responsive site that pushed VGCC into the modern web age. In order to meet all of VGCC's requirements, we built their website using the Drupal CMS Platform. Specifically, Drupal ensured that the VGCC staff could easily input a multitude of content variety and allow them access control so that editors could be responsible for discreet parts of the site.

- **Main Features:** Responsive Web Design, Content Migration, Multiple Levels of Users, Information Architecture, Expandability, Registration System.



### 5.3 Bernard Health

- **URL:** (Front-End): <http://www.bernardhealth.com/>; (Main System URL): <https://www.bernieportal.com>
- **Category:** Healthcare
- **Technology Used:** Drupal
- **Client Name:** Alex Tolbert
- **Phone No:** 615-403-5359
- **Email:** alex.tolbert@bernardhealth.com
- **Description:** Bernard Health came to CMS several years ago with an idea to bring the complicated world of insurance elections online. Bernard Health thought there was a way to create a system that could anticipate the needs of their clients and deliver a solution automatically without using a lot of resources.

To tackle this complex topic, we needed to work not only with multiple insurance carriers, but also Bernard's clients and employees. We created a comprehensive insurance portal which allows employers to easily set up insurance benefits and allow employees to sign up for insurance plans that fit their individual needs. The Bernie Portal empowers employers, employees, and insurance brokers to manage entire company insurance elections without any need for paperwork. To support the ever-changing needs on the healthcare front, we worked in development features that ensure the product is compatible and delivers the most current data available from carriers. After launch, the Bernie Portal proved to be a success, allowing Bernard Health access to additional income streams from Portal subscriptions, and freed crucial employee resources by cutting down on the need for one-on-one support for each client. CMS has continually supported Bernard Health the whole way, providing

continual updates as insurance regulations and requirements change. The Bernie Portal now serves over 10,000 users.

- **Main features:** Software-as-a-Service Platform, Multiple Levels of Users, Spreadsheet Data Import & Export, Automatic PDF Report Generation, Data Analytics, Insurance Company Integration



## 6 PROJECT PRICING ESTIMATE/COST FOR SERVICES

### 6.1 Timeline

The development of the complete website including UI design, development and content migration will take around 12-15 weeks i.e. 3 months of turnaround time.

### 6.2 Proposed Budget

Based on the given understanding and project scope, the complete development cost will be **\$23,550**. Below is a detailed cost breakdown.

S#	Service	Description
1.	<b>Project Commencement</b>	<ul style="list-style-type: none"> <li>✓ Refine scope and technical specifications</li> <li>✓ Define website functionality</li> </ul>
2.	<b>Design</b>	<ul style="list-style-type: none"> <li>✓ Database Design</li> <li>✓ UI Design (changes to website layout, design and navigation)</li> <li>✓ Responsive Design</li> </ul>
3.	<b>Development</b>	<ul style="list-style-type: none"> <li>✓ Backend Development</li> <li>✓ Frontend Integration</li> <li>✓ Features integration</li> <li>✓ Data Migration</li> </ul>

4.	<b>Testing/Debugging</b>	✓ QA completed by CMS Website Services
5.	<b>Support</b>	✓ **30 days of FREE Support
6.	<b>Deployment</b>	✓ **One Time Deployment on Server
7.	<b>Training</b>	✓ **2 Days of Free Training for 4-6 employees via Webinar

**Total efforts:**

Calendar Months: 3 Calendar Months

Working Time: 6 hours per day and 5 days in a week

#	Resource	No. of Resource	Efforts in Man Months	Hourly rate in USD	Price in USD
1	Project Leader	1	1 month In the overall project duration	Included	Included
2	Designer & Themer	1	3 weeks	\$75/hr	\$6,750
3	Developer	2		\$75/hr	
	Migration		3 weeks	\$75/hr	\$6,750
	Development		3 weeks	\$75/hr	\$6,750
4	Tester	1	2 weeks	\$55/hr	\$3,300
<b>TOTAL EFFORTS</b>			<b>12 weeks</b>		
<b>TOTAL COST</b>			<b>\$23,550</b>		

\*\* 3 weeks is a buffer time which will include the deployment, testing and acceptance by City for the website.

**6.3 Additional Expenses**

- **Deployment.** A one-time deployment of this website is included in the quote. However, if you require multiple deployments on various servers, then this will cost \$1200 for each additional deployment.
- There is not any license and installation fee for the Drupal.
- **Changes Made to Scope of Work.** Any changes made to the original or current scope of work will billed @ \$75/hour; minimum 10 hrs.
- **Training.** Two free days of training will be provided to the City's staff. Further training will be charged at \$75/hour.
- **Content Design/Writing.** For content writing we will assign a content writer for your website who will assist you and will write the content upon requirements and that will be charged separately @ \$75/hour.
- **Data Migration per page.** It would cost \$25 for each page migration.
- **Maintenance and Support.** Once the 30 days of free support has ended, and then City can choose between incident and direct support.
  - **Incident Support (Hourly).** Incident support is priority based support, where you will create a ticket for any support issues and a resource will be assigned on a priority basis. Incident tickets are charged on an hourly basis. Hours may be purchased in buckets (50 hours/ 75 hours/ 100 hours) at the rate of \$75/hour. All hours that are worked on incident tickets will be logged into Basecamp, so that hours can be tracked.



If any hours are left over, then they will be carried over and applied to future incident tickets.

- **Direct Support (Monthly).** Direct support means dedicated support, where one dedicated resource will always be there to resolve all issues posted by City; whether your site needs enhancements or updates. Direct support is charged on a monthly basis.
- **Maintenance and Support.** \$5,000 per year (includes all Drupal security, updates and issues). For all tasks provided under support and maintenance period, the turnaround time will be 24-48 hours.

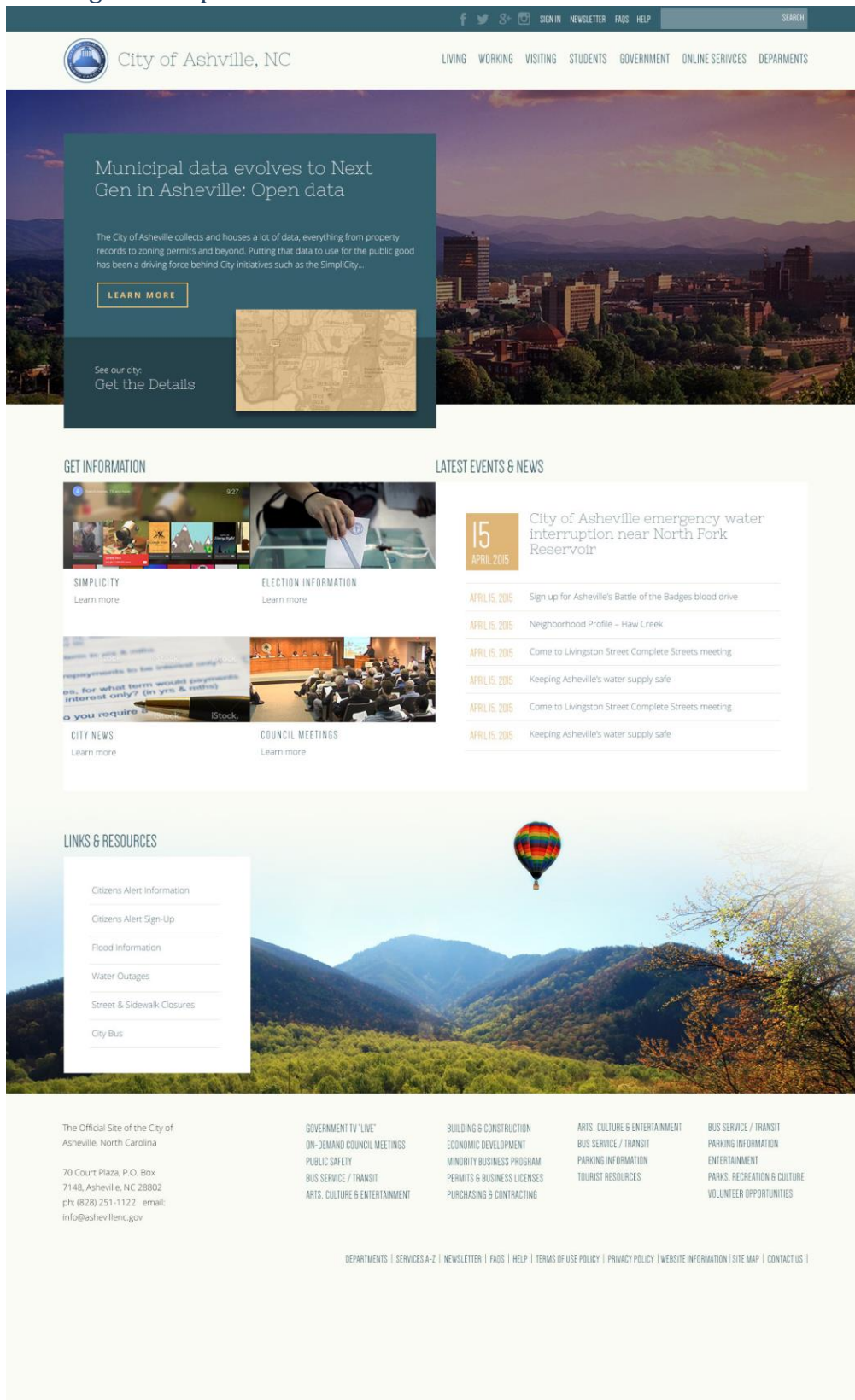
## 6.4 Support Services

1. **Emergency Support Situations.** We have a 24x7 support team available to resolve any emergency support situation on demand. For any urgent issue you will call your project contact directly and support will be provided within 30 minutes.
2. **Non-Emergency Situations.** For any issue that is not an emergency, you can post your request to our project management tool Basecamp, where our team can review it and respond back to you within 24 hours.


## 7 APPENDIX

### 7.1 PRELIMINARY WEBSITE MOCKUPS

### 7.1.1 Home Page Mockups



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City of Asheville, NC

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CAPITAL PROJECTS MANAGEMENT

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IT SERVICES

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PARKING SERVICES

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POLICE

PURCHASING

SANITATION

STORMWATER SERVICES & UTILITY

STREET SERVICES

SUSTAINABILITY


TRANSIT

TRANSPORTATION

COMMISSION AND COMMITTEES

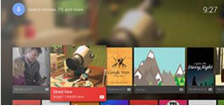
WATER

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### LATEST EVENTS & NEWS

15  
APRIL 2015

City of Asheville emergency water interruption near North Fork Reservoir

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APRIL 15, 2015

Sign up for Asheville's Battle of the Badges blood drive

---

APRIL 15, 2015

Neighborhood Profile – Haw Creek

---

APRIL 15, 2015

Come to Livingston Street Complete Streets meeting

---

APRIL 15, 2015

Keeping Asheville's water supply safe

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APRIL 15, 2015

Come to Livingston Street Complete Streets meeting

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APRIL 15, 2015

Keeping Asheville's water supply safe

### LINKS & RESOURCES

- [Citizens Alert Information](#)
- [Citizens Alert Sign-Up](#)
- [Flood Information](#)
- [Water Outages](#)
- [Street & Sidewalk Closures](#)
- [City Bus](#)

The Official Site of the City of Asheville, North Carolina

70 Court Plaza, P.O. Box 7148, Asheville, NC 28802  
ph: (828) 251-1122 email: info@ashevillenc.gov

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PERMITS & BUSINESS LICENSES  
PURCHASING & CONTRACTING

ARTS, CULTURE & ENTERTAINMENT  
BUS SERVICE / TRANSIT  
PARKING INFORMATION  
TOURIST RESOURCES

BUS SERVICE / TRANSIT  
PARKING INFORMATION  
ENTERTAINMENT  
PARKS, RECREATION & CULTURE  
VOLUNTEER OPPORTUNITIES

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### 7.1.2 Inner Page Mockup

f t g+ SIGN IN NEWSLETTER FAQS HELP
SEARCH

City of Asheville, NC

LIVING WORKING VISITING STUDENTS GOVERNMENT ONLINE SERVICES DEPARTMENTS

## Calendar

◁
||
| April 2015
▷

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
30	31					

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#### Technical Review Committee (TRC)

This training offers information about best practices for managing weather on roadways. For more information view the PDF filer.

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#### Civic Center Commission

This training offers information about best practices for managing weather on roadways. For more information view the PDF filer.

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#### School Board Meeting

This training offers information about best practices for managing weather on roadways. For more information view the PDF filer.

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#### Civic Center Commission

This training offers information about best practices for managing weather on roadways. For more information view the PDF filer.

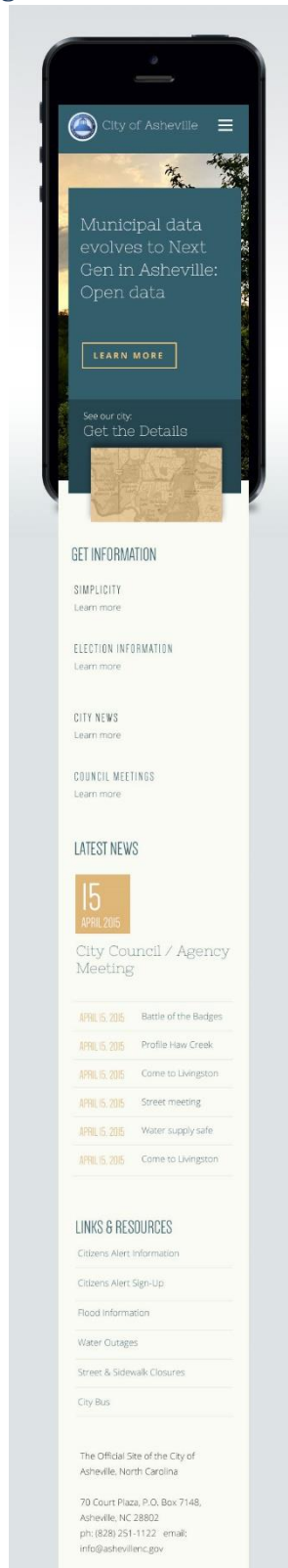
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DEPARTMENTS | SERVICES A-Z | NEWSLETTER | FAQS | HELP | TERMS OF USE POLICY | PRIVACY POLICY | WEBSITE INFORMATION | SITE MAP | CONTACT US |

### 7.1.3 Mobile Mockup of Home Page



## 7.2 TERMS AND CONDITIONS

1. CMS Website Services shall commence the provision of the services within (5) business days of receiving the 30% advance of total cost agreed as described in Payment Terms clause.
2. A detailed and formal timeline with all milestones will be shared once the project documents (SRS/wireframes etc.) are approved by your designated resource(s).
3. The project's entire cost will NOT be payable at once; it will be broken down into multiple installments to be paid periodically during the entire duration of the project.
4. Payment Mode. You can either make a payment by check or by direct deposit.
  - Payment by Check. All checks should be made out to CMS Website Services, LLC and mailed to: CMS Website Services, LLC; 1135 Kildaire Farm Rd., Suite 200; Cary, NC 27511
  - Payment by Direct Deposit. Bank Name: Wells Fargo; Swift Code: PNBUS33; Credit to account #: 2000024798011; Beneficiary: CMS Website Services, LLC
5. Above mentioned prices are exclusive of any applicable taxes.
6. CMS Website Services will raise invoices as per the milestones mentioned in the Payment Schedule. Payment is due within (7) business days of its receipt.
7. The above submitted efforts and cost are computed on the basis of the project related details (as well as the level of depth for these details) provided at the time of working out the project estimates.
8. The source code will be delivered only after the final payment is made and clears. In case CMS Website Services delivers partial source code before the project is completed, you will only pay for efforts invested by CMS Website Services till the date of source code release. Our payment terms are 30 – 40 – 30 so when 70 % has been paid then we will deploy the site. Once the remaining balance of 30% is paid, then we will transfer the code.
9. All the deliverables will be a joint responsibility of both City of Asheville and CMS Website Services. Hence it is expected that your designated resource(s) provide feedback within (7) working days of receiving the deliverables and provide final approval within (15) working days of receiving the deliverables.
10. CMS Website Services doesn't allow the project to be put on hold during development, unless a valid reason is provided and is approved by CMS Website Services. The reason for this is that it is extremely adverse for normal business flow, therefore, to avoid any such unpleasant situations the following conditions are applicable –
  - If a valid reason is provided and CMS Website Services agrees to it, the project can be paused for a maximum of thirty (30) days provided that there is no payment due at that time. Whenever you are ready to restart the project, then CMS Website Services will need (15) days to start the development process again. Also, a new release plan will be prepared for the project deliverables.
  - All add-ons will be billable at the daily rate applicable at the time that CMS Website Services works on these add-ons.
  - Our daily rates are revised every year in the month of December, and new rates are applicable from 1<sup>st</sup> of January of the next year.
11. City of Asheville is responsible for the cost of all third party services (Including any API, Plugins), if applicable.
12. The maintenance package needs to be purchased before the completion of the project development. The hours mentioned in the maintenance package need to be consumed within 12 months from the date of completion of the project.