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February 12, 2016

City of Asheville  
70 Court Plaza  
Asheville, NC 28802

Dear City of Asheville,

Please accept this letter as a formal letter of interest in RFP #298 on behalf of Banks, Daley & Associates, Public Relations LLC (prime contractor) and LNKE Technologies Inc. (subcontractor.) BD&A and LNKE are two creative, communication and technical services firms with the capacity and capabilities to meet and exceed the requirements of this RFP. In the accompanying proposal we've outlined our project understanding, scope and provided a profile of our firms' qualifications and credentials.

Our approach to this project will be to consistently communicate with the stakeholders in the beginning and during the build phase of this project through proactive customer engagement. Based on our understanding of the requirements and our experience, we feel as though we can provide the best value to the City of Asheville. Our goal is to give you a sense of confidence and reassurance that your project will be completed on time and in line with your expectations.

Sincerely,

Yves-Marie Daley  
Managing Partner  
Banks, Daley & Associates, Public Relations LLC  
[www.banksdaley.com](http://www.banksdaley.com)

Nathaniel A. Jones, Jr.  
Owner  
LNKE Technologies Inc.  
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# RFP #298 – Website Redesign Services

## I. Introduction -- Project Understanding

In this project the City of Asheville is seeking proposals from qualified firms to redesign the City’s website located at [www.ashevollenc.gov](http://www.ashevollenc.gov) to a more modern, responsive design that reflects the City’s branding and diversity. The site must be viewable across multiple devices (mobile and desktop). The design must be well-organized and easy for residents to navigate while providing city employees with a user friendly administration interface. The website must address accessibility issues. It must also integrate with the Asheville’s City Source blog and include additional information currently contained on the city’s site as well as dynamic content.

## II. Cost Worksheet and Timeline

### Overview

For a fixed rate in the amount of \$30,000 and an estimated 240 hours of work during the course of this project we will provide the following:

- A. Analysis & Requirements Gathering – Design  
Meet with stakeholders to define requirements. Receive and review website template and discuss design requirements. Identify department stakeholders. Gather specific department requirements to include all dynamic content. Discuss proposed CMS solution. Identify current applications. Identify expanded service areas.
  
- B. Website Design – CMS Solution
  1. Setup Servers. Gather web content. Create website framework. Develop wireframes. Update web content
  2. Gather design and template requirements of current City branding strategies, which will be implemented into the layout of the new site.
  3. Create mockups of main pages (i.e. Home, Departments, Projects, Community, Business, Mayor & Council, Government, Employees, FAQ, Event Calendar, news)
  4. Provide a website framework
  5. Transfer content from the existing City of Asheville website.
  6. The CMS solution provided must be comprehensive and:
    - a. Allow management from remote locations.
    - b. Allow easy creation of dynamic content (interactive forms, calendars, video, surveys, press releases and e-newsletters)

- C. Modules & Plugins  
 Research and identify plugins. Organize and configure enhanced features.  
 Publish site features to the hosting server. Test for broken links and features.
- D. Go-Live and Project Review  
 Review and receive sign off from stakeholders. Official launch of the new site.  
 Gather feedback from stakeholders
- E. Training
1. Create and provide a comprehensive user manual on site administration to include guidelines on maintaining the look and feel of the site's fonts and graphics.
  2. Provide training the trainer sessions to city employees (website managers) on managing and updating the site.
- F. Reimbursable Expense – Website hosting for 36 months

Cost Worksheet

Cost breakdown by resource and hourly rate.	Resource(s) (i.e. Project Manager)	Cost/Hour	Hours	Cost
<b>Analysis &amp; Requirements Gathering - Design</b>	Project Manager	50.00	30	1,500
	Web Developer	65.00	60	3,900
			<b>90</b>	<b>5,400</b>
<b>Website Design - CMS Solution</b>	Web Developer	65.00	120	7,800
	Graphics Designer	35.00	100	3,500
			<b>220</b>	<b>11,300</b>
<b>Modules &amp; Plugins</b>	Project Manager	0	0	0
	Web Developer	65.00	100	6,500
			<b>100</b>	<b>6,500</b>
<b>Go-Live &amp; Project Review</b>	Project Manager	0	0	0
	Web Developer	65.00	20	4,500
			<b>20</b>	<b>4,500</b>
<b>Training</b>	Project Manager	50	20	1,000
	Technical Trainer	32.50	40	1,300
			<b>60</b>	<b>2,300</b>
<b>TOTAL</b>			<b>490</b>	<b>30,000</b>

### III. Scope of Services

#### Analysis & Requirements Gathering - Design

This phase will focus primarily on gathering requirements from stakeholders and departments.

1. Meet with stakeholders to define requirements.
  - a. Receive and review template and design requirements.
  - b. Identify department stakeholders responsible for maintaining the site.
  - c. Meet with department stakeholders to gather specific department requirements to include all dynamic content.
  - d. Discuss proposed CMS solution with departments and how this solution meets their needs.
  - e. Identify current applications that are required for integrating into the site.
  - f. Identify expanded service areas.

Deliverable to Stakeholders: Project Plan

#### Website Design – CMS Solution

This phase will be dedicated entirely to the design of a professional and comprehensive static website built on the proposed designed template. Based on the City of Asheville's requirements to integrate with the blog WordPress will be the platform used. WordPress is a popular CMS platform that is rich in features. This platform is well known to be user friendly for updating and managing web content. With the use of 3<sup>rd</sup> party or custom developed plugins, the capabilities of the platform expands to support a wide range of dynamic content. WordPress is the preferred CMS platform in more than 50% of all CMS websites developed and has the largest support community of any other CMS platform available. Although build times vary depending on the complexity of projects, the overall platform provides efficient development that minimizes risks to project timelines. Overall, WordPress combines advanced customization and CMS functionality that can meet the requirements of this project. During the design phase, we will:

1. Setup Servers
  - a. Setup the SQL database for the CMS backend used for staff to update website content.
  - b. Configure the CMS for easy administration.
2. Content Gathering
  - a. Collect existing site content from the city's site. The content collected will include existing images, video, and government links and applications.
3. Create website framework
4. Wireframes Development
  - a. Using the theme and color pallet provided, we will create wireframes using tools such as Photoshop and Balsamiq. This process will include city provided graphics, banners and other assets. Once the wireframes have

been created and approved, we will begin website development based on the design. During this process development languages and tools such as HTML5, CSS, PHP and JavaScript will be used to achieve desired results.

5. Content replacement
  - a. We will begin constructing the site according to the approved wireframe. The content used in this process will consist of existing content and new content gathered in the requirements gathering session. This process involves:
    - i. Retrieving information from the saved archive
    - ii. Formatting content according to specifications
    - iii. Testing assets (links, videos, forms, downloadable forms, menus and social media.
6. This process will be repeated on mobile devices for responsiveness.
7. CMS solutions are evaluated based on three factors.
  - a. Usability – We evaluate how well a CMS solution can be managed by non-technical support staff. Will this solution require ongoing support?
  - b. Scalability – We look at the needs of the client and determine if the CMS solution can meet future goals of the client. Does the solution grow with the changing needs of the client?
  - c. Affordability – The most important factor we evaluate is cost of the solution. Is the solution budget friendly without sacrificing the appearance of the finished product.

Deliverable: Wireframe and Website Development

### Modules & Plugins

During this phase we will incorporate any necessary modules and plugins. This includes creating custom plugins for any unique functionality identified.

1. Research and identify plugins
  - a. Using the static content developed in the design process, we will begin identifying elements of the website that require enhanced features. Once identified we will provide stakeholders with our recommended solutions.
2. Organize and Configure Enhanced Features
  - a. With the solutions provided, we will incorporate them into the static site design. Once complete, we will test the website for broken links and missing functionality.
3. Once all site features are successfully tested, we will publish to the appropriate hosting server.

Deliverable: Final Website Design

### Content Development & Page Layout

1. Develop sitemap as pages are developed.

2. Gather content worksheets from your departments and contact departments as needed for additional content.
3. Develop new web pages as needed with assistance from client and migrate existing content.
4. Ongoing review with your staff as major areas are developed.

Deliverable: Website content development and module content. Develop a Mobile Friendly Version of the Website for mobile phones, and tablets.

### Navigation Architecture Development

1. Basic Page Admin Training
2. Basic page development using Page Wizards
3. Applying modules to pages
4. Applied use and usability consulting
5. Effective communication through your website
6. Set up groups and users
7. Establish permissions

### Go-Live & Project Review

During this process we will meet with stakeholders for sign off on the final design, layout and functionality. We will make any changes identified by stakeholders as needed.

1. Gather feedback from stakeholders
  - a. A project review meeting will be scheduled with stakeholders to review the final design and gather feedback.

Deliverable: Project Design Closeout and Review

### Training

During this process we will meet department resources identified as managers of the site and schedule training sessions.

1. Train the Trainer
  - a. We will schedule two training sessions lasting two hours for all website managers. The sessions will also allow time for Q&A.
2. Website Administration Manuals
  - a. We will create manuals that will be provided to all website managers. These manuals will include graphics along with step by step instructions. Included in the manual will be information on maintaining the style and layout of the site.

## IV. PROPOSAL REQUIREMENTS

### Qualifications

**BANKS, DALEY & ASSOCIATES, PUBLIC RELATIONS LLC** is a communications firm with a strong focus in digital branding. Banks Daley & Associates is veteran, woman and minority owned with offices in Raleigh, N.C., Washington and Atlanta. We have been in business since 2014 and have more than 35 years of experience providing strategic marketing and communication services to clients in fields across government, corporate, non-profits, and sports and entertainment, resulting in positive outcomes and satisfied customers. Current clients include NBA Hall of Famer Karl Malone, Women Veterans Interactive and Trina Terrell Inc. We realize that today's digital communication requires a firm that incorporates strong Web/ IT development abilities to employ creative strategies and a wide range of marketing and communication models that will benefit our client's brand. BD&A is the communication and marketing firm of choice for clients looking to establish, expand or internationalize a brand.

### Registrations, Certifications and Training

- Certified SBA Small Business
- Certified Woman Owned Small Business
- Certified Veteran Owned Small Business through the Department of Veteran Affairs

### References

Ginger Miller – CEO and founder  
Women Veterans Interactive  
[John142vets@gmail.com](mailto:John142vets@gmail.com)  
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Marty Herbert – Vice President  
MicroPact  
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**LNKE TECHNOLOGIES INC.** is a veteran owned IT services company located in Atlanta, GA. We have been in business since 2011 providing services to a variety of small business clients. During our time in business we have successfully completed projects for clients from Washington DC to Atlanta, GA. Some of our notable clients include the City of Atlanta, DeKalb County, The Ben Franklin Academy and Banks, Daley and Associates just to name a few. Our goal is to provide clients with a higher than average customer experience. As a veteran owned small business we broke away from the traditional idea of what's expected from IT guys and stand by our promise of unmatched customer service.

### Registrations, Certifications and Training

- Certified SBA small business
- Certified DBE through Department of Transportation
- Certified Veteran Owned Small Business through the Department of Veteran Affairs
- 8(a) certified

### Hardware and Software Deliverables

- Tools used will consist of WordPress, MySQL Database, Photoshop, Balsamiq, web hosting, and programming languages (HTML5, PHP, JavaScript and CSS)

### References

Lakewood Renaissance, The Rebirth

Darius Wilson, Executive Producer

Wilson Hart Films

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