



AGENDA
Regular City Council Meeting
September 24, 2026, 6:00 p.m.
Bruceville-Eddy City Hall
144 Wilcox Drive, Eddy, Texas, 76524

Notice is hereby given that the Bruceville-Eddy City Council will conduct a Meeting on Thursday, September 24, 2026 beginning at 6:00 PM at the regular meeting place in Council Chamber at City Hall, 144 Wilcox Drive, Eddy, Texas, and notice of meeting giving time, place, date and subject was posted as described in V.T.C.A., Government Code §551.041 for the purpose of considering the following agenda items:

Meetings are available to watch on our YouTube Channel:
Search for “The City of Bruceville-Eddy” and click the subscribe button.

Please mute your phones and computers to avoid any interference during the meeting

1. **CALL TO ORDER**
2. **OPENING PRAYER**
3. **PLEDGE OF ALLEGIANCE**
4. **HONOR THE TEXAS FLAG**
Honor the Texas flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.
5. **ROLL CALL**
6. **COMMUNITY ANNOUNCEMENTS**
7. **CITIZEN COMMENTS AND REPORTS**

At this time, comments will be taken from the audience on any subject matter. To address the Board of Directors, please sign the ‘Speaker’s Card located on the table just inside the Council Chamber and deliver to the City Secretary before the meeting begins. Please limit comments to five (5) minutes. In accordance with the Open Meetings Act, the Board of Directors may not discuss or take action on any item that has not been posted on the Agenda.
8. **ITEMS FOR CONSIDERATION**

Discuss, take action or pass on any of the following:

- A. Council to discuss, consider, and possibly take action to approve the acceptance of a \$1,000 check to the City of Bruceville-Eddy from Howard Rick Edmiston and Cynthia F. Edmiston for donation of funds into the utility relief fund.
- B. Council to discuss, consider, and possibly take action to make appointments up to three Bruceville-Eddy Economic Development Corporation Board of Director positions.
- C. Council to discuss, consider, and possibly take action to make appointments to the Comprehensive Plan Advisory Committee.
- D. Council to discuss, consider, and possibly take action to award the request for proposal for website redesign and content management services.
- E. Council to discuss, consider, and possibly take action to sign an engagement letter for audit services for fiscal year 2025-2026 with Brockway, Gersbach, Franklin and Niemeier, P.C.
- F. Council to discuss, consider, and possibly take action on Ordinance 09-24-26-1 regarding the Texas Municipal Retirement System.
- G. Council to discuss, consider, and possibly take action on Ordinance 09-24-26-2 amending A6.031(c) miscellaneous charges; increasing the water service reconnect fee and late payment fee, and creating an after-hours reconnect fee.
- H. Council to discuss, consider, and possibly take action on Ordinance 09-24-26-3 amending A3.001(a) building, increasing the permit fees for both residential and commercial building permits.
- I. Council to discuss, consider, and possibly take action on the Police Cadet Program policy.

9. STAFF REPORTS

Council to discuss and consider staff reports from the City Administrator, Chief of Police, City Attorney, consulting engineers, and department heads.

10. EXECUTIVE SESSION

- A. **Consultation with City Attorney**
Texas Government Code Section 551.071 – Consultation with City Attorney – and Section 1.05, Texas Disciplinary Rules of Professional Conduct. Confer with City Attorney to receive legal advice regarding USDA Rural Development Project.
- B. **Consultation with City Attorney**
Texas Government Code Section 551.071 – Consultation with City Attorney – and Section 1.05, Texas Disciplinary Rules of Professional Conduct. Confer with City Attorney to receive legal advice regarding Eagle Prairie Project.

11. RECONVENE INTO OPEN MEETING

- A. Consider and take action if any, on items discussed in Executive Session.

12. ADJOURNMENT

CERTIFICATION

I certify that the above notice of meeting was posted on the bulletin board at City Hall, 144 Wilcox Drive, Eddy, Texas on Friday, September 18th, 2026 at 5:30 pm, and placed on the City's website at www.bruceville-eddy.us.

Lawrence Cutrone, City Administrator

I certify that the attached notice and agenda of items to be considered by the Board of Directors was removed by me from the City Hall bulletin board on the _____ day of ____, 2026.

By: _____ Title: _____

NOTICE

This facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Administrator at (254) 859-5700, via facsimile at (254) 859-5779 or email at lcutrone@bruceville-eddy.us for further information. Braille is not available.

The Board of Directors may go into a Closed Executive Session pursuant to Texas Government Code §§551.071, 551.072, 551.074, 551.076, 551.087 and §418.183(f) of the Texas Disaster Act. Refer to list below and incorporated herein. A Closed Executive Session may be held, under these exceptions, at any time during the meeting that a need arises for the Board of Directors to seek advice from the City Attorney as to the posted subject matter of this Board of Directors meeting.

TEXAS GOVERNMENT CODE EXCEPTIONS

EXCEPTION	DESCRIPTION
551.071	Consultations with Attorney
551.072	Deliberations about Real Property
551.074	Personnel Matters
551.076	Deliberations Regarding Security Devices or Security Audits
551.087	Deliberation Regarding Economic Development Negotiations
418.183(f)	At any time during a state of disaster. A governmental body subject to Chapter 551 is not required to conduct an open meeting to deliberate information to which this section applies. Notwithstanding Section 551.103(a) , the governmental body must make a tape recording of the proceedings of a closed meeting to deliberate the information.

City Council Meeting

AGENDA ITEM



To: City Council
Subject: Council to discuss, consider, and possibly take action to approve the acceptance of a \$1,000 check to the City of Bruceville-Eddy from Howard Rick Edmiston and Cynthia F. Edmiston for donation of funds into the utility relief fund.

Meeting: City Council Meeting – September 24th, 2026

Department: Administration

Staff Contact: Lawrence Cutrone, City Administrator

BACKGROUND INFORMATION:

City Council to consider approving acceptance of a \$1,000 check to the City of Bruceville-Eddy from Howard Rick Edmiston and Cynthia F. Edmiston for donation of funds into the utility relief fund.

FINANCIAL IMPACT:

\$1,000 deposit into the City's utility relief fund that customers are able to draw from if in need.

POLICY IMPLICATIONS:

N/A

RECOMMENDATION:

City Council to approve accepting the \$1,000 check from Howard Rick Edmiston and Cynthia F. Edmiston for donation of funds into the utility relief fund.

ATTACHMENTS:

City Council Meeting

AGENDA ITEM



To: City Council
Subject: Council to discuss, consider, and possibly take action to make appointments up to three Bruceville-Eddy Economic Development Corporation Board of Director positions

Meeting: City Council Meeting – September 24th, 2026

Department: Administration

Staff Contact: Lawrence Cutrone, City Administrator

BACKGROUND INFORMATION:

Three appointed Director positions are at their two-year term completion. Both the Director 2 and Director 6 positions are open, and Jim Marshall is requesting to continue another term in the Director 4 position. Applications received by the City are attached.

FINANCIAL IMPACT:

N/A

POLICY IMPLICATIONS:

N/A

RECOMMENDATION:

City Council to nominate and vote on three people to serve in the Director 2, Director 4, and Director 6 BEEDC Board of Director positions.

ATTACHMENTS:

Jeffery Ware application
Danielle McGruer application
Kyler Jones application



**APPLICATION FOR BRUCEVILLE-EDDY ECONOMIC DEVELOPMENT
CORPORATION
DIRECTOR APPOINTMENTS**

NAME: Danielle McGruer

ADDRESS: [REDACTED]

TELEPHONE NUMBER: [REDACTED]

EMAIL: [REDACTED]

DO YOU LIVE IN BRUCEVILLE-EDDY, MCLENNAN COUNTY, OR WITHIN 10 MILES OF THE CITY LIMITS IN FALLS OR BELL COUNTIES? Yes

DO YOU HAVE AVAILABILITY TO ATTEND BEEDC BOARD MEETINGS ONCE PER QUARTER? (Yes/No) Yes

DO YOU HAVE ANY CONFLICT OF INTEREST WITH SERVING ON THE BRUCEVILLE-EDDY ECONOMIC DEVELOPMENT CORPORATION BOARD? (Yes/No) No

DO YOU SUPPORT PURSUING THE PLANNED SMART GROWTH OF BRUCEVILLE-EDDY THROUGH THE DEVELOPMENT OF INFRASTRUCTURE, CREATION OF JOBS, & PLANNED SMART GROWTH OF COMMERCIAL & RESIDENTIAL DEVELOPMENT WHICH CREATES & GROWS SALES TAX REVENUE & PROPERTY TAX REVENUE TO BE REINVESTED BACK INTO BRUCEVILLE-EDDY? (Yes/No) Yes

BRIEFLY STATE YOUR QUALIFICATIONS AND EXPLAIN WHY YOU WISH TO BE A MEMBER OF THE BRUCEVILLE-EDDY ECONOMIC DEVELOPMENT CORPORATION (ATTACH SEPARATE PAGE IF NEEDED):

I am passionate about our City and it's development. I am a very organized person and feel my administrative strengths will be a great asset to the EDC Board. I have experience with working on municipal projects, through my job at MRB Group.

SIGNATURE: Danielle McGruer DATE: 8/18/2026

Digitally signed by Danielle McGruer
DN: CN=US, E=danielle.mgruer@mrsgroup.com, O=MRB
Group, OU=Construction Observation, CN=Danielle McGruer
Reason: I have reviewed this document
Date: 2026.08.18 14:45:00Z

Please email completed applications to: rflores@bruceville-eddy.us

**APPLICATION FOR BRUCEVILLE-EDDY ECONOMIC DEVELOPMENT
CORPORATION
DIRECTOR APPOINTMENTS**

NAME: Jeffery Wore

ADDRESS: [REDACTED]

TELEPHONE NUMBER: [REDACTED]

EMAIL: [REDACTED]

DO YOU LIVE IN BRUCEVILLE-EDDY, MCLENNAN COUNTY, OR WITHIN 10 MILES OF THE CITY LIMITS IN FALLS OR BELL COUNTIES? Yes

DO YOU HAVE AVAILABILITY TO ATTEND BEEDC BOARD MEETINGS ONCE PER QUARTER? (Yes/No)

DO YOU HAVE ANY CONFLICT OF INTEREST WITH SERVING ON THE BRUCEVILLE-EDDY ECONOMIC DEVELOPMENT CORPORATION BOARD?
(Yes/No)

DO YOU SUPPORT PURSUING THE PLANNED SMART GROWTH OF BRUCEVILLE-EDDY THROUGH THE DEVELOPMENT OF INFRASTRUCTURE, CREATION OF JOBS, & PLANNED SMART GROWTH OF COMMERCIAL & RESIDENTIAL DEVELOPMENT WHICH CREATES & GROWS SALES TAX REVENUE & PROPERTY TAX REVENUE TO BE REINVESTED BACK INTO BRUCEVILLE-EDDY? (Yes/No)

BRIEFLY STATE YOUR QUALIFICATIONS AND EXPLAIN WHY YOU WISH TO BE A MEMBER OF THE BRUCEVILLE-EDDY ECONOMIC DEVELOPMENT CORPORATION (ATTACH SEPARATE PAGE IF NEEDED): I would assist in ensuring responsible community growth. Champion message that development and improved infrastructure is a change for good, safety, and opportunities.

SIGNATURE: JLM

DATE: 28 AUG 26

Please email completed applications to: rflores@bruceville-eddy.us

Kyler Jones

Contact information

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] 76924

To

Bruceville-Eddy EDC

Dear Bruceville-Eddy EDC,

I am excited to apply for the Bruceville-Eddy Economic Development Corporation (EDC) and explore the future opportunities for the city. I graduated from Lorena ISD in 2014, but I have been with my wife since 2012; her family has been part of the Bruceville-Eddy community for several generations. Currently, I volunteer and coach with the Bruceville-Eddy Ball Club and the Bruceville-Eddy Youth Sports, and I also support the local school district through volunteering. Since 2015, I have been involved in the municipal sector, primarily with the City of Lorena. I am now the Public Works Director for the City of Lorena, where I have gained valuable knowledge about municipal infrastructure and the regulations associated with the Texas Commission on Environmental Quality (TCEQ), the Public Utility Commission (PUC), and other pertinent agencies.

Sincerely,

Kyler Jones



APPLICATION FOR BRUCEVILLE-EDDY ECONOMIC DEVELOPMENT
CORPORATION
DIRECTOR APPOINTMENTS

NAME: Wyley Jones

ADDRESS: [REDACTED]

TELEPHONE NUMBER: [REDACTED]

EMAIL: [REDACTED]

DO YOU LIVE IN BRUCEVILLE-EDDY, MCLENNAN COUNTY, OR WITHIN 10
MILES OF THE CITY LIMITS IN FALLS OR BELL COUNTIES? yes

DO YOU HAVE AVAILABILITY TO ATTEND BEEDC BOARD MEETINGS
ONCE PER QUARTER? (Yes/No)

DO YOU HAVE ANY CONFLICT OF INTEREST WITH SERVING ON THE
BRUCEVILLE-EDDY ECONOMIC DEVELOPMENT CORPORATION BOARD?
(Yes/No)

DO YOU SUPPORT PURSUING THE PLANNED SMART GROWTH OF
BRUCEVILLE-EDDY THROUGH THE DEVELOPMENT OF INFRASTRUCTURE,
CREATION OF JOBS, & PLANNED SMART GROWTH OF COMMERCIAL
& RESIDENTIAL DEVELOPMENT WHICH CREATES & GROWS SALES TAX
REVENUE & PROPERTY TAX REVENUE TO BE REINVESTED BACK INTO
BRUCEVILLE-EDDY? (Yes/No)

BRIEFLY STATE YOUR QUALIFICATIONS AND EXPLAIN WHY YOU WISH
TO BE A MEMBER OF THE BRUCEVILLE-EDDY ECONOMIC DEVELOPMENT
CORPORATION (ATTACH SEPARATE PAGE IF NEEDED): please see attached

SIGNATURE: Wyley Jones DATE: 8/17/26

Please email completed applications to: rflores@bruceville-eddy.us

City Council Meeting

AGENDA ITEM



To: City Council
Subject: Council to discuss, consider, and possibly take action to make appointments to the Comprehensive Plan Advisory Committee.

Meeting: City Council Meeting – September 24th, 2026

Department: Administration

Staff Contact: Lawrence Cutrone, City Administrator

BACKGROUND INFORMATION:

The Comprehensive Plan Advisory Committee (CPAC) is a temporary advisory committee that will work along side the City Administrator and Public Management (Planning Consultant) in updating and creating the new comprehensive plan. The CPAC shall consist of 6 voting members appointed by City Council. Also, City Council may also appoint or designate non-voting liaisons, including one City Council liaison, if desired. The City Council may consider applications, nominations, recommendations from City staff, or any other information it determines useful in making appointments.

FINANCIAL IMPACT:

N/A

POLICY IMPLICATIONS:

N/A

RECOMMENDATION:

Council to discuss, consider, and possibly take action to make appointments to the Comprehensive Plan Advisory Committee.

ATTACHMENTS:

Application

CITY OF BRUCEVILLE-EDDY

Comprehensive Plan Advisory Committee (CPAC) Member Application

The City is seeking community members to help guide the development of Bruceville-Eddy's Comprehensive Plan. CPAC members will share local knowledge, review planning information, and provide input on the community's future. Appointments will be made by the City Council.

APPLICANT INFORMATION

Name: Jeffery Ware
Address: [REDACTED]
Phone: [REDACTED] Email: _____

CONNECTION TO BRUCEVILLE-EDDY

Check all that apply:

- | | |
|---|--|
| ☒ Resident | ☐ Property owner |
| ☐ Business owner/representative | ☐ Work in the community |
| ☐ Local organization/community group | ☐ Other: _____ |

INTEREST IN SERVING

Why are you interested in serving on the CPAC?

Provide neighborhood input and build/develop positive responsible growth and community sustainment.

AREAS OF INTEREST

- | | |
|--|---|
| ☒ Land Use & Development | ☒ Housing |
| ☒ Economic Development | ☒ Parks & Recreation |
| ☒ Transportation & Streets | ☒ Water / Wastewater / Drainage |
| ☐ Community Facilities & Services | ☒ Other: _____ |

MEETING AVAILABILITY

- ☒ Generally available for evening meetings ☒ Generally available for daytime meetings
Scheduling limitations, if any: _____

By signing below, I confirm that the information provided is accurate and understand that CPAC service is voluntary and appointments are made by the Bruceville-Eddy City Council.

Signature: _____

Date: _____

15 SEP 26

FOR CITY USE ONLY

Date Received: _____

Council Date: _____

Appointed: ☐ Yes ☐ No

City Council Meeting

AGENDA ITEM



To: City Council
Subject: Council to discuss, consider, and possibly take action to award the request for proposal for website redesign and content management services.
Meeting: City Council Meeting – September 24th, 2026
Department: Administration
Staff Contact: Lawrence Cutrone, City Administrator

BACKGROUND INFORMATION:

A Request for Proposal was advertised in the Waco Tribune-Herald. Multiple bidder responses were received. 27 bidders sent in a completed City Proposal Bid Form with their submittals as instructed. Here is their listing:

Nikkio	\$ 88,000
UpRyzze	\$ 51,564
We. Us. Them	\$ 49,500
Jorden McDonald	\$ 39,500
Promet Source	\$ 37,500
Concourse Tech Inc	\$ 35,000
InfoStride Inc	\$ 29,300
Clearview Studios	\$ 28,000
Graffx Design & Development	\$ 27,500
Nulcear Flare	\$ 23,300
Encyphers	\$ 22,540
Knackhook	\$ 21,400
motivitylabs	\$ 21,200
Evolve	\$ 21,000
iBrandMedia	\$ 19,020
Stoa Works	\$ 18,900
Primo Motif Ad Design Agency	\$ 18,500
HRZ Solutions, dba Dream Beyond	\$ 18,400
Bluejay AI Technologies	\$ 17,160
Parameter	\$ 16,500
Symspace Design	\$ 16,500
CivicPlus	\$ 16,494
Limited Lime Consulting	\$ 14,700
Ironclad Enterprises	\$ 14,000
MPI Soft	\$ 12,425
Gridex Inc	\$ 6,000
Municipal One	\$ 5,000

FINANCIAL IMPACT:

N/A

POLICY IMPLICATIONS:

N/A

RECOMMENDATION:

City Council to make a motion and vote on awarding the website redesign and content management service RFP to a specific bidder.

ATTACHMENTS:

Bid tabulation
Submittals

RESOLUTION NUMBER 09-24-26-A

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
BRUCEVILLE-EDDY, TEXAS AUTHORIZING THE BRUCEVILLE-
EDDY ECONOMIC DEVELOPMENT CORPORATION EXPENDITURE
OF SALES TAX ON A WEBSITE REDESIGN AND CONTENT
MANAGEMENT SERVICES IN BRUCEVILLE-EDDY, TEXAS.**

WHEREAS, the Bruceville-Eddy Economic Development Corporation (the “BEEDC”) is a Type B economic development corporation created by the City of Bruceville-Eddy, Texas (the “City”), a municipality with a population of less than 20,000;

WHEREAS, the Texas legislature in Texas Local Government Code Sec. 505.158 authorizes a Type B corporation created by a city with a population of 20,000 or less to fund projects that include land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements found by the corporation's board of directors to promote new or expanded business development;

WHEREAS, after a public hearing, the BEEDC Board has proposed spending \$_____ to _____;

WHEREAS, the Bruceville-Eddy City Council finds that the new website redesign and content management for City will promote and aid with new and expanded business development; and

WHEREAS, this resolution was approved in a meeting which was open to the public and preceded by proper notice as required by Chapter 551 of the Texas Government Code.

NOW, THEREFORE, be it

RESOLVED that the BEEDC is hereby authorized to expend a portion of sales tax in the amount not to exceed \$_____ to _____.

FURTHER RESOLVED that the officers of the City are hereby authorized and directed to take such action as may be reasonably necessary to carry this Resolution into effect.

APPROVED on this 24th day September 2026.

Linda Owens, Mayor

Bid Opening Summary

Project: Website Redesign and Content Management Services

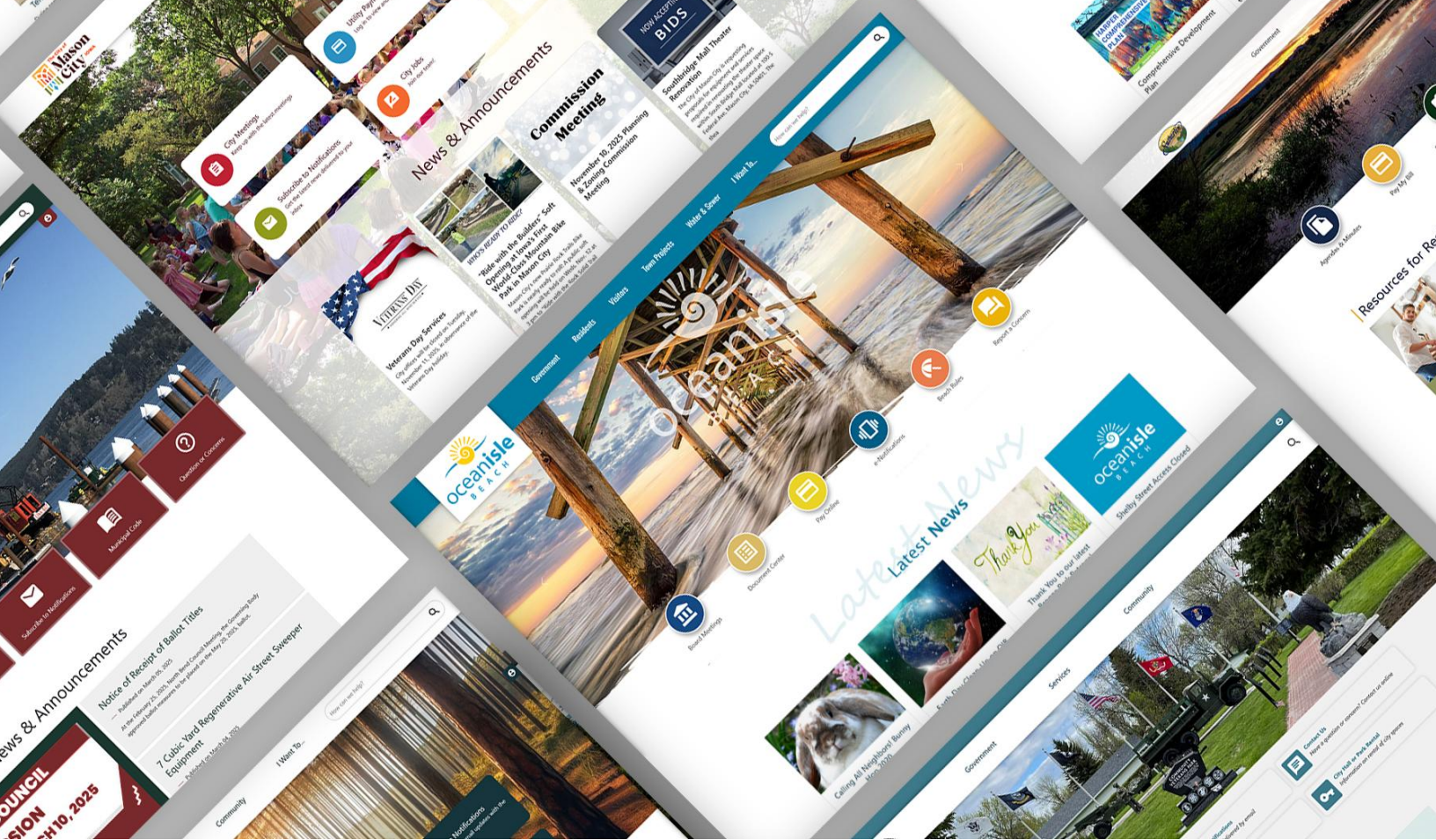
Date: 9/18/26

2 9 AM

Bidder's Name	Base Bid Amount:	City Proposal Bid Form Submitted?
Impact Beacon	\$ <u>30,000</u>	NO
Englehead	\$ 21,000	NO
evolve	\$ 21,000	yes
we vs. them	\$ 49,500	yes
Encyphers	\$ 24,540	yes
Southward Marketing	\$ <u>21,400</u>	NO
Knackbook	\$ 21,400	yes
Motivitalabs	\$ 21,200	yes
PCI media	\$ <u>14,700</u>	NO
Limited Time Consulting	\$ 23,700	yes
Nuclear Place, DDA of Web of orange	\$ 23,700	yes
Gridex	\$ 6,000	yes
Inclad Enterprise	\$ 14,000	yes
UPNY222	\$ 51,564	yes
Revolution	<u> </u>	NO
Cyrcraft	<u> </u>	NO
Alluxi	<u> </u>	NO
Primo motif AD Design Agency	18,500	yes
Civ All	<u> </u>	NO
Nixio	\$8,000	yes
Town web Design	<u> </u>	NO
Pragmatic	<u> </u>	NO
Enterprise	<u> </u>	NO
Zavion	<u> </u>	NO

Bidder's Name	Base Bid Amount:	City Proposal Bid Form Submitted?
Multihops	---	NO
Dege Ksorveli	---	NO
caude Hauls	---	NO
mat Swager	---	NO
wind Prove Technologies	---	NO
Xipe Tech	---	NO
Quire Snow A Fox	---	NO
one Javel Studio	---	NO
Gao Gao	---	NO
the ops consulting and	---	NO
enc obula.	---	NO
the solutions	18,400	yes
Hre		
Jordan McDonald LLC	39,500	yes
Quantum Backend	---	NO
Concourse Tech	35,000	yes
Primeter	16,500	yes
Municipal one	5,000	yes
Stoa Works	18,900	yes
Mel R Enterprises	---	NO
Ranberia media	---	NO
Graffix Design + Development.	27,500	yes
Reortegam Technology solutions	---	NO
Civic Plus	16,494	yes
Lg Agency	---	NO
Xon Gola	---	NO
SymSpace	16,500	yes
Green Books	---	NO
Fahad Race	---	NO
Mountainise	---	NO
InfoShde	29,300	yes

↪



PROPOSAL FOR BRUCEVILLE-EDDY, TEXAS WEBSITE UPGRADE

Proposal Date: September 18, 2026

Valid for 30 days

Toni Oesterle

Director of Client Services
Toni@MunicipalOne.com
816-207-2110

Municipal One

19570 County Line Road
Smithville, MO 64089
www.MunicipalOne.com

PROJECT OVERVIEW

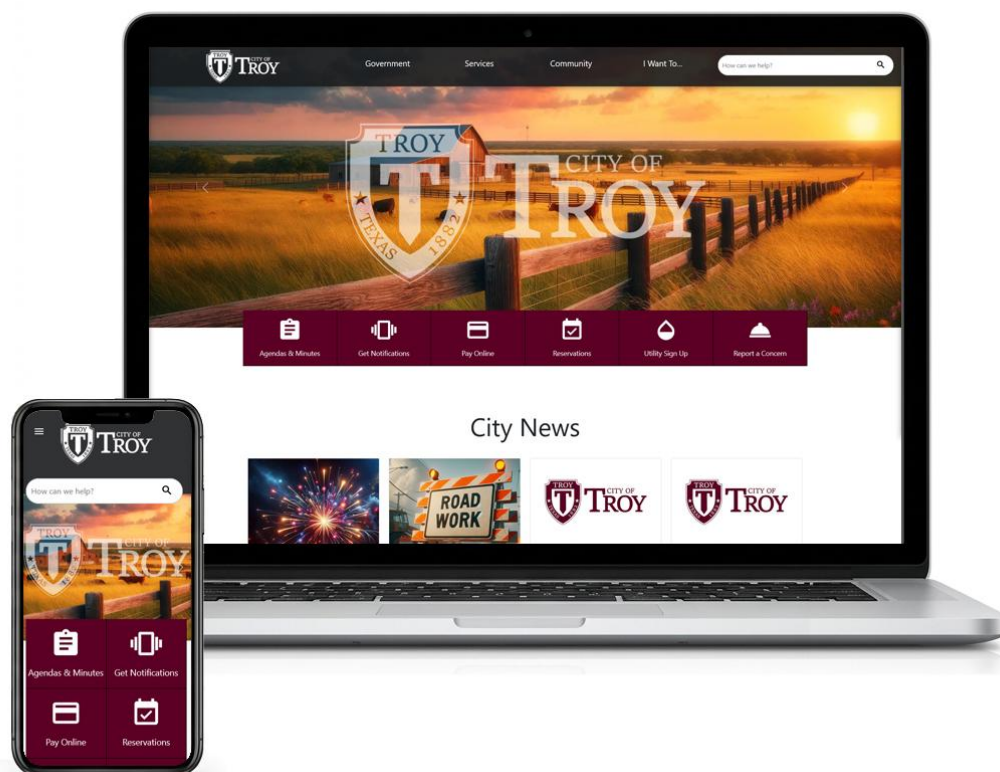
The City of Bruceville-Eddy is looking to upgrade its website with an ADA-compliant design, streamlined tools for managing content updates, and enhanced online services. With over 18 years of experience working with cities and counties across the country, Municipal One offers an all-in-one solution tailored for local governments. Our platform will provide:

- A mobile-friendly, ADA-compliant website meeting the WCAG 2.1 AA standards
- Simple publishing of agendas, news, and notifications
- Integrated online payments
- An extensive collection of tools designed specifically for government
- Technical support Monday through Friday 7 a.m. to 7 p.m. with 24/7 monitoring and emergency support

THE SOLUTION – MUNICIPAL ONE

Mobile-First Custom Design

Your unique, mobile-responsive site will capture the essence of your community and serve as both a communication tool and a public-facing platform — accessible on any device.

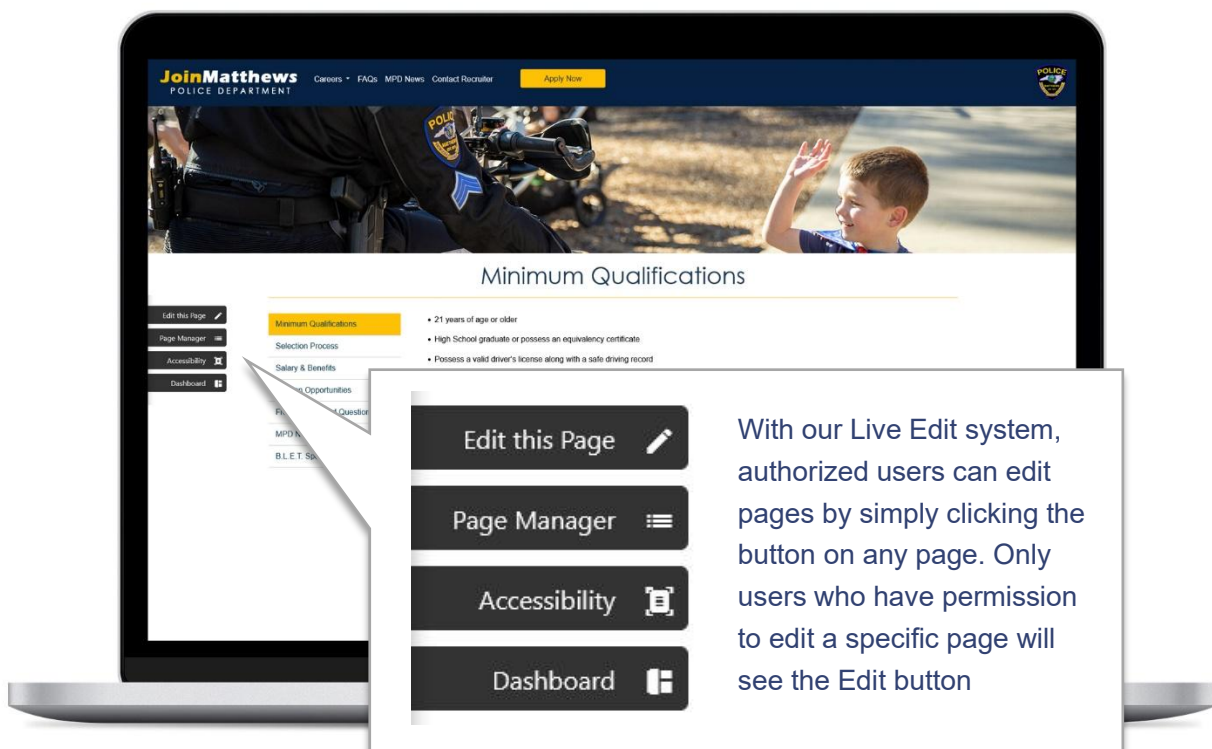


Professional Content Setup

Our proven development process handles organization, layout, and graphic design so your site is ready to go on day one, with minimal effort from your staff.

Point-and-Click Online Tools

No programming knowledge or special software required. Any staff member can upload documents, add pages, update images, and manage content from any device — including a smartphone or tablet.



Turn-Key Hosting and Security

Secure hosting in top-tier national data centers with SSL, DDoS mitigation, built-in ADA accessibility tools, and ongoing software updates — all included in your annual fee.

KEY FEATURES

Accessible and ADA-Compliant

Every page includes a WCAG 2.1 AA checker, and the platform is built to ensure all residents can navigate your site regardless of ability.

Easy-to-Use, Flexible CMS

Update content, change layouts, and manage your site with a modular system that eliminates costly change requests and restrictive templates.

Content Organization

Municipal One has built and migrated millions of web pages. Our expertise will help you reach and maintain your goal of easy access.

- Intuitive navigation with clear, logical menu structures
- Quick links for frequently accessed items
- Powerful search to help residents find what they need fast

Integrated Online Services

Your website will include the government-focused features your community needs:

- Online forms for quick, convenient communication
- Automated daily digest email notifications customized for each subscriber
- News, bids, jobs, calendars, document center, and more

Optional Seamless Integrations

The Municipal One platform offers advanced software solutions that integrate seamlessly with your website:

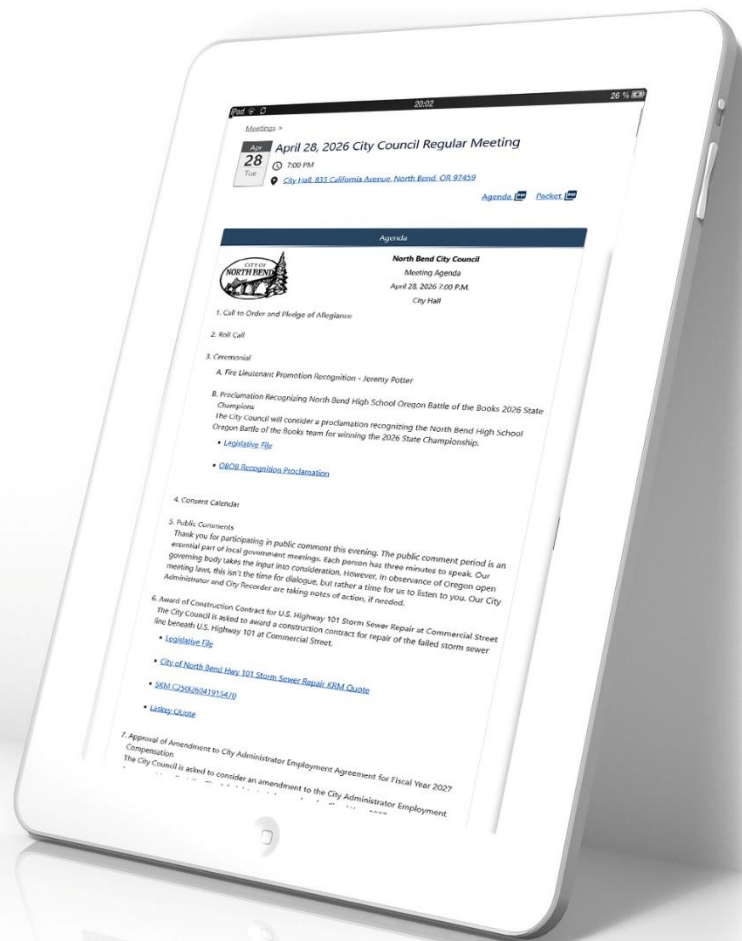
- Agenda management with digital staff reports and workflows, one-click publishing, automated PDF packets, real-time minutes with video bookmarks
- Permit and application portal with workflows, two-way communications, and integrated payment processing
- Branded Economic Development subsite with a unique design and menu structure managed from the same dashboard

24/7 Support and Maintenance

Live support Monday through Friday from 7 a.m. to 7 p.m. Central with 24/7 monitoring and emergency support. When you need help, you'll talk to a real person who knows your site and cares about your success.

MOBILE-FRIENDLY AGENDAS & MINUTES

Our agenda management system saves staff time, keeps board members up to date, and helps the community find just what they are looking for. Accessible, responsive, and easy to use.



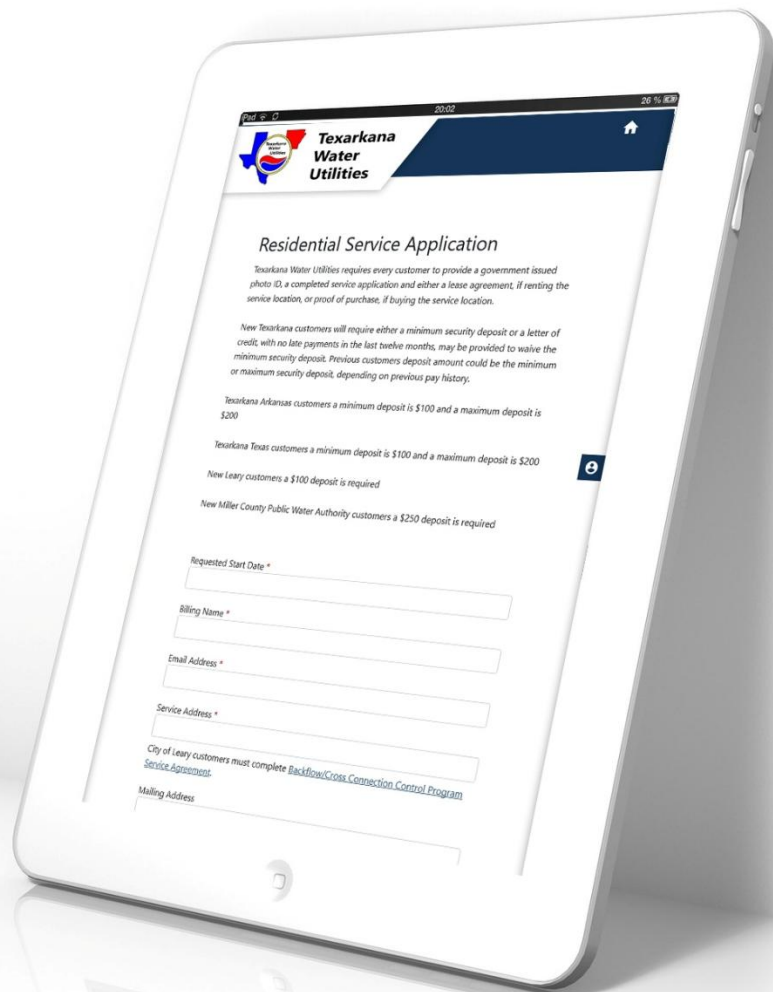
“Municipal One’s agenda management system has made our packet process more efficient, organized, and transparent. The platform is user-friendly, and their support team has been outstanding.”

- Maycie Jaehnig, City Recorder
City of North Bend, Oregon

PAPERLESS APPLICATIONS & PERMITS

The renewal pile on the counter? Gone. The manual data entry? Gone. Municipal Workspaces replaces the manual steps in your building permit process with a fully automated, resident-facing portal. Applicants submit and pay online, your office completes the initial review, and the application routes automatically to your third-party inspector. Staff see a live dashboard of incoming applications instead of a pile of paperwork.

STRs, zoning applications, and more – same process, same simplicity. Staff see a live dashboard of incoming applications and current status instead of a pile of paperwork. The structured process means the documentation and all conversations are stored in one place, providing a complete snapshot of each transaction.



QUALIFICATIONS AND EXPERIENCE

Municipal One was founded in 1997 in Kansas City, Missouri. For nearly two decades we have worked exclusively with city and county governments across more than 20 states. Our team of government experts brings a diverse skillset that enables Municipal One to be a one-stop-shop that designs, builds, supports, and maintains turn-key e-government software and website solutions for cities and counties all around the country.

“ I am most appreciative of the quick response to any questions I have when adding information or making changes to our website. ”

– Julie Silbernagel, City Clerk
City of Buffalo, Wyoming

Project Manager: Toni Oesterle, Director of Client Services

Toni has managed Municipal One government website projects from start to finish for nearly two decades. She serves as account rep for every client referenced in this proposal and is the primary contact for Bruceville-Eddy from kickoff through the life of the relationship.

Developers:

Municipal One's development team are Microsoft Certified Professionals with extensive experience in government web platforms, accessibility standards, secure hosting environments, and the integrations required by local government operations.

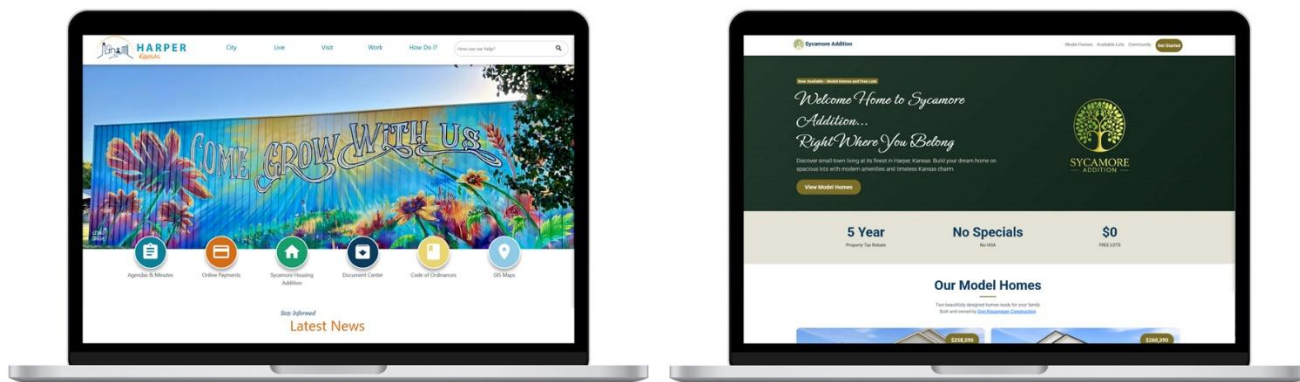
Designers:

Our design team specializes in municipal web design with a focus on usability, brand translation, and WCAG 2.1 AA accessibility. Every design is built for the community it represents, not adapted from a generic template.

Support Staff:

Support staff are trained on the platform and available live Monday through Friday, 7 a.m. to 7 p.m. Central. Typical response time during business hours is 10 to 20 minutes. 24/7 monitoring and emergency support cover issues outside business hours.

PROFESSIONAL REFERENCES



City of Harper, Kansas

www.cityofharper.org | Karen Befort, Deputy City Clerk | 620-896-2511

Harper, Kansas has a population of around 1,300 and a website that works harder than most. When the city wanted to market a program offering free residential building lots to attract new residents, Municipal One built a custom portal that made the opportunity visible, accessible, and visually compelling. The result functions as an economic development tool, not just a government information page.

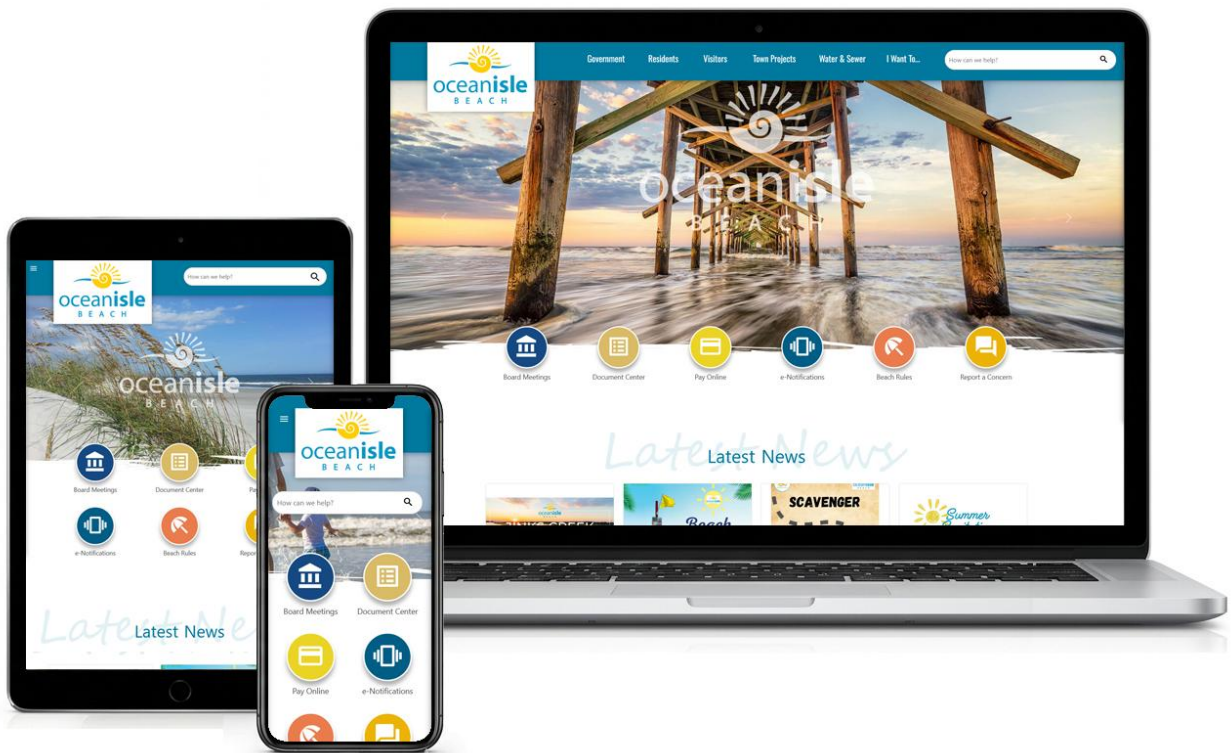
For city staff managing the site alongside everything else the job requires, the support experience has been just as important as the product. Questions get answered quickly by people who know the platform. That responsiveness is what makes the difference when one person is responsible for keeping things running.

“

Toni is wonderful to work with and is always prompt in answering emails! I would highly recommend!

”

– Karen Befort, Deputy City Clerk
City of Harper, Kansas



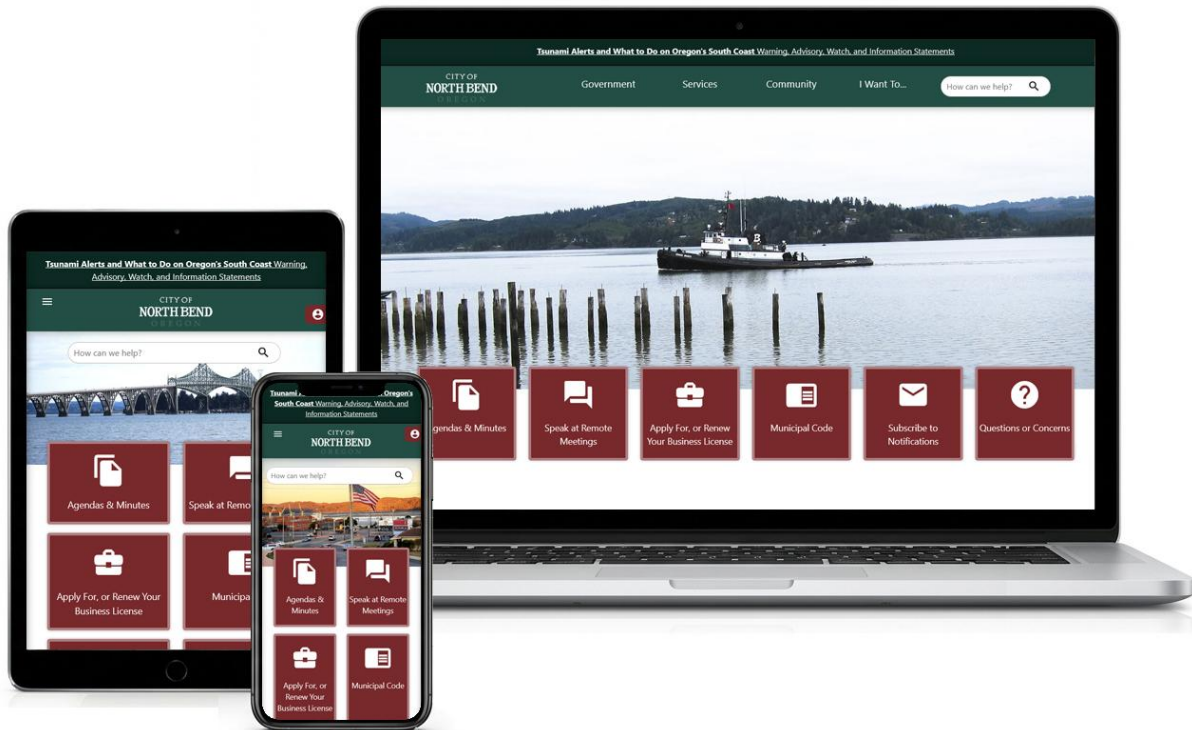
Town of Ocean Isle Beach, North Carolina

www.oibgov.com | Casey Hayes, Town Clerk | 910-579-2166 x 1107

Ocean Isle Beach, North Carolina is a coastal island community where hurricane season is not an abstraction. When a storm is approaching and the town evacuates, staff may find themselves off the island without reliable internet access at exactly the moment residents need information most.

Municipal One's emergency alert and notification tools give Ocean Isle Beach the ability to post site-wide alerts and push urgent messages to every subscriber in seconds from any location. Even when whether conditions make internet connections unstable, town staff can count on Municipal One's support team to go the extra mile. Staff can call or message us directly and we will post the update, activate the alert, and send the notification on their behalf. No extra charge, no escalation process, no waiting. For a town that may be managing an active evacuation while sitting in a hotel parking lot looking for a signal, that kind of backup is not a small thing.

Day to day, the platform runs the way a small town needs it to: easy enough that the people responsible for keeping the site current can do it alongside everything else their job requires, reliable enough that it's always there when it's needed.

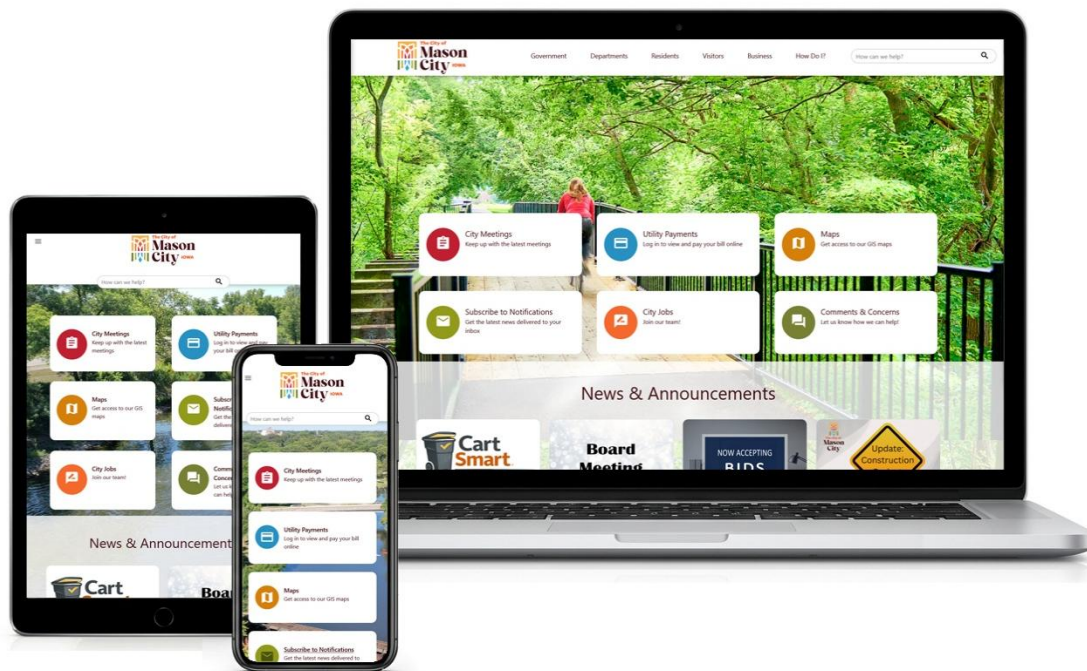


City of North Bend, Oregon

www.northbendoregon.gov | Maycie Jaehnig, City Recorder | 541-756-8178

North Bend, Oregon has been a Municipal One partner since 2020. In that time, the city's needs have grown and shifted, and the platform has grown with them. What started as a website has expanded to include recreation management, agenda building with multi-step workflow approvals, and department-specific tools added as each need came up. All running on the same platform under the same login. All supported by the same knowledgeable team.

For a city managing multiple departments with staff who have different responsibilities and different levels of technical comfort, that kind of flexibility matters. New tools get added without disrupting what is already working, and staff do not have to learn a new system every time the city takes on something new.



City of Mason City, Iowa

www.masoncity.net | Pamela Stecker, Communications Coordinator | 641-421-3601

Mason City, Iowa has been a Municipal One partner for more than 15 years. In that time, the internet has changed dramatically. Mobile browsing went from an afterthought to the primary way most people access the web. Accessibility standards evolved from guidelines to federal requirements. Design expectations shifted more than once. Mason City's website kept pace with all of it.

When the city updated its branding, the site reflected it. When the Department of Justice adopted WCAG 2.1 AA standards, the platform was already there. When mobile design became essential, staff did not rebuild anything. They approved the updated look and kept going. No migrations, no retraining, no starting over. The platform underneath them simply improved, and the work of keeping the site current stayed exactly as manageable as it had always been.

For Communications Coordinator Pamela Stecker, the experience has been consistent from the beginning: a system her staff can easily use, and a support relationship with a team who knows the site and is always happy to help with any challenge.

TOOLS AND FUNCTIONALITIES

Municipal One meets all requirements outlined in the City of Bruceville-Eddy Website RFP, providing all the features requested and more.

	Essential Features
✓	Accessibility: WCAG 2.1 AA compliance built into platform and design system; built-in guardrails to help staff produce accessible content
✓	Responsive website design for full functionality on all screen sizes
✓	Live edit WYSIWYG editor accessible from any page by authorized users; supports images, links, documents, lists, tables, HTML editing, undo/redo, spell check, drafts, and history
✓	Menu manager: add, edit, and reorder site-wide and section navigation
✓	Link manager: create and manage links to new or existing pages
✓	Link checker: validates links and reports broken external links
✓	Image manager: upload, resize, and compress images from any device
✓	File manager: upload and link documents from the editor or menu manager
✓	Content manager: reuse any piece of content across pages
✓	FAQ module: post and display frequently asked questions
✓	Facilities manager: list all city facilities with reservation requests submitted online via integrated form. Online payments available when you're ready.

	Essential Features
✓	Document Center: categorize, archive, and search documents with expiration capability
✓	Content blocks: place any piece of content on any page in your selected format
✓	Survey/Form builder: build any survey or form; output to email or spreadsheet
✓	Content history: archive all page changes with ability to restore previous versions
✓	Quick links: manage links to frequently accessed pages; format as buttons, text, cards, and more
✓	Automated activation and expiration of content by date and time
✓	Events calendar: multiple calendars, multiple layouts, sortable by category, add to any page
✓	Photo gallery: display photos as slideshows, photo grids, and other gallery templates on any page
✓	CMS dynamically pre-assembles pages upon content save
✓	Site search: custom search engine with site-wide and within-document search capability
✓	Audit trail: report on content change activities for any page
✓	Dynamic breadcrumbs: navigation trail on current page
✓	Keyword, meta tag, and social media image settings per page for search engine optimization
✓	Google Analytics or equivalent website statistical reporting

	Additional Platform Capabilities
✓	Agenda and minutes manager: fully searchable archive, automatic calendar linking, video integration, automatic email notifications, unlimited boards and committees
✓	Emergency alert banner: activates across every page in one click
✓	Resident email notifications: self-service sign-up by topic; residents manage their own preferences and can opt out at any time; customized branded emails compiled and sent automatically
✓	Resident dashboard: citizens can sign-in to manage and track their communications with the city
✓	News center: schedule publication and removal, photo library, automatic subscriber notification
✓	Bid center: post and organize bids with automatic expiration and vendor notification
✓	Job center: post positions with automatic expiration; applications submitted online
✓	Staff directory: photo and bio options, searchable, auto-update department page footers instantly
✓	Resource directory: businesses, contacts, categories, keyword search
✓	Social media integration: RSS feeds, social sharing, embedded social feeds
✓	Third-party integrations: YouTube, Google Maps, Google Translate, and web-enabled third-party applications
✓	Content display templates: multiple layout options for calendars, news, FAQs, bids, jobs, and directories; choose what works best for each page based on your needs
✓	SSL and HTTPS: included in annual fee

	Additional Platform Capabilities
✓	DDoS mitigation: premium security with disaster recovery included
✓	24/7 monitoring and emergency support
✓	Unlimited technical support Monday through Friday, 7 a.m. to 7 p.m. Central
✓	Help videos, tutorials, and online resource center
✓	Staff training via web conference; additional sessions available
✓	Content migration from existing site
✓	Secure hosted CMS: no software to install or maintain
✓	Online payment integration available when you're ready; no annual fees
✓	Full suite of software solutions that integrate seamlessly with the site to help you get more done

PRICING

	Website Only \$3,200/yr	+ Agenda Management \$5,500/yr (Most Popular)	+ Forms & Workspaces \$7,900/yr
Point-and-click editing, no developer needed	✓	✓	✓
Built-in ADA & WCAG 2.1 AA compliance	✓	✓	✓
Custom logo design	✓	✓	✓
Custom email notifications	✓	✓	✓
Integrated payments via Stripe	✓	✓	✓
ADA-compliant agenda builder with automated PDF packets	–	✓	✓
Digital minutes signatures	–	✓	✓
Automatic YouTube bookmarking	–	✓	✓
Permit workflows & routing	–	–	✓
Communication log with notes, attachments, and payments	–	–	✓

All three tiers include a locked-in annual rate, no automatic price increases, and no long-term contract.

One-time setup fee: \$1,800.

ADDITIONAL OPTIONS

- **Economic Development Portal**

A branded, standalone-feeling site for economic development, with its own look and its own permissions, running on the same platform as your main city site.

One-time setup: \$2,500, no added annual cost

- **Integrated Payments**

All you need is a free Stripe.com account, there is no additional software fee.

Transaction fees can be passed along to residents at Stripe's standard rate, currently 2.9% plus \$0.30 per transaction.

TIMELINE

Typical Development Timeline: 8 to 12 weeks

WHAT SETS MUNICIPAL ONE APART

1. **Ease of Use**

Built for every staff member, not just tech-savvy ones.

2. **Stable, Predictable Pricing**

We do not automatically raise prices every year. The price we quote is the price you pay.

3. **One Platform That Grows with You**

Start with what you need and add solutions as your needs and budget evolve.

4. **A True Software Development Company**

We're not a private equity roll-up. We're a software development company that reinvests in our platform, ships continuous improvements, and builds our roadmap around client feedback.

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy

144 Wilcox Drive

Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (Note: The City of BE does not pay tax).

1. Base Bid Amount: \$5,000

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor:

By: (Seal if Corporation)

Municipal One LLC

Address:

19570 County Line Road, Smithville, MO 64089

Telephone:

816-207-2110

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Municipal One LLC

Bidder Is: Individual () Partnership () Corporation (X)

Residence of Bidder (if individual): _____

Date of Bid: 9/18/2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: _____

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Missouri

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$6,000.00
Includes first year; subject to qualifications in attached proposal.

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

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We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: Gridex Inc.

By: (Seal if Corporation)

Runsheng Zhang

Runsheng Zhang, CEO

Address:

1545 Wigwam Pkwy Unit 0633, Henderson, NV 89074-8271

Telephone:

(213) 827-6773

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Gridex Inc.

Bidder Is: Individual () Partnership () Corporation (x)

Residence of Bidder (if individual): Not applicable

Date of Bid: 09/17/2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: Not applicable

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of California

Name and Home address of the President Runsheng Zhang

1545 Wigwam Pkwy Unit 0633, Henderson, NV 89074-8271

Name and Address of the Treasurer Runsheng Zhang

1545 Wigwam Pkwy Unit 0633, Henderson, NV 89074-8271

Website Redesign and Content Management Proposal

Prepared for the City of Bruceville-Eddy Texas

Gridex Inc. | September 17, 2026

A city website for residents businesses and staff

Gridex proposes a redesigned city website that helps residents find services, lets the public locate meeting records, and gives businesses and visitors clear information about the city. We will build on the working design preview and deliver a hosted content management system that City staff can operate themselves.

The proposed first-year price is \$6,000: \$4,000 for implementation and training, plus \$2,000 for twelve months of hosting, software, notifications, maintenance and support after launch. The included scope, payment terms and disclosed qualifications appear on pages 5, 8 and 9.

A design the City can already examine

The front-end Demo shows the proposed navigation, city identity, service pages, meeting filters, business information and form interactions. It provides a concrete starting point for design review. Production editing, secure submissions and message delivery are included future work.

Proposed commitment	What the City receives
Website and content	One redesigned city website, structured public information, migration and accessible templates.
Staff independence	Editing tools, reusable content, forms and publishing controls; training for three staff members.
Delivery	Start within 10 calendar days of notice to proceed; target completion within 84 calendar days of that notice.
Accountability	Runsheng Zhang leads design, implementation, training and support.

Contact: Runsheng Zhang, CEO | ryan@gridex.dev | (213) 827-6773
Gridex Inc. | 1545 Wigwam Pkwy Unit 0633, Henderson, NV 89074-8271

The proposed public experience

The design preserves the city name and local identity while giving common tasks a clear place. Services, Government, Community and Business organize the main navigation. Local photographs and maps help visitors understand the place behind the information.

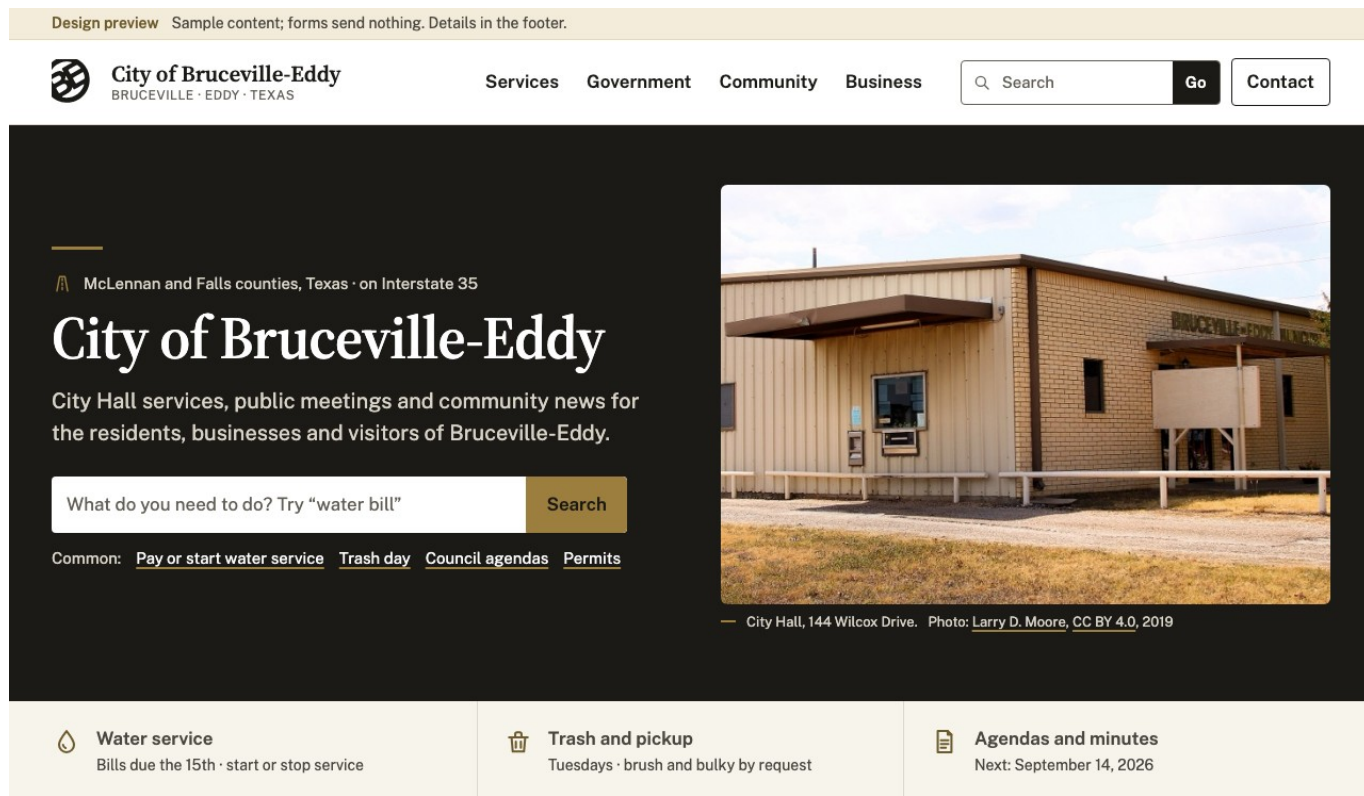


Figure 1. Design preview captured September 11, 2026. Dates belong to that preview. City Hall photograph: Larry D. Moore, CC BY 4.0.

Representative paths in the Demo

A resident searches for a water bill, opens the water service page, reads the steps and finds the relevant documents and contact. A meeting visitor filters by body and year, opens a meeting and finds its agenda and associated records. A business visitor finds permits, economic development information and purchasing contacts.

The Demo supports design and interaction review. Its forms do not send messages, and subscriptions do not create real accounts. An interactive walkthrough can be provided on request.

Publishing tools for City staff

We propose WordPress with a custom theme based on the approved design and structured content for services, meetings, documents, notices and activities. Gridex will configure supported extensions and implement the connections needed for the City workflow. The production configuration will be tested during delivery.

Edit content within consistent templates

Authorized staff can open the editor from a page, edit text and links, preview changes, save a draft and publish. Shared styles keep headings, buttons and page layouts consistent. Pasted Word content will be cleaned into the site structure; the editor supports media, embeds, lists, tables, spell checking and role-controlled HTML editing.

Page and menu management will include reordering navigation, linking new or existing pages, hiding unpublished destinations, breadcrumbs, page titles and search metadata. Reusable content blocks allow one contact or notice to appear in several places without separate copies.

Staff task	Included control
Manage media and files	Upload, describe, organize and replace assets; image resizing and compression; document categories and reusable links.
Review and recover changes	Page revisions, restore, draft publishing, actor and time audit records, and exportable change reports.
Schedule information	Start and expiration times for notices and content; scheduled events and configurable calendars.
Check links and search	Validate new links, report broken external links, maintain internal destinations and search the website content.
Manage access	Roles, administrator multifactor authentication, individual accounts and configurable staff dashboards.
Connect identity	Integration with one City-provided OpenID Connect identity provider; local accounts remain available for recovery.

The editing interface will use WordPress editing and preview controls, rather than reproducing another vendor's branded Live Edit interface. Published pages will be generated and their caches refreshed when content is saved. Staff will test publishing, rollback and permission boundaries before launch.

Public services and communication

Public modules will use shared templates and structured records. Staff can add items without commissioning a new page layout. Existing specialist portals will remain clearly identified destinations.

Public capability	Included production behavior
Services and departments	Home, administration, City Secretary, finance, court, police, public works and fire information; contact directory and clear next steps.
Government and records	Council and board pages; meetings with agendas, minutes and recordings; dated archive and searchable document library.
Calendar and activities	Categorized calendars, event details, locations, facilities, photographs and community resources.
News and urgent notices	News articles, scheduled updates, reusable information blocks and a prominent important-notice banner.
Business and purchasing	Expanded EDC pages and resources; bid listings sortable by category, title and closing date.
Forms and employment	Staff-created forms and surveys, protected submissions, department routing, CSV exports for Excel and job application forms.
Email and text updates	Topic subscriptions, opt-in records, unsubscribe, email and SMS campaigns, delivery status and failed-delivery review.
Accounts and dashboards	Role-based accounts and dashboards; authorized staff manage content and subscriptions. No utility-account ledger is created.
Maps and external services	Locations, open-data and map links, community/business directory, and links to existing payment and ordinance services.
Supporting navigation	FAQs, related links, photo galleries, service search, breadcrumbs and shareable filtered lists.

Staff can preview a campaign and choose its topics and channels before sending. Production forms will use server validation, spam controls, access restrictions and City-approved retention rules. Messages and submissions will be tested with designated test recipients before use.

Facility pages will explain the City's current in-person reservation process. Existing payment links are included; taking card payments directly and processing online reservations are future options, consistent with the RFP's stated current practice and future payment intent.

Content migration and accessibility

The City's public WordPress interface reported 98 pages, 346 posts and 1,707 media records on September 17, 2026. These are content records, not unique document counts or document page totals. We will reconcile them with an authorized export before migration and agree what remains current, moves to the archive or is retired.

Preserve the information people need

The implementation price covers migration of up to 500 published page/post records and 2,000 media items, with up to 10 GB of active site storage. We will preserve relevant dates and file relationships, map old URLs, create redirects, and check the resulting links. Old media will not be discarded simply because it is outside a main menu.

Current services and high-use tasks will receive clear, structured pages. Archive items will retain their original identity and access path. Content that contains conflicting instructions will be flagged for City resolution; Gridex will not silently choose a new rule on the City's behalf.

Make accessible authoring part of normal work

New templates and delivered HTML will be designed and tested against WCAG 2.2 AA, with the RFP's ADA and Section 508 requirements guiding review. Keyboard operation, visible focus, headings, labels, contrast, error recovery, mobile reflow and representative screen-reader use will be checked. AAA improvements will be used where practical; universal AAA conformance is not promised.

Editor roles, constrained layouts, alternative-text prompts and publishing checks will help staff preserve accessibility. Staff training will cover documents, tables, links and images as well as page editing. A site-wide accessibility claim will only follow review of the actual content and third-party dependencies.

Accessible documents and retained records

The base price includes accessibility work on documents in the agreed existing-site migration inventory. We will classify the files, prioritize current service information with the City, and remediate documents or provide City-approved accessible HTML equivalents while preserving the original records and their relationships.

Document review, conversion and required corrections within that inventory are included without a separate source-page cap. The inventory and applicable acceptance requirements will be confirmed with the City. Retaining an original file alone will not be treated as proof of accessibility; document and content checks form part of acceptance.

Delivery schedule and acceptance

Gridex will commence within 10 calendar days of written notice to proceed and proposes completion within 84 calendar days of that notice, including training and handover. For a notice dated September 28, 2026, the proposed completion date is December 21, 2026. The schedule below includes City review, training and handover.

Period from notice	Work and City review
Days 1 to 14	Access, inventory, approved identity assets, design review, content priorities and acceptance checklist.
Days 15 to 35	Custom theme, page templates, structured content, editor roles and first staff publishing walkthrough.
Days 36 to 56	Migration, document work, forms, notification channels, identity connection and reporting.
Days 57 to 70	Accessibility and functional review; staff review of migrated content, forms and campaign behavior.
Days 71 to 84	Resolve accepted defects, train three staff, rehearse recovery, launch and transfer operating materials.

Acceptance based on observable tasks

The City will confirm that residents can find service information, public users can locate meeting records, and staff can create and revise content without code. Staff will publish a meeting, restore a revision, upload a document, create a form, export a submission and send a test notification. Unpublished content and restricted submissions must remain inaccessible to unauthorized users.

We will reconcile migrated items with the agreed inventory, review redirects and links, test representative desktop and mobile pages with keyboard and screen reader, and demonstrate a backup restore. Required corrections to delivered work will be resolved before acceptance. Document acceptance will follow the scope on page 5.

Training and handover

Two recorded remote sessions, each up to two hours, will train the City's three staff members. Handover includes source code, content and database exports, configuration, extension/license inventory, administrator access, publishing guidance and recovery instructions.

The schedule assumes access and source materials within five business days, one City coordinator, and consolidated feedback within five business days of each review. Delays in City decisions or external identity/messaging approvals will be documented with a revised date; scope and price changes require written agreement.

Hosting maintenance and support

Gridex will operate the City website on managed WordPress hosting in a United States region. The proposed route uses Kinsta or an equivalent managed host, with Gridex responsible for site configuration, application maintenance and support. The City retains its domain and content ownership.

Included for twelve months after accepted launch

Service	Proposed operating commitment
Hosting and protection	One production website and staging environment, HTTPS, firewall/CDN, restricted administrator access and monitoring.
Backups and recovery	Daily backups retained for at least 14 days; separate monthly export; quarterly restore exercise.
Maintenance	Security updates, tested routine updates, link checks and correction of defects in delivered functionality.
Staff support	Technical guidance for the delivered CMS and functions. City staff publish routine content; Gridex provides covered maintenance and defect correction.
Response	Business hours: Monday to Friday, 9 a.m. to 5 p.m. Central, excluding federal holidays. Urgent site outage acknowledgement within four business hours; routine requests within one business day.
Reporting	Monthly usage, search and service-health summary; quarterly review of content and accessibility issues.

Hosting infrastructure support remains available through the host outside Gridex business hours. Gridex does not promise continuous human coverage or guaranteed restoration times. We will document incidents, workarounds and recovery progress.

Usage included in the annual fee

The fee includes required software licenses, up to 10 GB of active storage, 20 GB of monthly origin bandwidth, 125 GB of monthly CDN transfer, 10,000 email deliveries per month and 12,000 US SMS segments per year. Messages longer than one carrier segment consume additional segments. Registration, a sending number and carrier costs within these allowances are included.

We will monitor use and notify the City before an allowance is exhausted. Additional capacity requires written approval, with no automatic overage charge to the City. SMS activation depends on provider verification of the City sender; delivery cannot be guaranteed to every device. The service supports public communication and does not replace emergency dispatch.

The City will receive source and content exports on request and at transition. Proprietary service accounts and third-party licenses will be transferred where permitted or documented for replacement. No separate Gridex exit fee is proposed.

Price and commercial terms

All prices are in US dollars. The proposed Base Bid Amount is \$6,000 for implementation plus twelve months of service after accepted launch. Required vendor costs and applicable taxes within the stated scope and allowances are included.

Item	Period	Fixed price
Design and information architecture	One time	\$700
Website CMS forms and communication	One time	\$1,700
Content migration and document accessibility	One time	\$1,000
Acceptance testing training and handover	One time	\$600
Implementation subtotal	One time	\$4,000
Managed hosting and backups	First 12 months	\$500
Software licenses and notification allowances	First 12 months	\$700
Maintenance monitoring and support	First 12 months	\$800
Annual service subtotal	First 12 months	\$2,000
Base Bid Amount	Implementation and first year	\$6,000

Optional renewal for the next twelve months is offered at \$2,000 with the same scope and usage allowances. Later renewals will be quoted before the term ends. There is no required multi-year term.

Payment and changes

Implementation invoices follow accepted milestones: design \$800; working CMS and templates \$1,200; accepted production website \$1,600; completed training and handover \$400. Annual service is invoiced at \$500 after each service quarter. Payment terms are Net 30 from an approved invoice.

The offer is valid for 30 days after the September 18, 2026 bid opening. Quantities, document remediation and usage limits are defined on pages 5 and 7. New content outside the agreed migration inventory, undisclosed custom interfaces, onsite work, direct card processing and online reservation processing require an agreed change. The proposed identity integration covers one City-provided OpenID Connect provider; external identity-provider subscriptions are not included.

Gridex will provide requested award documentation before a purchase order is issued. Insurance requirements and any requested surety must be confirmed before contract execution; no existing coverage is certified and no priced surety bond is included.

Qualifications and professional references

Company and delivery lead

Gridex Inc. is a California corporation. Runsheng Zhang, also known as Ryan Zhang, is the CEO, working owner and proposed delivery lead. He is responsible for design, development, testing, coordination, training and support. He uses AI-assisted development tools under his review; no additional delivery staff or subcontractors are represented as committed.

Website work the City can inspect

The Bruceville-Eddy Demo shows the proposed design and public tasks. The company website at <https://gridex.dev> and portfolio at <https://www.ryanzhang.work> provide further implementation and design samples. These demonstrate work the City can inspect; they are not represented as completed municipal client engagements.

Project background

Gridex holds Defense Logistics Agency purchase order SP4701-26-P-0034, valued at \$9,500, for supplier capability research and document production. It is not a comparable website contract; no customer endorsement, performance rating or final acceptance is represented.

Professional references

Gridex is currently unable to provide the four professional references requested in the RFP. No reference contacts are included in this submission.

Scope and proposal contact

The fees cover the content quantities and document work on page 5, one City-provided identity provider, and the service allowances on page 7. Commercial conditions appear on page 8. The official bid form should be read with this proposal.

Runsheng Zhang, CEO | ryan@gridex.dev | (213) 827-6773

Gridex Inc. | 1545 Wigwam Pkwy Unit 0633, Henderson, NV 89074-8271



Website Redesign & Content Management Services

CITY OF BRUCEVILLE-EDDY, TEXAS · WEBSITE REDESIGN AND CONTENT MANAGEMENT SERVICES

PROJECT	CLIENT	PREPARED BY	DATE
Website Redesign & Content Management Ser...	City of Bruceville-Eddy, Texas	Concourse Tech Inc.	September 2026

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September 2026

Dear Evaluation Committee,

We are pleased to submit this proposal on behalf of Concourse Tech Inc. Thank you for the opportunity to be considered by City of Bruceville-Eddy, Texas.

Bruceville-Eddy's goal, to turn the City's website into a single, accessible, self-service front door so residents can complete City business without paper and staff can maintain the site without an IT team, is exactly the work Concourse is doing right now for Alleghany County, Virginia. That engagement replaces a legacy site with a WCAG 2.1 AA-compliant, staff-manageable CMS, and it is the direct pattern we propose to apply here for Bruceville-Eddy.

Concourse's platform is purpose-built for the public sector, hosted on FedRAMP-authorized AWS infrastructure with AWS GovCloud available and in current use, and configured around workflows that only produce accessible content, so meeting the April 2028 ADA Title II deadline is a design property of the site rather than an ongoing remediation burden. Our all-inclusive annual subscription bundles design, development, hosting, licensing, maintenance, and training into one predictable number, with no per-module add-ons and no separate implementation invoice.

In addition to Alleghany County, our recent website redesign work for the Greene County Juvenile Office and the Newport Arkansas Economic Development Commission directly informs both the small-jurisdiction CMS approach and the revised EDC page Bruceville-Eddy has asked for. We would be glad to partner with Lawrence Cutrone, the City Council, and the Economic Development Committee to deliver a modern, accessible bruceville-eddy.us that City staff can confidently run themselves.

Sincerely,

A handwritten signature in black ink that reads "Thomas Smyth". The signature is fluid and cursive, with a long horizontal flourish extending from the end of the name.

Thomas Smyth

Chief Executive Officer, Concourse Tech Inc.

Who We Are

Purpose Built. Mission Driven. Publicly Trusted.

Concourse builds and deploys software exclusively for government agencies and education providers.

Purpose Built

Built exclusively for the public sector, by people who have served in or alongside it.

Every product decision, compliance investment, and support process is designed around the realities of government: procurement, security, and stakeholder complexity. Each solution is configured to your agency's specific operations.

100+

A LIBRARY OF 100+ COMPONENTS ACROSS CONCOURSE OS,
ALL AT YOUR FINGERTIPS

30+ States

PROJECTS IN MORE THAN 30 STATES, ACROSS LOCAL,
STATE, AND FEDERAL AGENCIES

Mission Driven

We build to your mission and measure our work by what it changes.

Outcome targets are set with you in discovery and measured in the open for the life of the engagement. If a requirement does not serve the outcome, we say so before we build it. We are working to return government technology to an industry focused on the value it creates for the agencies and residents it serves.

Publicly Trusted

Consistency, reliability, and usability are how we earn trust with the public we serve.

Software that carries public services has to stand up to public scrutiny. We build for the resident on the other side of the counter as much as for the staff behind it.

Secure & Certified

AWS GOVCLOUD, SOC 2 TYPE II CERTIFIED,
FEDRAMP-AUTHORIZED AWS INFRASTRUCTURE

4M+

MORE THAN 4 MILLION RESIDENTS SERVED THROUGH
CONCOURSE SYSTEMS NATIONWIDE

Digital infrastructure worthy of the public trust.

Executive Summary

The City of Bruceville-Eddy is replacing a WordPress-based site with a purpose-built, hosted municipal CMS that consolidates information, digitizes forms, retains the bruceville-eddy.us domain, and gives a small City Hall team the ability to maintain content without external help. Concourse proposes an all-inclusive annual subscription that covers every cost category in RFP Section 6.7 — Design, Web Development, Website Hosting, Maintenance and Support, License Fees, and Training — with no add-on module fees and no separate implementation invoice.

Our approach is anchored on accessibility. The DOJ ADA Title II rule requires WCAG 2.1 Level AA for public entities under 50,000 residents by April 26, 2028, and Bruceville-Eddy asks not only to meet AA but to reach AAA where possible and to constrain staff workflows so only accessible content can be published. Our platform enforces those workflows by design, and our team provides the coaching the RFP calls for so that content editors sustain accessibility after launch.

We propose a 14-week implementation with go-live approximately mid-January 2027, followed by 30-day hypercare and continuous technical support for the full subscription period. All Section 2 modules — Agenda Center, Alert Center, Archive Center, Bid Postings, Calendar, CivicSend-style communications, Document Center, Facilities, FAQs, Form Center, News Flash, Notify Me, Photo Gallery, Quick Links, Resource Directory, Staff Directory, and the revised Economic Development Corporation page — are in scope of the base subscription.

Key Highlights

- **All-Inclusive Base Bid** \$35,000 covering design, development, hosting, licensing, maintenance/support, and training — no add-on module fees
- **Accessibility by Design** WCAG 2.1 AA-enforced authoring workflows, coaching for City staff, and ongoing accessibility monitoring
- **14-Week Delivery** Kickoff within 10 calendar days of NTP; go-live approximately mid-January 2027
- **Single-Vendor Accountability** One platform, one team, one number — no per-module upcharges, no 3-5% annual escalators baked into base pricing
- **Hosted CMS** Fully hosted on FedRAMP-authorized AWS infrastructure; SSL, DNS, backups, and security included

Understanding of Requirements

The City of Bruceville-Eddy serves roughly 1,500 residents across McLennan and Falls Counties with a small City Hall team, no dedicated IT position, and a website that today runs on a general-purpose WordPress theme with a mix of external portals (trafficpayment.com for court and water payments, eCode360 for the Code of Ordinances, Mangomap for GIS) and static PDFs for permits, plats, employment applications, and open-records forms. Agendas and minutes are maintained by hand in per-fiscal-year tables, and meetings are streamed on YouTube. The website is the first impression residents, businesses, and visitors have of Bruceville-Eddy, and it needs to work harder for all of them without adding staff burden.

Bruceville-Eddy is not asking for a redesign in isolation. The RFP describes a broader operational shift: fewer paper processes for both residents and staff, a single place to find and complete City business, a revised Economic Development Corporation page that actually helps recruit investment, and workflows the current dozen-person team can confidently run. Concourse understands that on a City Hall team this size, the difference between a website that works and one that decays comes down to how much friction the CMS puts between staff and a correctly published page.

Delivery Considerations We Know From Experience

- **WCAG 2.1 AA Is a Legal Requirement, Not a Preference** The DOJ ADA Title II rule requires WCAG 2.1 Level AA for public entities under 50,000 residents by April 26, 2028. Bruceville-Eddy asks for AA at minimum, AAA where possible, and staff workflows that can only produce accessible content. We deliver a CMS where those constraints are enforced at authoring time rather than remediated afterward.
- **PDF and Legacy-Content Backlogs Are the Silent Blocker** For small governments, the largest single barrier to WCAG conformance is the accumulated backlog of legacy PDFs (permits, employment application .docx, plats, meeting packets). Our scope explicitly includes an audit of migrated documents and remediation guidance, not just a redesigned template.
- **Ongoing Accessibility Depends on Staff Training** The RFP identifies three staff members for training. Sustained accessibility requires every content editor to author correctly. We provide live web-conference training, recorded sessions, and a plain-language accessible-content policy the City can adopt.
- **Texas Tax Code 26.18 Consolidated Disclosure** Texas Tax Code Section 26.18 requires budget, tax rate, governing body, and most-recent-audit information consolidated on a single web page. We build this page as part of the base configuration.

- **Facilities Reservations Are Currently**

In-Person Only The RFP lists a Facilities module with online reservations but notes that reservations are currently made in-person at City Hall. We configure the module so the City can enable online reservations when ready, without a separate module purchase.

- **The EDC Page Is a Recruiting Tool, Not a**

Directory Bruceville-Eddy specifically calls out revising the Economic Development Corporation page to have more functionality. We treat this as a business recruitment landing zone with data, contacts, incentives, and available-property information, not just another department page.

- **Online Payments Are Future-Only** Existing

online payments (court and water) route to trafficpayment.com. The RFP notes credit card acceptance is desirable only in the future. We do not scope or charge for payment processing now, and can add it later as a straightforward configuration change.

- **The bruceville-eddy.us Domain Must Be**

Retained The RFP is explicit that the existing domain is retained. We handle DNS cutover, SSL, and email-record preservation as part of go-live, with a rehearsal in the week before launch.

Proposed Solution

Concourse's platform provides a hosted, purpose-built municipal CMS that Bruceville-Eddy staff configure and maintain themselves after launch. The base subscription includes every module listed in RFP Section 2 - with no per-module upcharges - plus responsive design, WCAG 2.1 AA-enforced authoring, hosting, SSL, backups, and technical support.

Core Capabilities Aligned to Section 2 and Section 4

- **WYSIWYG Authoring With Enforced Styles**
Word-like editor accessible from any page, with CSS enforcement, paste-from-Word cleanup, links, embedded media, image and file managers, tables, formatting, HTML editor, multilevel undo/redo, spell checker, per-role option sets, history, and save-as-draft.
- **Document, Archive, and Agenda Centers**
Agenda Center for posting and updating agendas; Archive Center for recurring dated documentation (agendas, budgets, newsletters, press releases); Document Center for one-time documents; enhanced search across all document categories.
- **Multi-Calendar Events with Category Sort**
Multiple web calendars (Council, EDC, boards and commissions, community events) posted to a single interface, with resident-facing category filtering and iCal/Google export.
- **Facilities & Reservations Module** List of all City facilities with configurable online reservation workflow; enabled when the City is ready to move reservations off in-person only.
- **Menu, Link, and Content Managers** Menu Manager for site-wide and section navigation with reorder, Link Manager with automatic validity checks and hidden-until-published behavior, Content Manager so any piece of content can be used on any page, and dynamic breadcrumbs.
- **Alerts, News Flash, and Notify Me** Alert Center with home-page emergency banner; News Flash for updates and articles; Notify Me subscriptions by topic; CivicSend-style multi-channel messaging for critical announcements. Migration path from the current Savvy Citizen calendar/notification workflow included.
- **Form Center With Digital Submission**
Non-technical Form Center for building online forms, digital submission, and output to email or Excel. Replaces the current .docx employment application and static PDF permit/open-records forms.
- **Staff and Resource Directories** Staff Directory for City employees and Resource Directory for local businesses, community resources, and regional service agencies.

- **Departments and Government Sections**

Departments module with subpages for Administration, City Secretary, Finance, Municipal Court, Police, Public Works, and Volunteer Fire Department; Government section with City Council and Boards and Commissions subpages.

- **Revised Economic Development**

Corporation Page Business recruitment landing area with data, incentives, contacts, available-property listings, and links to McLennan County and regional partners - configured as a recruiting tool, not just a directory.

- **Site Search, Audit Trail, and SEO** Site Search

(custom or Google integration), Audit Trail reporting content-change activity by page, meta-tag/keyword configuration per page, and automated activation/expiration of content by date/time.

- **Google Analytics and Usage Reporting**

Google Analytics 4 integration with a City-branded dashboard for page views, top content, referral sources, and search terms.

Accessibility Approach

Bruceville-Eddy's accessibility ask goes beyond a template. The City wants WCAG AA at minimum, AAA where possible, ADA and Section 508 compliance, and CMS workflows that limit staff to producing accessible content. Concourse addresses each in turn:

- Accessibility conformance target: Section 508 and WCAG 2.2 AA. ACR/VPAT available on request. WCAG 2.1 AA is met as the underlying baseline the DOJ Title II rule requires.
- Authoring constraints enforced in the CMS: required alt text on image upload, heading-order validation, contrast checks on color pickers, table-header requirements, link-text guidance, and PDF upload prompts that flag documents lacking a text layer.
- Automated accessibility monitoring across the live site with a dashboard of remaining issues and a queue for staff to work.
- Coaching for the three trained staff members on writing accessible headings, links, alt text, and PDF-alternative approaches - delivered live and preserved as recorded sessions.

- A short, plain-language accessible-content policy the City can adopt for the CMS and for future contracted vendors.

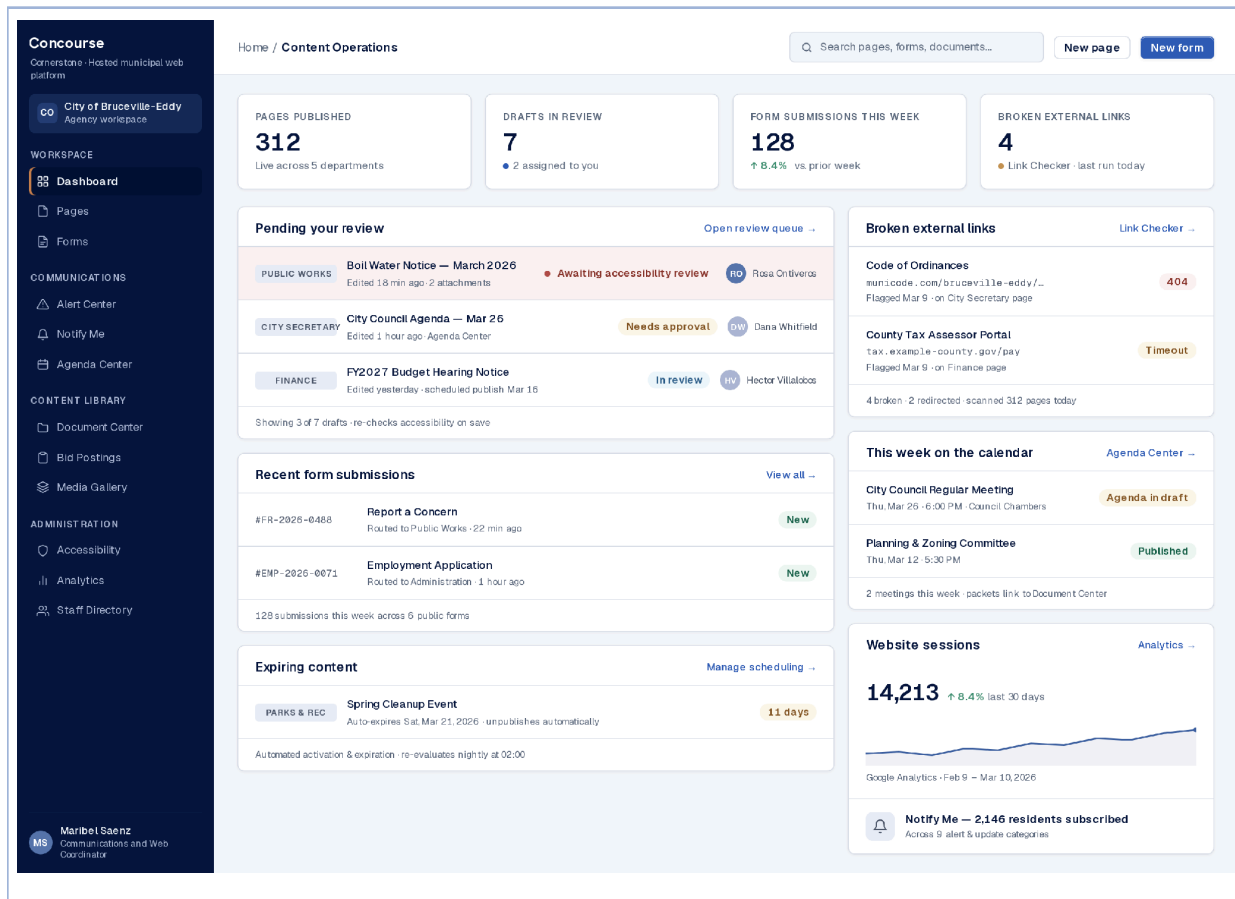
Hosting, Domain, and Security

Concourse hosts on FedRAMP-authorized AWS infrastructure with AWS GovCloud available and in current use. The existing bruceville-eddy.us domain is retained; Concourse manages DNS cutover, SSL certificate provisioning and renewal, daily backups, and continuous security monitoring as part of the subscription. External portals the City already relies on - trafficpayment.com, eCode360, Mangomap, YouTube - are integrated as linked services from the appropriate pages, with the option to bring workflows in-platform over time.

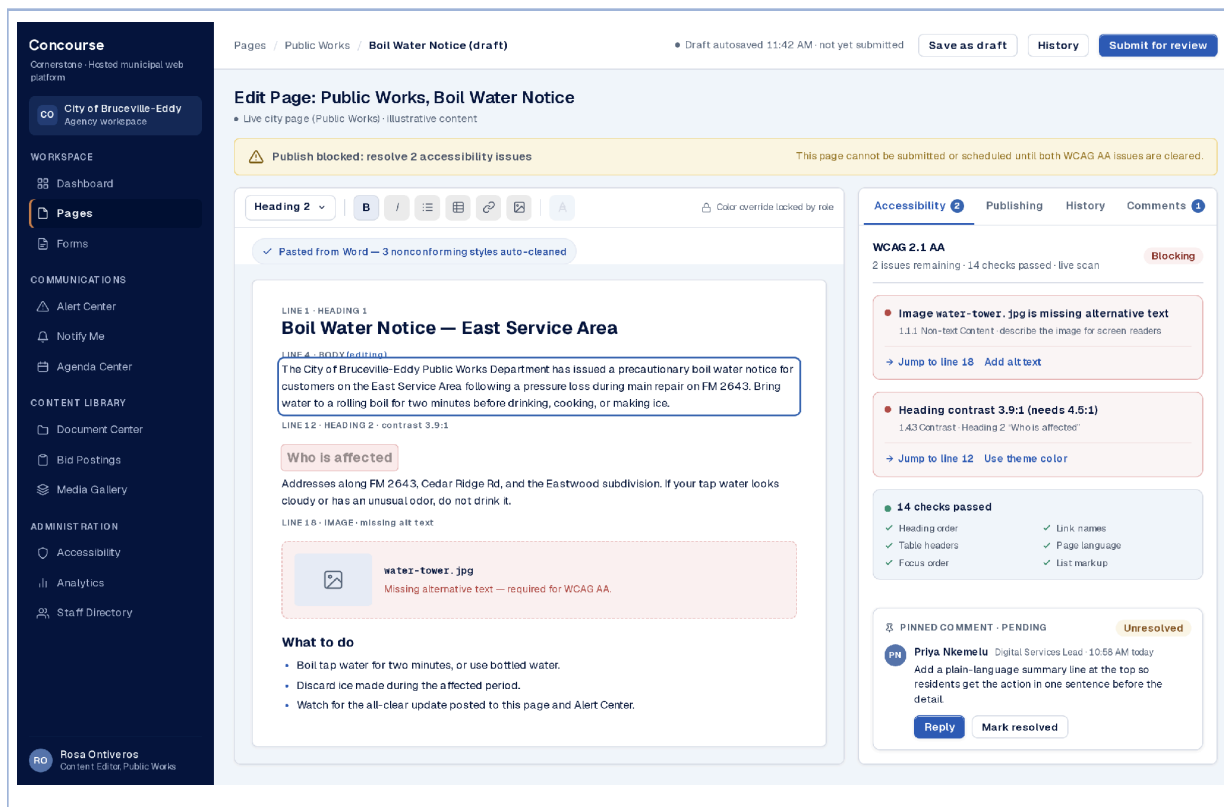
Your Platform, Illustrated

A concept preview of how a Concourse-built platform could look for this engagement.

The screens below are illustrative concept mockups created for this proposal to show how Concourse would tailor a platform to your requirements.



ILLUSTRATIVE Content Operations - Illustrative content operations dashboard for the City of Bruceville-Eddy: every draft, form submission, and expiring page triaged and visible to web staff in one place.



ILLUSTRATIVE Edit Page: Public Works, Boil Water Notice - Illustrative page editor for the City of Bruceville-Eddy showing a draft that cannot publish until it passes WCAG AA, so staff can only produce accessible content.

Concourse

Concourse - Hosted municipal web platform

City of Bruceville-Eddy
Agency workspace

WORKSPACE

Dashboard

Pages

Forms

COMMUNICATIONS

Alert Center

Notify Me

Agenda Center

CONTENT LIBRARY

Document Center

Bid Postings

Media Gallery

ADMINISTRATION

Accessibility

Analytics

Staff Directory

Trevor Balderas
Web Administrator

Alert Center / New Emergency Alert

Autosaved 1:07 PM CT

Awaiting approval

Save draft

Send for approval

Compose emergency alert

Sample service area - illustrative data

Draft submitted 1:07 PM today - not yet published

ALERT TYPE

Emergency — Water Utility

SEVERITY

High

Medium

Info

HEADLINE

Precautionary Boil Water Notice — Cottonwood Ridge service area

MESSAGE BODY

A water main break has reduced pressure in the Cottonwood Ridge service area. As a precaution, residents on Aspen Hollow Dr, Ridgeline Ct, Sabine Meadow Ln, and Cottonwood Ridge Blvd should boil tap water for one full minute before drinking, cooking, or brushing teeth. Crews expect to restore normal service and lift this notice by Thursday, March 12, 8:00 AM CT.

NOTIFY ME TARGET

Water and Utilities

Notify Me subscription category

1,204 subscribers

CHANNELS

Website banner

Red bar across homepage

Website banner

SMS text

1,204 opted-in numbers

SMS text

Email

2,146 opted-in addresses

Email

Facebook page

Auto-posts to city page

Facebook page

AUTO-EXPIRE SCHEDULE

ESTIMATED REACH

Thu Mar 12, 2026 - 8:00 AM CT

3,350 residents - 4 channels

Two-person publish

Awaiting approval

Composed — Maribel Saenz → Pending release

HV

Hector Villalobos

Assistant City Administrator - must release before it publishes

Live preview - multi-channel

HOMEPAGE BANNER

ALERT: Boil Water Notice in effect

More info

SMS - 1,204 RECIPIENTS

City of Bruceville-Eddy

Boil Water Notice — Cottonwood Ridge. Boil tap water 1 min before use. Restore expected Thu 3/12 8AM. Info: be.gov/alert

EMAIL - 2,146 RECIPIENTS

City of Bruceville-Eddy

alerts@bruceville-eddy.gov

Precautionary Boil Water Notice — Cottonwood Ridge

Residents on Aspen Hollow Dr, Ridgeline Ct, Sabine Meadow Ln, and Cottonwood Ridge Blvd should boil tap water one minute before use. Service expected restored Thu Mar 12, 8:00 AM CT.

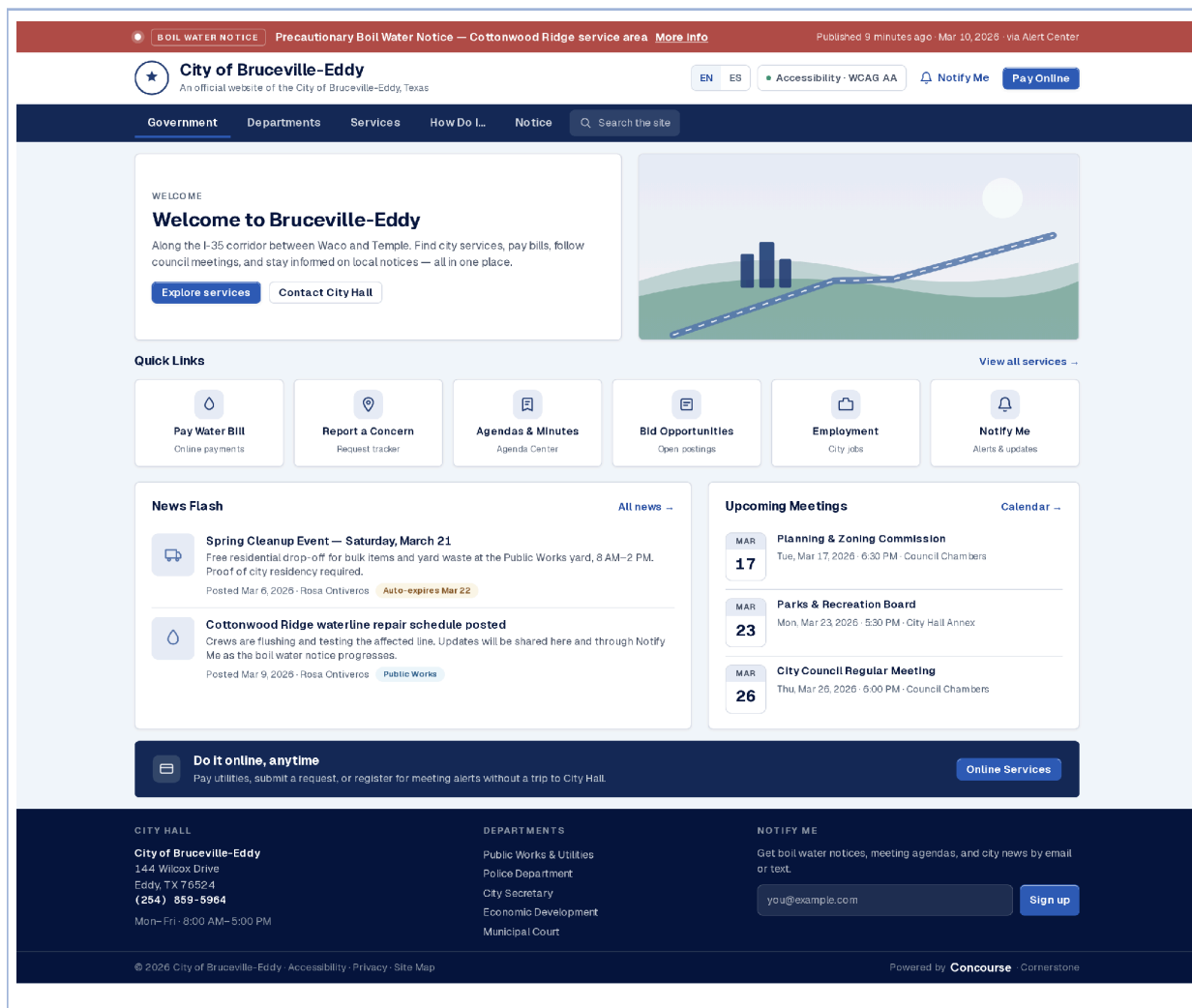
Read full notice

ILLUSTRATIVE Alert Center: New Emergency Alert - Illustrative Alert Center for the City of Bruceville-Eddy: one emergency notice composed once, previewed, and pushed to the homepage banner, SMS, email, and social with two-person approval.

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Concourse »

CONFIDENTIAL



ILLUSTRATIVE City of Bruceville-Eddy: Home - Illustrative public homepage for the City of Bruceville-Eddy: a responsive, accessible front door with a live emergency banner, quick links, and online services for residents.

Technical Approach

Platform and Architecture

- **Hosted CMS** Fully managed, no on-prem components. Concourse handles patching, updates, backups, and monitoring.
- **API-First** REST APIs available for future integrations with utility billing, code enforcement, or other City systems.
- **SSO Ready** SAML 2.0 and OAuth 2.0 supported for My Account / My Dashboard when the City selects an identity provider.
- **Responsive Design** True responsive layout that reflows on phone, tablet, and desktop. No text-rendered mobile fallback.
- **Secure Cloud** TLS 1.2+ in transit, AES-256 at rest; operates within NIST / FIPS 140-3 contexts.
- **Domain Retention** bruceville-eddy.us retained; DNS, SSL, and email-record continuity managed by Concourse at cutover.

Content Migration From bruceville-eddy.us

- Full site crawl and content inventory of the existing WordPress site, including pages, documents, images, agenda archives, and linked external portals.
- Structured migration into the new CMS with URL redirects preserved to protect SEO and existing bookmarks.
- PDF audit with a remediation queue prioritized by page traffic and legal exposure (permits, employment application, open records, plats).
- Migration of the current Savvy Citizen calendar workflow into the new multi-calendar interface, with resident notification signup preserved.
- Preservation of links to eCode360 (Code of Ordinances), Mangomap (GIS), trafficpayment.com (court and water payments), and YouTube (meeting recordings) from the appropriate pages.

Administration and Reporting

- Role-based CMS access for City staff, with option sets by role and full audit trail of content changes by page.
- Google Analytics 4 integration and a City-branded dashboard for weekly and monthly usage reporting.
- Link Checker with scheduled scans and a staff-visible broken-link report focused on external offsite links.
- Automated activation and expiration of content by date/time, so time-sensitive items (bids, election notices, alerts) publish and unpublish without staff intervention.
- History and version restore on every page.

Timeline & Milestones

Concourse proposes a 14-week implementation starting within 10 calendar days of written notice to proceed, consistent with the Bid Form. Assuming award on September 24, 2026 and NTP shortly thereafter, go-live is targeted for approximately mid-January 2027, followed by 30-day hypercare and ongoing technical assistance for the full subscription period.

PHASE	WEEKS	KEY DELIVERABLES
Discovery & Planning	1-2	Kickoff within 10 calendar days of NTP; site map and content inventory of bruceville-eddy.us; requirements confirmation for all Section 2 modules; branding and accessibility standards brief; project plan

PHASE	WEEKS	KEY DELIVERABLES
Design & Configuration	3-8	Responsive homepage and interior designs approved; CMS configured for agenda/archive/document centers, alert banner, calendar, forms, facilities, jobs, bids, directories, notifications, FAQs, photo gallery; EDC page rebuilt with expanded functionality; Google Analytics configured
Content Migration & Testing	9-11	Content, documents, agendas, and minutes migrated; WCAG 2.1 AA audit and remediation; link checker, search, and cross-device testing; City acceptance testing
Training & Go-Live Readiness	12-13	Web-conference training for three City staff; accessible-content policy and workflow coaching; administrator documentation; DNS cutover plan for bruceville-eddy.us
Go-Live & Hypercare	14	Production launch; 30-day hypercare support; transition to ongoing support included in the annual subscription

Note on Timeline Dependencies and Invoicing

- Kickoff date and all downstream milestones are contingent on Concourse receiving required data access, system credentials, and stakeholder availability from City of Bruceville-Eddy. The implementation timeline is subject to change based on project scope adjustments; all timelines will be confirmed during contracting.
- Concourse expects to invoice upon the conclusion of the scheduled implementation period. If implementation is extended due to delays on the part of the Customer, Concourse reserves the right to invoice and receive payment at the end of the originally scheduled implementation period.

Risks & Mitigation

RISK	LIKELIHOOD	MITIGATION STRATEGY
Legacy PDF backlog too large to fully remediate before go-live	Medium	Prioritize remediation by page traffic and legal exposure (permits, employment, open records, Tax Code 26.18 disclosure); provide staff coaching and a remediation queue that continues after go-live
Content owners across small City Hall team have limited availability to review migrated content	Medium	Weekly working sessions with named content owners; pre-populated review checklists; asynchronous review windows so no one is a bottleneck
DNS or SSL cutover disruption on bruceville-eddy.us	Low	Rehearsed cutover the week before go-live; short TTL set 48 hours ahead; rollback plan and staff paged during the cutover window

RISK	LIKELIHOOD	MITIGATION STRATEGY
Savvy Citizen calendar/notification migration confuses existing resident subscribers	Low	Preserve subscription lists where technically possible; publish a one-time transition notice through the existing tool; parallel-run the calendars during weeks 12-13
Sustained accessibility slips after launch as staff turn over	Medium	CMS workflows enforce accessibility at authoring; recorded training available for new staff; accessible-content policy adopted by the City for internal and vendor use

Assumptions & Dependencies

- Kickoff date and all downstream milestones are contingent on Concourse receiving required data access, system credentials, and stakeholder availability from City of Bruceville-Eddy. The implementation timeline is subject to change based on project scope adjustments; all timelines will be confirmed during contracting.
- City provides a single point of contact (Lawrence Cutrone or designee) and named content owners for each department page.
- External services (eCode360, Mangomap, trafficpayment.com, YouTube, Savvy Citizen) remain in operation and reachable at their published endpoints during the migration.
- City provides current brand assets (logo, colors, imagery rights) or authorizes Concourse to propose them.
- Online credit card payments and online facility reservations are out of Year 1 scope and can be enabled later as configuration changes.

Budget

This section provides the cost breakdown required by RFP Section 6.7 (Design, Web Development, Website Hosting, Maintenance and Support, License Fees, Training, Other Charge Areas). All costs are quoted as a fixed annual subscription, consistent with the fixed-fee basis requested in Section 7. No taxes are included, per the Bid Form note that the City does not pay tax.

COST CATEGORY (PER RFP SECTION 6.7)	YEAR 1
a) Design — responsive design, City branding, WCAG 2.1 AA-enforced templates	Included
a) Web Development — CMS configuration of all Section 2 modules, content and document migration, EDC page rebuild, forms, calendars, notifications, directories	Included
a) Website Hosting — hosted CMS on AWS, SSL, DNS/domain management, security, daily backups	Included
b) Maintenance and Support — ongoing platform updates, accessibility monitoring, technical support for the full subscription period; no external maintenance costs	Included
c) License Fees — no separate CMS license, per-module, or per-user fees	Included
d) Training — live web-conference training for three City staff, recorded sessions, accessibility coaching	Included
e) Other Charge Areas — no additional expenses, consulting fees, or future-work charges required to complete the project	None
Annual Subscription (Base Bid Amount, Year 1)	\$35,000

How This Answers Section 6.7

- 6.7 a) Design / Development / Hosting All three are included in the single annual subscription. No separate design fee, development fee, or hosting fee.
- 6.7 b) Maintenance and Support Included in the annual subscription. There are no external maintenance costs. The City is not asked to hire a separate maintenance vendor.
- 6.7 c) License Fees (Hosted CMS Preferred) The proposed CMS is fully hosted. There are no separate development or hosting license fees, and no per-module, per-user, or per-page licenses.
- 6.7 d) Training (Three Staff, Web Conference) Included. Delivered by web conference as the RFP contemplates, with recorded sessions retained for future staff.
- 6.7 e) Other Charge Areas None. No additional expenses, consulting fees, or future work are required to complete the project.

Renewal Years (For Planning Only)

The RFP does not specify a multi-year term. If the City elects to renew annually beyond Year 1, the subscription reflects a fixed 2% year-over-year adjustment. These figures are provided for the City's planning; the Base Bid Amount is Year 1 only.

LINE ITEM	YEAR 1	YEAR 2	YEAR 3
Annual Subscription (all-inclusive)	\$35,000	\$35,700	\$36,414

Bid Form — Base Bid Amount

Base Bid Amount

- **Base Bid Amount:** \$35,000 (Thirty-Five Thousand Dollars and No Cents), all-inclusive for Year 1, covering all specifications outlined in the RFP.

Future Payment Processing (Not in Scope Now)

Online credit card acceptance is described in the RFP as desirable in the future only, and existing online payments continue to route to trafficpayment.com. No payment processing fees are quoted for Year 1. If the City later elects to bring payments in-platform, a standard per-transaction rate would apply as a separate usage-based line item, disclosed and agreed at that time.

Qualifications and Experience

Concourse is a public-sector technology company delivering purpose-built platforms to state, local, and federal government clients. Full company identification details (legal name, UEI, CAGE code, address, and authorized representative) appear in the Company Information section of this document.

Directly relevant to Bruceville-Eddy's scope, Concourse has delivered or is currently delivering municipal and public-sector website redesigns with hosted CMS, accessibility remediation, and ongoing support. Specific deployments - including Alleghany County, Virginia (website redesign with WCAG 2.1 AA compliance, CMS, hosting, and ongoing accessibility monitoring); the Greene County Juvenile Office in Missouri (modern, accessible, mobile-first public-facing CMS-driven website with ongoing hosting and support); the Newport, Arkansas Economic Development Commission (small-jurisdiction website migration and redesign with an economic development focus that mirrors the Bruceville-Eddy EDC page ask); the State of New Mexico Department of Information Technology (multi-agency website redesign, hosting, and 3,500+ PDF remediation); and the City of Hudson, Wisconsin (municipal CMS with WCAG 2.1 AA and ongoing support) - are described in the Government Technology Delivery Experience section of this document.

Per Bid Form Section 5, Concourse agrees to furnish additional written evidence of qualifications upon request.

Brief biographies of all who will work on project

The Concourse team assigned to the Bruceville-Eddy engagement will include a Program Delivery Lead as day-to-day project contact, an Implementation Specialist responsible for CMS configuration and content migration, a Lead Accessibility Specialist responsible for WCAG 2.1 AA conformance and staff coaching, and a Training Specialist for the three staff training sessions. Named team member biographies with photos are provided in the Your Project Team section of this document, which is included as part of Concourse's standard proposal package.

Named executive sponsorship, delivery leadership, and advisor bios also appear in that section and in the Our Advisors section that follows. If the City would like additional resumes or references for specific individuals on the assigned team, we will provide them promptly upon request.

Professional references (minimum of 4)

Concourse provides customer references, including named contact details, directly to the City upon request rather than in written responses, which protects our reference contacts from unsolicited outreach and ensures the City receives current information. We are prepared to provide four or more professional references drawn from directly comparable public-sector website redesign, hosted CMS, and accessibility engagements - including references from among the deployments listed in the Government Technology Delivery Experience section of this document (Alleghany County VA, Greene County Juvenile Office MO, Newport AR Economic Development Commission, State of New Mexico DoIT, and City of Hudson WI).

Reference contact information is available upon request.

Compensation

Per RFP Section 7, Concourse offers a fixed fee on each aspect of the program, consolidated into a single all-inclusive annual subscription. The Year 1 Base Bid Amount of \$35,000 is a fixed, not-to-exceed fee covering Design, Web Development, Website Hosting, Maintenance and Support, License Fees, and Training as detailed in the Budget section. There are no additional charge areas, consulting fees, or future-work items required to complete the project.

Payment terms: annual subscription invoiced upon conclusion of the scheduled implementation period; Net 30. Concourse expects to invoice upon the conclusion of the scheduled implementation period, and reserves the right described in the Timeline & Milestones section if implementation is extended due to Customer delays. No taxes are included, per the Bid Form note that the City does not pay tax.

Project Closeout

Per RFP Section 8, Concourse commits to the following completion and support parameters:

- Commencement: Within 10 calendar days after written notice to proceed (per Bid Form Section 4).
- Project completion date: Approximately 14 weeks after notice to proceed, targeting go-live in mid-January 2027 assuming NTP shortly after the September 24, 2026 award.
- Training completion: Within the project completion window; delivered by web conference for three City staff, with recorded sessions retained.
- Hypercare: 30 days of concentrated post-launch support beginning at go-live.
- Ongoing technical assistance: Provided for the full subscription period, including platform updates, accessibility monitoring, and technical support. There is no end date for support during the subscription term.

At the conclusion of the initial implementation, Concourse will provide the City with administrator documentation, a summary of migrated and remediated content, and a handoff checklist confirming

completion of each Section 2 module and each Section 4 tool. Bid acceptance and post-award document commitments (Conflict-of-Interest Questionnaire, IRS Form W-9, Certificate of Insurance if requested per RFP Section 10; non-discrimination in employment; and the Bid Form 30-day acceptance window with 10-day agreement execution per Section 1A3.9) are acknowledged and will be met.

Concourse's Approach

Purpose-built for the public sector. Modern architecture. Flexible configuration.

Concourse is a technology company built exclusively to serve government agencies, school districts, and public institutions. Our platform is cloud-native, modular, and API-first, delivering the same level of innovation and customer service the private sector expects to the public sector organizations that need it most.

Purpose-Built for Government Concourse exists to serve the public sector. Every product decision, compliance investment, and support process is built around the realities of government procurement, security requirements, and stakeholder complexity.	Modern Architecture Our platform is built on a cloud-native stack (containerized services, infrastructure-as-code, CI/CD-driven releases). This means faster deployments, easier integrations, and a system that scales with your organization.	Modern Cloud Hosting (Commercial AWS First) Concourse recommends AWS U.S. commercial regions as the initial environment unless requirements dictate otherwise. Concourse hosts on FedRAMP-authorized AWS infrastructure with AWS GovCloud available and in current use. Azure and Google Cloud can be deployed when required.
API-First & Modular Architecture Every component is built as an independent, reusable module with well-documented APIs. This allows flexible customization, straightforward integration with existing systems, and the ability to extend functionality over time.	Multi-Protocol Integration Engine Concourse supports API-first integration, SFTP, RPA, and on-premises connectivity through Concourse Bridge, including prebuilt connectors for legacy public sector platforms.	Rapid Implementation We deliver a functioning system early in the implementation process based on direct stakeholder feedback. You see your specific version in a fully operational context early and often, not just at the end.

How We Work With You

- We undertake a collaborative discovery process to ensure we are configuring our system to meet your exact needs.
- You will have a dedicated project team working closely with you throughout delivery, and a dedicated account manager post-delivery to ensure ongoing improvements and questions are quickly addressed.
- We deliver a functioning system early in the implementation process, incorporating your feedback so the final product reflects your team's priorities.
- We integrate directly with your team's communication channels (such as Microsoft Teams) to facilitate faster feedback and more transparent collaboration.
- Change requests and scope adjustments are welcomed. We discuss openly to ensure we are always aligned with your evolving needs.

Our Deployment Process

One process from contract signature through go-live and beyond.

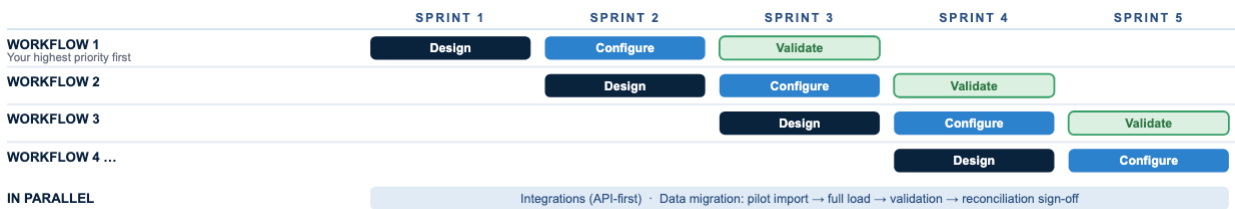
Software projects fail in the gap between contract signing and confident daily use. Our process closes that gap: working software in the earliest weeks, shaped workflow by workflow in live sessions with your team. The same process carries through go-live and beyond, standing up the training, support, and hypercare that make the system stick.

The Process: Contract Through Steady State



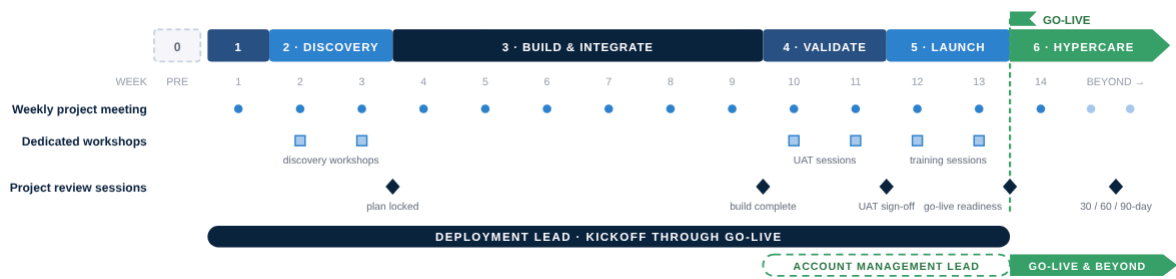
A Closer Look: Phase 3, Build & Integrate

One complete workflow at a time, in your live environment



Each sprint puts one complete workflow in front of your team in the live environment; you review it in the weekly working session, and feedback lands in the next release.

Our Proposed Project Timeline



Core Assumptions

- A named executive sponsor and day-to-day project manager on your side; decisions move through the weekly cadence.
- Data exports and integration credentials requested at pre-kickoff; access has the longest lead time in the plan.
- Subject-matter experts available for workshops, acceptance testing, and training.
- The timeline shown reflects this proposal's scope and follows the dates in your solicitation.

Risks & How We Manage Them

- **Integration access** - Opens before kickoff and runs alongside discovery, with agreed fallbacks where an API is not available.
- **Legacy data quality** - Early pilot import, automated validation of every record, and your sign-off on reconciliation before cutover.
- **Late-emerging requirements** - Workflow-by-workflow reviews surface issues while they are cheap to fix; decisions are logged once.
- **Adoption and turnover** - Role-based training with recorded materials, hypercare check-ins, and 30 / 60 / 90-day checkpoints.

The Process, Phase by Phase

What each phase delivers, and what you will see along the way.

Phase 0: Pre-Kickoff

The work starts before the first meeting. We execute the contract, draft the workplan, and confirm your executive sponsor and project manager. Requests for data exports and integration credentials go out now, because access has the longest lead time in the plan, and the kickoff date is set around when your systems and data will be ready.

Key outputs: Executed contract and workplan · named leads on both sides · access requests issued

Phase 1: Kickoff

A single working session brings both teams together to confirm scope, cadence, and how decisions get made. Behind the scenes we stand up your environments, security, and access, and connect directly to the communication channels your team already uses (such as Microsoft Teams), so questions never wait for a meeting.

Key outputs: Kickoff held · environments stood up · weekly cadence on calendars

Phase 2: Discovery

Collaborative working sessions map how your team works today: workflows, roles, data, and the rules behind them. Findings land in a requirements plan and a shared decision log that you review and approve, so configuration reflects how your organization actually operates. Later phases continue to absorb what we learn together.

Key outputs: Validated requirements · decision log opened · configuration plan

Phase 3: Build & Integrate

A functioning system is delivered early in the engagement. Each sprint configures one complete workflow and puts it in front of your team in the live environment; your feedback lands in the next release. Integrations run in parallel through our multi-protocol engine (API-first, with file-based fallbacks), while data migration moves through pilot import, full load, and validation, with a reconciliation report for your sign-off.

Key outputs: Workflows live one by one · integrations connected · migration reconciled

Phase 4: Validate

Before anyone depends on the system, it is tested thoroughly: functional and integration testing by our QA team, performance and security review, and accessibility checks against WCAG 2.2 AA. Your team then runs user acceptance testing with guided test plans built around real workloads. Because your team has worked in each workflow as it was built, acceptance testing confirms a system they already know.

Key outputs: QA complete · UAT sign-off · security and accessibility review

Phase 5: Launch

Training is a core deliverable of the launch phase. Role-based tracks for administrators, power users, and end users are built from your configured workflows, delivered live and recorded, with job aids and a practice sandbox loaded with realistic data. Cutover follows a rehearsed checklist, timed around your operational calendar.

Key outputs: Staff trained by role · cutover rehearsed · go-live

GO-LIVE

Phase 6: Hypercare & Handoff

The first weeks after go-live get daily attention: check-ins, priority fixes, and refresher sessions while usage is heaviest. Your Account Management Lead then owns the long term, with regular check-ins, escalation coordination, quarterly business reviews, and 30 / 60 / 90-day optimization checkpoints. The team that built your system stays behind the team supporting it.

Key outputs: Hypercare complete · steady-state support · quarterly reviews

Training & Enablement

Role-based training and enablement aligned to your project's scope and delivery plan.

Concourse provides role-based training for administrators, power users, and end users through live virtual or on-site sessions, recordings, user guides, and quick-reference materials. Training and enablement services are available as fixed-price packages aligned to project scope.

Role-Based Training Curriculum	Live + On-Demand Delivery	Training Environment & Sample Datasets
Administrators, power users, and end users each get a tailored track aligned to their day-to-day tasks. Curriculum is built from your actual configured workflows, not generic product demos.	Instructor-led sessions (virtual or onsite) are paired with recorded videos and step-by-step job aids, so staff can learn in the moment and revisit material as needed after go-live.	When included in the scoped package, a training environment with sample datasets lets staff practice before go-live without risking production records.

Knowledge Base & Executive Briefings

Scoped training materials can include recorded sessions, step-by-step guides with screenshots, a searchable knowledge base, and executive dashboard briefings.

Training Deliverables Aligned to Project Scope:

- Training plan and schedule scoped to the engagement, delivered in Phase 1 Discovery, and refined through Phase 3.
- Role-based user guides, administrator guides, quick-reference job aids, and recorded sessions as defined in the project scope.
- Live training sessions during Phase 4, plus go-live support including a phased rollout, first-week hypercare, daily stand-ups, real-time monitoring, and 30/60/90-day optimization checkpoints, included in the implementation package when specified.
- Training environment, sample datasets, and searchable knowledge base when included in the scoped package.

Tailored to This Engagement:

- Live web-conference training for three (3) City staff members, per RFP Section 6.7(d); no on-site training required.
- Accessibility coaching for content editors (heading order, alt text, link text, PDF alternatives) to sustain WCAG 2.1 AA authoring after launch.

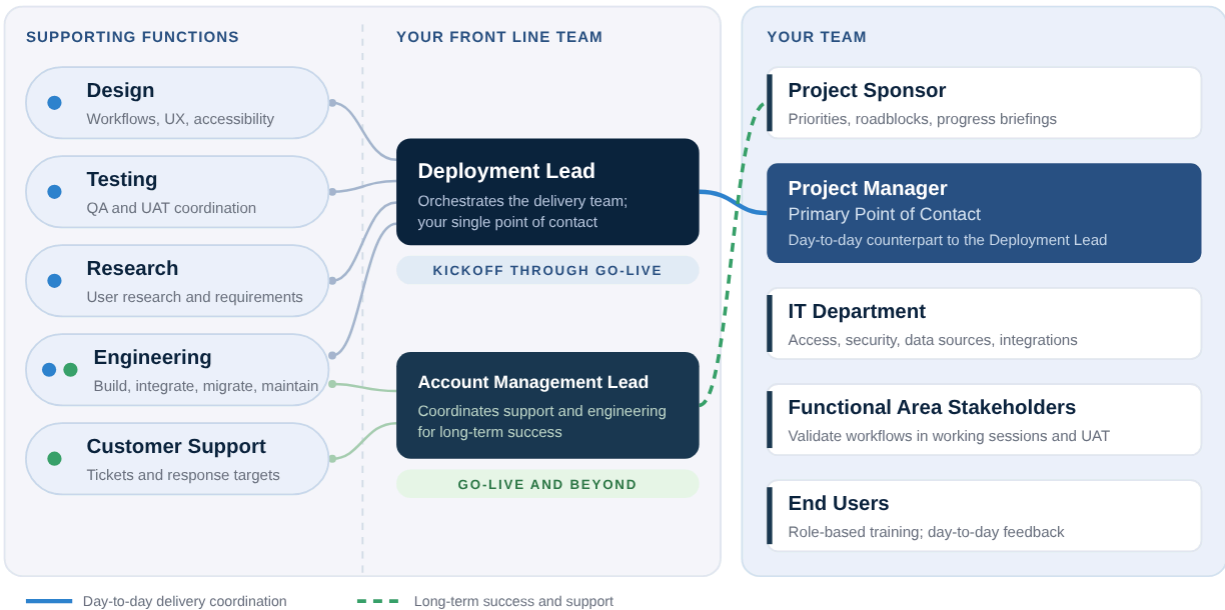
- Recorded training sessions and a plain-language accessible-content policy retained by the City for onboarding future staff.

Our Team Structure

One team across Concourse and City of Bruceville-Eddy, Texas, from kickoff through long-term operations.

Our team brings an expert mix of engineers, project managers, and govtech professionals, organized in an operating model designed around three commitments:

Accountability	Responsiveness	Delivery Excellence
Named leads own your outcome	Decisions made at the project level	Specialists at every phase



Deployment Lead (Kickoff through go-live)

- Drives the day-to-day project work and owns the delivery plan
- Your single point of contact during solution stand-up, training, and implementation
- Accountable for project success and empowered to make decisions for the project

Account Management Lead (Go-live and beyond)

- Owns your long-term support and success after go-live
- Engaged throughout deployment, so the relationship carries through go-live without interruption
- Leads ongoing check-ins, coordinates escalations, and conducts quarterly business reviews

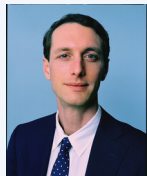
Why We Organize This Way

- **This structure gives you clear lines of communication and accountability from day one:** one person drives delivery, and one person owns your long-term success. The Deployment Lead works inside your operations every day and becomes an operational expert in how your organization actually works, configuring your solution around that reality. They are also empowered to make decisions for the project, which means we respond to your needs as they evolve without waiting on a layered approval chain. And your Account Management Lead is engaged throughout deployment, so there is no knowledge cliff at go-live: the person supporting you in year two helped stand your system up.

Your Project Team

CONCOURSE TECH INC.

Concourse assigns a dedicated project team with defined roles and responsibilities to every engagement. Each member below has a specific function on your project, bringing relevant public sector delivery experience. Additional team members can be assigned at the request of City of Bruceville-Eddy, Texas.



Thomas Smyth FOUNDER & CHIEF EXECUTIVE OFFICER

15+ years in software and GovTech | Founder, Trim — \$100M+ saved for consumers | Delivery across 100+ public sector clients

Thomas is the founder and CEO of Concourse and has led technology delivery across the firm's 100+ public-sector clients, including state agencies, municipalities, higher education institutions, and K-12 school districts. He previously founded Trim, a personal finance application that saved Americans more than \$100M on their bills. On this engagement he owns client relationship strategy, executive stakeholder alignment, and delivery accountability.



Jonathan Dach HEAD OF GOVERNMENT AFFAIRS

OFFICE OF THE GOVERNOR OF CONNECTICUT
U.S. DEPARTMENT OF STATE

Chief of Staff, Governor of Connecticut | Office of the Secretary, U.S. Dept. of State | Clerk to the Chief Judge, State of New York

Jonathan leads government affairs at Concourse. He spent seven years on Connecticut Governor Ned Lamont's senior staff, including serving as chief of staff, supervising tens of thousands of employees across every state agency. Earlier he clerked two years for the chief judge of the State of New York and spent three years in the Office of the Secretary at the U.S. Department of State.



Rapolas Binkys LEAD STAFF ENGINEER & TECHNICAL ARCHITECT

BAINCO BAIN & COMPANY



11+ years as engineer, founder, consultant | Production systems for dozens of agencies | Cloud-native architecture and API integration

Rapolas owns the full product lifecycle from requirements through production deployment. With 11+ years as an engineer, founder, and technical consultant, he has shipped production systems for dozens of public sector clients, specializing in cloud-native architecture, API-first integration design, and AI-driven workflow automation. He coordinates Concourse's engineering team for technical delivery, performance, and security compliance.



Nayla Boorady FORWARD DEPLOYED ENGINEER

Peregrine

Forward deployed engineer at Peregrine | Project lead on six agency deployments | ITSM, ticketing, and asset management builds

Nayla works directly with agency teams to build and ship production systems from requirements through go-live. She has delivered IT service management, ticketing, and asset management platforms for K-12, county, and municipal agencies. Previously a forward deployed engineer at Peregrine, she led six law enforcement deployments across the Midwest. She stays with each deployment through launch and adoption.



Ajay Menon LEAD, PROJECT MANAGEMENT & IMPLEMENTATION

Apax APAX PARTNERS

6+ years in product and delivery | 15+ public sector implementations led | Enterprise scoping for government and education

Ajay manages day-to-day delivery, milestone tracking, and stakeholder communication. With 6+ years in product strategy and technology deployments, he has led 15+ public sector implementations end-to-end, and previously scoped and delivered enterprise solutions for government and education clients at a technology advisory firm. He runs sprint planning, UAT coordination, training schedules, and go-live readiness.



Emilia Cabrera PRODUCT AND DESIGN

DUOLINGO

Product and design at Duolingo | Accessibility and user research practice | Section 508 and WCAG 2.2 AA conformance

Emilia leads product and design, owning day-to-day delivery for state and local government clients from kickoff through go-live and post-launch support. She previously shipped user-facing products at leading technology companies. At Concourse she runs configuration workshops, end-user training, and agency rollout visits, converting agency redlines and prototype feedback into prioritized build items against Section 508 and WCAG 2.2 AA conformance targets.



Varun Char PRODUCT AND GROWTH

McKinsey&Company

MTA

U.S. ARMY RESERVE

Director of Strategic Initiatives, MTA | Strategy and operations at McKinsey | Legal counsel, U.S. Army Reserve

Varun is a strategy and operations leader with over a decade of experience improving large organizations and government agencies. As Director of Strategic Initiatives at the MTA he led operational and technology programs for one of the nation's largest transit authorities, and at McKinsey advised executives on strategy and operating model design. He leads stakeholder alignment, change management, and initiative planning.



Mike Mumma HEAD OF OPERATIONS & FINANCE

BCG BOSTON CONSULTING GROUP

10+ years in consulting and public policy | Relationships across 20+ public agencies | Owns cybersecurity and compliance program

Mike leads operations and finance, owning contracting and legal matters, finance operations, and the internal cybersecurity and compliance program. With 10+ years in technology consulting and government policy, he has managed relationships with 20+ agencies across state, municipal, and education sectors, and brings deep understanding of procurement workflows. He leads customer-facing technical reviews throughout each contract term.



Kelsey Shaner CONTRACTING & COMPLIANCE LEAD

10+ years in FinTech and GovTech operations Dozens of government contracts managed SLA and compliance framework ownership

Kelsey manages the full procurement lifecycle from initial opportunity through contract award and ongoing compliance. With 10+ years in technology operations spanning FinTech and GovTech, she has managed dozens of government contracts and SLA compliance frameworks. At Concourse she aligns configuration, documentation, and reporting with agency requirements so contractual obligations are met throughout the engagement.



Jacqueline Moss PRODUCT AND DATA MANAGEMENT LEAD



Technology consultant at Guidehouse Defense and civilian agency engagements Requirements analysis and discovery design

Jacqueline serves as Product and Data Management Lead, owning the discovery process and translating agency workflows into technical specifications. Previously a technology consultant at Guidehouse, she supported complex government engagements spanning requirements analysis, stakeholder coordination, and implementation planning for defense and civilian agencies. At Concourse she leads discovery workshops, documents functional requirements, and grounds solutions in real agency operations.

Our Advisors

FORMER STATE & FEDERAL CIOs AND CHIEF PROCUREMENT OFFICERS



Brenna Berman

CHIEF INFORMATION OFFICER

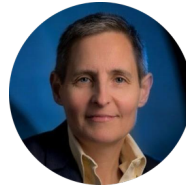
City of Chicago



Amaya Capellán

CHIEF INFORMATION OFFICER

Commonwealth of
Pennsylvania



Ann Dunkin

CHIEF INFORMATION OFFICER

U.S. Dept. of Energy; U.S.
EPA



Greg Godbout

CHIEF TECHNOLOGY OFFICER

U.S. EPA



David Gragan

CHIEF PROCUREMENT OFFICER

Texas, Indiana, D.C.,
CFPB



Colin Hill

CHIEF INFORMATION OFFICER

City of Indianapolis



Vern Jones

CHIEF PROCUREMENT OFFICER

State of Alaska



Rock Regan

CHIEF INFORMATION OFFICER

State of Connecticut



Pari Sabety

DIRECTOR, OFFICE OF BUDGET &
MANAGEMENT

State of Ohio



Greg Smith

CHIEF PROCUREMENT OFFICER;
CHAIRMAN, NASPO VALUEPOINT

State of Nevada



Theresa Szczurek

CHIEF INFORMATION OFFICER

State of Colorado



Tim Hay

GOVERNMENT PROCUREMENT
SPECIALIST

State of Oregon

Government Technology Delivery Experience

Alleghany County, Virginia

Covington, VA · Website Redesign & ADA Compliance

Redesign of Alleghany County, Virginia's public website with WCAG 2.1 AA / ADA compliance, content and DNS migration, and a staff-manageable CMS, with hosting, training, and ongoing accessibility monitoring included.

State of New Mexico (Department of Information Technology)

Santa Fe, NM · Website Redesign & Hosting

Website redesign, CMS, and fully-managed hosting platform for the State of New Mexico (Department of Information Technology), spanning multiple state agency websites (including the Sunshine Portal). Includes design/development, ongoing hosting, security, support, and PDF document remediation (3,500+ PDFs).

Greene County Juvenile Office

Springfield, MO · Website Development & Maintenance

Modern, accessible, mobile-first public-facing informational website (CMS-driven) for the Greene County Juvenile Office, a division of the Missouri Court System, with ongoing hosting, CMS maintenance, and technical support.

Newport AR Economic Development Commission

Newport, AR · Website Migration & Redesign

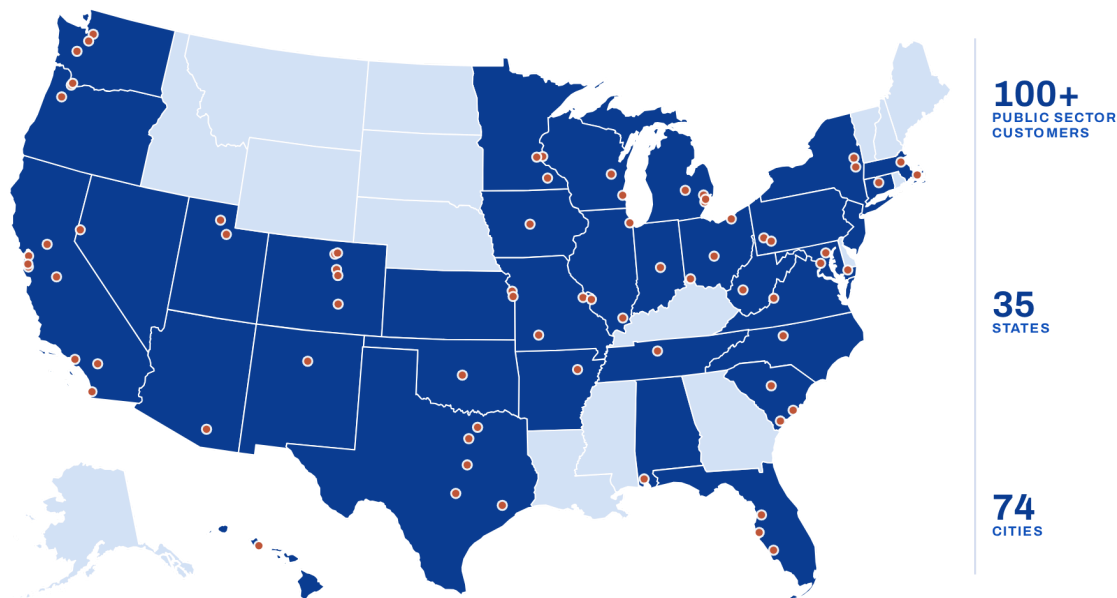
Website migration and redesign for the Newport, Arkansas Economic Development Commission, modernizing the organization's web presence to attract business investment and communicate economic development opportunities in the region.

City of Hudson

Hudson, WI · AI Website, Data & Permit Platform

Multi-module municipal SaaS platform for the City of Hudson, WI: AI-enhanced website (AI search + 24/7 chatbot, WCAG 2.1 AA), data management with Wisconsin records-retention compliance, and online permit/license processing. Includes cloud hosting, security, training, and support.

Customer References & Recent Awards



Filled states show where Concourse has delivered or is delivering (35 states); each dot marks a client location (74 cities).

Featured Projects

State of Oklahoma, OMES

OKLAHOMA CITY, OK

Statewide contract platform: the single source of truth for roughly 1,500 pre-negotiated statewide contracts that agencies, school districts, cities, counties, and universities purchase from.

LAUNCHED LESS THAN 60 DAYS AFTER KICKOFF

Office of the City Clerk, Los Angeles

LOS ANGELES, CA

Legislative management for the council of the nation's second-largest city, consolidating a dozen separate systems and manual processes into one.

15,000 DOCUMENTS A YEAR; ROUGHLY 500,000 DOCUMENTS SEARCHABLE

Iowa State University

AMES, IA

Runs the university's entire campus utility cycle, meter reading to finished bill, with readings ingested from routes walked across campus.

MORE THAN 800 METERS; ROUGHLY \$4,000,000 PER MONTH IN UTILITY COSTS

City of Owosso

OWOSSO, MI

Community engagement platform: surveys including a map question answered by dropping a pin, a public map for reporting potholes and streetlights, and a Q&A board staff triage and answer.

DELIVERED IN UNDER 60 DAYS

- Oklahoma OMES
- California Residential Mitigation Program
- Oklahoma Ethics Commission
- Redwood City
- Colorado HCPF
- Denver RTD
- Sound Transit (WA)
- Owosso, Michigan
- Oakland University (MI)
- SW Florida Water Management District
- Texas State Technical College
- Ohio DAS
- City of Portland (OR)
- Basin Recreation
- Olmsted County (MN)
- South Carolina DOT
- Westmoreland County CC (PA)
- Rides Mass Transit (IL)
- U.S. Senate SAA
- Connecticut CHRO
- City of Hudson
- City of Ogden
- NY OGS BSC
- New Mexico DoIT
- WV Department of Tourism
- Winnebago County
- Chicago Public Schools
- Oklahoma Water Resources Board
- City of Los Angeles
- Los Angeles County
- City of Palo Alto Utilities
- Town of Windsor
- Washington Dept of Health
- Tennessee Dept of Treasury
- City of Warren (MI)
- State of Hawaii Judiciary
- Pinellas Suncoast Transit (FL)
- Houston-Galveston Area Council
- Greater Cleveland RTA
- Iowa State University
- City of Mobile (AL)
- Guilford County Schools
- Maryland State Retirement Agency
- Newport, Arkansas
- City of Saint Louis Parks
- Alleghany County
- Charlotte County
- City of McKinney
- City of Dardenne Prairie
- Ohio Adjutant General's Department
- Town of Barnstable
- WV Office of Technology
- Beaufort County School District
- Detroit Public Schools

- MSD of Warren Township
- Tucson Unified School District
- College of Charleston
- MATC
- SUNY Empire State University
- UT Arlington
- WSAC
- City of Vancouver
- Snohomish County
- Indiana Department of Health
- Cincinnati MHA
- City of Somerville
- Oregon Secretary of State
- Merced County RWMA
- Ohio DNR
- Kansas City BPU
- Town of Parker
- SANDAG
- Thompson School District R2-J
- Wicomico County Public Schools
- Johnson County Community College
- Pueblo Community College
- UC Berkeley
- University of Minnesota
- City of Houston
- Greene County Juvenile Office
- Central Health
- Schools Health Insurance Fund
- City of Cincinnati
- Allegheny County Treasurer
- City of Redlands
- Oconee Joint Regional Sewer Authority
- ERCOT
- Colorado Parks and Wildlife
- Reno-Tahoe Airport Authority

Reference contact information is available upon request.

Company Information

Company Name	Concourse Tech Inc.
Contact Person	Thomas Smyth, Chief Executive Officer
Phone	(646) 305-9964
Email	sales@concoursetech.com
Address	169 Madison Ave, Suite 15520, New York, NY 10016
Trust Center	Relevant documentation (e.g., SOC 2 Type II audit report, TX-RAMP Level 1 certification, VPAT, HECVAT) can be found on our Trust Center: https://trust.concoursetech.com
CAGE Code	09E17
UEI	R1XGH5JT24M1

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MPISoft LLC

Service-Disabled Veteran-Owned Small Business (SDVOSB) per our SAM.gov registration

Proposal for Website Redesign and Content Management Services

Prepared for the City of Bruceville-Eddy, Texas

Make the first view count — and let residents finish every task without touching paper.

Your site. Your data. Your terms.

Submitted to	Lawrence Cutrone, City Administrator's Office — Bruceville-Eddy City Hall, 144 Wilcox Drive, Eddy, TX 76524 — lcutrone@bruceville-eddy.us
Submitted by	MPISoft LLC — Pedram Hesam, PhD, PSP, Chief Operating Officer & Authorized Signatory — pedram@mpisoft.com — (714) 454-0832
Due	September 18, 2026, 9:00 AM Central Time
Identifiers	UEI F7YBMC1PF7Y3 · CAGE 6QUL4 · DUNS 084535757 · EIN 90-0591064 · Colorado entity ID 20101379069 · NAICS 518210 / 541512



Letter of Transmittal

September 17, 2026

Lawrence Cutrone, City Administrator's Office
Bruceville-Eddy City Hall, 144 Wilcox Drive, Eddy, TX 76524

Dear Mr. Cutrone:

Your Request for Proposal opens with the idea that carries this entire project: the City's website is *"the first view residents, visitors and potential businesses may see of our City."* MPISoft LLC proposes to make that first view worthy of Bruceville-Eddy — and to build a site where residents can *"accomplish anything they might need with the City and any of its departments without having to touch paper,"* while paper remains available for every resident who prefers it.

Before writing a word of this proposal, we studied your site. We noted the WordPress platform, the year-by-year agenda pages your staff maintain by hand, a navigation link that still points to a theme demonstration path, and a footer image served from an insecure temporary hosting address. None of these are criticisms — they are exactly the workload problems a purpose-built municipal CMS removes. Our fee proposal is a fixed **\$12,425** build (Design \$3,975 + Web Development \$8,450, including migration and training) plus hosted CMS service at **\$99 per month**, locked for five years, with \$0 license fees. The comparable is public: VisitSouthlakeTexas.com, delivered for the City of Southlake, Texas at \$13,575 plus \$499 per month, and verifiable with Marketing Manager Ryan Snyder at (817) 748-8003 — a site that holds the 2026 WebAward Government Standard of Excellence from the Web Marketing Association. And rather than describe our design direction, we show it: a working, City-branded design concept is live for your review at

<https://preview-hub.mpisoft.com/show/bruceville-eddy>
Password: BE-FirstView-2026

MPISoft LLC is a Colorado limited liability company in continuous operation for fourteen (14) years and a Service-Disabled Veteran-Owned Small Business (SDVOSB) per our SAM.gov registration (UEI F7YBMC1PF7Y3). We hold no Texas state supplier certification and claim none; our federal registration is independently verifiable on SAM.gov. Delivery is fully remote with Central Time coverage, and training for your three staff members is included via web conference, as requested. We take no exceptions to the RFP, we acknowledge the ten-calendar-day notice-to-proceed and thirty-day acceptance terms on the Proposal for Services Bid Form, and we will complete the Conflict of Interest Questionnaire, IRS Form W-9, and Certificate of Insurance naming the City of Bruceville-Eddy as Certificate Holder upon award. We are available for the presentation and discussion before the Economic Development Committee and City Council, including the September 24 council meeting.

I certify that the statements in this proposal are true and correct, and that as Chief Operating Officer I am authorized to bind MPISoft LLC.

Respectfully submitted,

A handwritten signature in black ink that reads 'Pedram Hesam'.

Pedram Hesam, PhD, PSP

Chief Operating Officer & Authorized Signatory, MPISoft LLC
pedram@mpissoft.com · (714) 454-0832 · 4841 S Tower Way, Aurora, CO 80015-3286 (registered address)

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1. Executive Summary

The City asked for proposals that “*spread awareness of our city's services, make it more appealing, interesting, interactive, and easier to use*” — and asked evaluators to find “*the best overall fit for the City.*” This proposal is built to be that fit: a redesigned, City-branded website on open-source WordPress, hosted and managed by MPISoft in accounts the City owns, delivering every module named in your RFP — from Agenda Center and Alert Center to Form Center, Notify Me, and a rebuilt Bid Postings function — with no per-module license fees and no proprietary lock-in.

Three things distinguish this submission. First, evidence over promises: a working, City-skinned design concept is live for your evaluators at

<https://preview-hub.mpisoft.com/show/bruceville-eddy>

Password: BE-FirstView-2026

The redesigned homepage, a working Agenda Center replacing today's ten hand-maintained year pages, and a full sitemap, ready to demonstrate live at your September 24 presentation. Second, a Texas municipal comparable at public prices: Southlake's visitor platform at \$13,575 + \$499/month anchors our \$12,425 + \$99/month fee. Third, accessibility treated as a workflow, not an audit: your RFP asks for “*workflows which can only produce accessible content and web pages*” — we deliver exactly that, evidenced by a VPAT 2.5-based Accessibility Conformance Report at launch, ahead of the Department of Justice ADA Title II web rule deadlines.

The engagement is fixed-fee, milestone-billed with consequences we volunteer (a 2% per week milestone-payment reduction beyond five business days of MPISoft-caused delay), a 90-day free defect-remediation period after launch, and no personnel substitution without the City's written consent. Launch no later than December 18, 2026, assuming notice to proceed by October 5.

2. Understanding of the City's Objectives

Bruceville-Eddy is a Class A general-law Texas city of roughly 1,400 residents on the I-35 corridor between Waco and Temple, governed by a Mayor and Council with a small professional staff — three of whom will run this website day to day. The RFP's objectives read as three connected goals: a stronger first impression, genuine online self-service (“*without having to touch paper*”, while keeping paper for residents who prefer it and as an outage contingency), and less work for staff — including the explicit wish to “*minimize external maintenance costs.*”

Our due diligence found the specific friction behind those goals. Council agendas and minutes live on ten separate year-by-year pages maintained by hand — workable, but slow to update and hard for residents to search, and the Texas Open Meetings Act requires a municipality that maintains a website (and its Type A/B development corporation) to concurrently post meeting notices and agendas there (Tex. Gov't Code § 551.056(b)). The current navigation includes a Municipal Court link pointing to a theme demonstration path, a council agendas link on a leftover countdown-timer slug, and a footer image loaded over insecure HTTP from a temporary hosting address. The sitewide contact shown in the footer is the water department's email. Separately, a third-party site at bruceville-eddy.org describes itself as the unofficial City of Bruceville-Eddy website and carries outdated administrator information — a reason the official site's search presence and clarity matter. Each of these is addressed, specifically, in Section 7.

Who arrives	What they ask	What the new site gives them
Residents	Pay a bill, report an issue, trash & water schedules, meeting agendas	One-click top tasks; Form Center; Notify Me alerts
Businesses & investors	Bid opportunities, permits, Economic Development Corporation	Bid Postings module; EDC hub; plain-language documents
Visitors & new arrivals	What is here, events, how to get set up	Events calendar; welcome pathways; Photo Gallery
City staff (3 editors)	Publish fast without breaking accessibility	Constrained accessible workflows; training & coaching
Council, boards & EDC	Agendas and minutes posted on time, findable for years	Agenda Center with TOMA-aligned publishing

Figure 1. Audience needs map: who arrives at bruceville-eddy.us, what they ask, and what the new site gives them.

We also noted what already works and stays: the eCode360 Code of Ordinances, the trafficpayment.com municipal-court payment portal, and the Savvy Citizen notification app all remain and are integrated — the RFP's broader credit-card payment capability is treated as future-only, exactly as Section 1 of the RFP directs.

3. Project Team and Brief Biographies

MPISoft assigns a compact senior team; the same project manager who runs our current government engagement runs yours. No personnel will be substituted without the City's written consent.

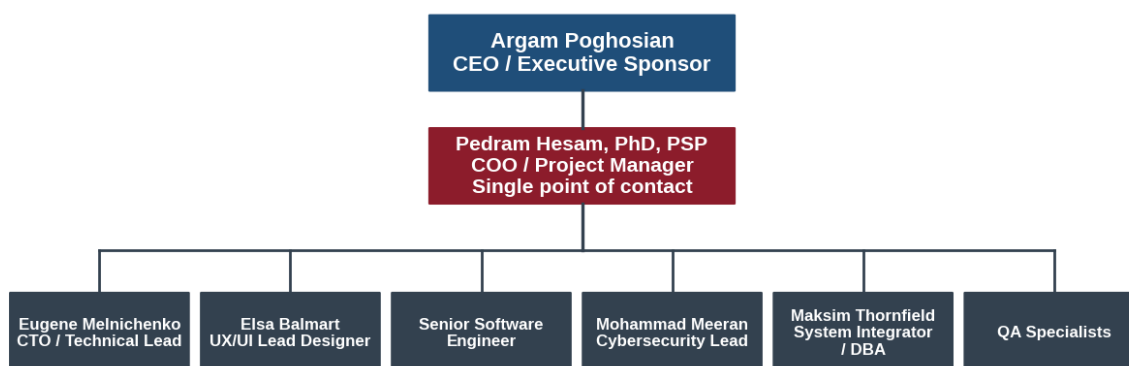


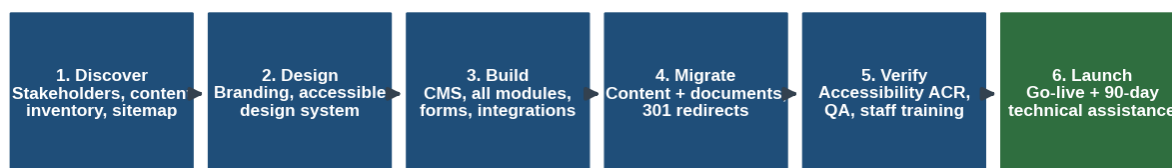
Figure 2. Delivery team. The COO / Project Manager is the City's single point of contact.

Team member	Brief biography
Pedram Hesam, PhD, PSP — COO / Project Manager	PhD (Purdue University); ASIS Physical Security Professional. Twelve-plus years leading public-sector web delivery; project manager on the active Shasta Regional Transportation Agency engagement. The City's single point of contact.
Argam Poghosian — CEO / Executive Sponsor	Founded MPISoft in 2012; fifteen-plus years in software delivery. Executive escalation path for the City.
Eugene Melnichenko — CTO / Technical Lead	MS, Applied Mathematics & Computer Science. Ten-plus years architecting CMS platforms, hosting, and integrations.

Team member	Brief biography
Elsa Balmart — UX/UI Lead Designer	Eight-plus years designing accessible public-sector interfaces; leads City branding, templates, and the accessibility-first design system.
Mohammad Meeran — Cybersecurity / Data-Stewardship Lead	Ten-plus years in security hardening, monitoring, and data stewardship for hosted platforms.
Senior Software Engineer (in-house)	Ten-plus years of WordPress and module development; builds the Bid Postings, Agenda Center, and Form Center functionality.
Maksim Thornfield — System Integrator / DBA	Ten-plus years in migrations, databases, and third-party integrations; leads content migration and redirects.
QA Specialists	Eight-plus years each; accessibility conformance testing and pre-launch quality assurance.

4. Approach and Methodology

Six phases, ten weeks, each phase mapped to an RFP requirement. Design begins from your stated parameters — none are prescribed, so per Section 6 of the RFP we apply our professional expertise, and we put that expertise in front of you before award: the design concept preview shows the direction, and we will walk it with the Economic Development Committee and Council live.



Ten-week fixed schedule · every phase maps to an RFP requirement · training and technical-assistance period included

Figure 3. Methodology: discover, design, build, migrate, verify, launch — with training and a 90-day technical-assistance period.

A working design concept, before award

Rather than describe visual appeal, we show it. A working design concept is available at <https://preview-hub.mpisoft.com/show/bruceville-eddy> (password: BE-FirstView-2026) — it opens in any phone or desktop browser, is password-protected, and is excluded from search indexing so the concept stays off the public web. It presents the redesigned homepage (with the City's real news posts and top tasks), a working Agenda Center with client-side search that replaces the ten year-by-year pages, an accessibility statement, and the full proposed sitemap. Every name and date in it comes from your own site or RFP; anything not published is clearly bracketed as a placeholder. It is a concept, not a deliverable invoice — and it is not a throwaway: it becomes the starting point of discovery, de-risking the schedule from week one.

What makes MPISoft different — four products in the base fee

Bid & Solicitation Manager. Full solicitation lifecycle inside the CMS: bid number, open/closed status, publish and close dates and times, qualifications, contacts, RFP and document links, attachments from the media library, and category taxonomy — closed bids keep their categories for the historical record, and postings publish on save. No third-party bid portal, no per-posting fees. Delivered and

demonstrated live for the Shasta Regional Transportation Agency; client reaction during training: *“I really like the layout and how everything’s put together ... this is awesome.”*

AI-assisted plain-language summaries. Budgets, agendas, and tax notices often run many pages. At upload, a secure workflow drafts a plain-language summary visible only to editors until staff review and approve it; it publishes alongside the original with a visible AI-drafted disclosure, and the authoritative document is never altered. A resident absorbs a 200-word summary in about 90 seconds before deciding to open the full document. At scale today: in our current SRTA delivery, every one of 8,300+ migrated files automatically receives its own landing page with an AI summary panel.

AI-generated alt text with human review. At image upload, a vision model proposes descriptive alt text; a human must review and approve before publication, and a compliance dashboard flags anything missing or unreviewed — auditable, ongoing WCAG 2.1 AA evidence rather than a point-in-time audit that decays. This is one of the concrete mechanisms behind the RFP’s requirement for *“workflows which can only produce accessible content and web pages.”*

AI-assisted operations and security monitoring. Anomaly detection trained on the City’s own traffic baselines — not generic thresholds — produces early warnings before incidents become outages, and monthly reports include plain-language anomaly summaries a non-technical reader can act on.

Our standing AI governance applies to all four: a human reviews every AI output before publication; AI-drafted public content carries a visible disclosure; authoritative documents are never modified; and no City data is used to train commercial models. Each product converts recurring staff labor into a reviewed, one-click workflow — the direct mechanism behind your goal to *“minimize the amount of paperwork our staff must print, track and archive.”*

Accessibility as a constrained workflow

The RFP aspires to *“WCAG AA standards at minimum and AAA standards where possible”* and asks for coaching so that staff can only produce accessible pages. Our design system enforces this structurally: locked color tokens that meet contrast at AA (AAA where the palette allows), heading structures the editor cannot break, required alt-text fields with the AI-assisted review flow, and accessible-by-default components for tables, forms, and media. Conformance is evidenced with a VPAT 2.5-based Accessibility Conformance Report at launch — the artifact a monitor, auditor, or the Department of Justice would ask to see. As a Texas municipality under 50,000 population, the City falls under the DOJ’s ADA Title II web accessibility rule (28 C.F.R. § 35.200) with a compliance date of April 26, 2028 for WCAG 2.1 AA; this project reaches that bar at launch, well ahead of the deadline, and the coaching and dashboards keep it there. The site is also engineered for modern discovery — semantic structure, schema.org markup, per-page meta keywords as the RFP requests, and an llms.txt file so AI assistants cite the City’s official pages rather than third-party lookalikes.

5. Design and City Branding

Design parameters are ours to propose, and our proposal is visible in the concept preview: a clean, contemporary municipal identity in a palette drawn from the Texas flag’s own statutory colors (blue #00205B and red #BF0A30, both meeting WCAG AA contrast unmodified) with a lone-star mark — our proposed direction, with the City’s official symbol and any established brand values applied at the City’s direction during design — and a hero that treats the homepage as *“the first view residents, visitors and potential businesses may see of our City,”* and one-click top tasks — pay online, agendas and minutes, forms, notifications, bid opportunities — above the fold on phone and desktop alike. Responsive design is native, not a text-rendered mobile site: the same pages rearrange from 320-pixel phones to desktop, meeting the RFP’s responsive requirement as written. Photography placeholders in the concept are labeled for the City’s own media; we do not ship stock imagery of someone else’s town.

Branding deliverables include the homepage and interior templates (desktop and mobile), a component library staff reuse without designer help, print-parallel form styling for the paper versions the City will continue to offer, and a brand sheet documenting colors, type, and usage so every future page stays on-brand — one of the concrete ways the design serves Section 6.4, Overall City Branding and layout.

6. Staff Experience, Training, and Ease of Maintaining

Three staff members will run this site, and the RFP's tools list describes their day well: a Word-like WYSIWYG editor with automatic cleanup of pasted Word content, menu and link managers, an image manager with automatic resize and compression, a file manager, version history with one-click restore, save-as-draft, spell check, role-based options, automated content activation and expiration, audit trail, breadcrumbs, and a link checker that verifies new links and reports broken external ones. Section 7 maps each of these, one to one. The design principle throughout: staff should be limited to workflows that can only produce accessible, on-brand pages — guardrails, not gatekeeping.

Training is included at no additional charge: live web-conference sessions for the City's three staff members, recorded for reuse, plus a plain-language quick-reference guide and thirty days of ask-anything follow-up after launch. Coaching on accessibility policies and procedures — the RFP's explicit request — is part of the curriculum, not an add-on.

7. Scope Mapped Requirement by Requirement

Every module and function named in RFP Sections 2 and 4 is in base scope. The tables below map them; nothing is deferred except capabilities the RFP itself defers (credit-card payment acceptance is “*desirable in the future only*” and is priced as a future option in Section 8).

Current-site modules carried forward (RFP Section 2, first list)

Module	How the new site delivers it
Home Page	Redesigned homepage with hero, top tasks, news, alerts, events strip
Bid Opportunities	Rebuilt as the Bid & Solicitation Manager (Section 4), organized by category, title, or closing date
Calendar	Multiple calendars in one interface; residents sort by category (council, boards, EDC, community)
Code of Ordinances	eCode360 integration retained; prominent, labeled linking
Online Payments	trafficpayment.com municipal-court portal retained and clearly signposted; broader payment acceptance future-only per RFP
Departments & subpages	Administration, City Secretary, Finance, Municipal Court (corrected link), Police, Public Works, Volunteer Fire Department — every current subpage migrated
Community Events and Updates	Events hub with per-event pages and photo galleries
Employment	Postings plus digital application submission through the Form Center
Elections	Election information pages, notice-ready
Government & subpages	City Council and Boards and Commissions, with the Economic Development Corporation given expanded functionality per Section 2
Notice	Public-notice page with automated activation and expiration

Module	How the new site delivers it
Open Data and Maps	Open data page retained; Accessibility and Civil Rights section (Language Access Plan, nondiscrimination, accommodation procedure) migrated intact and made easier to find

New functionality requested (RFP Section 2, second list)

Requested function	How the new site delivers it
Economic Development Corporation page	Expanded EDC hub: mission, board, agendas and minutes, incentives, site-selection contact — the growth story for the I-35 corridor
Activities	Create, organize, track, and configure event activities
Agenda Center	Post and update agendas and minutes in one searchable center — replaces ten year-by-year pages; supports the Texas Open Meetings Act concurrent-posting duty (Tex. Gov't Code § 551.056(b))
Alert Center	Emergency notification banner across the top of the home screen, staff-publishable in seconds
Archive Center	Recurring dated documents — agendas, budgets, newsletters, press releases — with retention-friendly organization
Bid Postings (revised)	Bid & Solicitation Manager: organize by category, title, or closing date; closed bids retain categories
Community Resources	Directory of local and regional agencies providing aid and services
City Council information page	General information and contact page for the Council
Calendar (revised)	All boards and committees in one location; resident sorting by category
CivicSend-style communications	Multi-channel publishing: post once, push to email subscribers, site alert, and social copy; integrates alongside the City's Savvy Citizen app
Document Center	One-time documents and images, categorized, with enhanced search
Facilities	Facility list with reservation-request forms routed to staff — honoring today's in-person confirmation at City Hall while removing the paper
FAQs	Frequently asked questions with the clicked answer displayed at the top of the page
Form Center / Forms	Residents fill out and digitally submit forms; staff build and modify forms without a developer; output to email or Excel-compatible spreadsheets
Graphic Links	Managed buttons and graphic links sitewide
Info Advanced	Widget-based important information blocks on any page
Employment (revised)	Job postings with resident application submission through the site
Locations	Listing of City locations with maps and hours
My Account / My Dashboard	Single sign-on-ready accounts with a customizable back-end dashboard for logged-in staff
News Flash	Fast publishing of community updates and articles
Notify Me	Residents subscribe to notifications by topic or category
Pages (with Live Edit)	Back-end page module with on-page editing for authorized editors
Photo Gallery	Add or remove pictures in slide shows without a developer
Quick Links	Curated links to the most-requested pages and documents
Resource Directory	The community's white pages: businesses and contact information

Requested function	How the new site delivers it
Staff Directory	All City staff with roles and contact information

Tools and functionalities (RFP Section 4)

Every Section 4 feature is base scope: full ADA, Section 508, and WCAG conformance work with the AA-minimum/AAA-where-possible posture and staff coaching described in Section 4 of this proposal; responsive design (no text-rendered mobile site); the Word-like WYSIWYG editor with image and file managers, rich-media embedding, lists, tables, formatting, HTML view, multilevel undo/redo, spell checker, role-based options, history with restore, and save-as-draft; menu manager with reordering; link manager with validation, hidden-until-content pages, and external links opening in a new page; link checker with broken-link reporting focused on external links; content manager for reuse of any content on any page; FAQ with answer-at-top display; document management with enhanced search; survey forms with email or spreadsheet output built by non-technical editors; automated activation and expiration of content; multiple events calendars; photo gallery; dynamic page pre-assembly on save (full-page caching with automatic invalidation, so pages serve fast and survive traffic spikes); site search with an option to integrate Google site search; audit trail reporting on content changes for any page; dynamic breadcrumbs; and per-page keyword and meta-tag settings for search-engine visibility.

Reporting (RFP Section 5): Google Analytics 4 configured in a City-owned account with custom events on the tasks that matter — form submissions, agenda downloads, notification sign-ups, bid views — plus a plain-language monthly usage summary so the Council sees what residents actually use.

8. Fee Proposal (RFP Sections 6.7 and 7)

Fixed fees on each aspect, exactly as Section 7 requests, broken down by Design, Web Development, and Website Hosting per Section 6.7(a). The City of Bruceville-Eddy pays no tax, and none is charged. There are no pass-through expenses and no travel — delivery is fully remote.

Line	Description	Hours	Fixed fee
Design	Discovery, branding, and accessibility-first design	61	\$3,975
D1	Discovery, stakeholder input & sitemap/IA	17	\$1,195
D2	City branding, homepage & template design (desktop + mobile)	28	\$1,760
D3	Accessibility-first design system (WCAG 2.1 AA min., AAA where possible)	16	\$1,020
Web Development	Build, modules, migration, verification, training, and management	135	\$8,450
W1	CMS build, module configuration & hardened hosting setup	37	\$2,445
W2	Bid Postings, Agenda Center, Archive & Document Centers, Alert Center, News Flash, Notify Me	28	\$1,640
W3	Form Center, Facilities, FAQs, Staff & Resource Directories, Photo Gallery, Quick Links, calendars	22	\$1,285
W4	Content migration with 301 redirects & link integrity (all current pages and documents)	18	\$965
W5	Accessibility conformance testing, VPAT 2.5 ACR & pre-launch QA	12	\$660

Line	Description	Hours	Fixed fee
W6	Staff training (three staff, web conference, recorded) & coaching on accessible workflows	8	\$605
W7	Project management, weekly status & launch coordination	10	\$850
Total	Fixed-fee build — design, development, migration, training	196	\$12,425

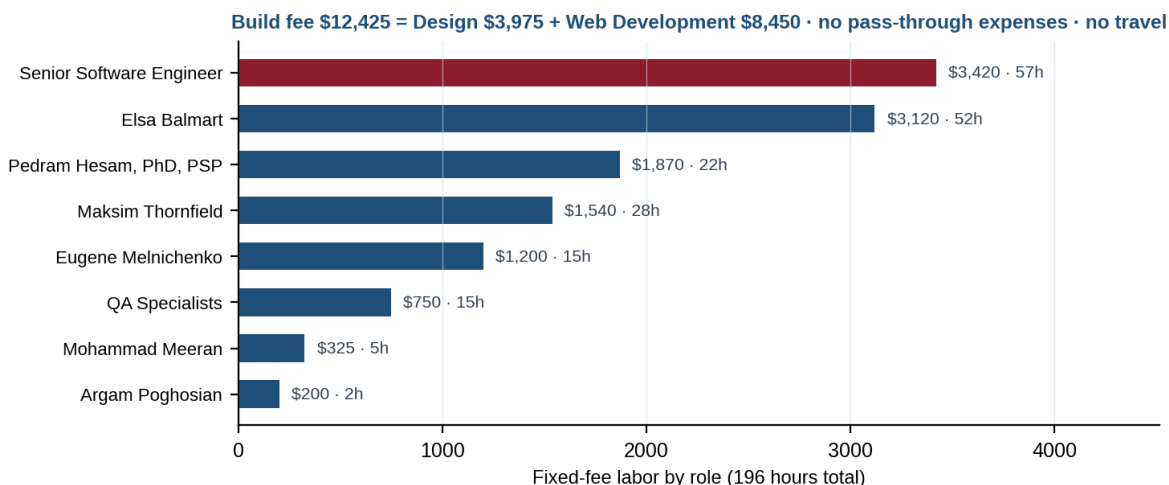


Figure 4. Fixed-fee labor by role. \$12,425 total reconciles exactly: Design \$3,975 + Web Development \$8,450; 196 hours; no pass-through expenses; no travel.

Website Hosting (Section 6.7(a)) and maintenance (6.7(b))

Hosted CMS service: \$99 per month (\$1,188 per year), locked for five years with no escalators. Month to month and cancellable; the City may leave at any time and keep everything, because hosting, domain, and analytics run in City-owned accounts. The monthly fee includes managed cloud hosting, CMS core and plugin security updates, automated daily backups with point-in-time restore, SSL/TLS, CDN and firewall protection, uptime monitoring, and the AI-assisted operations monitoring described in Section 4. Because staff can safely do everything themselves after training, ongoing external maintenance is designed to approach zero — the direct answer to the City's stated wish to “*minimize external maintenance costs*.” Work beyond the hosted service, if the City ever wants it, is available ad hoc at blended rates of \$60.00 per hour (design) and \$61.25 per hour (development), or as an optional content-support retainer of \$425 per month for 6.5 hours — entirely optional and cancellable.

License fees (6.7(c)), training (6.7(d)), and other charges (6.7(e))

License fees: \$0. The platform is open-source WordPress with MPISoft-built modules included in the base fee; there are no per-module, per-seat, or per-posting fees, ever. **Training: included at no additional charge** for three staff members via web conference, recorded. **Other charges: none.** No consulting fees, no travel, no expenses. Optional future items, priced now so there are no surprises: a professionally reviewed multilingual layer at \$1,900 one-time (a natural companion to the City's published Language Access Plan), and, when the City chooses to activate payment acceptance in the future, integration with the City's selected payment provider at an indicative \$1,850 one-time, scoped and confirmed before any work.

First-year summary	Amount
Fixed-fee build (Design \$3,975 + Web Development \$8,450)	\$12,425

First-year summary	Amount
Website hosting, 12 months at \$99/month	\$1,188
First-year total	\$13,613

Milestone billing, tied to acceptance: M1 approved design \$3,975; M2 build complete on staging with migration verified \$5,070; M3 accessibility report delivered, training complete, launch \$3,380. If an MPISoft-caused delay exceeds five business days, the affected milestone payment is reduced 2% per week — a consequence we volunteer.

9. Hosting and Server Information

The RFP prefers a hosted CMS; that is exactly what we operate. The new website is hosted by MPISoft as the successful vendor on managed cloud infrastructure (AWS), multi-availability-zone, with automated daily backups and point-in-time restore, a content delivery network, web application firewall and DDoS protection, TLS with HSTS, multi-factor-authenticated credentialing for editors, encryption in transit and at rest, a staging mirror for safe changes, and 24/7 monitoring. Everything runs in accounts the City owns — hosting, domain (bruceville-eddy.us), and analytics — so the City is never a hostage to its vendor. The same infrastructure pattern runs our current SRTA delivery on AWS with Cloudflare.

Your site. Your data. Your terms.

	The old way	Client-owned (MPISoft)
Platform	Proprietary SaaS; leaves with the vendor	Open-source WordPress; the City keeps it
Accounts & hosting	Vendor-owned accounts	Client-owned hosting, domain and analytics accounts
Module fees	Per-module and per-seat license fees	\$0 license fees — every module included
Exit	Export what the vendor allows	Full database and files, portable any day

Figure 5. Ownership model. The negative column is the industry's old way; the City's way is client-owned end to end.

Security stewardship is led by our Cybersecurity Lead and includes hardening at build, dependency and patch management within the monthly service, and the AI-assisted anomaly monitoring described in Section 4 — trained on the City's own traffic baselines, with plain-language monthly summaries.

10. Timeline, Completion Date, and Technical Assistance (RFP Section 8)

We will commence work within ten calendar days of written notice to proceed, per the Proposal for Services Bid Form. Assuming award at the September 24, 2026 Council meeting and notice to proceed by October 5, 2026, the redesign — including migration, the Accessibility Conformance Report, and training for three staff — completes with launch no later than Friday, December 18, 2026. A 90-day technical-assistance and free defect-remediation period follows launch, through March 18, 2027; the hosted service and its support continue monthly thereafter. The schedule deliberately lands before the holiday season closes City Hall calendars, and content-decision bottlenecks are managed with a weekly decision log (Section 12).

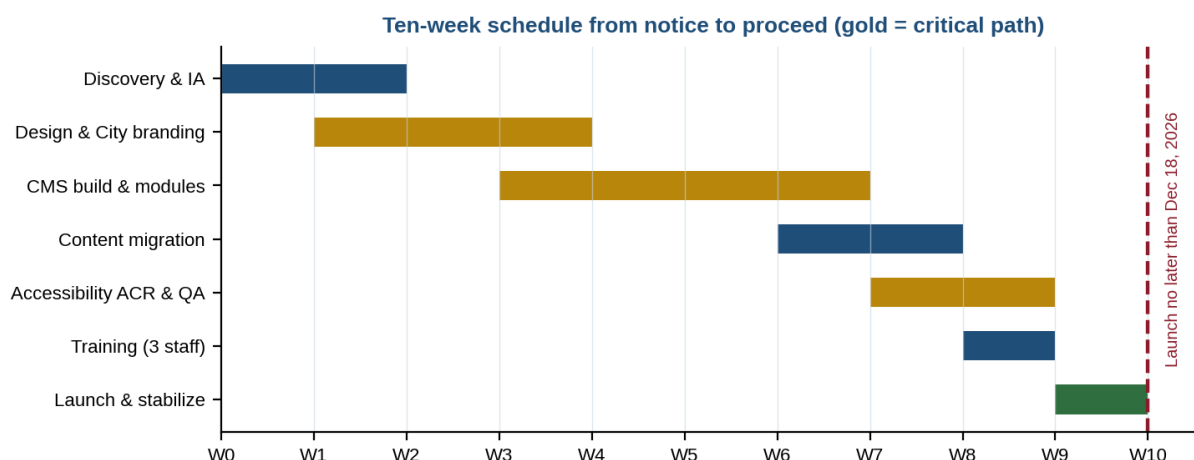


Figure 6. Ten-week schedule from notice to proceed. Gold marks the critical path; launch no later than December 18, 2026.

If award or notice to proceed shifts, the ten-week plan shifts with it intact; the completion commitment is ten weeks from notice to proceed, and the 90-day technical-assistance period always follows launch.

11. Qualifications, Experience, and Professional References

MPISoft LLC has operated continuously for fourteen (14) years, delivering public-sector and high-scale web platforms. That work is independently recognized: in the Web Marketing Association's 2026 WebAward Competition for Website Development (the 30th annual WebAwards), Visit Southlake Texas — Official Municipal Tourism Website — built and maintained by MPISoft LLC on behalf of the City of Southlake, Texas — won the Government Standard of Excellence, and MPISoft's own site, mpisoft.com, won the Computer: Software Standard of Excellence. The four professional references below meet the RFP's minimum of four; each was selected because it mirrors a requirement of this project — a Texas municipal build at public prices, an active government hosting engagement, production scale with secure accounts, and a certified accessibility migration. We are honest about fit: we have not previously built for a Texas city of Bruceville-Eddy's exact size, and we would rather show you exactly which parallel carries which requirement than stretch a definition. We assume your current vendor community may also respond; the references below are how the City can verify ours independently.

Reference	Contact	Engagement
City of Southlake, Texas VisitSouthlakeTexas.com SouthlakeStarsandStripes.com SouthlakeHomefortheHolidays.com	Ryan Snyder, Marketing Manager 1400 Main Street, Suite 460, Southlake, TX 76092 (817) 748-8003 rsnyder@ci.southlake.tx.us	Nov 2022 – May 2023 build; support continuous to present. \$13,575 build + \$5,988/year (\$499/mo). WordPress on managed cloud hosting. Three interconnected municipal sites; non-technical city staff publish independently. This engagement is WebAward-winning work: Visit Southlake Texas — Official Municipal Tourism Website received the 2026 WebAward Government Standard of Excellence from the Web Marketing Association.
Shasta Regional Transportation Agency (SRTA), California srta.ca.gov	Laurent Beauregard, Assistant Transportation Planner 1255 East Street, Suite 202, Redding, CA 96001 (530) 262-6190 srta@srta.ca.gov	Active, in progress: Solicitation S-00044 awarded April 30, 2026; May 1, 2026 – ongoing, five-year base term through 6/30/2031. \$61,000 five-year not-to-exceed. Open-source CMS on AWS + Cloudflare — migration, managed hosting, training, and support; the delivery home of the four products in Section 4.

Reference	Contact	Engagement
SAW.com www.saw.com	Jeffrey M. Gabriel, Founder jeff@saw.com (508) 579-5653	250,000+ members; \$550M+ processed; 25+ payment methods; role-based secure accounts. Zero critical authentication failures in the first 90 days; zero unplanned downtime at 40,000+ concurrent sessions. Retainer engagement; commercial pricing confidential. Capability evidence for secure accounts and future payment integration.

Science Museum Oklahoma (www.sciencemuseumok.org), a nonprofit Smithsonian Affiliate, is our fourth professional reference: WordPress and Drupal, WCAG 2.1 AA compliance certified at launch, 3,000+ pages migrated without post-launch regressions, and zero post-launch critical defects. No reference contact is on file for this engagement — we say so plainly rather than list a name we cannot stand behind; the live site itself, and our project manager Pedram Hesam who led it, are the verification paths. The three named reference contacts will be advised to expect the City's call before this proposal is submitted.

12. Risk Register

Risk (specific to this engagement)	Mitigation
Content decisions bottleneck a three-person staff	Weekly 30-minute decision log with the City's project lead; MPISoft drafts, the City approves — decisions never wait for meetings
Holiday-season calendar compression (Nov–Dec)	Ten-week plan lands launch December 18, before closures; training scheduled in early December; buffer held in Weeks 9–10
Migration surprises in legacy pages and links	Full content inventory in Week 1; 301 redirects for every current URL; link-integrity verification before launch; the theme-demo and countdown-timer links are corrected as part of migration
Accessibility regressions after launch	Constrained editor workflows, the alt-text review dashboard, and quarterly automated scans within the hosted service
Vendor dependence	Structural remedy: City-owned accounts, open-source platform, full export any day — the ownership model in Figure 5

13. Evaluation Alignment

Section 6 of the RFP lists the factors the City will consider. Figure 7 maps each factor to where this proposal answers it, so evaluation requires no hunting.

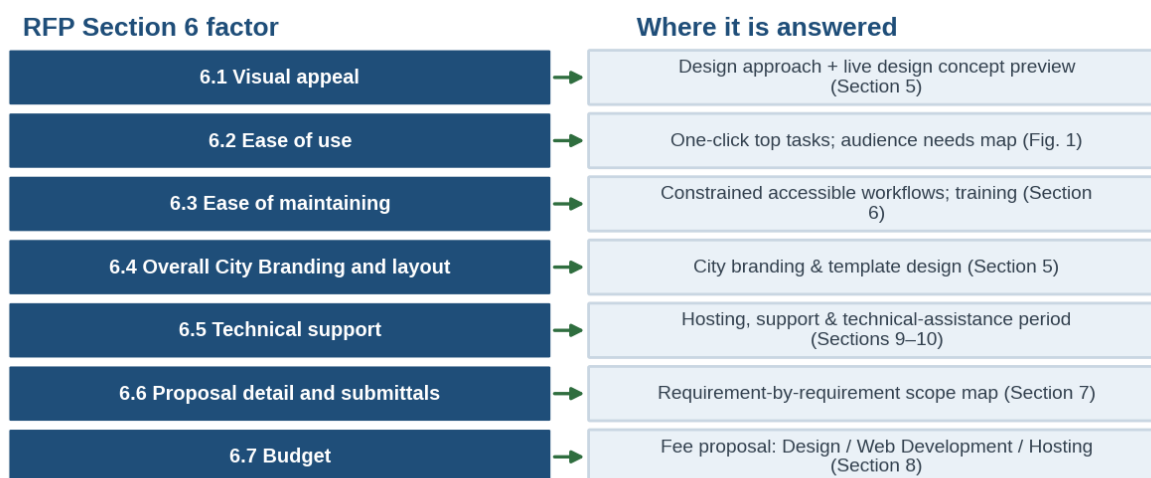


Figure 7. Every RFP Section 6 factor mapped to the section that answers it.

Section 6.6 asks for proposal detail and submittals: this document, the completed Proposal for Services Bid Form, and the password-gated design concept preview together form the submittal package, each cross-referenced above.

14. Commitments, Exceptions, and Closing

Commitment	How it is enforced
Fixed fee on each aspect; \$0 license fees	Fee tables in Section 8 are contract exhibits
Launch no later than December 18, 2026 (NTP by October 5)	Milestone payments reduce 2% per week beyond five business days of MPISoft-caused delay
90-day free defect remediation after launch	Written into the agreement; hosted service continues monthly thereafter
No personnel substitution without written consent	Named team in Section 3 is the delivery team
WCAG 2.1 AA at launch, AAA where possible	Evidenced by a VPAT 2.5-based Accessibility Conformance Report
City-owned accounts; full export any day	Hosting, domain, and analytics provisioned in the City's name from day one
McLennan County prevailing wage compliance	Acknowledged per the Proposal for Services Bid Form

MPISoft takes no exceptions to the RFP. We acknowledge the City's right to reject any or all proposals or waive informalities, and upon award we will complete the Conflict of Interest Questionnaire and IRS Form W-9 and provide a Certificate of Insurance naming the City of Bruceville-Eddy as Certificate Holder (commercial general liability, technology errors and omissions including media liability, and cyber liability, \$1M per occurrence / \$2M aggregate). Our completed Proposal for Services Bid Form accompanies this submission.

The design concept at <https://preview-hub.mpisoft.com/show/bruceville-eddy> (password: BE-FirstView-2026) will be waiting whenever the Committee and Council want a first look before September 24 — we will walk it live at the presentation. The City's website should be a first view that makes people want a second look — and a city hall where residents “*accomplish anything they might need with the City and any of its departments without having to touch paper.*” We would be honored to build it. **Your site. Your data. Your terms.**

BID DOCUMENTS
Proposal for Services — Bid Form

TO: City of Bruceville-Eddy

144 Wilcox Drive, Eddy, TX 76524

Phone (254) 859-5964 | Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized ourselves with local conditions affecting the cost of the work, with all requirements of the Request for Proposal specifications, and all addenda to said documents, hereby propose to furnish all things as required by said documents and addenda thereto for the services of said work for the prices set out hereinafter. **(Note: The City of Bruceville-Eddy does not pay tax.)**

1. Base Bid Amount

Base Bid Amount: **\$18,500** (total first-year cost; \$3,000 per year thereafter for hosting, support & maintenance)

Base Bid is all specifications as outlined in the Request for Proposal (RFP) document.

2. Rejection of Bids

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. Site Investigations

We, the undersigned, have investigated the conditions applicable to this engagement and have based our bid accordingly.

4. Time of Work Completion

We, the undersigned, will commence work within 10 calendar days after the date of the written notice to proceed.

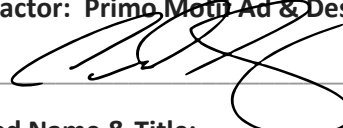
5. Bidder Qualifications

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. Wages and Salaries

We, the undersigned, agree to comply with all wage requirements applicable to this professional services engagement.

Contractor: Primo, Moffitt & Design Agency, LLC

By:  (Seal if Corporation)

Printed Name & Title: Aroldo Alvarez

Address: 700 E. Sonterra Blvd, Ste. 1210, San Antonio, TX 78258

Telephone: (210) 865-1810 _____

1A3.9 Bid Acceptance

If written notice of the acceptance of this Bid is mailed, faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids, or any time thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such notice, execute and deliver to the Owner an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates the following as the office to which such notice of acceptance may be mailed, faxed, or delivered:

Name of Bidder: Primo Motif Ad & Design Agency, LLC _____

Bidder Is: Individual () Partnership () Corporation / LLC (X)

Note: Primo Motif is a Texas limited liability company (LLC); marked under Corporation. Confirm with the City if they prefer a different designation.

Residence of Bidder (if individual): _____

Date of Bid: September 17, 2026 _____

If Bidder is a partnership, fill in the following:

Name of Partners: _____ NA _____

If Bidder is a corporation / LLC, fill in the following:

Organized under the laws of the State of Texas _____

Name & home address of the President / Managing Member: _____ Aroldo Alvarez, 789 Ranger Crk Rd, Boerne Texas 78006

Name & address of the Treasurer / Member: _____ Aroldo Alvarez, 789 Ranger Crk Rd, Boerne Texas 78006

Clearly mark the outer submittal with the RFP title and firm name. Submit to: ATTN: Lawrence Cutrone — or email lcutrone@bruceville-eddy.us — by September 18 at 9:00 AM CT.

PROPOSAL

Website Redesign and Content Management Services

Hosted Web Content Management — Design, Development, Migration, Accessibility, Hosting, and Support

PREPARED FOR

Agency	City of Bruceville-Eddy, Texas
Attention	Lawrence Cutrone, City Administrator
Address	144 Wilcox Drive, Eddy, TX 76524
Email	lcutrone@bruceville-eddy.us
Due	September 18, 2026, 9:00 AM CT

PREPARED BY

Company	Bluejay AI Technologies Inc. (DBA Interpret AI)
Address	4200 Cheeney Street, Santa Clara, CA 95054
Contact	Suk Hyun (Jake) Kim, Chief Operating Officer
Phone / Email	(714) 402-4029 · support@bluejayai.net
Date	September 17, 2026

REGISTRATIONS

Entity	Delaware C Corporation (File #2450058) · EIN 93-3816473
SAM.gov	UEI KTEPUMM1APA1 · CAGE 14CX8 · D-U-N-S 119162986
Small business	California DGS Certified Small Business (Micro) #2045472
Security	SOC 2 Type II — Security, Availability, Confidentiality

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Cover Letter

September 17, 2026

Lawrence Cutrone, City Administrator
City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

RE: Proposal for Website Redesign and Content Management Services

Dear Mr. Cutrone and Members of the City Council and Economic Development Committee:

Bluejay AI Technologies Inc. ("Bluejay") is pleased to submit this proposal to redesign, build, host, and support the City of Bruceville-Eddy's website at bruceville-eddy.us. We have read the RFP in full, reviewed the City's current website page by page, and priced every element the RFP asks for as a fixed fee.

Three things distinguish our offer:

- **No license fees, ever.** We build on an open-source content management system that the City owns outright. The City will never pay a per-module, per-user, or platform license fee, and all content is exportable at any time. This directly addresses your stated goal of minimizing external maintenance costs.
- **Accessibility built into the editor, not bolted on.** The City asked for a CMS in which staff "will be limited to workflows which can only produce accessible content." We deliver exactly that: an in-editor accessibility checker that flags missing alt text, heading-order errors, and low-contrast text before a page can be published, plus written policies, monthly automated scans, and coaching for your three content editors. This matters now: under the U.S. Department of Justice's 2024 ADA Title II rule, cities with populations under 50,000 must have WCAG 2.1 AA-conformant websites by **April 26, 2027**. Our launch date puts Bruceville-Eddy in compliance three months ahead of that deadline.
- **A small, government-only vendor with an engineering team.** Bluejay is a certified small business (California DGS Micro Small Business #2045472) that serves government agencies exclusively, holds a SOC 2 Type II attestation, and is led by engineers from Amazon, TikTok, and Airbnb. The City will work directly with the people who build and host the site — not an account manager and a ticket queue.

Our base bid for the complete scope — design, development, content migration, WCAG 2.1 AA accessibility, training for three staff, launch, and the first year of hosting, maintenance, and support — is **\$17,160.00**, with ongoing hosting and support of **\$3,300.00 per year** thereafter, price-held for three years. We commit to a **go-live date of January 15, 2027**, with 90 days of included post-launch technical assistance.

I will serve as the City's single point of contact throughout the project and am available to present this proposal to the Economic Development Committee and the City Council by web conference or in person at no additional cost. Bluejay accepts the terms of the RFP without exception, A completed IRS Form W-9 is attached, and we will complete the Conflict-of-Interest Questionnaire, Texas Form 1295, and a Certificate of Insurance naming the City as certificate holder upon award.

Thank you for your consideration.

Respectfully,

Suk Hyun (Jake) Kim
Chief Operating Officer & Treasurer
Bluejay AI Technologies Inc.
(714) 402-4029 — support@bluejayai.net

1. Executive Summary

The City of Bruceville-Eddy wants a website that is the City's best first impression, that lets residents accomplish City business without paper, and that City staff can maintain themselves — while remaining fully accessible under the ADA, Section 508, and WCAG.

Bluejay proposes a **hosted, fully managed content management system** delivered as a fixed-fee project:

Element	Summary
Platform	Open-source WordPress CMS (the City's current platform) rebuilt on a supported, accessibility-first foundation with government-specific modules
Hosting	Bluejay-managed U.S. hosting on SOC 2 Type II-attested infrastructure; Cloudflare CDN, WAF and DDoS protection; nightly off-site backups; 99.9% uptime target
Accessibility	WCAG 2.1 AA conformance at launch (AAA where achievable); in-editor accessibility enforcement; staff policies and coaching; monthly scans
Modules	Every module in RFP Sections 2 and 4 delivered in the base bid — see the compliance matrix in Section 4
Staff self-service	Word-like editor, menu/link/image/file managers, forms builder, calendars, alert banner, Notify Me, scheduled publish/expire, version history, audit trail
Training	Three City staff, web conference, recorded sessions, written quick-start guide
Schedule	Kickoff within 10 calendar days of notice to proceed; go-live January 15, 2027
Price	\$13,860 fixed fee (design, development, migration, training) + \$1,500/yr hosting + \$1,800/yr maintenance & support = \$17,160 Year 1 ; \$3,300/yr ongoing; \$0 license fees

2. Understanding of the City's Needs

We reviewed the current site at bruceville-eddy.us. It is built on WordPress with a general-purpose commercial theme (Mesmerize) and carries a decade of City records — Council agendas and minutes organized by fiscal year back to 2016, budget and tax-rate notices, election information, department pages, a traffic-payment portal link, and open-records request forms. The bones are sound; what the City needs is a purpose-built municipal design, a structured way to manage recurring records, and workflows that keep the site current and accessible without technical help.

Because the City is already on WordPress, our migration carries less risk than a platform switch: existing pages, posts, media, and documents move through native export/import tools, and staff already understand the basic editing model. We will replace the theme, page structure, and module set entirely, so the result is a new site — not a facelift.

We also note the goals stated in Section 1 of the RFP and have designed for them specifically:

- **"Accomplish anything they might need ... without having to touch paper."** Every form the City currently offers on paper (open-records requests, employment applications, permit and utility forms, facility inquiries) becomes a digital form with email routing and spreadsheet export, while a printable PDF version of each form remains available for residents who prefer paper and as an outage contingency.
- **"Minimize the amount of paperwork our staff must print, track and archive."** Form submissions are stored in the CMS, exportable to Excel, and retained per the City's records schedule. Agendas, minutes, budgets, and newsletters are filed once into a categorized Archive Center and appear automatically wherever they belong.

- **"Potential to accept credit card payments ... in the future only."** The design reserves an Online Payments hub linking to the City's existing traffic-payment portal today, with a priced optional path to integrated utility and A/R payments when the City is ready.
- **Economic development.** The Economic Development Corporation section is rebuilt as a destination for investors and site selectors: available properties, incentives, demographics, contacts, and an inquiry form.

3. Technical Approach

3.1 Platform and architecture

- **CMS:** WordPress (open-source, GPL). It powers roughly 40% of the public web, is maintained by a global community and a stable foundation, and will not be end-of-lived. The City owns the site, the content, and the database. There are no license fees, and the site can be exported in full at any time — Bluejay does not lock the City in.
- **Theme:** A custom, accessibility-first municipal theme built by Bluejay on a widely supported block-editor framework (Kadence or GeneratePress), tuned to the City's branding. No page-builder plugins, no abandoned commercial themes.
- **Modules:** Government-specific functionality (Agenda Center, Archive Center, Alert Center, Notify Me, Staff and Resource Directories, Bid Postings, FAQs, Facilities, Locations, Quick Links) is delivered as structured content types with purpose-built editing screens — staff fill in fields, not free-form layouts, which keeps output consistent and accessible.
- **Performance:** Pages are pre-assembled into static HTML the moment content is saved and served through Cloudflare's global edge network, satisfying the RFP's requirement that the CMS "dynamically pre-assemble the web page upon content saving." Images are automatically resized, compressed, and served in next-generation formats.
- **Responsive design:** One site, one code base, laid out fluidly for phones, tablets, and desktops. No separate "mobile site" and no text-only rendering.
- **Search:** Site-wide search that indexes page text, documents (including the text inside PDFs of agendas and minutes), staff, FAQs, and calendar events, with filters by department and document type. Google Programmable Search can be substituted if the City prefers.
- **Analytics:** Google Analytics 4 configured at launch with a City-facing dashboard and a monthly usage summary delivered as part of maintenance.

3.2 Hosting, security, and continuity

Bluejay hosts and operates the site on infrastructure covered by our SOC 2 Type II examination (Security, Availability, and Confidentiality criteria; audit period June 2024 – February 2025; zero exceptions).

Area	What the City receives
Hosting	Dedicated U.S.-based virtual server (Vultr), sized for the City's traffic with headroom for emergency spikes
Edge protection	Cloudflare CDN, web application firewall, DDoS mitigation, bot filtering, and DNS
Encryption	TLS 1.2+ for all traffic (HTTPS enforced); AES-256 encryption at rest
Access control	Multi-factor authentication for all CMS administrators; role-based permissions (Administrator, Editor, Department Contributor, Reviewer); quarterly access reviews
Backups	Nightly full backups stored off-site with 30-day retention; quarterly restore tests; one-click page-level restore from version history

Area	What the City receives
Monitoring	24×7 uptime and integrity monitoring with automatic alerting to Bluejay engineers; 99.9% monthly availability target
Patching	CMS core, theme, and component security updates applied within 72 hours of release (critical patches within 24 hours), tested on a staging copy first
Continuity	Documented business-continuity/disaster-recovery plan with tested recovery objectives (RTO 4 hours, RPO 24 hours); annual third-party penetration test and monthly vulnerability scans of Bluejay infrastructure
Domain	bruceville-eddy.us remains registered to and owned by the City; Bluejay manages DNS with the City retaining registrar credentials

3.3 Accessibility (ADA, Section 508, WCAG)

The City asked for more than a compliant launch — it asked that staff be constrained to workflows that produce accessible content. Our approach has four layers:

1. **Accessible by construction.** The theme and every module ship with semantic HTML, correct heading hierarchy, visible focus states, skip links, ARIA landmarks, keyboard operability, and color palettes tested to WCAG AA contrast (4.5:1) with AAA (7:1) for body text where the City's brand colors allow. Templates control layout, so editors cannot break structure.
2. **Enforced in the editor.** An in-editor accessibility checker (Editoria11y / Sa11y, or equivalent) runs on every page as staff edit it, flagging missing or poor alt text, skipped heading levels, empty links, "click here" link text, low-contrast text, tables without headers, and uncaptioned media. Alt text is mandatory on image upload. Pasted Word content is automatically cleaned to site styles. Publishing is blocked until errors are resolved (warnings require acknowledgment), and administrators receive a weekly accessibility digest.
3. **Verified before launch.** Bluejay performs a full WCAG 2.1 AA audit of the completed site — automated scanning of every page (axe-core / Lighthouse), plus manual testing with keyboard-only navigation and screen readers (NVDA, VoiceOver) — and remediates all findings before go-live. We provide the audit report and a signed accessibility conformance statement for the City's records, and add an "Report an accessibility issue" link in the site footer.
4. **Sustained after launch.** Monthly automated scans of the live site with a findings report; a written Web Accessibility Policy and Content Standards procedure for the City's adoption; an accessible-PDF guide for agendas and minutes; and a dedicated accessibility session in staff training. Quarterly spot-check manual audits are included in the maintenance plan.

Regulatory note: The DOJ's final rule under ADA Title II (28 CFR Part 35, April 2024) requires public entities with populations under 50,000 to conform to WCAG 2.1 Level AA by April 26, 2027. Our launch date of January 15, 2027 meets that deadline with margin.

3.4 Design approach

Design parameters are left to our professional judgment, and our brief to ourselves is simple: a site that looks like Bruceville-Eddy, not like a template. Our process:

- **Discovery (Week 1–2):** Kickoff with City staff; review of brand assets, photography, and the current site; an information-architecture workshop that reorganizes the site around resident tasks ("Pay a ticket," "Find an agenda," "Reserve the pavilion," "Apply for a job") rather than org chart.
- **Design concepts (Week 3–5):** Two homepage concepts and a secondary-page system with the City's colors, typography, and imagery (Bluejay sources local photography and licensed stock at no additional

charge). Two rounds of revisions are included; more are available at the hourly rate.

- **Branding and layout:** Consistent header with alert banner region, prominent search, quick-link buttons for the most-visited pages, a news-and-events strip, and a footer with contact, hours, social, and accessibility links. Department pages share a common template so residents always know where they are (dynamic breadcrumbs on every page).
- **Ease of use and ease of maintaining** are design criteria, not afterthoughts: we will show the City the editing screen for every design element before it is approved.

4. Requirements Compliance Matrix

All items below are **included in the base bid** unless marked otherwise. "Native" indicates core CMS capability; "Module" indicates a Bluejay-configured government module.

4.1 Section 2 — Current-site modules (all retained and rebuilt)

Module	Delivery
Home Page	New design; alert banner, quick links, news flash, upcoming events, featured content
Bid Opportunities	Module — postings by category, title, status, closing date; attachments; automatic archive on close; Notify Me category
Calendar	Module — multiple calendars (Council, Boards, Community, Municipal Court, EDC) filterable by category; list/month/agenda views; iCal/Google subscribe
Code of Ordinances	Page with link/embed to the City's codification provider; ordinance document archive
Online Payments	Hub page linking to existing traffic-payment portal; integrated payments available as a future option (see Section 8)
Departments (Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department)	Department template with contact block, staff, services, documents, forms, FAQs, and news filtered by department
Community Events and Updates	News Flash + Calendar categories; event landing pages with photo galleries
Employment	Module — job postings with online application form (file upload for résumés), closing dates, automatic expiration
Elections	Page template with document archive, key dates on calendar, and notice banner
Government (City Council, Boards and Commissions)	Council page with member profiles and contact; Boards and Commissions listing with membership, meeting schedule, agendas, and vacancy/application form
Notice	Public Notices module with posting date, expiration, and category; linked to Notify Me
Open Data and Maps	Page with embedded GIS/map viewers and downloadable data sets

4.2 Section 2 — New modules requested

Module	Delivery
Economic Development Corporation (revised)	Dedicated EDC section: available properties/sites, incentives, demographics, board and agendas, inquiry form, downloadable prospectus
Activities	Module — activity/program listings with schedules, registration links or forms, categories
Agenda Center	Module — agendas, packets, and minutes by body and meeting date; upload once, displayed on body page, calendar event, and archive; searchable
Alert Center	Module — emergency/important banner across the top of every page, with severity color, start/end scheduling, and optional full-page takeover for emergencies
Archive Center	Module — recurring dated documents (agendas, budgets, newsletters, press releases) by category and year with search
Bid Postings (revised)	See Bid Opportunities above — sortable by category, title, or closing date
Community Resources	Module — directory of local/regional aid agencies and services, categorized and searchable
City Council general information and contact	Council page (see Government)
Calendar (revised)	Consolidated calendar with resident-selectable category filters and per-category subscribe
CivicSend or similar communication tool	Notify Me + Alert Center + News Flash, published once and distributed to email subscribers, optional SMS, RSS, and auto-post to the City's Facebook page
Document Center	Module — one-time documents and images by folder/category with search
Facilities	Module — facility listings with photos, amenities, rental rates, and an online reservation <i>request</i> form; per City policy, reservations are finalized in person at City Hall. Full online booking available as an option (Section 8)
FAQs	Module — categorized FAQs; clicking a question displays its answer at the top of the page; searchable
Form Center / Forms	Module — drag-and-drop form builder (Gravity Forms or equivalent) with conditional logic, file upload, e-signature, email routing, and Excel/CSV export; printable PDF alternative for every form
Graphic Links	Button/tile blocks with icon, label, and link, managed by editors
Info Advanced	Reusable content widgets (hours, contact, notices) placeable on any page
Employment (revised)	Online job application submission (see Employment above)
Locations	Module — map-based directory of City facilities and points of interest with hours and directions
My Account / My Dashboard	Resident accounts with a personal dashboard (saved notification preferences, submitted forms, saved pages); single sign-on for staff via Microsoft 365 or Google Workspace (SAML/OIDC); dashboard widgets configurable by administrators
News Flash	Module — categorized news/announcement articles with featured image, homepage placement, and expiration
Notify Me	Module — resident subscription to any category (agendas, news, bids, jobs, alerts, calendars) by email; SMS optional at pass-through cost; double opt-in and one-click unsubscribe
Pages (Live Edit)	Native — editors open any page and edit in place with a Word-like toolbar
Photo Gallery	Module — albums and slideshows managed by editors; automatic resizing

Module	Delivery
Quick Links	Editor-managed link lists for homepage and any page
Resource Directory	Module — "white pages" of local businesses and organizations with categories, contact details, and a self-submission form for review
Staff Directory	Module — staff by department with title, phone, email, and photo; filterable

4.3 Section 4 — Tools and functionalities

Requirement	Delivery
Accessibility — ADA, Section 508, WCAG (AA minimum, AAA where possible); coaching; constrained workflows	See Section 3.3. WCAG 2.1 AA at launch, AAA where achievable; in-editor enforcement; written policies and procedures; staff coaching; monthly scans
Responsive website design (no text-only mobile site)	Native — fluid, single code base tested on iOS, Android, tablet, and desktop
Word-like editor (WYSIWYG)	Native block editor with classic toolbar: Word paste clean-up to site styles; links to new/existing pages; image manager; rich media embeds (YouTube, Flickr, etc.); file manager; lists, tables, formatting; HTML view; multilevel undo/redo; spell check; per-role toolbar options; History button; Save as Draft
Menu Manager	Native — site-wide top navigation and section/department side navigation; drag-and-drop reordering; role-restricted
Link Manager	Native + module — create links to new or existing pages; new pages remain unpublished until content is added; external links open in a new window automatically; link validity checked on creation
Link Checker	Module — validates links on creation; scheduled scans; broken-link report for external links; internal links auto-update when pages move
Image Manager	Native + module — upload from computer or network; automatic resize, compression, and format conversion; mandatory alt text
File Manager	Native + module — upload documents from editor or menu manager; document links open in a new window; PDF text indexed for search
Content Manager	Native — reusable blocks: any piece of content usable on any page
FAQ	Module — see 4.2
Document Management Center	Module — categories, archives, enhanced search including document contents
Survey Form	Module — non-technical editors build surveys; results by email and Excel export; charts in dashboard
History	Native — every change to every page archived; compare and restore any prior version
Quick Links	Module — see 4.2
Automated activation/expiration of content	Native + module — publish date/time and unpublish date/time on any page, post, notice, bid, job, alert, or block
Events Calendar	Module — multiple calendars, simple event entry, recurring events, categories
Photo Gallery	Module — see 4.2
CMS pre-assembles page on save	Static page cache regenerated on save; served from edge
Site Search	Module — custom search engine with document indexing; Google site search integration available
Audit Trail	Module — report of all content changes by page, user, date, and action; exportable
Dynamic Breadcrumbs	Native — on every page
Keyword/meta tag setting per page	Module — SEO title, description, keywords, social preview per page; XML sitemap; automatic schema markup

4.4 Section 5 — Reporting

Google Analytics 4 configured with a City dashboard (visits, top pages, search terms, device mix, form completions). Monthly usage summary emailed to the City Administrator. Form-submission and Notify Me subscriber reports available in the CMS at any time.

5. Project Plan and Schedule

Bluejay will commence work within 10 calendar days of written notice to proceed. Assuming award at the September 24, 2026 Council meeting and notice to proceed by October 1, 2026:

Phase	Dates	Activities	City involvement	Deliverable
1. Kickoff & Discovery	Oct 6 – Oct 17, 2026	Kickoff meeting; content and document inventory; brand asset collection; information-architecture workshop; analytics review	One 90-minute kickoff; one 60-minute IA workshop; provide logo/brand/photos	Project plan; site map; content inventory
2. Design	Oct 20 – Nov 13, 2026	Two homepage concepts; interior page system; mobile layouts; accessibility contrast checks; two revision rounds	Review and select concept; consolidated feedback within 5 business days per round	Approved design system
3. Build & Configure	Nov 16 – Dec 18, 2026	Theme development; module configuration; forms rebuild; calendars; Notify Me; SSO; search; analytics; staging site	Weekly 30-minute check-in; provide form content and department details	Functional staging site
4. Content Migration	Nov 30 – Dec 23, 2026	Migrate all public pages, news, events, media, and documents (including agendas/minutes 2016–present into the Archive Center); redirects for all old URLs; content clean-up and accessibility fixes	Identify any content to retire	Fully populated staging site
5. QA & Accessibility Audit	Dec 28, 2026 – Jan 8, 2027	Cross-browser/device testing; WCAG 2.1 AA audit and remediation; performance tuning; security hardening; City acceptance review	Acceptance review (5 business days); punch list	Audit report; conformance statement; City sign-off
6. Training	Jan 5 – Jan 9, 2027	Three live web-conference sessions (Editors, Administrators, Accessibility & Content Standards); recorded; written guide	Three staff attend (approx. 2 hours per session)	Recordings; quick-start guide; accessibility policy & procedures
7. Launch	Jan 14 – Jan 15, 2027	DNS cutover; SSL; search-engine submission; launch monitoring	Approve go-live	Live site — completion date January 15, 2027
8. Post-launch Technical Assistance	Jan 15 – Apr 15, 2027	90 days of included warranty support: fixes, adjustments, editor coaching, weekly check-ins for the first month	As needed	Transition to annual maintenance plan

Dates shift day-for-day with the actual notice-to-proceed date. The City's review windows are the only schedule dependencies; Bluejay carries the rest.

6. Training and Documentation

Included in the base bid for three City staff (additional staff may attend at no charge):

- **Session 1 — Content Editors (2 hours):** editing pages, Word paste, images and documents, links, news flash, calendar events, FAQs, forms and survey builder, scheduling publish/expire, version history.
- **Session 2 — Administrators (2 hours):** users and roles, menus, alert center, Notify Me campaigns, agenda/archive/document centers, bid and job postings, staff/resource directories, analytics dashboard, audit trail, backups and restore requests.
- **Session 3 — Accessibility & Content Standards (1.5 hours):** WCAG essentials for non-technical staff, using the in-editor checker, writing alt text and link text, accessible PDFs for agendas and minutes, the City's Web Accessibility Policy.
- All sessions are delivered by web conference, recorded, and provided to the City with a written quick-start guide and an editor's checklist. Refresher training is included at no charge once per year under the maintenance plan; additional sessions are \$55/hour.

7. Maintenance, Support, and Technical Assistance

Included at no charge: 90 days of post-launch technical assistance (January 15 – April 15, 2027).

Annual Maintenance & Support plan (\$1,800/year, beginning at go-live):

- CMS core, theme, and component updates (security patches within 24–72 hours; feature updates monthly, tested on staging first)
- 24×7 uptime, security, and integrity monitoring
- Monthly automated accessibility and broken-link scans with report; quarterly manual accessibility spot-check
- Monthly analytics summary
- Help desk by email and phone, Monday–Friday 8 AM – 6 PM CT; 4-business-hour response for normal requests; 1-hour response and immediate action for site-down or security incidents, 24×7
- Up to **2 hours per month** of content or technical assistance (e.g., building a new form, adding a page type, posting an emergency notice for staff) — enough to cover the typical needs of a city this size without additional cost
- Annual refresher training session
- Assistance producing the City's annual accessibility statement

Annual Hosting (\$1,500/year, beginning at go-live): everything in Section 3.2 — server, CDN/WAF/DDoS, SSL certificates, nightly off-site backups, monitoring, and all third-party component licenses used by the site (forms, calendar, search, SSO, accessibility checker), which Bluejay holds and pays.

Work beyond the plan (new modules, redesigns, integrations) is quoted in advance at **\$55/hour** on a not-to-exceed basis and performed only on written authorization. The City is never obligated to buy additional hours.

8. Budget (RFP Section 6.7) and Compensation (Section 7)

All prices are **fixed fees** (or not-to-exceed where noted). The City of Bruceville-Eddy does not pay tax; no tax is included. Bluejay's baseline labor rate for all work is **\$55.00 per hour**.

8.1 Cost breakdown by Design, Web Development, and Hosting (6.7a)

Category	Scope	Hours	Fixed Fee
Design	Discovery, content inventory, information architecture (16 h); visual design, branding, homepage and interior page system, mobile layouts, two revision rounds (40 h)	56	\$3,080.00
Web Development	Theme development and CMS configuration of all Section 2 and 4 modules (120 h); content migration and URL redirects (32 h); WCAG 2.1 AA audit, QA, and remediation (24 h); launch and go-live (8 h)	184	\$10,120.00
Training	Three live sessions, recordings, quick-start guide, accessibility policy and procedures (12 h)	12	\$660.00
One-time project total		252	\$13,860.00
Website Hosting	Managed hosting, CDN/WAF, SSL, backups, monitoring, component licenses — Year 1	—	\$1,500.00 / year

8.2 Maintenance and support (6.7b)

Item	Cost
Post-launch technical assistance, 90 days	Included (\$0)
Annual Maintenance & Support plan (Section 7), Year 1	\$1,800.00 / year
Ongoing external maintenance the City should assume	\$3,300.00 / year (hosting \$1,500 + maintenance & support \$1,800), price-held through Year 3; thereafter adjustable by no more than CPI with 90 days' notice
Additional work beyond the plan	\$55.00 / hour, not-to-exceed quotes, written authorization only

8.3 License fees (6.7c)

Item	Cost to the City
CMS platform license	\$0 — open-source, City-owned
Module, user, or seat licenses	\$0 — no per-module or per-user fees
Third-party components (forms, calendar, search, SSO, accessibility checker, image optimization)	\$0 — held and paid by Bluejay, included in hosting
Domain registration (bruceville-eddy.us)	Remains with the City's registrar (approx. \$10–20/year, paid by City as today)
Google Analytics	\$0

The City will pay **no license fees** to develop, host, or operate the site.

8.4 Training (6.7d)

Training for three staff by web conference is included in the one-time fee above (\$660, 12 hours). Additional sessions: \$55/hour.

8.5 Other charge areas (6.7e)

Item	Cost
Consulting fees, project management, travel, stock photography, accessibility audit, analytics setup, redirects, DNS cutover	Included — no additional charge
Presentation to the EDC and City Council (web conference or in person)	No charge
SMS text notifications (if the City elects SMS for Notify Me/Alerts)	Pass-through at carrier cost (approximately \$0.01–\$0.02 per message); email notifications included
Optional future work (not in base bid; quoted for planning only):	
Integrated online payments (utility billing, accounts receivable) via a government payment processor	NTE 24 hours = \$1,320 development; processor transaction fees paid by City or payer
Full online facility reservations with availability calendar and payment	NTE 24 hours = \$1,320
Spanish-language version of the site (professional translation with human review)	Quoted per page on request
Council meeting video captioning and searchable transcripts (Bluejay's core service)	Quoted per meeting on request

8.6 Summary and Base Bid Amount

	Amount
One-time fixed fee (Design \$3,080 + Web Development \$10,120 + Training \$660)	\$13,860.00
Year 1 Hosting	\$1,500.00
Year 1 Maintenance & Support	\$1,800.00
Base Bid Amount (Year 1, all RFP specifications)	\$17,160.00
Years 2 and 3 (each)	\$3,300.00
Three-year total cost of ownership	\$23,760.00

8.7 Payment terms

- 25% of the one-time fee upon City approval of design (Phase 2)
- 50% upon delivery of the fully populated staging site for City acceptance review (Phase 5)
- 25% upon go-live acceptance (Phase 7)

- Hosting and Maintenance & Support billed annually in advance beginning at go-live
- No deposit required at contract signing. Net 30 days, consistent with the Texas Prompt Payment Act. Prices held for 90 days from bid opening.

9. Project Closeout (RFP Section 8)

- **Completion date: January 15, 2027** (go-live), including all training, based on notice to proceed by October 1, 2026. Training is completed during the week of January 5–9, 2027, before launch.
- **Technical assistance period:** 90 days of included post-launch technical assistance through **April 15, 2027**, followed by the annual Maintenance & Support plan for as long as the City chooses to continue it.
- **Closeout deliverables:** WCAG 2.1 AA audit report and conformance statement; administrator credentials and documentation; training recordings and guides; Web Accessibility Policy and Content Standards; full site export and database backup delivered to the City at launch and annually thereafter (the City owns all content and can move it at any time).

10. Qualifications and Experience (Attachment a)

Company. Bluejay AI Technologies Inc. (DBA Interpret AI) is a Delaware C corporation founded October 5, 2023 and headquartered in Santa Clara, California. Bluejay provides software engineering, web applications, artificial intelligence, translation, and transcription services exclusively to government agencies and mission-driven organizations. Our engineering-led team designs, builds, and operates secure, accessible web applications that public-sector staff and the public use every day.

Field	Value
Legal name	Bluejay AI Technologies Inc. (DBA Interpret AI)
Entity / State	C Corporation, Delaware (File #2450058); qualified in California (#B20250061982)
Federal EIN	93-3816473
SAM.gov UEI / CAGE	KTEPUMM1APA1 / 14CX8
D-U-N-S	119162986
Small business status	Certified Small Business (Micro), California DGS #2045472, valid through 05/31/2027
Security attestation	SOC 2 Type II (Security, Availability, Confidentiality), INTERCERT, period June 1, 2024 – February 6, 2025, zero exceptions
Insurance	Commercial General Liability \$2M per occurrence / \$2M aggregate (Hiscox); Workers' Compensation and Employer's Liability \$1M (State Compensation Insurance Fund). Certificate naming the City of Bruceville-Eddy as certificate holder provided upon award.
NAICS	541511 (Custom Computer Programming), 541512 (Computer Systems Design), 541519, 541930, 518210 (Web Hosting)

Relevant experience.

- **Secure, accessible public-sector web applications.** Bluejay designs, builds, and hosts *interpret* (interpretapp.ai), a web and mobile application used by government clients for real-time transcription and translation, built on a React front end and Python back end with PostgreSQL and object storage — the same engineering team and hosting stack proposed for the City. The application has been in production since June 2024 under continuous SOC 2 monitoring.
- **Government web and portal delivery.** Bluejay builds and operates administrative portals and dashboards for its government contracts, including secure document intake, role-based access, and reporting for state agencies.
- **Accessibility and language access.** Under Agreement #25-0014 with the California Civil Rights Department, Bluejay translates and re-lays-out public-facing documents into 13 languages while preserving visual design and ADA compliance — the same accessibility discipline we bring to web templates and PDF guidance for the City.
- **Public-meeting records.** Bluejay provides AI-assisted transcription with human review for the California Department of Corrections and Rehabilitation's Board of Parole Hearings and court transcription for the North Dakota Department of Transportation, and SRT/VT captioning for the California High-Speed Rail Authority. This is directly transferable to captioning and publishing the City's Council meeting recordings should the City wish to add it.
- **Active government contracts:** California Department of Corrections and Rehabilitation (2026–present); North Dakota Department of Transportation (July 2025 – July 2027); California Civil Rights Department (October 2025 – September 2028).

Why a small vendor is the right fit for Bruceville-Eddy. The City's RFP asks for the module set of a large municipal-CMS vendor at the scale of a small city. Large vendors deliver that module set through per-module licensing and multi-year escalators; a template look; and support through ticket queues. Bluejay delivers the same functionality on a City-owned open-source platform, with a custom design, a named engineer on call, no license fees, and the freedom to leave with all content intact at any time.

11. Project Team Biographies (Attachment b)

All team members are Bluejay employees or officers; no subcontractors are proposed.

Suk Hyun (Jake) Kim — Chief Operating Officer; Project Manager and Primary Point of Contact. Jake leads Bluejay's operations, government contracting, and client delivery, and serves as the account lead on Bluejay's state agency contracts. He will run the project schedule, host the weekly check-ins, own the City's acceptance process, and remain the City's single point of contact through the maintenance period. (714) 402-4029 — support@bluejayai.net.

Joseph Barrientos Liba — Chief Executive Officer and Chief Technology Officer; Technical Lead. Joseph holds an M.S. in Electrical and Computer Engineering from Carnegie Mellon University and previously engineered software at Amazon, TikTok, and Airbnb. He architected Bluejay's *interpret* platform and hosting environment. On this project he directs theme and module development, integrations (SSO, search, notifications), performance, and the technical acceptance of the site.

Tianxing (Olivia) Yang — Chief Marketing Officer; Design and Content Lead. Olivia leads Bluejay's brand, design, and communications. She will lead discovery and information architecture, produce the design concepts and page system, direct photography and imagery, and guide the City's content clean-up and Economic Development Corporation content.

Andrew Bustos — Chief Information Officer; Hosting, Security, and Infrastructure Lead. Andrew operates Bluejay's SOC 2-attested hosting environment — servers, Cloudflare edge, backups, monitoring, and access control. He will provision and harden the City's hosting, manage DNS cutover at launch, and own uptime and patching under the maintenance plan.

Tanner Bogart — Chief Strategy Officer; Accessibility, QA, and Training Lead. Tanner leads quality assurance and client enablement. He will conduct the WCAG 2.1 AA audit and manual assistive-technology testing, write the City's Web Accessibility Policy and Content Standards, deliver the three training sessions, and produce the recordings and quick-start guide.

12. Professional References (Attachment c)

#	Organization	Contact	Engagement
1	California Department of Corrections and Rehabilitation — Board of Parole Hearings	Mariann Isola — mariann.isola@cdcr.ca.gov — (279) 210-3481	AI-assisted hearing transcription with human review; January 2026 – present
2	North Dakota Department of Transportation	J. Sprecher — jsprecher@nd.gov; A. Glass — aglass@nd.gov	Court transcription services; July 2025 – July 2027
3	California Civil Rights Department	Rashida Harmon, Contract Manager — rashida.harmon@calcivilrights.ca.gov — (510) 227-2143	Document translation and InDesign layout with ADA-compliant output, Agreement #25-0014; October 2025 – September 2028
4	California High-Speed Rail Authority	Tina Aldama — tina.aldama@hsr.ca.gov	SRT/VTT video transcription and captioning; 2026

13. Required Forms, Certifications, and Statements

- **Proposal for Services Bid Form** — completed and signed; attached (Appendix A).
- **IRS Form W-9** — completed and signed; attached (Appendix B).
- **Small business certification** — California DGS Certified Small Business (Micro) #2045472; attached (Appendix B).
- **Conflict-of-Interest Questionnaire (Texas Form CIQ)** — Bluejay has no affiliation, business relationship, or family relationship with any officer or employee of the City of Bruceville-Eddy; the form will be completed upon award.
- **Texas Form 1295 (Certificate of Interested Parties)** — will be filed with the Texas Ethics Commission and delivered to the City upon award, as required for contracts approved by a governing body.
- **Certificate of Insurance** — naming the City of Bruceville-Eddy as certificate holder, provided upon award and on request.
- **Non-discrimination.** Bluejay does not discriminate against employees or applicants for employment because of race, color, religion, sex, age, or national origin, and will comply with all applicable federal, state, and local equal-opportunity laws.
- **Prevailing wage.** Bluejay acknowledges the prevailing wage provision of the bid form. This professional-services engagement employs no laborers, workmen, or mechanics; should any such craft be required, Bluejay and any subcontractor will pay not less than the McLennan County prevailing rate.
- **Debarment.** Bluejay is not debarred, suspended, or otherwise excluded from participation in any federal, state, or local government contract.
- **Texas Government Code Chapters 2252 and 2274.** Bluejay does not boycott Israel and does not boycott energy companies or discriminate against firearm entities or trade associations, and will provide written verification if required.
- **Exceptions.** Bluejay takes no exceptions to the RFP.

14. Assumptions

1. Content migration covers all publicly accessible pages, posts, media, and documents on bruceville-eddy.us as of kickoff, including Council agendas and minutes from 2016 to present. The City identifies any content to retire; Bluejay migrates the rest.
2. The City provides its logo, any brand standards, and access to existing photography; Bluejay supplies additional licensed imagery at no charge.
3. The City retains ownership of the bruceville-eddy.us domain and provides registrar access for DNS cutover.
4. Facility reservations are delivered as an online *request* form consistent with the City's in-person policy; full online booking is an option in Section 8.5.
5. Online payments link to the City's existing payment portal(s); integrated payment processing is a priced future option.
6. Single sign-on for staff assumes the City uses Microsoft 365 or Google Workspace; other identity providers will be reviewed at discovery.
7. The City designates one project lead with authority to approve deliverables and consolidates feedback within five business days per review round.
8. Three training attendees; additional attendees welcome at no charge.

Appendix A — Proposal for Services Bid Form (Completed)

TO: City of Bruceville-Eddy, 144 Wilcox Drive, Eddy, TX 76524 — Phone (254) 859-5964 — Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

We, the undersigned, having familiarized ourselves with local conditions affecting the cost of the work, with all requirements of the request for proposal specifications, and all addenda to said documents, hereby propose to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (The City of BE does not pay tax.)

1. Base Bid Amount: \$17,160.00 (Seventeen Thousand One Hundred Sixty Dollars and 00/100)

Base Bid is all specifications as outlined in the RFP: fixed-fee design, web development, content migration, accessibility, and training (\$13,860.00) plus first-year website hosting (\$1,500.00) and first-year maintenance and support (\$1,800.00). Ongoing hosting, maintenance, and support: \$3,300.00 per year thereafter, price-held for three years. No license fees.

2. Rejection of Bids: Acknowledged. We understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. Site Investigations: Acknowledged. We have investigated the site conditions (the City's existing website, content, and domain environment) and based our bid accordingly.

4. Time of Work Completion: We will commence work within 10 calendar days after the date of the written notice to proceed. Completion (go-live, including training): January 15, 2027.

5. Bidder Qualifications: Agreed. If requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. Wages and Salaries: Agreed. We will fully comply with the prevailing wage rates for McLennan County, and we and our subcontractors will pay not less than those rates for each craft or type of laborer, workman, or mechanic employed on this project.

Contractor: Bluejay AI Technologies Inc.

By: _____ Date: September 17, 2026

Suk Hyun (Jake) Kim, Chief Operating Officer & Treasurer — Bluejay AI Technologies Inc.

(Seal if Corporation)

Address: 4200 Cheeney Street, Santa Clara, CA 95054

Telephone: (714) 402-4029

1A3.9 Bid Acceptance: Acknowledged. Office designated for notice of acceptance: Bluejay AI Technologies Inc., 4200 Cheeney Street, Santa Clara, CA 95054 — support@bluejayai.net — (714) 402-4029.

Name of Bidder: Bluejay AI Technologies Inc.

Bidder Is: Individual () Partnership () Corporation (X)

Residence of Bidder (if individual): N/A

Date of Bid: September 17, 2026

If Bidder is a partnership — Name of Partners: N/A

If Bidder is a corporation:

Organized under the laws of the State of: Delaware

Name and Home Address of the President: Joseph Barrientos Liba — 4200 Cheeney Street, Santa Clara, CA 95054

Name and Address of the Treasurer: Suk Hyun (Jake) Kim — 12608 Oxford Street, La Mirada, CA 90638

Appendix B — Supporting Documents

The following documents follow this page in the submission package:

Ref	Document	Purpose
B-1	City of Bruceville-Eddy Proposal for Services Bid Form — completed and signed	Required bid form (RFP Bid Documents)
B-2	IRS Form W-9 — Bluejay AI Technologies Inc.	Required upon award (RFP Section 10); provided now for the City's convenience
B-3	California DGS Small Business (Micro) Certification #2045472	Evidence of certified small business status cited in Section 10
B-4	Bluejay AI Technologies Capabilities Statement	Company overview and registrations

The Conflict-of-Interest Questionnaire (Form CIQ), Texas Form 1295, and a Certificate of Insurance naming the City as certificate holder will be delivered upon award.

End of Proposal — Bluejay AI Technologies Inc. — Website Redesign and Content Management Services — City of Bruceville-Eddy, Texas

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$17,160.00 (*Seventeen Thousand One Hundred Sixty Dollars and 00/100*)

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

(Year 1: fixed fee \$13,860 + hosting \$1,500 + maintenance & support \$1,800. Ongoing \$3,300/yr; no license fees.)

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: Bluejay AI Technologies Inc.

By: (Seal if Corporation)



Suk Hyun (Jake) Kim, Chief Operating Officer & Treasurer

Address:

4200 Cheeney Street, Santa Clara, CA 95054

Telephone:

(714) 402-4029 · support@bluejayai.net

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Bluejay AI Technologies Inc.

Bidder Is: Individual () Partnership () Corporation (x)

Residence of Bidder (if individual): N/A

Date of Bid: September 17, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A - Bidder is a corporation

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Delaware

Name and Home address of the President Joseph Barrientos Liba

4200 Cheeney Street, Santa Clara, CA 95054

Name and Address of the Treasurer Suk Hyun (Jake) Kim

12608 Oxford Street, La Mirada, CA 90638

Request for Taxpayer Identification Number and Certification

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
requester. Do not
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) Bluejay Ai Technologies Inc	
	2 Business name/disregarded entity name, if different from above.	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. ☐ Individual/sole proprietor ☒ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate ☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. ☐ Other (see instructions) _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions _____ ☐	
	5 Address (number, street, and apt. or suite no.). See instructions. 4200 Cheeney Street	Requester's name and address (optional)
6 City, state, and ZIP code Santa Clara, CA, 95054		
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
			-				-		
or									
Employer identification number									
9	3	-	3	8	1	6	4	7	3

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person 	Date 09/17/2026
------------------	--	------------------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

Printed on: 5/14/2025 2:04:58 PM

To verify most current certification status go to: <https://www.caleprocure.ca.gov>

Office of Small Business & DVBE Services

Certification ID: 2045472**Legal Business Name:**

Bluejay Ai Technologies Inc

Doing Business As (DBA) Name 1:

Interpret AI

Doing Business As (DBA) Name 2:**Address:**

4200 Cheeney St

Santa Clara

CA 95054

Email Address:

support@bluejayai.net

Business Web Page:<https://interpretapp.ai>**Business Phone Number:**

714 402-4029

Business Fax Number:**Business Types:**

Service

Certification Type	Status	From	To
SB(Micro)	Approved	05/14/2025	05/31/2027

Stay informed! KEEP YOUR CERTIFICATION PROFILE UPDATED!

-LOG IN at [CaleProcure.CA.GOV](https://www.caleprocure.ca.gov)

Questions?

Email: OSDSHELP@DGS.CA.GOV

Call OSDS Main Number: 916-375-4940

707 3rd Street, 1-400, West Sacramento, CA 95605



Bluejay AI Technologies Inc.

Software Solutions | AI Services | Translation | Transcription | Human Review

CAPABILITIES STATEMENT

Government modernization

Language access

AI-assisted operations

Human quality review

Company Overview

Bluejay AI Technologies Inc. provides software, artificial intelligence, translation, and transcription solutions for government agencies and mission-driven organizations. We help public-sector teams modernize operations, process multilingual information, improve accessibility, and convert complex audio, video, and document workflows into accurate, usable data.

Software Engineering	AI Automation
Custom applications, portals, workflow tools, and data processing systems.	AI-enabled production support for repetitive, document-heavy, and audio-heavy operations.
Language Services	Human Review
Translation and transcription support for multilingual government communication.	Reviewer-backed quality assurance for accuracy-sensitive or public-facing deliverables.

Software Solutions

Custom tools, portals, automations, and AI-enabled systems designed around agency workflows.

Language Services

Translation and transcription for multilingual, audio-heavy, and document-intensive environments.

Human Review

Quality assurance by reviewers when accuracy, sensitivity, or public release standards require it.

Core Capabilities

- Custom government software development
- Secure web applications and operational tools
- Multilingual translation services
- AI-assisted transcription with human quality review
- Meeting, interview, hearing, and field recording transcription
- AI-enabled workflow automation
- Data extraction, document processing, and content structuring
- Audio and video transcription
- Human-reviewed translation and transcription for higher accuracy
- Accessibility, subtitling, and public communication support

Differentiators

Bluejay combines software engineering, artificial intelligence, and human quality control in one service offering. Our hybrid approach helps agencies move faster without sacrificing accuracy, especially when handling multilingual, audio-heavy, or document-intensive work.

At a Glance

Legal Name: Bluejay Ai Technologies Inc

Corporation Type: C Corp

Date of Incorporation: 10/05/2023

Primary Offering: Government software, AI, translation, and transcription

Registration

UEI: KTEPUMM1APA1

CAGE: 14CX8

D-U-N-S: 119162986

Delaware File #: 2450058

CA Entity #: B20250061982

Certifications

Small Business & DVBE Services

Certification ID: 2045472

CA Corporation Certification #: 314959032

Classification

UNSPSC: 43232501

Industry Code: 7338

Contact

Website: interpretapp.ai

Email: Support@BlueJayAI.net

Email: Support@interpretapp.ai

Service Areas

Service Area	Representative Support
Software and AI	Workflow automation, internal tools, secure web applications, data processing, AI-enabled systems
Translation	Multilingual translation, document conversion, quality review, public communication support
Transcription	Audio and video transcription, interviews, meetings, hearings, subtitling support, human review

September 2026

Website Redesign and Content Management Services

Presented to

City of Bruceville-Eddy, Texas



Let's create something
together

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (Note: *The City of BE does not pay tax*).

1. Base Bid Amount: _____ \$37,500

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of “Laborer”, “Workman” or “Mechanic” employed on this project.

Contractor:	Promet Source
By: (Seal if Corporation)	
Address: 4809 N. Ravenswood Ave. Suite 126 Chicago, IL 60640	
Telephone:	773.525.825

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder:	Promet Source
Bidder Is: Individual () Partnership () Corporation (X)xx	
Residence of Bidder (if individual):	
Date of Bid:	09/16/26

If Bidder is a partnership, fill in the following blanks:

Name of Partners: _____

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of _____ IL _____

Name and Home address of the President _____ 3322 N Ashland Ave Chicago IL 60657 _____

Name and Address of the Treasurer _____ n/a _____

SUBMITTED TO

Lawrence Cutrone
City Administrator
City of Bruceville-Eddy, Texas
144 Wilcox Drive, Eddy, TX 76524

SUBMITTED BY

Promet Source
Chris O'Donnell, Proposal Manager
chris.odonnell@prometsource.com ·
(773) 525-8255

AUTHORITY TO BIND

Andrew Kucharski, President
andy@prometsource.com

**RE: WEBSITE REDESIGN AND CONTENT MANAGEMENT SERVICES — DUE
SEPTEMBER 18, 2026, 9:00 AM CT**

A city website is the front door to City Hall — it should open easily for everyone.

Bruceville-Eddy residents, businesses, and City staff need a clear, mobile-responsive way to pay a bill, find trash day, pull a permit, read an agenda, or request a record. This proposal centers accessibility, usable navigation, and a hosted CMS the City Secretary and department staff can run themselves — while paper stays available at the counter for anyone who prefers it.

Rather than describe the new site only in prose, we built a working pilot. Reviewers can click through every page today — and we are glad to walk City staff through the CMS editor on a short web conference. The pilot is live at:

bruceville-eddy-2026.prometdemo.cloud

Promet Source brings documented public-sector work for cities, counties, courts, and federal agencies, including the City of Rochester, City of Cleveland, Fort Bend County, Martin County, and Orange County. Our approach meets the RFP's **ADA, Section 508 and WCAG Level AA minimum** (AAA where possible) with accessible components, staff coaching, and publishing workflows that can only produce accessible content — integrated throughout discovery, design, development, and acceptance testing.

Andrew Kucharski
President, Promet Source

EXECUTIVE SUMMARY

A modern front door for Bruceville-Eddy — accessible to everyone.

The City needs a hosted, mobile-responsive site that carries every current module — Departments, Calendar, Bid Opportunities, Online Payments, Notices, Elections — and the new ones the RFP names, on a CMS City staff can run without IT help.

MODERNIZE THE EXPERIENCE

Mobile-first, task-based

A responsive site that guides residents, businesses, and visitors to the information and services they need on any device.

EMPOWER CITY STAFF

Edit without IT

A visual page builder and live WYSIWYG editing let staff post announcements and manage documents and events — no developer round-trip.

ACCESS FOR EVERYONE

Certified Level AA accessibility

ADA, Section 508 and WCAG AA minimum (AAA where possible) through accessible components, keyboard and screen-reader testing, and ongoing monitoring.

HOSTED BY THE VENDOR

Hosted CMS, as the RFP prefers

Promet hosts the new site on managed government cloud — security patching, uptime SLA, backups — with full ownership of content, code, and design. No lock-in.

PERFORMANCE & SECURITY

99.9% uptime

Global CDN, MFA, and offsite backups in SOC 2 / ISO 27001 datacenters. PageSpeed 90+ and sub-200ms TTFB targets.

BUILT FOR THE LONG HAUL

22-year track record

High long-term government-client retention. WCAG conformance is built into the CMS components from the first sprint, with no accessibility overlay.

We design for the people who actually use the site.

Personas are the cornerstone of an accessible site — understanding who uses it lets us build for real tasks. These illustrate how we think about the City’s users — about 1,500 residents (2020 Census) — and are developed further in discovery.

RESIDENT

A resident

Needs to pay the water bill, confirm Tuesday trash day, and see the tax-rate notice.

Today most pages say “more information coming soon.”

New site: task tiles, an alert banner, and Notify Me put the answer one tap away.

BUILDER / BUSINESS OWNER

A builder or business owner

Needs the permit application, a site-plan checklist, bid postings, and the EDC.

Today the forms are scattered PDFs.

New site: a Form Center, Bid Postings by category and date, and an EDC page with real functionality.

CITY SECRETARY / STAFF

The City Secretary

Needs to post agendas, legal notices, election information, and open-records responses on a deadline.

Today that means a vendor round-trip.

New site: Agenda Center, Notices, Document Center, and scheduled publishing she runs herself.

ACCESSIBILITY FIRST

Accessibility is the organizing principle — not a task folded into testing at the end.

For a public entity, accessibility is how the City stays open to everyone it serves and meets its ADA, Section 508 and Title II obligations. It is a named responsibility from discovery through launch and ongoing support.

1 · Discovery

WCAG-gap audit

2 · Design

contrast + focus

3 · Build

ARIA + keyboard

4 · QA

auto + manual + AT

5 · Training

accessible authoring

6 · Post-launch

assurance

ACCESSIBILITY — present in every phase, owned by a named Accessibility Lead

Audit current site for WCAG gaps;
set acceptance criteria

Color contrast, focus order & plain
language, designed in

Semantic markup + ARIA +
keyboard baked into components

axe / Lighthouse + manual +
screen-reader passes

Editors learn to publish accessible
content & PDFs

Ongoing Accessibility Assurance
monitoring

HOW WE VERIFY

Three layers of testing — broad and deep, continuous, not just at the end.

We deliver to **WCAG 2.2 Level AA** (which incorporates 2.1 AA and adds focus-not-obscured, target size, dragging alternatives, consistent help, redundant entry, and accessible authentication), aligned to Section 508 and ADA Title II.

LAYER 1



Automated scanning

axe-core, Lighthouse, and WAVE run during development and in the build pipeline, with DubBot monitoring for regressions — contrast, labels, alt text, heading order, ARIA misuse.

LAYER 2



Manual expert review

An accessibility specialist checks each applicable 2.2 criterion: keyboard-only navigation, focus order, zoom/reflow to 400%, text-spacing, color cues, and plain-language readability.

LAYER 3



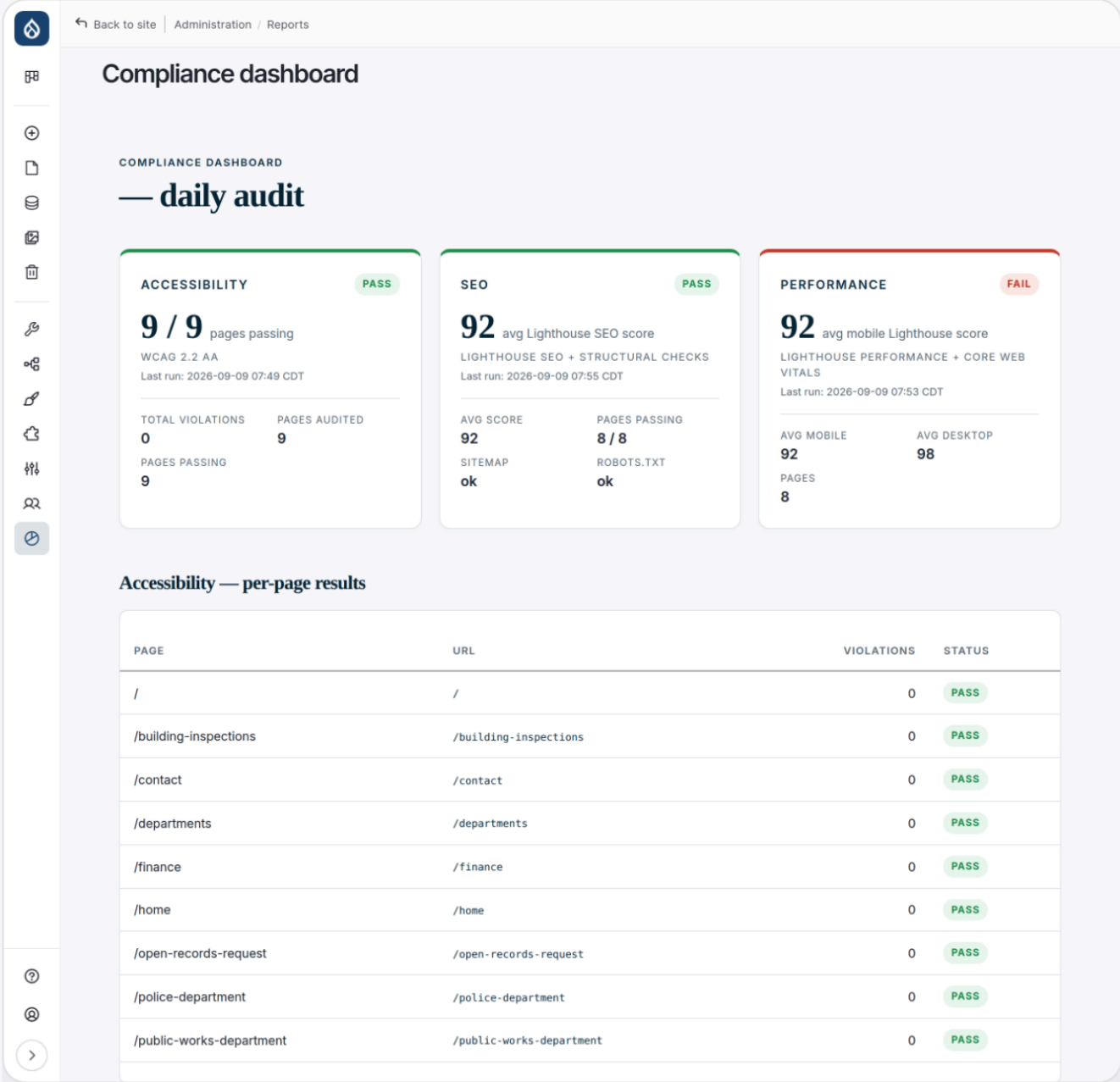
Assistive-technology

Real screen-reader passes on key journeys — NVDA + Firefox, JAWS + Chrome, VoiceOver + Safari (desktop and iOS) — confirming pages are genuinely usable, not just technically conformant.



CONTINUOUS VERIFICATION

Automated scans run in every build; manual and assistive-technology passes repeat at design sign-off, pre-UAT, and pre-launch. After go-live, DubBot and the compliance dashboard monitor for regressions — accessibility stays visible, not just validated once.



COMPLIANCE · MEASURED, NOT ASSERTED

A live compliance dashboard, inside the CMS.

- **Three automated scanners run against the live site** — axe-core accessibility (Level AA under WCAG 2.2), Lighthouse SEO + structural checks, and Lighthouse performance with Core Web Vitals.
- **Results land in the CMS** at Reports > Compliance dashboard — pass/fail per page, timestamped per run. Staff see the site's health without asking a vendor for a report.
- **Measurement precedes launch** — the baseline and acceptance results are recorded before launch, covering accessibility, SEO, and mobile and desktop performance.
- **Honest by design** — a failing axis shows red, not a vendor-managed green. Compliance stays visible for the life of the site, not just at launch.

BUILT-IN, NOT BOLTED ON

Because accessibility lives in shared components, one correct pattern serves the whole site.

- **Semantic HTML5 & landmarks** — proper headings, lists, and reading order on every template.
- **Contrast + target-size tokens** — design tokens enforce ratios so styling can't drift out of compliance.
- **Accessible forms** — programmatic labels, inline error identification, and managed focus.
- **Keyboard operability** — visible focus states on every component; skip-to-content on every page.
- **Correct ARIA** — roles, names, and states on menus, accordions, tabs, and modals, only where native HTML falls short.
- **Respects user settings** — reduced motion, text resizing, and reflow.

**LAUNCH GATE**

The site does not go live with any open Level A or AA issue on in-scope pages — final accessibility validation is the cutover gate.

MEETING ADA ACCESSIBILITY REQUIREMENTS

Accessibility is planned, tested, documented, and monitored.

The RFP requires ADA and Section 508 compliance, WCAG Level AA at minimum and AAA where possible, plus staff coaching and workflows that can only produce accessible content. The project plan carries those responsibilities from discovery through the March 31, 2027 launch and the 60-day technical-assistance period after it.

DOCUMENTATION

VPAT / ACR

An Accessibility Conformance Report documenting the site's conformance level, delivered before final acceptance.

REMEDIATION PLAN

Vendor Roadmap

A remediation roadmap and timeline for any identified accessibility issue, maintained through acceptance testing.

PUBLIC-FACING

Statement + coordinator

A published accessibility statement and a named digital-accessibility-coordinator contact, as the law requires covered entities to display.

FEEDBACK LOOP

Barrier reporting

A visitor mechanism to report accessibility barriers — the reporting-and-response loop the law requires.

CERTIFICATION

Signed & authorized

A signed accessibility conformance statement from our IAAP-certified lead, delivered at acceptance.

INDEPENDENT CHECK

Audit support

If the City elects independent testing or audit, we support it and remediate against the findings.

OUR SOLUTION

Promet's Drupal government platform, accessible by default.

Drupal powers over half of U.S. federal websites and thousands of state and local governments. Our platform is a pre-built, WCAG-conformant design system and component library on Drupal 11 — it shortens implementation while keeping accessibility correct by default.

22 yrs

PUBLIC-SECTOR DELIVERY

Cities, counties, courts, and federal agencies since 2003.

40+

GOV SITES, ONE PLATFORM

Orange County CA multisite — 400+ content editors trained.

100%

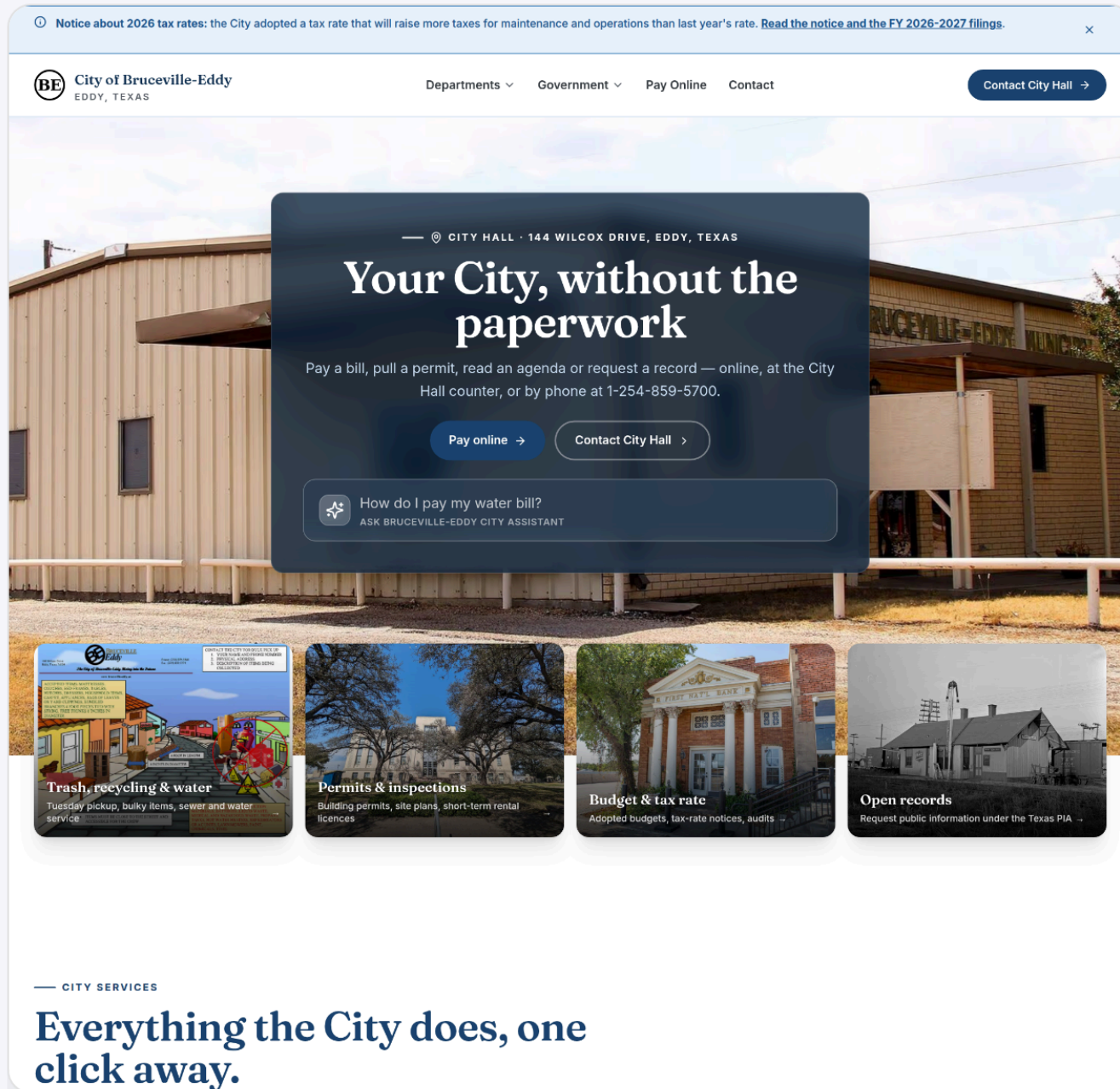
OWNERSHIP

Open-source: content, code, and Figma assets are the City's.

WCAG 2.2

AA FRONT-END

Admin interface to 2.1 AA; VPAT/ACR + signed certification.

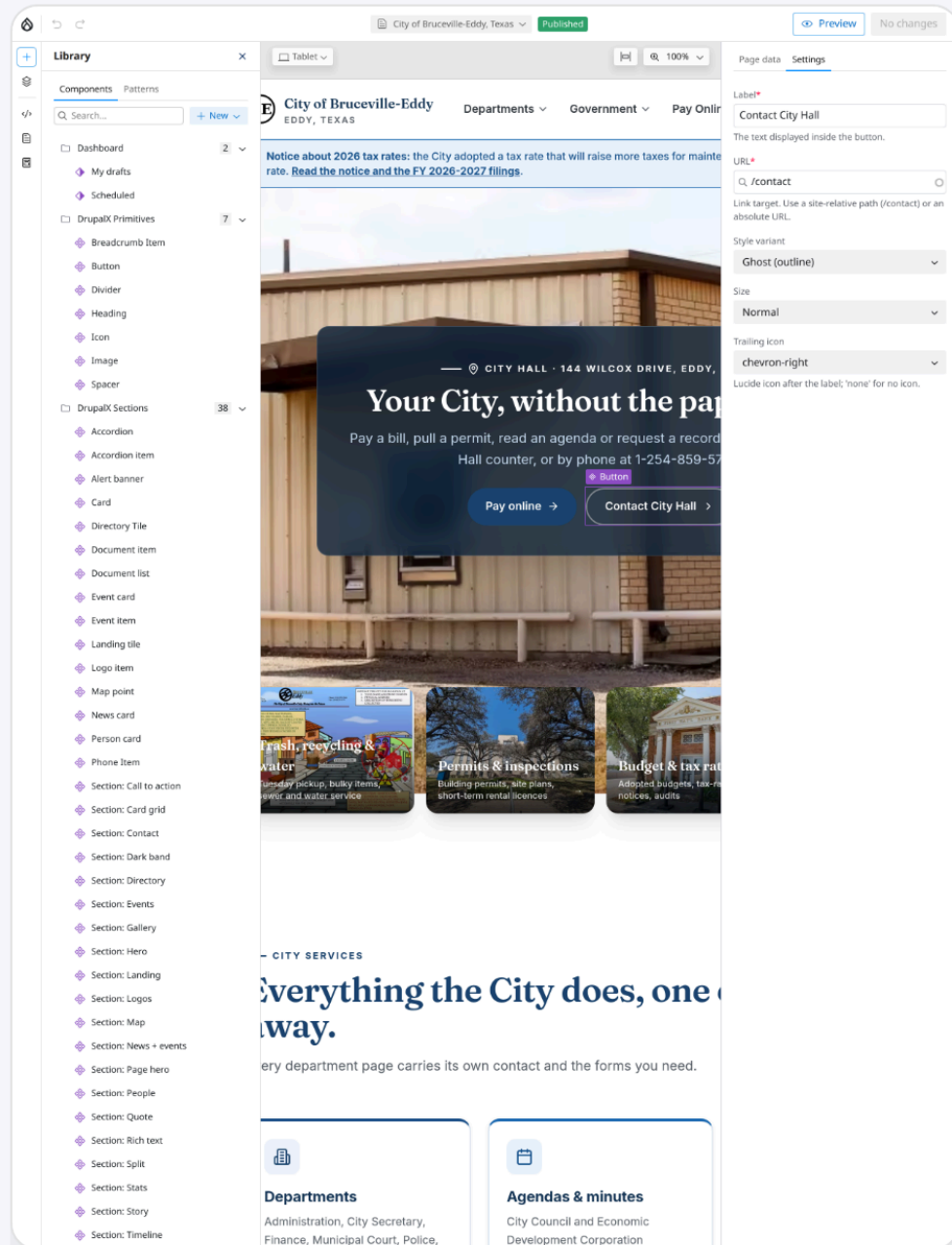


THE PILOT · LIVE AT BRUCEVILLE-EDDY-2026.PROMETDEMO.CLOUD

Eight pages of the City's own content, built the way the RFP's module list reads.

- **Most-requested tiles** — trash, recycling & water; permits & inspections; budget & tax rate; open records — plus Pay Online and an Alert Center banner.
- **Departments hub** — Administration, City Secretary, Finance, Municipal Court, Police, Public Works and the Volunteer Fire Department, each with its own contact.
- **Real City content** — the FY 26/27 budget filings and tax-rate notice, the bulky-collection guide, permit fees and the open-records process, verbatim from bruceville-eddy.us.
- **Contact page with a form, every phone and a map** — with the City Hall counter and paper forms named on the page, as §1 asks.

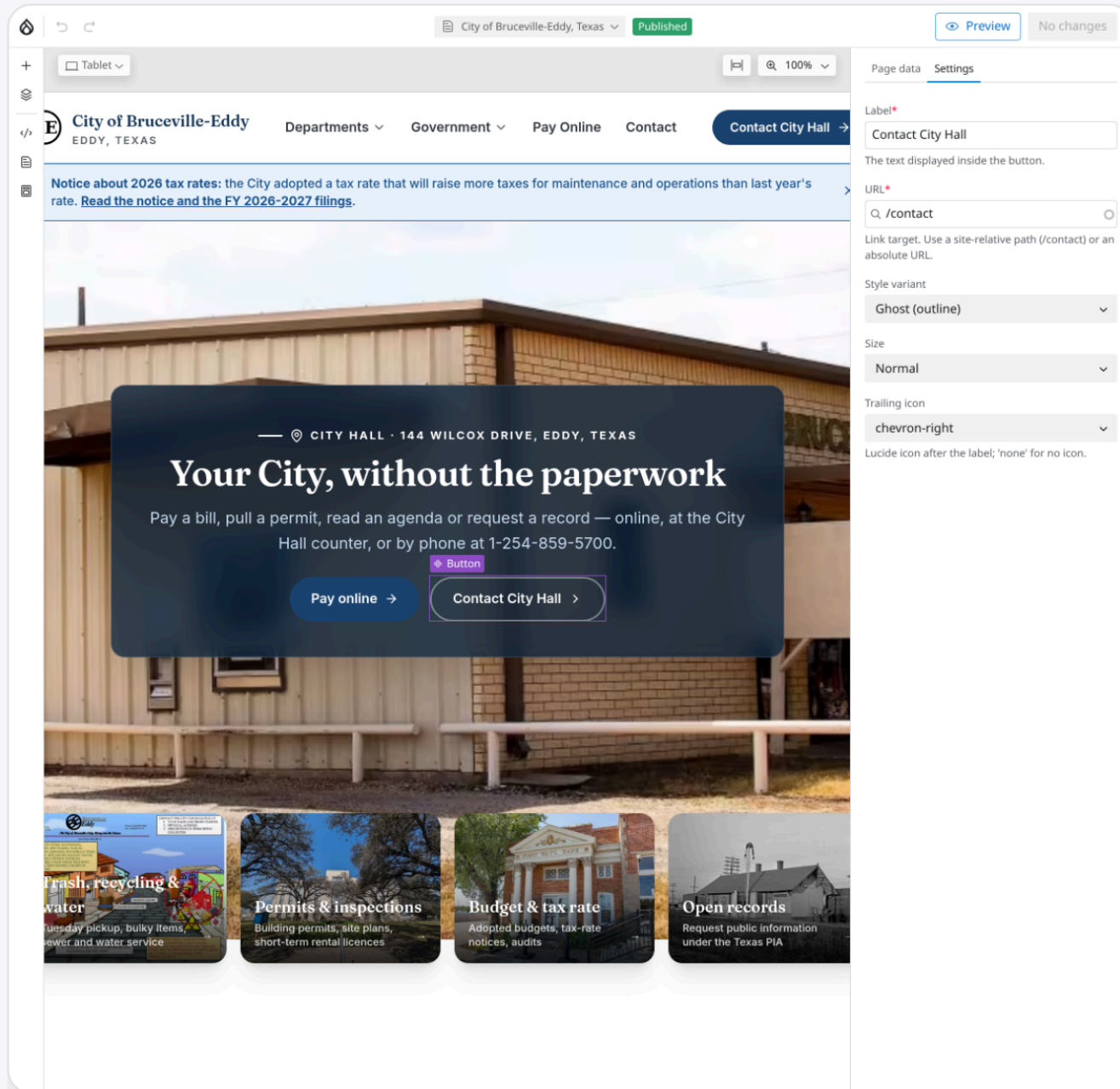
An illustrative prototype — shown to demonstrate direction and capability. The final design is developed in collaboration with the City during discovery.



THE PROMET DIFFERENCE

Editing is drag-and-drop on the real page — not touching code.

- **One source, two renderers.** The same components your visitors see are what your editors drag and edit — no separate design system.
- **Live WYSIWYG.** Staff update content directly on the front end; no developer round-trip.
- **Pre-styled blocks.** Assemble pages from accessible, pre-built components — accessibility inherited automatically.



CMS · ALREADY BUILT

Structured content, not free-form pages.

- **Content types configured:** Pages, News Flash, Events (multi-board calendar), Alerts, Departments, Documents, Staff Directory, Bids, FAQs, Photo Gallery.
- **Editing is filling in a form** — title, body, department, hero image, and effective dates — not wrangling a layout.
- **Draft → Review → Approve → Publish** workflow with unlimited versioning and one-click rollback.

CMS · FORM BUILDER

Every form is editable in the CMS — add a field by clicking, not coding.

- **Click to add a field.** Name, type, and whether it's required — no developer, no plugin.
- **Drag to reorder.** The Form Center behind contact, open-records, employment-application and service-request forms — digital submission, as §2 asks.
- **Submissions captured and emailed.** Stored in the CMS and routed to your team automatically.

The screenshot shows the 'Form Center' interface for a form titled 'Contact'. The browser address bar shows 'bruceville-eddy.us/admin - Form Center'. The interface includes a sidebar with icons for various functions, a top navigation bar with links like 'Back to site', 'Administration / Structure / Webforms', and buttons for '+ Add element', '+ Add page', '+ Add layout', 'Save elements', and 'Reset'. The main content area has tabs for 'View', 'Test', 'Results', 'Build' (selected), 'Settings', and 'Export'. Below these are sub-tabs for 'Elements' and 'Source'. The 'Elements' tab displays a table of form elements.

Title	Key	Type	Required	Operations
÷ Your Name	name	Text field	☒	Edit ▾
÷ Your Email	email	Email	☒	Edit ▾
÷ Subject	subject	Text field	☒	Edit ▾
÷ Message	message	Textarea	☒	Edit ▾
÷ Submit button(s)	actions	Submit button(s)		Edit ▾

The RFP's module list (§2) and CMS features (§4), mapped to the platform.

CITIZEN MODULES

Agenda, Alert, Document & Form Centers

Agenda Center, Alert Center banner, Archive and Document Centers, Form Center with digital submission (employment applications included), News Flash, Community Events & Updates, Activities, Notify Me and a sortable multi-board Calendar.

DIRECTORIES

Staff, Resource, Facilities, Bids

Staff Directory, Resource Directory, Community Resources, Facilities (reservations-ready), Locations, Boards & Commissions, Open Data & Maps, Photo Gallery, FAQs, Bid Postings by category and date, and the Code of Ordinances link (eCode360) — plus site search over pages and PDFs.

EDITOR TOOLS (§4)

WYSIWYG with Word clean-up

Spell check, save-as-draft, undo/redo; Menu, Link, Image (auto resize + compress) and File managers; link checker; content reuse; Pages with Live Edit; Quick Links, Graphic Links and Info Advanced widgets as reusable blocks; version history and restore; scheduled publish/expire; audit trail; breadcrumbs; per-page meta; external links open in a new window.

REPORTING & SEO

Google Analytics, findable by default

GA4 and Search Console, editable meta tags, clean URLs, automatic XML sitemaps; Survey Form results by email or Excel export; pages pre-rendered and cached on save; PageSpeed 90+ on a global CDN.

HOSTING & SECURITY

Hosted by Promet

Forced HTTPS, MFA for admins, SOC 2 / ISO 27001 infrastructure, prompt critical patching; My Account / SSO dashboard and credit-card payments ready when the City wants them.

OWNERSHIP

Everything transfers

Open-source Drupal: all code, configuration, content, and Figma design assets are the City's.

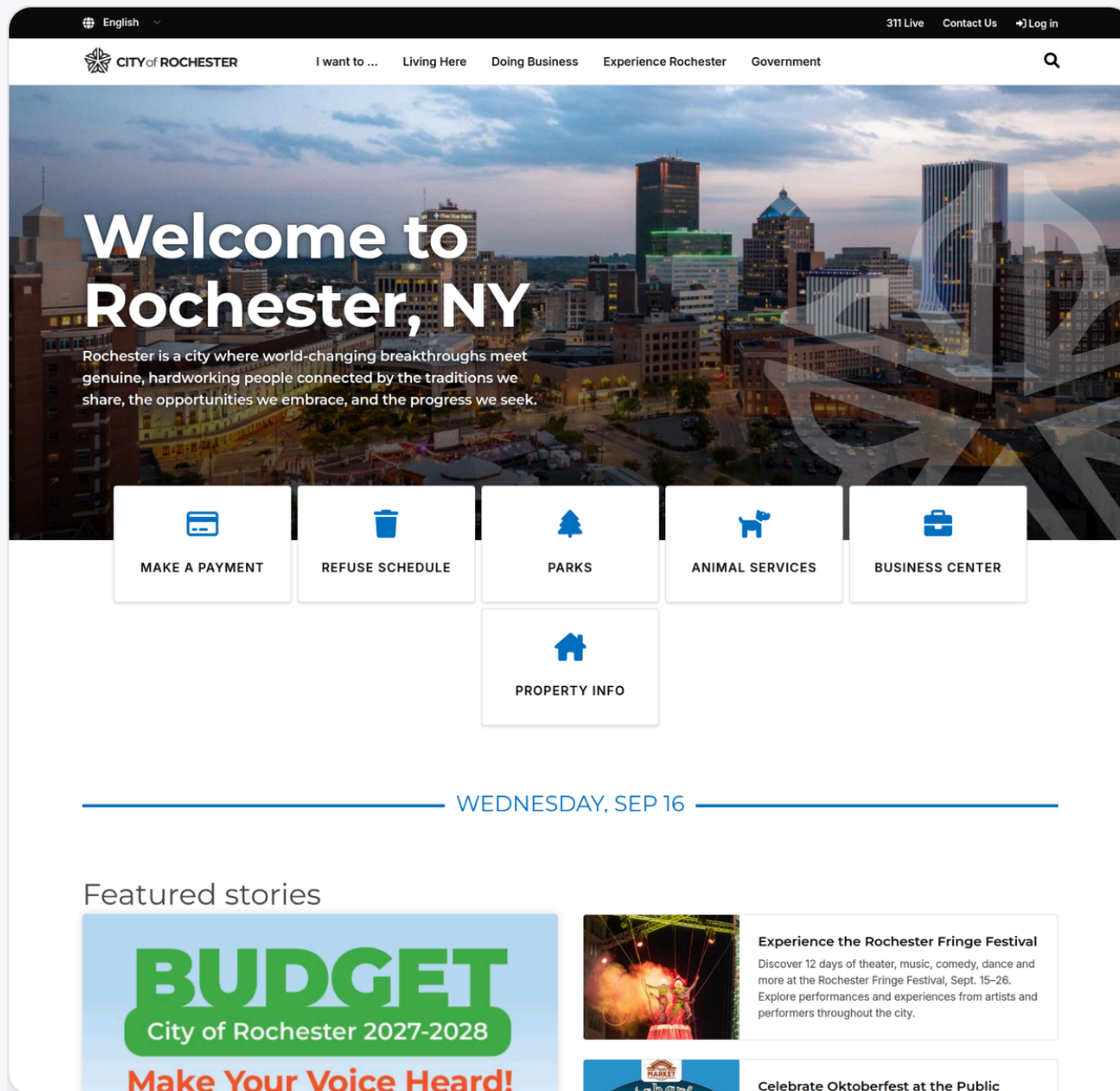
APPROACH & METHODOLOGY

A disciplined path from discovery to a verified, accessible launch.

- **Discovery & planning** — kickoff, stakeholder interviews, IA, content audit, and a WCAG-gap audit of the current site.
- **Build & configure** — Platform configuration, reusable components, secure coding — semantic markup + ARIA + keyboard in every component.
- **Quality assurance** — functional, cross-browser, performance and security; automated + manual + AT testing to Level AA.
- **Design & UX** — wireframes, responsive UI, plain-language content, and a clickable prototype — contrast + focus designed in.
- **Content migration** — scripted + manual, with taxonomy — migrated pages checked for accessibility, not just copied.
- **Deployment & launch** — cutover, DNS, monitoring, then 60 days of \$8 technical assistance; accessibility validation gates launch.

**ACCESSIBILITY CHECKPOINT**

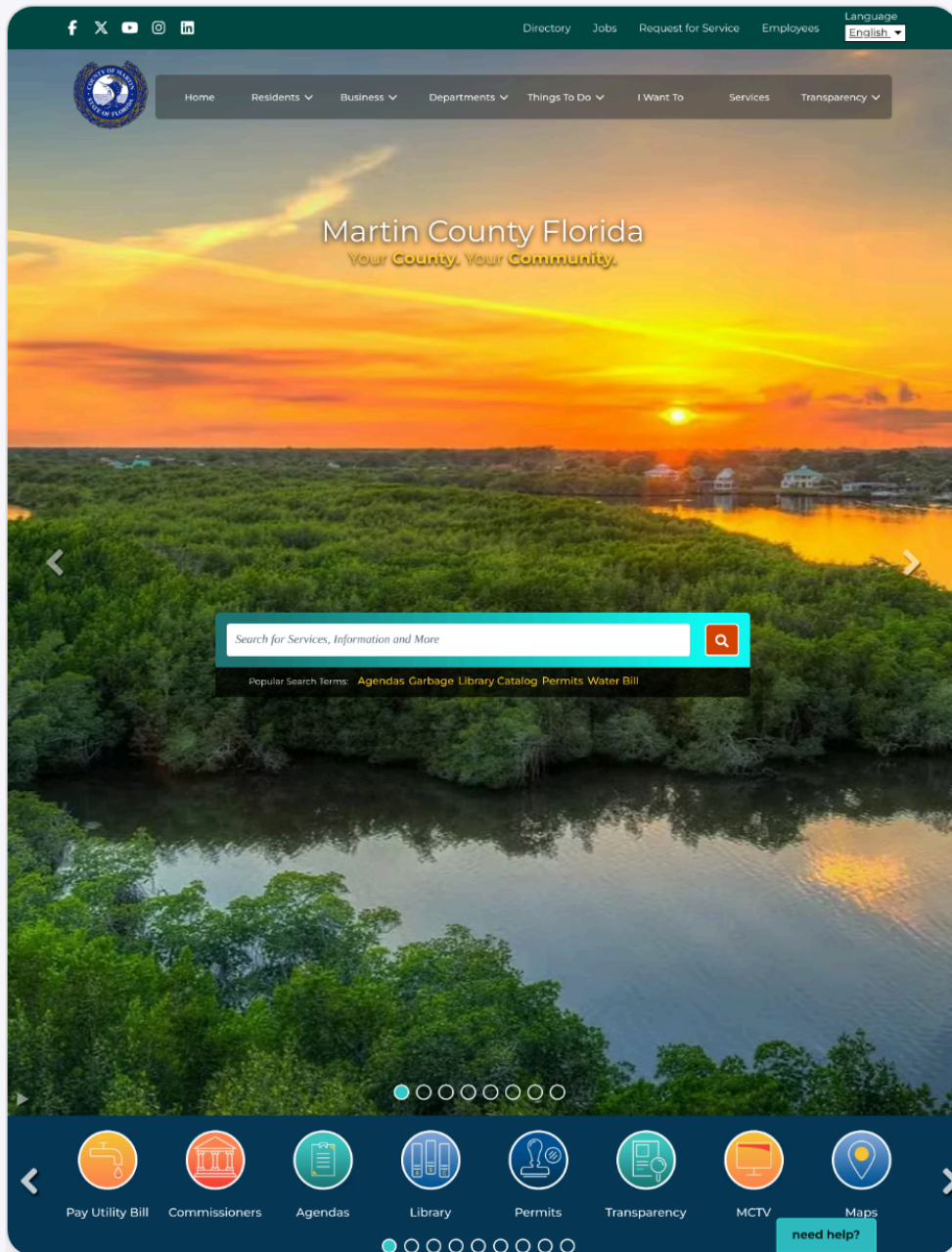
Detect (auto + manual + AT) → log against the WCAG 2.2 criterion → remediate *at the source component* → re-test.



CASE STUDY · LIVE AT CITYOFROCHESTER.GOV

City of Rochester, NY — one cohesive, accessible city platform.

- **Modern, cohesive Drupal platform** — built on Promet’s government component library for consistent messaging across every department.
- **Enhanced navigation & search** — an “I want to...” menu, audience-based sections, and top-task tiles for payments, refuse schedules and property info.
- **Accessible, user-centered design** — reusable components that keep content accessible as staff publish.
- **A long-term partnership** — design + build (~\$300K initial redesign, 2023–present), Acquia hosting via Promet, and ongoing support.



DESIGN & UX · LIVE AT PROMETSOURCE.COM

Accessible municipal patterns, adapted with the City during discovery.

- **Audience- & task-based navigation** — organized by who you are and what you came to do, plus a dedicated “I Want To” path.
- **Search built for how residents search** — a search box paired with popular-term shortcuts to the most-requested tasks.
- **Consistent, accessible card components** — one reusable pattern site-wide, not hand-built per page.
- **Accessible publishing patterns** — reusable components, keyboard support, and clear feedback paths established during discovery and design.



DESIGN & UX · LIVE AT FORTBENDCOUNTYTX.GOV

Fort Bend County, TX — built around how residents think.

- **Action-verb “I Want To” menu** — Obtain Jury Information, Search Court Records, Pay Property Taxes — matching how residents actually search.
- **Multiple paths to one service** — Common Services, Services by Topic, and an A-Z directory support different mental models.
- **Persistent search with suggestions** — always available, offering “relevant searches” prompts for users who don’t know the right term.
- **Click-to-call / click-to-email** — tel: and mailto: links that matter on mobile and for motor-impaired users; bilingual + ADA/Title VI footer.

PROJECT TEAM

A named Accessibility Lead, a Lead Designer, and a CISO on security.

Promet Source — Illinois corporation, founded 2003, 25 staff, 22 years in business. Our developer team averages 20+ years of experience.

ACCESSIBILITY LEAD & FRONT-END DEVELOPER — IAAP CPWA

Michelle Williamson

Senior full-stack Drupal developer and accessibility specialist, 20+ yrs, MSc Computer Science. **IAAP CPWA** (incorporates & exceeds CPACC) and DHS Section 508 certified.

On this project: the named, documented accessibility professional — active in design, development, testing, and final certification. No substitution without the City's written approval.

LEAD DESIGNER — UX/UI

Ian Roche

Lead Designer at Promet Source, directing UX and visual design for Promet's public-sector Drupal platforms.

On this project: leads discovery research, information architecture, and the accessible design system — working with the Accessibility Lead so every template meets WCAG AA before build.

DIRECTOR OF TECHNOLOGY — SOLUTIONS ARCHITECT & CISO, SECURITY+

Sonal Bendle

Director of Technology, Promet Source. Seventeen years as a Solutions Architect, Database Architect, and developer, leading architectural strategy for complex web platforms. **CompTIA Security+**.

On this project: owns the technical architecture, hosting, and security — MFA, security testing, and incident response.

Accessibility, named: The project includes a named Accessibility Lead with IAAP CPWA and DHS Section 508 certification, a Lead Designer building accessibility into every template, and a Security+-certified CISO — plus the staff coaching \$4 asks for. Bruceville-Eddy would join a portfolio spanning Rochester, Cleveland, Martin County and Fort Bend County, Texas.

PROJECT PLAN

Award September 24; launch by March 31, 2027; 60 days of technical assistance through May 31, 2027 (\$8).

OCT 2026

Discovery

Kickoff after the September 24 Council award, discovery workshop with the City Administrator and City Secretary, module-by-module content audit, accessibility audit, and project brief.

NOV 2026

Design

Homepage mockup (2 iterations); wireframes + visual mockups for landing and interior templates; accessible design system; client design approval.

DEC 2026–JAN 2027

Build & configure

Hosting provisioning, the §2 modules and §4 editor features, roles + workflow, MFA + security, GA4, and migration of the current site's pages and documents.

FEB–MAR 2027

QA + training + launch

Level AA accessibility testing, UAT, web-conference training for three City staff, launch by March 31, 2027, then 60 days of technical assistance (through May 31, 2027) that completes the contract.

Governance & communications: Weekly status meetings, bi-weekly sprint reviews, formal change orders, 24-hour blocker escalation, live status in Jira — the City gets direct access.

We're here for the long term — and we train your team to keep it accessible.

Three support tiers with a documented response-time SLA, plus two half-day (~4hr) instructor-led courses by web conference — content editing and accessible authoring for the three City staff the RFP names, recorded, with a customized PDF handbook + cheat sheet. The accessibility-authoring course keeps the site at Level AA after launch.

CORE

Support + a11y warranty

CMS maintenance, security patches + version upgrades, accessibility warranty, and 30 ad-hoc hours. Accessibility updates don't deplete the hours.

PREMIUM

120 ad-hoc hours

Everything in Core, with a larger ad-hoc pool for a more active site — the same SLA tiers apply to every plan.

PREMIUM PLUS

240 hrs + DubBot

Adds continuous DubBot accessibility + site-quality monitoring on top of 240 ad-hoc hours and the accessibility warranty.

Immediate

1 hr

Site-wide stoppage. 2-hr escalation.

Urgent

2 hr

Critical issue, multiple users. 4-hr escalation.

High

4 hr

Major function down. 24-hr escalation.

Normal

8 hr

General tickets. 48-hr escalation.

COST

\$37,500 one-time, priced per aspect as \$6.7 asks — plus hosting & support.

Fixed fees for each aspect the RFP lists — Design, Web Development, Training — and a not-to-exceed annual figure for Hosting, maintenance & support. No licence fees: the platform is open source. No other charges.

\$37,500

USD ONE-TIME — DESIGN, WEB DEVELOPMENT, MIGRATION, TRAINING, AND LAUNCH SUPPORT

By aspect (\$6.7):

Discovery & IA	\$4,500
Design	\$8,000
Web Development	\$16,500
Content Migration	\$3,000
QA & Accessibility	\$3,500
Training (3 staff)	\$2,000
Licence fees	\$0

Discovery, IA, module-by-module content + accessibility audit	✓
Design system + homepage & template mockups (2 iterations)	✓
Every \$2 module and \$4 editor feature, configured	✓
Migration of the current site’s pages, notices and documents	✓
Level AA QA + accessibility conformance statement	✓
Web-conference training (3 staff) + launch by March 31, 2027 + 60-day technical-assistance period	✓

Hosting, maintenance & support (annual, not to exceed): \$7,200 — Promet-hosted, 99.9% SLA, global CDN, security patching and version upgrades, the accessibility warranty, and 12 ad-hoc support hours. Separate from the one-time fee.

Minimizing external maintenance (\$6.7b): City staff publish pages, notices, menus and forms themselves; the annual figure covers only hosting, patching and support. **Optional:** Core Support with 30 ad-hoc hours \$12,000/yr; DubBot monitoring +\$6,750/yr; online credit-card payments and the My Account / SSO dashboard quoted when the City is ready. **Other charges:** none.

REFERENCES

Four references, as the RFP requires — live sites, named contacts.

REFERENCE 01 · CITY WEBSITE

Matthew Drifill

Digital Content Manager, City of Rochester NY

30 Church Street, Rochester, NY 14614 · (585) 428-5990

cityofrochester.gov ·
matthew.drifill@cityofrochester.gov

A modern, cohesive platform with consistent messaging, enhanced navigation and search, and an accessible, user-centered design for all residents. Acquia hosting via Promet, ongoing support (2023–present). A city site on the same platform proposed here.

REFERENCE 02 · COUNTY WEBSITE

Jennifer Hagedorn

Web Content Specialist, Martin County FL

2401 SE Monterey Road, Stuart, FL 34996 ·
(772) 288-5779

martin.fl.us ·
jhagedor@martin.fl.us

Migrated from Oracle to Drupal in 2014; prime contractor for full-stack development — discovery, design, front- and back-end — and ongoing maintenance ever since. A photo-led county site carrying a large public-facing service catalogue — the same balance the City is asking for.

REFERENCE 03 · MULTISITE AT SCALE

Julie Nguyen

IT Project Manager, Orange County CA

400 W. Civic Center Drive, Santa Ana, CA 92701 · (714) 834-2417

ocgov.com ·
Julie.Nguyen@ocit.ocgov.com

Redesigned and migrated 40+ sites from Civica to Drupal in 12 waves; 400+ content editors trained. Ongoing hosting + support (2018–present).

REFERENCE 04 · TEXAS COUNTY WEBSITE

Ron Viseh

Digital and Content Management Supervisor, Fort Bend County TX

301 Jackson Street, Richmond, TX 77469 ·
(281) 341-4570

fortbendcountytx.gov ·
Ron.Viseh@fortbendcountytx.gov

Redesign and migration on Promet's component design system. An "I Want To" task menu, multiple paths to every service, and click-to-call throughout — a Texas local government on the same accessible platform.

IN THEIR WORDS

What government & institutional clients say.

"Promet was very responsive to our needs and really cared. *Our new site meets the moment.* We got exactly what we wanted and feel very proud of how it looks and what we've achieved."

Nicole Bronzan

VP Communications & Content, Council on Foundations

"I could not imagine *a better agency relationship.* As the sole Drupal developer managing 40 sites, I'd hit my capacity. Promet stepped right in with the creativity and skill to achieve exactly what was needed."

Trent Boeschen

Technology Systems Coordinator, County of Marin Health & Human Services

"We now have an open-source CMS aligned with the worldwide Drupal community. The result is big benefits — we estimate *annual cost savings will exceed \$100,000.*"

Quazi Hashmi

Program Manager, County of Orange, California

"Promet has been awesome. Throughout the process, the attitude was always, *'anything we can do to help,'* and that was true even after hours."

Renee Plant

Administrative Manager, Wasatch Front Waste & Recycling District

COMPLIANCE MATRIX

Every requirement, mapped to how we meet it.

REQUIREMENT (RFP §)	STATUS	HOW ADDRESSED
Redesign: visual appeal, ease of use, branding/layout §6	✓ Comply	Brand discovery (seal, colors, type) into a City design system; persona-driven UX; homepage + template mockups (2 iterations); the pilot shows the direction.
ADA, Section 508, WCAG AA minimum, AAA where possible §4	✓ Comply	Component-level testing and acceptance to Level AA; AAA contrast where the design allows; staff coaching + accessible-only workflows.
Hosted CMS preferred; site hosted by the vendor §1 · §6.7c	✓ Comply	Promet hosts on managed government cloud (Appendix E); Drupal 11 with drag-and-drop editing, WYSIWYG, roles + approval workflow.
Current modules kept; new modules added §2	✓ Comply	Every current module carried over (Code of Ordinances, Elections, Employment, Boards & Commissions, Open Data & Maps); Agenda, Alert, Archive, Document and Form Centers, Notify Me, News Flash, Activities, Community Resources, Quick Links, widgets, directories, FAQs, gallery, EDC page.
CMS features: WYSIWYG, managers, link checker, versions, scheduling, audit trail §4	✓ Comply	All core to the platform — incl. Image Manager auto-resize, Survey Form with Excel export, spell check, save-as-draft, Live Edit; GA4 reporting; card payments future-ready.

COMPLIANCE MATRIX · CONTINUED

...and the rest of the requirement set.

REQUIREMENT (RFP §)	STATUS	HOW ADDRESSED
Qualifications, bios, minimum four references Attachments a–c	✓ Comply	Company profile (Appendix B), project team bios (Project Team + Appendix C), four references (References).
Ease of maintaining; technical support §6	✓ Comply	Structured editing City staff run themselves; support tiers with a documented SLA (Support & Training).
Multichannel notifications (CivicSend-style) §2	✓ Comply	Notify Me email/SMS subscriptions by topic and board; social sharing on every page; embeds for third-party tools.
Responsive design — no text-only mobile site; fast §4	✓ Comply	Global CDN, layered caching, image optimization; PageSpeed 90+; sub-200ms TTFB.
Fee per aspect: design, development, hosting, support, licence, training, other §6.7	✓ Comply	Cost slide itemizes every aspect; licence fees \$0; other charges none.
Completion date incl. training + technical-assistance period §8	✓ Comply	Launch and training complete by March 31, 2027 (Project Plan); 60 days of technical assistance through May 31, 2027, then the annual support plan.

COMPLIANCE MATRIX · CONTINUED

...and the rest of the requirement set.

REQUIREMENT (RFP §)	STATUS	HOW ADDRESSED
Security & privacy configuration offered — beyond the RFP	✓ Comply	Forced HTTPS, MFA, WAF/CDN, SOC 2 / ISO 27001 infrastructure (see Hosting appendix).
Paper remains for residents who prefer it and during outages §1	✓ Comply	Every online form has a printable equivalent; the contact page names the City Hall counter and paper forms; no service is online-only.
Training for three staff, web conference acceptable §6.7	✓ Comply	Two instructor-led web-conference courses (content + accessible authoring), recorded, customized PDF handbooks.
Post-award: Conflict-of-Interest Questionnaire, W-9, Certificate of Insurance	✓ Comply	Provided on request at award (Appendix B lists the entity, FEID and authority to bind).
Content migration	✓ Comply	Audit-driven migration of the current pages, notices, agendas and documents, each checked for accessibility.

The firm behind the proposal — on the record.

Promet Solutions Corporation, doing business as Promet Source — a full-service open-source web + accessibility agency, founded 2003 in Chicago.

LEGAL ENTITY

Promet Solutions Corporation

Incorporated in Illinois. Trading as “Promet Source.”
No subcontractors. An equal-opportunity employer — no discrimination on the basis of race, color, religion, sex, age or national origin (§10). W-9, Conflict-of-Interest Questionnaire and Certificate of Insurance on request at award.

REGISTERED ADDRESS

Chicago, IL

4809 N Ravenswood Ave, Suite 126, Chicago, IL 60640 ·
(773) 525-8255 · prometsource.com

FEDERAL IDENTIFIERS

DUNS & FEID

D-U-N-S #: 191251136
FEID #: 54-2120954

FIRM PROFILE

22 years · 25 staff

Founded 2003. Award-winning designers, PMI-certified PMs, and a developer team averaging 20+ years’ experience.

AUTHORITY TO BIND

Andrew Kucharski

President — andy@prometsource.com. Signs and binds the firm to a contract.

PROCUREMENT CONTACT

Chris O'Donnell

Proposal Manager —
chris.odonnell@prometsource.com · (773) 525-8255.
Point of contact through selection.

The accessibility certifications, documented.

We name the accessibility professional on this engagement and commit to no substitution without the City's written approval. Certification records for both the lead and the backup are below; full certificate scans are attached.

NAMED ACCESSIBILITY LEAD

Michelle Williamson — IAAP CPWA

Certified Professional in Web Accessibility (CPWA) — incorporates & exceeds CPACC. DHS Section 508 certified. Certificate #: MACPWA14272 · current, exp. 6/2/2029. Active in design, development, testing, and final certification; no substitution without the City's written approval.

BACKUP CERTIFIED PROFESSIONAL

Daniel de Leon — IAAP CPACC

Certified Professional in Accessibility Core Competencies (CPACC). ISTQB Advanced Test Analyst; DHS Section 508 certified. Certificate #: 24JFCDD051 · awarded 3/20/2024, renewal 3/31/2027. Owns the three-layer test plan as QA Lead.

STATEMENT OF WORK

Everything the Promet's Drupal platform build includes.

● CITIZEN ENGAGEMENT

- ✓ Emergency alert banners (opt. email/SMS)
- ✓ E-notifications & RSS by dept/topic
- ✓ Multi-department event calendar
- ✓ News, blogs & announcements
- ✓ Social sharing on every page
- ✓ Site search indexing PDF/Word docs

● EDITORIAL TOOLS

- ✓ Drag-and-drop page builder
- ✓ Live WYSIWYG front-end editing
- ✓ Document management + filtering
- ✓ Content scheduling (auto pub/archive)
- ✓ Draft → Review → Approve → Publish
- ✓ Unlimited templates & users

● ACCESSIBILITY & COMPLIANCE

- ✓ Level AA / ADA — enforced in components
- ✓ Integrated a11y checker (SiteImprove/DubBot)
- ✓ Accessible forms (keyboard + screen reader)
- ✓ Section 508 / NIST alignment
- ✓ Multilingual (Google Translate + manual)

● FORMS & ONLINE SERVICES

- ✓ No-code accessible form builder
- ✓ Multi-step & conditional logic
- ✓ Encrypted submissions + spam protection
- ✓ Submission routing to departments
- ✓ Role-based access & data retention

● PERFORMANCE & SEO

- ✓ Mobile-responsive, all devices
- ✓ Clean URLs, metatags, XML sitemap
- ✓ Caching + global CDN
- ✓ Google Analytics (GA4)

● DELIVERY

- ✓ Discovery + design (2 iterations each)
- ✓ Automated + manual QA + UAT
- ✓ Dedicated Project Manager
- ✓ Two training courses + PDF handbooks
- ✓ Managed hosting + 60-day post-launch technical assistance

Promet Hosting — secure, highly available, recoverable.

A fully managed AWS / Google Cloud PaaS purpose-built for government sites — the specifics a security-conscious reviewer looks for.

AVAILABILITY

99.9% uptime SLA

Redundant systems + load balancing; auto-scaling for emergency traffic spikes. 99.95% / 99.99% SLAs available.

DISASTER RECOVERY

RPO 24h · RTO 4h

Daily automated backups with multiple restore points; general target of 4 hours to restore from a full backup.

ENCRYPTION

AES-256 · TLS 1.2/1.3

At rest and in transit. Automatic security patching against known vulnerabilities without downtime.

THREAT PROTECTION

WAF + DDoS

Web Application Firewall (OWASP Top 10), DDoS mitigation, and regular vulnerability scanning with remediation.

ACCESS & MONITORING

RBAC · 24/7

Least-privilege role-based access for comms + IT teams; real-time uptime, performance, and security alerting.

COMPLIANCE

SOC 2 · ISO 27001

Infrastructure meets SOC 2 Type II, ISO 27001, and the NIST Cybersecurity Framework (CSF).

CASE STUDIES

A public-sector portfolio, at a glance.

01

City of Rochester, NY

Promet's Drupal platform design + build, Acquia hosting, ongoing support.

02

Orange County, CA

40+ sites migrated Civica → Drupal in 12 waves; 400+ editors trained.

03

Martin County, FL

Oracle → Drupal in 2014; prime contractor for full-stack development since.

04

Fort Bend County, TX

Redesign + migration on Promet's component design system.

05

City of Cleveland, OH

Senior Drupal 10 support, security, and structured governance.

06

Marin County, CA

Behavioral-health prevention hub; resources-first, multilingual UX.

07

U.S. GAO

Hand-coded → Drupal; search over 250K documents (SOLR), USWDS.

08

Little River Band of Ottawa Indians

WordPress → Drupal 10, on time and budget, with staff training.

09

Alabama Dept. of Environmental Mgmt.

Modernized design + accessibility; fixed-fee multidisciplinary team.

RECENT CUSTOMERS

Trusted across government, higher ed, and mission-driven orgs.

GOVERNMENT

20+

City of Rochester, NY
City of Cleveland, OH
City of Worcester, MA
Orange County, CA
Riverside County, CA
Marin County, CA
Fort Bend County, TX
Martin County, FL
NOAA
U.S. Fish & Wildlife

GOVERNMENT (CONT.)

U.S. GAO
US District Court
NY State Unified Court System
Maryland Judiciary
WV Supreme Court of Appeals
Texas Dept. of Public Safety
Texas Office of Attorney General
Teacher Retirement System of TX
Alabama DEM
Little River Band of Ottawa Indians

HIGHER EDUCATION

10+

University of Southern California
University of Chicago
University of Colorado
University of Denver
University of Massachusetts
Lehigh University
Marquette University
Southern Illinois University
Calvin University
UVA Libraries

ASSOCIATIONS / NFP

10+

US Chamber of Commerce
Council on Foundations
Oncology Nursing Society
American Camp Association
Frank Lloyd Wright Trust
Hagley Museum & Library
Ethisphere
Resolve to Save Lives
National Music Publishers Assoc.
Public Health Law Center

A clearer, more accessible front door for Bruceville-Eddy City Hall.

The Pilot is live — City staff, the EDC and Council are welcome to click through every page and open it in the Canvas editor before the September 24 tabulation.

bruceville-eddy-2026.prometdemo.cloud

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$16,500

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

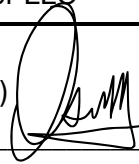
We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: Parameter LLC

By: (Seal if Corporation)



Printed name and title: Osiris Nunez, Principal

Address:

1430 South Dixie Highway, Suite 105, Coral Gables, FL 33146

Telephone:

(305) 916-4471

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Parameter LLC

Bidder Is: Individual () Partnership () Corporation ()

Other: Limited Liability Company (LLC), Florida

Residence of Bidder (if individual): N/A - bidder is an LLC

Date of Bid: September 11, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A - limited liability company, not a partnership

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Florida (LLC)

Name and Home address of the President N/A - bidder is an LLC, not a corporation

Name and Address of the Treasurer N/A - bidder is an LLC, not a corporation

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$14,000.00

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: Ironclad Enterprises LLC

By: (Seal if Corporation)

Lakshay Agarwal 17SEP2026

Address:

1835 Miller St, Orange Park, FL 32073

Telephone:

650-285-3309

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Ironclad Enterprises LLC

Bidder Is: Individual () Partnership () Corporation () X (LLC)

Residence of Bidder (if individual): N/A

Date of Bid: September 18, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Florida

Name and Home address of the President Lakshay Agarwal, Owner

1835 Miller St, Orange Park, FL 32073

Name and Address of the Treasurer Lakshay Agarwal, Owner

1835 Miller St, Orange Park, FL 32073



Symspace Design

PROPOSAL IN RESPONSE TO REQUEST FOR PROPOSALS

SUBMITTED BY EMAIL
SEPTEMBER 18, 2026, 9:00 AM CT

CITY OF BRUCEVILLE-EDDY, TEXAS

Website Redesign and Content Management Services

Prepared for

City Administrator's Office

Attention

Lawrence Cutrone, City Administrator

Prepared by

Symspace Design, Ankeny, Iowa

FIXED-FEE OFFER VALID THROUGH NOVEMBER 24, 2026

WEBSITE REDESIGN AND CMS SERVICES · SYMSPACE DESIGN

COVER LETTER

TO: Lawrence Cutrone, City Administrator · Bruceville-Eddy City Hall, 144 Wilcox Drive, Eddy, TX 76524

September 18, 2026

Symspace Design is pleased to submit this proposal to redesign bruceville-eddy.us, implement and host its content management system, migrate the existing content, train City staff, and support the site going forward. We are a design and technology studio in Ankeny, Iowa. We build websites the way we build brands: structure first, then the surface.

We read the RFP as one clear request. A resident, a visitor, or a business owner should be able to finish what they came to do without printing anything, and three City staff should be able to keep the site current without calling a vendor. Everything in this proposal is organized around those two outcomes.

Every module listed in Section 2 and every feature listed in Section 4 of the RFP is answered individually in the pages that follow, including four items we would handle differently and say so plainly.

We would be glad to walk the Economic Development Committee and the Council through this by web conference at whatever point is most useful to you. Pricing is a fixed fee, detailed in Section 6.7, and this offer is good through November 24, 2026. Joy Dayton is authorized to bind Symspace LLC to this proposal and to execute an agreement with the City.

Thank you for the opportunity to be considered. We would enjoy working with Bruceville-Eddy on this.

Respectfully submitted,



Joy Dayton, Owner, Lead Principal & Project Director

[Symspace Design](#) | 515-203-9582 | info@symspacedesign.com

Proposer: Symspace LLC (dba Symspace Design), 1758 NW 73rd Pl, Ankeny, IA 50023. Federal Tax ID 84-3480786. Established 2019. Two full-time staff supported by vetted technical and design contractors under direct Symspace oversight. Any documentation the City requires of the successful bidder will be provided promptly upon award.



SECTION 1. UNDERSTANDING AND OBJECTIVES

A site residents can finish their business on, and your team can run with confidence.

Bruceville-Eddy is a growing community with a dedicated team, and every recommendation here is built around that. The City deserves a website that is genuinely simple to keep current, that grows with you without a new charge each time you add a capability, and that shows residents, visitors, and prospective businesses the quality of the place.

AWARENESS AND APPEAL	The RFP names the site as the first view residents, visitors, and potential businesses have of the City. We treat the homepage as that first view: a real photograph of Bruceville-Eddy, the Economic Development Corporation given actual prominence rather than a buried page, and the services people come for reachable in one tap.
PAPERLESS, BOTH WAYS	Every form becomes a digital form that submits to the right staff inbox and exports to Excel. Every digital form also stays downloadable as a print version, so the counter and a total internet outage are both covered. That is a requirement in Section 1 of the RFP and it is a design decision, not an afterthought.
STAFF CAN RUN IT	Your staff, trained by web conference, editing in a visual editor that cannot break the layout or produce an inaccessible page. Adding an agenda, posting a notice, changing a photo, opening a bid, publishing a job listing: all of it straightforward from the City dashboard. Staff have everything they need to run the site day to day, and our team is available alongside them for ongoing support, updates, and anything larger.
ACCESSIBILITY AS A GUARDRAIL	The RFP asks for WCAG AA at minimum, AAA where possible, and coaching so that staff workflows can only produce accessible content. We build that into the CMS itself with required alt text, locked heading order, contrast-safe styles, and accessible form components, then train to it. Detail in Section 4.
COST THAT STAYS DOWN	Section 6.7 asks us to minimize external maintenance costs. First-year cost is \$18,180 all in, with support and maintenance waived. After that, recurring is \$315 per month, billed annually at \$3,780, covering CMS licensing, hosting, search, and support. There are no per-module fees and no charge to add a page, a form, or a calendar.

What we reviewed: the RFP and its eight sections, the current bruceville-eddy.us site and its module set, the department and government page structure, the Economic Development Corporation page, and the public agenda and notice archive. No assumptions in this proposal depend on information we did not have.

SECTION 2. MODULE COVERAGE, CURRENT SITE

Every module on the site today, and how it is delivered.

The RFP lists the modules the new site must continue to provide. Each is delivered as a structured content collection that staff edit through a form, not as free-form pages that drift apart over time. Every item below is in the base fixed fee.

REQUIRED MODULE	HOW SYMSPACE DELIVERS IT
Home Page	Designed around highest-demand tasks, an alert banner region, upcoming meetings, news, and quick links. Staff control every region without touching layout.
Bid Opportunities	Structured collection sortable by category, title, and closing date, with attachments, addenda, and automatic expiration on the closing date.
Calendar	Multiple calendars (Council, boards, commissions, community) published to one page with resident-facing category filters and iCal subscribe.
Code of Ordinances	Styled link out to the hosted code provider, plus a searchable local index of ordinances and resolutions the City adopts between codifications.
Online Payments	Prominent, clearly styled links to the City's existing payment portals. Native card processing is priced as a future phase per Section 1 of the RFP. See Section 3.
Departments	A reusable department template with subpages for Administration, City Secretary, Finance, Municipal Court, Police, Public Works, and the Volunteer Fire Department. Each carries its own contacts, forms, documents, FAQs, and news.
Community Events and Updates	Event collection feeding both the calendar and the homepage, with a photo, location, and registration link per event.
Employment	Job posting collection with an online application form, file upload for resumes, routing to the City Secretary, and automatic expiration when a posting closes.
Elections	Election page template with dates, polling locations, candidate filing information, sample ballots as documents, and results archive.
Government	Council and Boards & Commissions subpages with member profiles, terms, contact information, meeting schedules, and agenda links pulled automatically from the agenda collection.
Notice	Public notice collection with posting and removal dates, category, and an archive that satisfies retention practice.
Open Data and Maps	Page template for embedded maps and linked datasets, including GIS embeds, with accessible text alternatives for every map.

SECTION 2, CONTINUED. MODULE COVERAGE, REQUESTED ADDITIONS

Every module the RFP asks the new site to add.

All of the following are included in the base fixed fee. Each is a structured collection staff edit through a form, with automatic publishing and expiration where the RFP calls for it.

Economic Development Corporation — rebuilt with real function: available sites and properties, incentive programs, demographic and workforce data, permitting path, and an inquiry form routed to the EDC. This page gets designed attention, not a text dump.

Agenda Center — meeting collection holding agenda, packet, minutes, and video link per meeting, grouped by body and year, with an always-current next-meeting feed to the homepage.

Alert Center — emergency banner across the top of every page. Staff publish from one field, choose severity styling, set automatic expiration. Announced to screen readers on load.

Archive Center — archive for recurring dated records (agendas, budgets, newsletters, press releases) organized by type and year with full-text search.

Document Center — library for one-time documents and images, categorized and searchable, with required titles and descriptions so nothing lands untitled.

Form Center — all City forms rebuilt as accessible online forms with conditional fields, file upload, email routing, and Excel export, each paired with a downloadable print version.

News Flash — news collection with an author-friendly editor, homepage feed, category filtering, and RSS.

Notify Me — topic subscriptions. Residents choose categories (alerts, agendas, bids, news, events) and receive email when a matching item publishes.

Communication tool — multi-channel sending is not a website function. We integrate a dedicated service under a City-owned account so staff send from one place and the subscriber list stays in sync.

Activities — activity and program collection with dates, age ranges, fees, capacity, location, and a registration form.

Facilities — facility collection with photos, amenities, capacity, and rates. Reservations remain in person as the RFP states, with the form downloadable and submittable online.

Community Resources — directory of local and regional agencies and aid services, filterable by need.

Resource Directory — business white-pages collection with category, contact, address, and website, searchable and sortable.

Staff Directory — staff collection with title, department, phone, email, and photo, surfaced automatically on every department page.

Quick Links — managed link collection on the homepage and any department page, reorderable by staff.

Graphic Links — image-and-label button components staff configure by choosing a page and uploading an image. Every one carries required alt text.

Info Advanced / widgets — a library of reusable blocks (callout, notice, contact card, document list, hours, map) staff drop onto any page in any order.

Photo Gallery — gallery collection with accessible slideshow. Staff add or remove images without editing the page.

FAQs — question collection, site-wide and per department, with the clicked answer expanding in place and remaining keyboard accessible.

Locations — location collection with address, hours, map embed, accessibility notes, and contact.

Pages — standard page type with the full block library, edited in the visual editor.

Bid Postings — revised to sort by category, title, and closing date, with attachments, addenda, and automatic expiration on close.

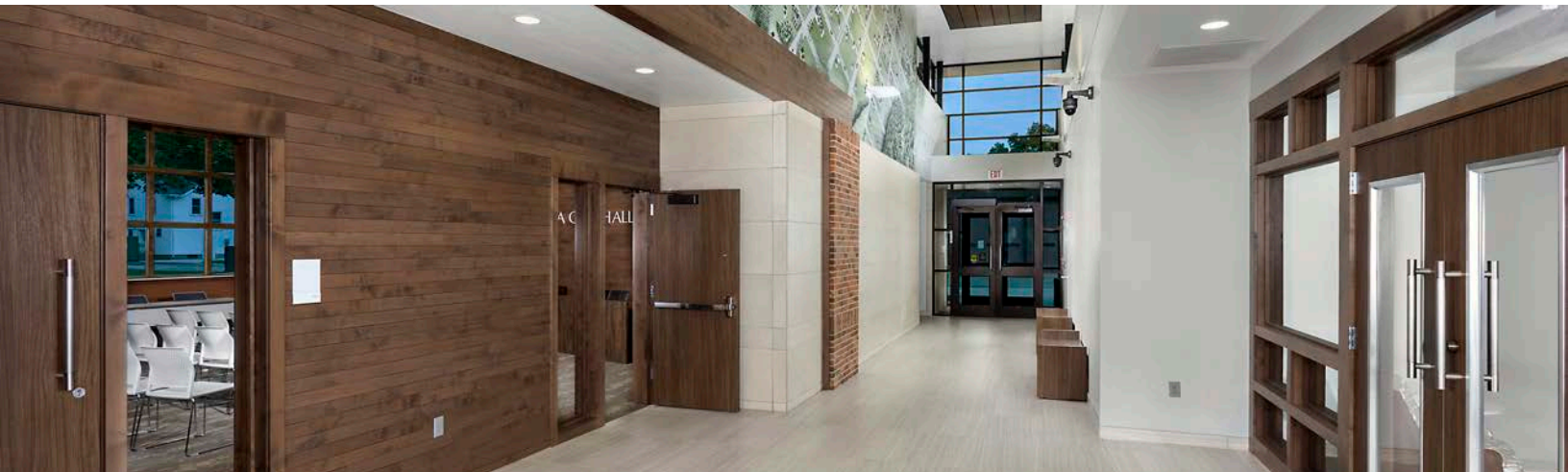


SECTION 3. FOUR STATED LIMITATIONS

Four items we would handle differently, stated plainly.

These four are the only places our approach differs from a literal reading of the RFP, and in each case the difference exists to keep cost and complexity off the City's books. We would rather be clear with you now than explain later.

ITEM	OUR POSITION
My Account / My Dashboard with resident single sign-on	Recommended as a later phase. A resident login with a personalized dashboard is an application rather than a website feature. Built properly it would cost more than this entire proposal and add a second system for the City to administer, so we would rather direct that budget into the pages and forms residents use every day. What we deliver instead covers the same needs: Notify Me subscriptions by topic, form submissions confirmed by email, and staff-side single sign-on through the City's existing Microsoft account. If a resident portal becomes a genuine need later, we will scope it properly then, on a platform that already holds your content.
Online credit card payments	The RFP calls this desirable in the future only, and we agree with that sequencing. Keeping card processing with a provider that carries PCI scope keeps that compliance burden off the City entirely, which is the safer and cheaper arrangement. We give the existing payment portals prominent, clearly styled placement now, and when the City is ready we integrate the provider's hosted checkout so residents never leave the site visually. Quoted at that time, with no cost carried here.
Facility reservations online	The City requires in-person reservations today, so we build to that policy rather than against it: facility pages with photos, amenities, capacity, rates, an availability display, and a reservation request form residents can submit online or print. If the City later decides to move reservations online, the facility content is already structured for it and we would add live booking and payment as a defined phase.
Audit trail across the whole site	Page-level version history with restore and author attribution is complete and native, which covers the practical question of what changed and who changed it. A full per-field change report lives on the platform's higher-tier plan. We quoted the plan that matches the City's current editor team rather than a larger tier, and if the City does want full audit reporting the upgrade is roughly \$500 per year and can be added at any time without rebuilding anything.



SECTION 4. TOOLS AND FUNCTIONALITIES

Each essential feature the RFP names, and how it works.

REQUIRED FEATURE	DELIVERED
Accessibility	Built to WCAG 2.2 AA throughout, with AAA contrast on body text and AAA target sizes on all controls where the design allows. ADA Title II and Section 508 conformance addressed by the same work. The CMS is the enforcement mechanism: alt text is a required field, heading levels are structural and cannot be chosen for looks, only contrast-passing color pairs are available, form components ship labeled and keyboard operable, and pasted Word content is stripped of inline styling. A staff member editing the site cannot easily publish an inaccessible page. We deliver a written accessibility policy, a one-page editor checklist, and live coaching in training.
Responsive design	One responsive site that reflows for phone, tablet, and desktop. No separate mobile site, no text-rendered mobile version, no zooming. Designed mobile first, because most residents arrive on a phone.
Word-like editor (WYSIWYG)	Visual on-page editing from any page for authorized editors. Site styles are enforced, so content always matches the design. Supports links to new or existing pages, embedded images, rich media including YouTube, documents from the file manager, lists, tables, alignment, indentation, HTML view, multilevel undo and redo, and spell check. Pasted Word content is cleaned automatically and converted to site styles. Available controls vary by role. Draft saving and version history are covered below.
Menu Manager	Editors add, edit, reorder, and nest top navigation and department or section navigation without code.
Link Manager	Links created to new or existing pages from the editor or the menu. A page created but not yet populated stays unpublished and invisible on the live site until content is entered. External links open in a new window automatically.
Link Checker	Internal links update automatically when a page moves, so they cannot break. External links are scanned and reported; a broken-link report is delivered quarterly under the support plan and is available on demand.
Image Manager	Editors upload from computer or network folder. Images are resized and compressed automatically for each screen size, and served in modern formats. Alt text is required at upload.
File Manager	Documents uploaded and linked from the editor or the menu, organized by category, with required titles. Document links open in a new window.
Content Manager	Any piece of content can be used on any page. A notice, contact card, document list, or FAQ is authored once and referenced anywhere. Edit it in one place and every page updates.

SECTION 4, CONTINUED. TOOLS AND FUNCTIONALITIES

REQUIRED FEATURE	DELIVERED
FAQ	Questions posted site-wide or per department. The clicked answer opens in place at the top of the list, keyboard accessible and announced to screen readers.
Document Management Center	Categories created and archived by staff. Full-text search covers document contents, not only titles, so a phrase inside a PDF agenda is findable.
Survey Form	A non-technical editor builds any survey from the form builder. Results arrive by email and export to Excel or CSV.
History	Every change to a page is archived and any previous version can be restored. Drafts save automatically, so an interrupted edit is never lost.
Quick Links	Managed collection of links to the most frequently accessed pages, on the homepage and each department page.
Automated activation and expiration	Any page, notice, bid, job posting, or content block can be set to publish and to come down at a date and time. The system handles it with no staff action.
Events Calendar	Multiple calendars created in one interface, events posted to any of them, residents filter by category. iCal subscribe and add-to-calendar included.
Photo Gallery	Editors add and remove images from an accessible slideshow without touching the page.
Dynamic page pre-assembly	Pages are pre-rendered and served from a global CDN on save. Nothing is assembled at the moment a visitor arrives, which is why pages load fast and the site does not slow down under an alert-day traffic spike.
Site Search	Custom site search across pages, news, agendas, notices, staff, and the full text of uploaded documents, with typo tolerance and result weighting the City controls. Google site search can be layered in if preferred.
Audit Trail	Page version history with restore and author attribution is native. Full per-field change reporting requires the higher-tier plan, as stated in Section 3.
Dynamic breadcrumbs	Automatic navigation trail on every page, generated from site structure, keyboard accessible.
Meta tags and keywords	Per-page title, description, keywords, social preview image, canonical and indexing controls, automatic XML sitemap, and structured data for events, meetings, and news so search engines display them richly.

Section 5. Reporting needs

Google Analytics 4 is configured under a City-owned account, with event tracking on the things that matter to you: form submissions, document downloads, payment-portal clicks, search terms, and searches that returned nothing. The City owns the account and the data, views reports at any time, and can add any analytics tool it prefers. A quarterly summary is included in the support plan.

SECTION 6. APPROACH, SCHEDULE, TRAINING, AND CLOSEOUT

Award September 24. Launched site in February 2027.

1. DISCOVERY AND STRUCTURE	Two web conferences with the City Administrator and department representatives. Review of the current site, every module, every form, and analytics. Deliverable: a sitemap, task-based navigation, a content inventory with a keep, revise, combine, or archive recommendation for every page and document, and a redirect plan so existing links and search results keep working.
2. DESIGN	Homepage concept first, then the department, service, news, calendar, form, and document templates built from one component library. Two visual directions presented, one carried forward. City photography placed where it matters. Approval gates at visual direction, homepage, and template set.
3. BUILD AND CONTENT	CMS configuration, all collections and modules from Sections 2 and 3, roles for three staff, forms, search, alerts, subscriptions, analytics, and redirects. Content migrated and cleaned as it goes: headings corrected, links repaired, alt text written, tables made accessible.
4. TESTING	Automated and manual accessibility audit against WCAG 2.2 AA with AAA contrast, keyboard and screen-reader passes, Chrome, Edge, Safari, Firefox, iPhone, and Android, performance benchmarks, and form and integration testing. Every defect closed before we ask for launch approval.
5. TRAINING	Three City staff trained in one web conference session, as the RFP describes. Written documentation and a recording of the session, so a future hire can be trained without us. Follow-up questions are answered by email. Included in the fixed fee, per Section 6.7(d).
6. LAUNCH AND CLOSEOUT	Launch is a DNS change. The current site stays live and untouched until the new one is verified, so rollback is reversing one record. SSL is issued automatically. We monitor launch day and stay on call.

MILESTONE	DATE	CITY ACTION NEEDED
Award and kickoff	Week of Oct 5, 2026	Notice to proceed, staff contacts named
Sitemap and content inventory approved	Nov 6, 2026	Content decisions returned
Visual direction approved	Nov 20, 2026	Direction chosen, photography provided
Templates and CMS complete	Jan 8, 2027	Review on staging
Content migrated, testing complete	Feb 5, 2027	Staff testing and sign-off
Launch	February 2027	Go decision, DNS change authorized
Technical assistance period ends	May 2027	Support plan begins or declines

Section 8, project closeout. Completion date for the redesign including all training is **February 2027**, approximately eighteen weeks from an early-October start. Technical assistance is then provided at no charge for **90 days following launch**, through May 2027, covering defects, questions, and adjustments. The annual support and maintenance agreement begins at the close of that period.

SECTION 7. SITE SPECIFICATIONS AND FACTORS TO CONSIDER

Answering the six factors the RFP says it will weigh.

6.1 VISUAL APPEAL	Design parameters are left to our professional judgment, so here is the judgment. A city website should look like the place it represents, not like software. Real photography of Bruceville-Eddy at full bleed, generous white space, one strong typeface pairing, and restraint. We are a design studio first, and this is the part of the work we care most about getting right for you.
6.2 EASE OF USE	Navigation organized around what residents actually do, not the City organizational chart. Search that reads inside documents. Breadcrumbs on every page. Phone-first layout with touch targets sized for a thumb. Under three taps to any high-demand task.
6.3 EASE OF MAINTAINING	This is the factor that decides whether a redesign lasts. Structured collections mean staff fill in a form, not build a page. Content authored once appears everywhere. Alerts, expirations, and archives run automatically. The City is fully equipped to manage the site independently, and Symspace stays engaged for updates, improvements, and questions as they come up.
6.4 CITY BRANDING AND LAYOUT	We start from the City seal and existing identity and build a consistent digital treatment around it: color, type, spacing, and photography rules applied across every template. Symspace does brand work as its main practice, and the site will read as one deliberate identity rather than a theme with a logo dropped in.
6.5 TECHNICAL SUPPORT	An ongoing partnership, not a ticket queue. City staff reach our team directly from their own dashboard or by phone and email, and Joy Dayton is the named account contact. Response targets during business hours: site down, same day. Content or function defect, one business day. Question or request, two business days. The City holds owner-level credentials and can reach the platform vendor directly at any time.
6.6 PROPOSAL DETAIL AND SUBMITTALS	Every module in Section 2 of the RFP and every feature in Section 4 is answered individually in this document, including four items we handle differently. Qualifications, biographies, and four professional references follow. Budget is broken out exactly as Section 6.7 requests.

Why we are not proposing a municipal software suite. Those products offer real breadth, and they price it per module, per seat, and per year, with design handled as a template selection. Our approach puts that budget somewhere we think serves the City better. On Webflow the City pays roughly \$1,200 a year in platform licensing, owns the account outright, can export everything at any time, and gets a site that is designed rather than configured. The tradeoffs are the four items in Section 3, stated plainly. We believe this is the stronger value for Bruceville-Eddy, and we would rather you weigh that with the facts in front of you.

ATTACHMENT A. QUALIFICATIONS, EXPERIENCE, AND BIOGRAPHIES

Who does the work.

Symspace Design is a design and technology studio in Ankeny, Iowa, established in 2019. We build brand systems and the websites that carry them, and we have built and supported Webflow sites since 2019. Engagements are led directly by firm leadership. Strategic direction, project management, and CMS architecture are executed by full-time Symspace staff, supported by specialized contractors under our direct governance. The platform absorbs server maintenance, patching, backups, and SOC 2 Type II infrastructure controls, which is why a small team can deliver and support a municipal site reliably.



Joy Dayton — Owner, Lead Principal & Project Director. Seven years leading brand and digital systems for multi-stakeholder organizations. On this project: primary City contact, discovery facilitation, information architecture, content governance, staff training, and delivery. Authorized to bind Symspace LLC.



Tyler Crow — Senior Designer & CMS Specialist, full-time Symspace staff. On this project: visual design, Webflow engineering, CMS collection structure, mobile-first components, search configuration, and the WCAG 2.2 AA audit and remediation using axe-core, WAVE, and Lighthouse alongside manual keyboard and screen-reader testing.



Adiel Santana — Development specialist, vetted contractor under Symspace supervision. On this project: form routing, third-party integrations, scripted content migration from the current site, template QA, and analytics instrumentation. All work peer reviewed by Symspace before release.

Relevant experience. Our comparable work is for board-governed, multi-stakeholder organizations that operate the way a city does: public meeting calendars and notices, distributed department editors, volunteer editors who turn over annually, strict brand governance, and multi-committee approval. Our municipal work in the built environment includes the interior design of Algona City Hall, an Iowa city of comparable size. Pages 5 and 6 of this proposal show that building. Contractors work under Symspace's direct supervision, are bound by our confidentiality terms, hold no independent access to City systems, and Symspace remains fully responsible for all work.



ATTACHMENT B. PROFESSIONAL REFERENCES

Four references, all reachable, three on the proposed platform.

The RFP requires a minimum of four professional references. Three are website and CMS projects built on Webflow, the platform proposed here, and all three remain in ongoing support. The fourth is a brand identity and governance program, included because a city faces the same problem: one identity held consistently across a website, printed notices, and signage by people who are not designers. Each is detailed on the pages that follow. Please contact any of them.

CLIENT	SCOPE	COMPLETED	REFERENCE CONTACT
WB Realty wbrealty.com	Website redesign, CMS, structured listings, multi-division brand governance	2023, ongoing support	Brooke Wrage, Marketing & Brand Manager brooke@wbrealty.com · 515-897-8030
IIDA Plains Nebraska Dakotas Chapter iida-pnd.org	Chapter website, public event calendar and ticketing, interactive map, role-scoped editors	2024, ongoing support	Matthew Negron, Past President matthew@thinksimplicit.com · 973-358-2161
IIDA Great Plains Chapter iida-gp.org	Three-state chapter portal, structured event and initiative collections, board-transition documentation	2024, ongoing support	Tram Anh Tran, NCIDQ, IIDA, VP of Communications communications@iida-gp.org · 402-432-2763
BrownWinick Law Firm brownwinick.com	Brand identity and color system, style guide, presentation templates, stationery, social and web application	2025, ongoing partnership	Elle Reiman, Senior Marketing Specialist elle.reiman@brownwinick.com · 515-283-0231 ext. 124

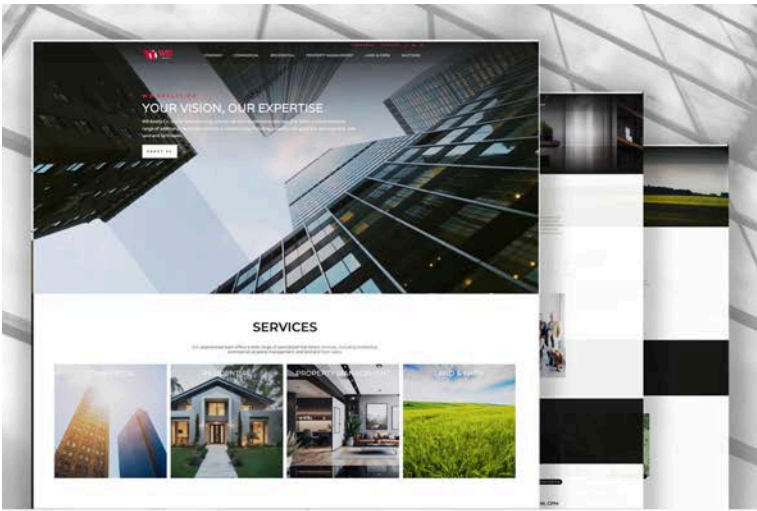


WB Realty Co.

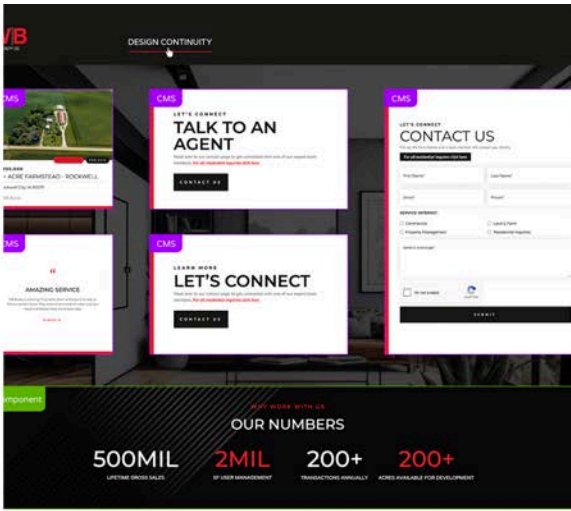
[WBREALTY.COM](https://wbrealty.com) →

Four operating divisions, one platform. Structured listing collections, team directory, and multi-step forms integrated with several third-party systems and embedded portals, all under one brand and one editorial workflow. Staff update a listing once and it appears everywhere. This is the closest parallel to a city site with multiple departments publishing to one platform. Symspace supports and maintains the site under an ongoing agreement.

SCOPE	PLATFORM	COMPLETED	REFERENCE
Design, CMS, development, integrations, hosting and support	Webflow CMS	2023, ongoing support	Brooke Wrage, Marketing & Brand Manager brooke@wbrealty.com, 515-897-8030



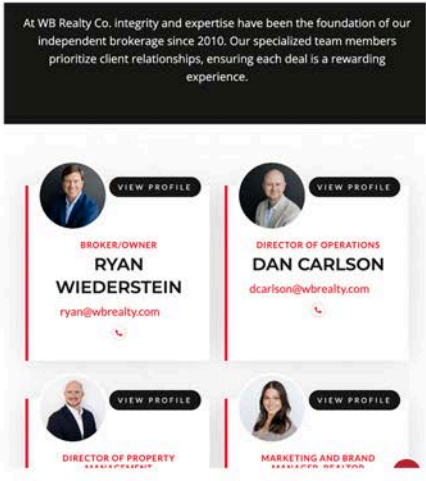
BRANDED NAVIGATION
ONE NAVIGATION SYSTEM ROUTES FOUR BUSINESS LINES — COMMERCIAL, RESIDENTIAL, LAND & FARM, PROPERTY MANAGEMENT — WITHOUT SPLITTING THE BRAND.



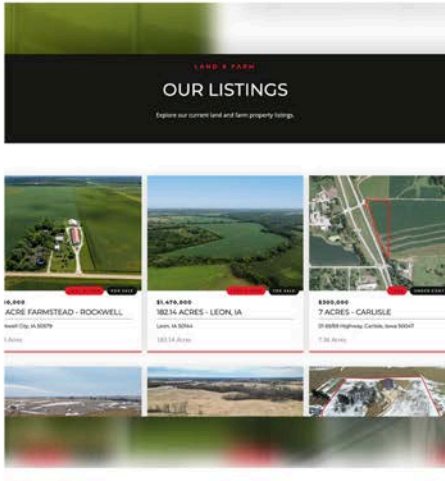
CMS-DRIVEN CONTACT MODULES
"TALK TO AN AGENT" AND LEAD-CAPTURE FORMS ARE REUSABLE CMS COMPONENTS, STYLED ONCE AND DROPPED IN WHEREVER THEY'RE NEEDED.



CONSISTENT BRAND MARK ACROSS TOUCHPOINT
THE IDENTITY HOLDS STEADY FROM PAGE HEADERS TO IFRAME-EMBEDDED WIDGETS AND THIRD-PARTY DATA FEEDS.



TEAM & BROKERAGE PAGES
STAFF DIRECTORY AND BIOS PULL FROM ONE CONTENT STRUCTURE.



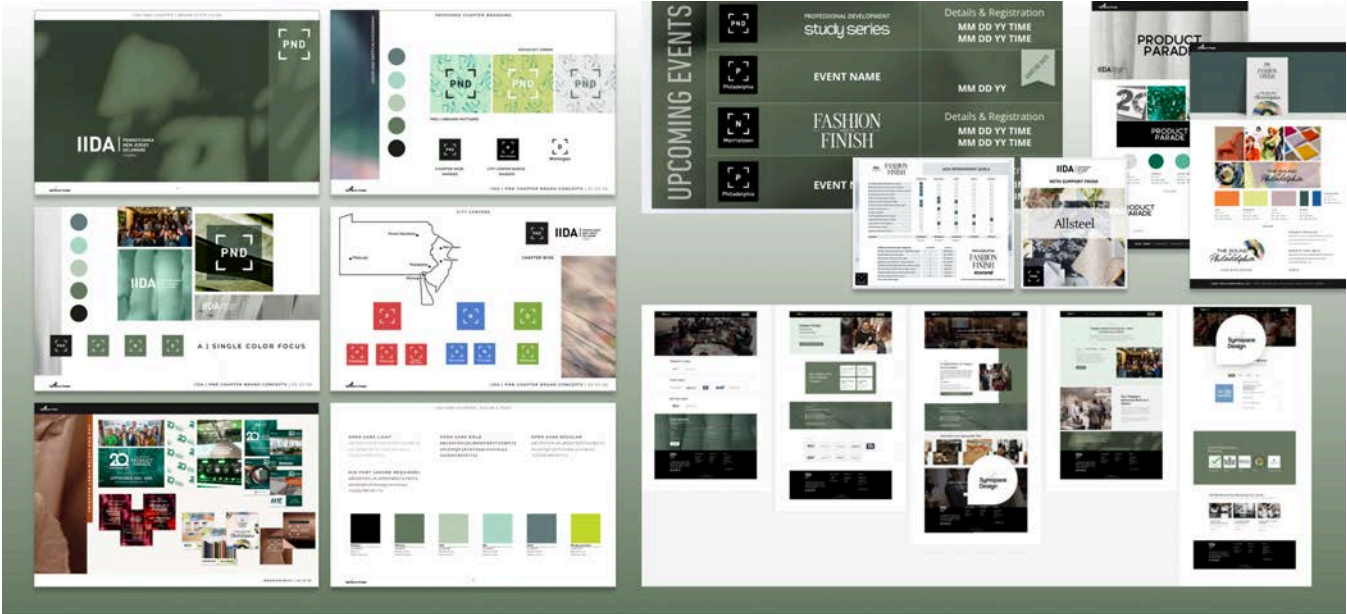
FULLY CUSTOM STRUCTURED LISTINGS (OR ANY CMS)
EVERY PROPERTY — COMMERCIAL, LAND, RESIDENTIAL — IS A CONTENT ENTRY WITH CONSISTENT FIELDS: PRICE, ACREAGE, STATUS BADGE, PHOTOS.

IIDA Plains Nebraska Dakotas Chapter

IIDA-PND.ORG →

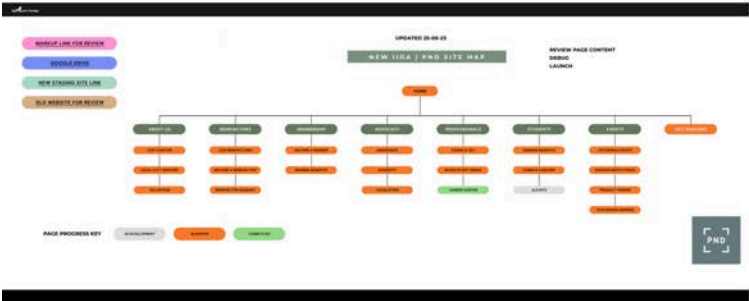
A board-governed nonprofit spanning three states and six city centers, with a large volunteer leadership team and dozens of editors. We organized and ran the steering committee from start to finish, kept the direction unified with many stakeholders weighing in, and delivered an events calendar with ticketing, a custom interactive regional map, member and sponsor directories, and role-scoped editing so each city center manages its own content. Meetings were recorded with distributed minutes at every stage, the same coordination a council and committee process requires.

SCOPE	PLATFORM	COMPLETED	REFERENCE
IA, design, development, events and ticketing, multi-board governance, training	Webflow CMS with custom code	2024, ongoing support	Matthew Negron, Past President matthew@thinksimplicit.com, 973-358-2161

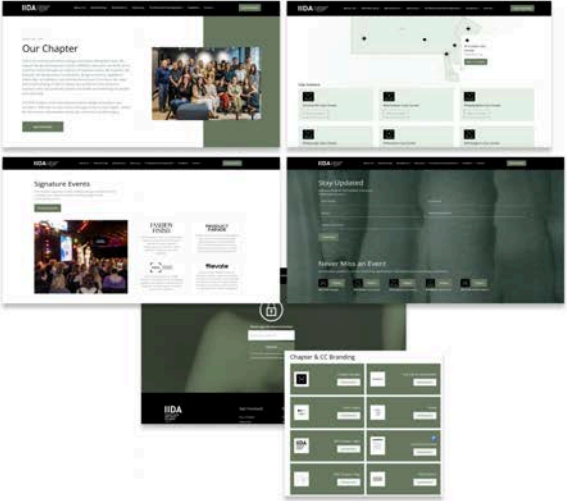


LOGO & MARKS & COLOR SYSTEM
FULL LOCKUP AND STANDALONE MARK, BUILT ON A CONSISTENT GRID.
NAMED COLOR PALETTE, TESTED AND PAIRED FOR **WCAG AA CONTRAST**

PRESENTATION TEMPLATES
DATA, QUOTES, AND PHOTOGRAPHY IN ONE CONSISTENT DECK SYSTEM.
BUILT FOR MARKETING & STAFF USE.



COMPREHENSIVE BRAND STYLE GUIDE
COVERING VOICE AND TONE, COPY STANDARDS, MISSION/VISION/VALUES, PHOTOGRAPHY DIRECTION, LAYOUT PRINCIPLES, AND PHYSICAL OFFICE APPLICATION

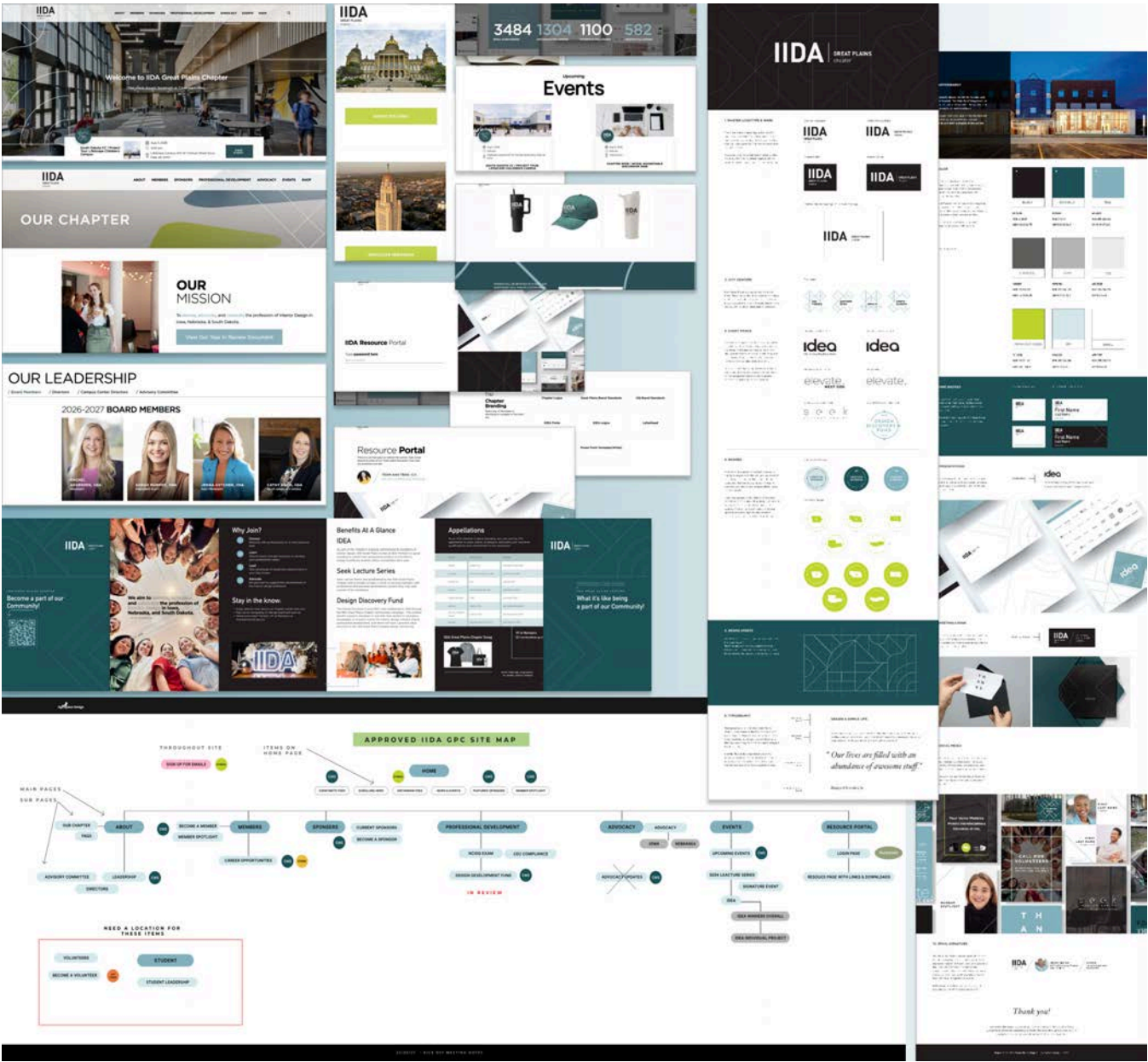


IIDA Great Plains Chapter

[IIDA-GP.ORG](https://iida-gp.org) →

A regional chapter portal for Iowa, Nebraska, and South Dakota with rotating volunteer boards. The site carries structured event and initiative collections with registration, professional development and CEU compliance content, leadership and sponsor pages, and a search-driven structure so members find dates and requirements quickly. Built to empower non-technical editors who change every year: board-transition documentation and templates outlast any individual term. That is the same problem a small city staff faces when roles turn over.

SCOPE	PLATFORM	COMPLETED	REFERENCE
Chapter portal, event and initiative collections, board-transition documentation, editor training	Webflow CMS	2024, ongoing support	Tram Anh Tran, NCIDQ, IIDA, VP of Communications communications@iida-gp.org, 402-432-2763



BrownWinick Law Firm

BROWNWINICK.COM →

A large Iowa law firm. We built the full identity system and the governance around it: logo and mark construction on a consistent grid, a named color palette tested and paired for WCAG AA contrast, a comprehensive brand style guide covering voice, tone, copy standards, photography direction, and layout principles, presentation templates built for marketing and staff use, a stationery and pattern system, and the identity carried into social and web application. We include it because it answers the question a council should ask: can this firm write brand and document standards that non-designers actually follow? BrownWinick's marketing staff and attorneys produce their own decks, letters, and social graphics every week, on brand, without a designer in the loop, because the guide and templates make the right choice the easy one. That is precisely what the City needs for a website three staff will run, for printed notices, and for facility signage, long after our engagement ends.

SCOPE	PLATFORM	COMPLETED	REFERENCE
Brand identity, color system, style guide, presentation templates, stationery, social and web application	Brand and identity program	2025, ongoing partnership	Elle Reiman, Senior Marketing Specialist elle.reiman@brownwinick.com, 515-283-0231 ext. 124



LOGO & MARKS & COLOR SYSTEM
FULL LOCKUP AND STANDALONE MARK, BUILT ON A CONSISTENT GRID.
NAMED COLOR PALETTE, TESTED AND PAIRED FOR WCAG AA CONTRAST



PRESENTATION TEMPLATES
DATA, QUOTES, AND PHOTOGRAPHY IN ONE CONSISTENT DECK SYSTEM.
BUILT FOR MARKETING & STAFF USE.



COMPREHENSIVE BRAND STYLE GUIDE
COVERING VOICE AND TONE, COPY STANDARDS, MISSION/ VISION/VALUES, PHOTOGRAPHY DIRECTION, LAYOUT PRINCIPLES, AND PHYSICAL OFFICE APPLICATION



STATIONERY SYSTEM
LETTERHEAD AND PATTERN SHEETS CARRYING THE MARK'S GEOMETRY.



SOCIAL & WEB APPLICATION
THE IDENTITY CARRIED INTO BANNERS AND SOCIAL PROFILES.

SECTION 6.7 AND SECTION 7. BUDGET AND COMPENSATION

Fixed fee. Broken out by design, development, and hosting.

Section 7 of the RFP requests a fixed or not-to-exceed fee on each aspect of the program. Every figure below is a **fixed fee**, not an estimate. All meetings, training sessions, and web conferences are conducted remotely and fully included; no travel or out-of-pocket expense will be billed to the City. The CMS, hosting, and search accounts are issued in the City's name, so the City owns them outright.

6.7(A) ONE-TIME IMPLEMENTATION	INCLUDED	FIXED FEE	
Design	Discovery, sitemap and task-based navigation, content inventory, homepage concept, two visual directions, full template set and component library, City brand application	\$6,500	
Web development	CMS build, every module in Sections 2 and 3, roles and permissions, all forms, search with document indexing, alerts and subscriptions, content migration and cleanup, redirects, accessibility audit and remediation, testing	\$8,200	
Website hosting setup and launch	Platform provisioning in the City's name, environments, CDN and SSL configuration, analytics, DNS coordination, launch and rollback plan, launch-day monitoring	\$1,800	
Training	Three City staff, one web conference session, written documentation, session recording, accessibility policy and editor checklist	Included	
Total one-time implementation	Fixed fee. Not to exceed.	\$16,500	

6.7(B) AND 6.7(C) RECURRING	TERMS	MONTHLY	ANNUAL
CMS and hosting license	A hosted CMS as the RFP prefers, licensed in the City's name. Hosting, global CDN, automatic backups, SSL, and three editor seats.	\$100	\$1,200
Site search index	Licensed in the City's name. Full-text indexing of pages and uploaded documents.	\$40	\$480
Symspace support and maintenance	Platform monitoring, quarterly accessibility scan, quarterly analytics summary, quarterly broken-link report, and up to 2 hours per month of content and design assistance. Waived in year one with a five-year agreement.	\$175	\$2,100
Total recurring, year one	Support waived with a five-year agreement	\$140	\$1,680
Total recurring, years two to five	Billed annually on the contract anniversary. Monthly figures are shown for budgeting. Rates confirmed at contract execution and subject to change.	\$315	\$3,780

SECTION 6.7, CONTINUED. FIVE-YEAR COST AND OTHER CHARGES

What the City pays over five years.

FIVE-YEAR TOTAL COST OF OWNERSHIP	YR 1	YR 2	YR 3	YR 4	YR 5	TOTAL
Implementation	\$16,500	–	–	–	–	\$16,500
CMS, hosting, and search licensing	\$1,680	\$1,680	\$1,680	\$1,680	\$1,680	\$8,400
Support and maintenance	Waived	\$2,100	\$2,100	\$2,100	\$2,100	\$8,400
Annual total	\$18,180	\$3,780	\$3,780	\$3,780	\$3,780	\$33,300

6.7(e) Other charges. First-year support and maintenance is waived with a five-year agreement, bringing total first-year cost to \$18,180. There are no other charges in the base scope. No travel, no expenses, no setup fees, no data-export or termination fees, and no charge to add pages, forms, calendars, or documents. Symspace fees are fixed for three years and may adjust by no more than 3 percent per year thereafter. Work outside the support plan is \$150 per hour with written City approval before any cost is incurred. Priced only if the City later elects them: native card payments and live facility booking, quoted at that time; full audit-trail reporting, approximately \$500 per year as a plan upgrade; additional template designs, \$1,200 each. Invoicing is by milestone, net 30, against a City purchase order.



A GROUNDED PROCESS

A site your team can run, that shows Bruceville-Eddy at its best.

Thank you for the opportunity to submit. A city website is the first impression Bruceville-Eddy makes on a resident, a visitor, and a business looking at Central Texas. It should be a good one, and it should stay a good one without a vendor standing between the City and its own content.

STRUCTURE FIRST	Navigation, task pathways, and content structure are settled before any visual surface is finalized.
CONTROL, PLUS SUPPORT	Trained staff with full control of their own site, a CMS that cannot produce an inaccessible page, and our team alongside them for ongoing support and updates.
HONEST LIMITS	Four items in this proposal are stated as things we would do differently. We would rather be clear now than explain later.



Submission contact and authority. Symspace Design, Ankeny, Iowa. Joy Dayton, Owner, Lead Principal & Project Director, authorized to bind Symspace LLC. 515-203-9582 | info@symspacedesign.com | symspacedesign.com



PROPOSAL AND STATEMENT OF WORK

City Website Redesign and Hosted Content Management

A rebuilt, accessible WordPress site that lets residents do city business online and lets your staff run it without a developer

PREPARED FOR

**City of Bruceville-Eddy,
Texas**

Attn: Lawrence Cutrone, City
Administrator
City Hall, Eddy, TX 76524

PREPARED BY

Osiris Nunez

Parameter LLC
info@parameterllc.com
parameterllc.com

PROPOSAL DETAILS

Ref: P-2026-BE-01 (v15)

Solicitation: RFP for Website
Redesign and Content
Management Services

Date: September 11, 2026

Validity: per the City's Bid
Form acceptance period

September 11, 2026

City of Bruceville-Eddy

Attn: Lawrence Cutrone, City Administrator

City Hall, Eddy, TX 76524

Dear Mr. Cutrone,

The City's website is the first thing many residents, visitors, and prospective businesses see, and your RFP is clear about what it should do: spread the word about city services, be easy to use on a phone, and let people handle city business online instead of on paper.

Parameter proposes a full redesign delivered on WordPress, the platform your site already runs on. That means no proprietary system to buy into and no lock-in: the City owns the site, the content, and the hosting relationship, and your staff manage day to day content through a plain editor.

This proposal accompanies the City's Bid Form; it does not replace it. It covers what we understand you need, exactly what we will build and how we will prove each piece works, the accessibility approach, a schedule, and a fixed investment broken out the way your RFP requests.

Work begins within one week of the City's notice to proceed. I am the person who will do the work and your direct line throughout.

Sincerely,



Osiris Nunez

Principal, Parameter LLC

01 Executive summary

The City of Bruceville-Eddy runs its current site on WordPress with an off-the-shelf theme. It presents the City, but it was not built to extend services online, to be managed easily by staff, or to meet current accessibility standards. The RFP asks for a redesign with a hosted content management system, responsive mobile-first design, online forms, agendas and documents, alerts, a calendar, and ADA and WCAG accessibility.

Parameter proposes a lean, purpose-built WordPress rebuild: a clean responsive design, the content modules the RFP describes delivered as standard WordPress features your staff control, content migrated from the current site, accessibility built to WCAG 2.1 AA with editor tools and training that support accessible publishing, and managed hosting and support so the City is not running the site alone. Because the City is already on WordPress, migration is direct and nothing is locked behind a vendor platform.

One-time website build (fixed)	\$16,500
Managed hosting, support, and care	\$299/month or \$2,999/year
Platform or CMS license fees	None, ever
Ownership	The City owns the site, content, data, and hosting
Target timeline	About 9 weeks from notice to proceed

Success, as we will measure it:

- A resident can find a service, open a form, and submit it from a phone without zooming or pinching.
- City staff can post an agenda, publish an alert, add a document, and update a page through a plain editor.
- The delivered templates and Parameter-authored content pass automated and manual accessibility checks against WCAG 2.1 AA.
- The site runs on managed hosting with daily backups and periodic restore testing, under one accountable owner.

02 About Parameter

Parameter LLC is a Miami-based engineering practice that builds and operates WordPress and Odoo systems as production software, with staging, tested backups, monitoring, and accessibility remediation as standard practice rather than add-ons. The firm was established in 2023; its principal has led web design, development, and digital operations since 2007.

- **WordPress is the core practice.** Parameter builds custom WordPress themes and plugins and operates a portfolio of live client sites, which is exactly the platform this project uses.
- **Accessibility is treated as engineering,** not a checkbox: automated and manual testing, and editor tools that flag issues as staff write.
- **Principal-led delivery.** No account managers and no ticket queue. The person who builds the site is the person you talk to.

2.1 Project team

Osiris Nunez, Principal. Sole delivery lead for this engagement: design direction, WordPress build, accessibility, migration, launch, and training. Parameter is a principal-led practice and does not staff this work with subcontractors unless the City is told so in advance.

2.2 Selected work

Three examples of Parameter's own delivery, alongside the references that follow:

- **PreArrive (prearrive.com)** is Parameter's own software product: a multi-tenant web application that Parameter designed, built, and operates end to end, including its design system, an electronic-signature and audit-trail workflow, per-customer subdomains, a public API, and its hosting and deployment pipeline. It shows that Parameter builds and runs production web software, not only informational sites.
- **Cremo Cigars (cremocigars.com)** is an active WordPress and WooCommerce site Parameter designs, builds, and operates for a Miami manufacturer and retailer. Delivered work includes responsive product and bundle-page redesigns, a custom reviews section, store configuration (product catalog, variants, shipping logic, and promotions), ongoing security patching and managed maintenance, and monthly design and development operations.
- **Premier Corporate Printing (premiercorporateprinting.com)** is a corporate web-to-print operation whose account-based ordering workflows Parameter maintains and enhances, including work on accounts serving Baptist Health, Miami-Dade College, FIU, Ryder, Lincoln Financial, and Royal Caribbean. Work includes ordering-system improvements, troubleshooting, and shipping integration.

2.3 Professional references

The RFP requests a minimum of four professional references. Each below reflects a completed or ongoing Parameter engagement, described by exactly what Parameter did, with a contact who has agreed to be reached.

CLIENT AND SITE	WHAT PARAMETER DID	REFERENCE CONTACT
CIFAL Miami (cifalmiami.org)	WordPress site Parameter manages and hosts (managed hosting, maintenance, and support) for a United Nations, FIU, and Outreach Aid to the Americas collaboration	Debbie Castillo, Manager · db@oaausa.org · (305) 884-0441
Cremo Cigars (cremocigars.com)	WordPress and WooCommerce e-commerce site designed, built, and operated by Parameter for a Miami cigar manufacturer and retailer, with ongoing store operations and managed maintenance	Walter Santiago · cigarservices@gmail.com · (305) 342-9440
Wells & Drew (wellsdrew.com)	Odoo ERP and a custom web-to-print ordering platform designed, built, and operated by Parameter for an engraved-stationery manufacturer, with custom modules and shipping and fulfillment integrations	Blake Houser · blake@wellsdrew.com · (904) 399-1510
Premier Corporate Printing (premiercorporateprintin g.com)	Account-based corporate ordering workflows maintained and enhanced by Parameter, including ordering-system improvements, troubleshooting, and shipping integration	Isaac Camargo · info@premiercprt.com · (305) 495-7264

03 Understanding of requirements

3.1 Current state

- The City's site runs on WordPress with an off-the-shelf theme. It communicates, but it is not organized to extend services online or to be managed comfortably by staff.

- Residents increasingly expect to handle city business on a phone. A text-rendered or zoom-to-read mobile experience is explicitly not acceptable per the RFP.
- Departments (Administration, City Secretary, Finance, Municipal Court, Police, Public Works, and the Volunteer Fire Department), along with agendas and minutes, calendars, bids, employment, elections, and notices, all need clear homes and an easy way for staff to keep them current.

3.2 Objectives

- Redesign the site to be appealing, easy to use, and fully responsive on phones and tablets.
- Move city processes online and reduce the paper staff must print, track, and archive, while keeping paper options available.
- Give non-technical staff a plain editor to manage pages, agendas, documents, calendars, alerts, news, forms, and menus.
- Meet ADA, Section 508, and WCAG 2.1 AA for the delivered site, and support staff in keeping new content accessible.

04 Proposed solution

A single responsive WordPress site, redesigned and rebuilt, with the content modules the RFP describes delivered as standard WordPress features the City controls. Parameter hosts and manages it. Each feature below names how it is delivered, so there is no ambiguity about what the fixed price includes.

REQUIREMENT	HOW IT IS DELIVERED ON WORDPRESS
Responsive redesign, page templates, menus, quick links, breadcrumbs, site search, WYSIWYG editor, link checker, media and file manager	Custom responsive theme plus WordPress core features and configuration
Department pages and subpages	Pages and templates for each named department
Agendas, minutes, archive and document center	Document and archive custom post types with categories and search
Staff directory, boards and commissions, resource directory	Directory custom post types with fields
Homepage alert banner, news feed	Alert and news features built into the theme

REQUIREMENT	HOW IT IS DELIVERED ON WORDPRESS
Notify-me subscriptions by topic	Email subscription via MailPoet (free tier up to 500 subscribers and 5,000 emails per month; higher volume billed at cost)
Calendar and events	The Events Calendar plugin
Forms, surveys, employment applications	Gravity Forms (licensed), submissions by email or export
Online bill payment	A prominent link to the City's existing online payment service, which already accepts utility-bill, permit, and court payments, so residents can pay online from day one
Scheduled publishing and expiration of content	WordPress scheduling plus a publish and expire plugin
Audit trail of content changes	Activity-log plugin (Simple History)
Accessibility checking for editors	Editorially accessibility checker plus configured editor roles
Website usage reporting	Google Analytics or an equivalent

What your current WordPress platform already gives us, with no proprietary lock-in: existing content migrates directly, the City keeps full ownership and administrative access, and there is no third-party platform subscription to enter or ever leave.

4.1 Exceptions and equivalents

- Document-file (PDF) remediation, including the migrated set: excluded. Existing documents are migrated as supplied; the City confirmed file-level PDF remediation is not required for this project. If the City later wants document remediation, it is quoted separately as an allowance.
- Resident login/SSO is excluded from this phase provided residents can still pay bills online. This proposal includes a prominent link to the City's existing payment service. Parameter will verify during discovery that residents can use that service without a City-site login. Any custom payment integration is separately scoped and quoted.
- High-volume email (beyond 500 subscribers or 5,000 emails per month) or SMS notifications: available through a named service billed at cost with prior approval, outside the base price.
- Third-party embedded content and widgets (external maps, social feeds, vendor iframes): Parameter builds and tests the site's own templates, forms, and key user

journeys; the accessibility of third-party embedded content is governed by its provider and is outside Parameter's remediation scope.

05 Scope of work and deliverables

WORKSTREAM	DELIVERABLES	ACCEPTANCE CRITERION
WS1 Discovery and information architecture	Sitemap, content inventory, and template plan	The City approves the sitemap and content inventory.
WS2 Design system and responsive templates	Home, interior, and department page designs for desktop and mobile	The City approves desktop and mobile designs for the template set.
WS3 CMS build and modules	The redesigned WordPress site with all Section 4 features on staging	On staging, staff add and edit a page, post an agenda and a document, publish a news item and an alert, build a form and receive a test submission, and manage the menu, all through the editor.
WS4 Content migration	Up to 60 existing pages and up to 250 documents (agendas, minutes, budgets, notices), migrated as supplied	The agreed pages and documents are present on staging with working links. Final counts are confirmed in WS1; volume beyond these limits is quoted separately.

WORKSTREAM	DELIVERABLES	ACCEPTANCE CRITERION
WS5 Accessibility to WCAG 2.1 AA	Accessible templates, accessible Parameter-authored content, accessible migrated page content, editor accessibility tooling, and staff coaching	Automated checks (axe, WAVE, Lighthouse) and manual checks (keyboard and screen reader) pass on the template set, the migrated pages, the site's forms, and the key resident journeys (find a service, open and submit a form). Document files (PDFs) are migrated as supplied and are not remediated, and third-party embedded content is outside remediation scope (see Section 4.1).
WS6 Launch, hosting, and training	Production launch on managed hosting, DNS cutover, training, and an admin guide	The site is live on Parameter-managed hosting with SSL, CDN, and daily backups with periodic restore testing; the prominent bill-payment link routes to the City's existing payment service on desktop and mobile without a City-site login; three staff are trained by web conference; the admin guide is delivered.

5.1 Out of scope

- Copywriting and content authoring: the City supplies text and photos; Parameter structures and places them.
- Document-file (PDF) remediation, including the migrated set: documents are migrated as supplied; remediation is a separately quoted allowance (Section 4.1).
- Resident single sign-on, and any custom online-payment or utility-billing integration built into the City site (a link to the City's existing payment service is included; see Section 4.1).
- High-volume email beyond 500 subscribers, or SMS notifications.
- Ongoing social media or marketing services.

06 Methodology

The current site stays live and untouched until the new site passes acceptance on staging, so there is no window where the City is without a website. Work moves through clear checkpoints, and nothing advances until the prior step is signed off.

PHASE	CHECKPOINT
Blueprint	Sitemap and content inventory sign-off
Design	Desktop and mobile design approval
Build	Feature demonstration on staging
Content and accessibility	Migration complete; accessibility checks pass
Acceptance	City acceptance on staging
Go-live	Launch, DNS cutover, and training
Hypercare	30-day post-launch bug support

07 Timeline

MILESTONE	TARGET
Blueprint sign-off	Week 1
Design approval	Weeks 2 to 3
Build and module configuration	Weeks 3 to 6
Content migration and accessibility remediation	Weeks 6 to 7
Acceptance and accessibility testing sign-off	Week 8
Go-live and staff training	Week 9
Hypercare (30-day bug support)	Weeks 9 to 13

The schedule anchors to the notice to proceed and assumes timely City access and sign-offs per Section 9. Targets are in relative weeks so the schedule holds regardless of the contract date.

08 Investment

8.1 Fees

The one-time build is a fixed price, itemized below the way the RFP requests. It sums to the total; there are no hidden line items.

ITEM	FEE
Design (branding, responsive templates)	\$3,500
Web development (CMS build, all Section 4 features, forms, accessibility engineering)	\$8,500
Content migration (WordPress to WordPress, up to 60 pages and 250 documents)	\$2,500
Accessibility testing, remediation, and staff enablement	\$1,500
Training (three staff, by web conference) and admin guide	\$500
One-time website build (fixed)	\$16,500

Managed hosting, maintenance, and support (platform care): \$299/month, month to month with 30 days notice to cancel, or \$2,999/year prepaid, renewing annually unless cancelled before renewal. Care begins at go-live and includes managed WordPress hosting (up to 20 GB storage), SSL, CDN, a web application firewall, monitoring, daily backups with periodic restore testing, staging-first updates with rollback, performance tuning, the maintained plugin licenses named below, an annual WCAG re-check, monthly reporting, and minor content or configuration support of up to one hour per month (unused monthly support time does not roll over). Larger changes and feature work are quoted as changes under Section 10.

ITEM	COST
Website hosting, maintenance, and support	\$299/month or \$2,999/year
Maintained plugin licenses (Gravity Forms, The Events Calendar, accessibility and log plugins)	Included within care; none billed separately
Platform or CMS fees	None, ever
Third-party notification services (high-volume or SMS), if approved	Billed at cost with prior approval
Document remediation, if required	Separately scoped and quoted
Out-of-scope changes and future features	\$200/hour, additions only, approved in writing first

8.2 Payment schedule

MILESTONE	AMOUNT
At notice to proceed	\$8,250
At build review (features demonstrated on staging)	\$4,125
At go-live	\$4,125

Payments follow a 50, 25, 25 split summing to \$16,500, invoiced at each milestone, Net 30. There is no upfront nonrefundable deposit. Platform care is billed separately on its monthly or annual cycle beginning at go-live.

09 Assumptions and client responsibilities

- This proposal accompanies the City's required Bid Form and does not replace it. The City confirmed email submission to the City Administrator is acceptable; Parameter submits the completed Bid Form and this proposal by email.
- Content and photographs are supplied by the City in usable electronic formats. Parameter structures and places them.
- Migration covers up to 60 existing pages and up to 250 documents, migrated as supplied. Document-file remediation is excluded (Section 4.1). The City will export the

current site's content, and exact counts are confirmed during discovery; volume beyond these limits is quoted separately at the change rate in Section 10.

- WCAG 2.1 AA is the conformance target for delivered templates, Parameter-authored content, and migrated page content. Document files (PDFs) and third-party embedded functionality are excepted (Section 4.1). The City is responsible for the accessibility of content it publishes after launch, supported by editor tooling and training.
- Resident login/SSO is excluded from this phase provided residents can still pay bills online. This proposal includes a prominent link to the City's existing payment service. Parameter will verify during discovery that residents can use that service without a City-site login. Any custom payment integration is separately scoped and quoted.
- A certificate of insurance will be provided at award if the City requests one; limits to be confirmed with the City.
- The City provides timely access (hosting, DNS, and an export of the current site) at kickoff, and reviews or signs off each phase within five business days.

10 Change management, warranty, and support

10.1 Changes

Any change beyond this scope is documented, estimated, and approved in writing before work begins, at \$200/hour for additions only. No surprise invoices.

10.2 Warranty

Parameter provides 30 days of bug support after go-live at no charge. A bug is any delivered feature that fails its Section 5 acceptance criterion.

10.3 Support

Support goes directly to the principal. Ongoing operations, updates, monitoring, and minor content or configuration support of up to one hour per month are covered by platform care; larger work is quoted as a change under Section 10.1.

11 Ownership and intellectual property

- On final payment for the build, the website is the City's: source, design, content, data, and full administrative access, with a copy provided at launch.
- No platform or CMS license fees, ever. The site runs on standard open-source WordPress.
- No lock-in and no kill switch. If platform care ends, Parameter-provided hosting and maintained plugin licenses end, and the City may host and license the site elsewhere; the City keeps the site and its content either way.

- Parameter retains ownership of its pre-existing and generic, non-City-specific components and licenses them to the City for use in the site.
- Parameter may reference the project as a case study only with the City's approval.

12 Terms

1. **Validity.** This proposal remains valid for acceptance for thirty (30) days after the date for opening of bids, and thereafter until withdrawn, consistent with the City's Bid Form.

2. **Governing agreement.** Parameter will review and expects to enter the City's standard professional services agreement. Where the City's contract or the RFP terms differ from these terms, the City's govern, subject to Parameter's review of that contract. These terms state Parameter's default commercial posture, not a demand.

3. **Fees and invoicing.** The build is a fixed \$16,500, invoiced at three milestones (Section 8): at notice to proceed, at build review, and at go-live. Platform care is billed monthly or annually as the City selects, beginning at go-live. Invoices are Net 30. There is no upfront nonrefundable deposit and no per-day late fee.

4. **Start and schedule.** Work begins within one week of the City's notice to proceed. The schedule in Section 7 assumes timely City access and sign-offs per Section 9.

5. **Reviews and acceptance.** Each workstream is accepted against its Section 5 acceptance criterion. The City reviews each phase within five business days; delayed sign-off extends the schedule, not the price.

6. **Warranty.** Parameter provides 30 days of bug support after go-live at no charge. A bug is a delivered feature that fails its Section 5 acceptance criterion.

7. **Changes.** Out-of-scope changes are documented, estimated, and approved in writing before work begins, at \$200 per hour, additions only.

8. **Ownership.** On final payment for the build, the City owns the website, its source, design, content, and data, with full administrative access and a copy provided at launch. The site runs on standard open-source WordPress with no platform or CMS license fees and no lock-in. Parameter retains ownership of its pre-existing and generic, non-City-specific components and licenses them to the City for use in the site.

9. **Hosting, care, and licenses.** Managed hosting, the maintained plugin licenses listed as included in Section 8, and support are provided while platform care is active and are covered by the care fee. Third-party notification services (for example high-volume or SMS) are billed at cost with prior approval; document remediation, if required, is separately scoped and quoted. If care ends, the Parameter-provided hosting and maintained licenses end; the City continues to own the WordPress site and content and may host and license them elsewhere.

10. **Accessibility.** Parameter builds the delivered templates, Parameter-authored content, and migrated page content to WCAG 2.1 AA and tests them as described in Section 5, with the exceptions in Section 4.1 (document files and third-party embeds). Editor tools and training reduce accessibility errors and

support accessible publishing; the City is responsible for the accessibility of content it publishes after launch.

11. Confidentiality and independent contractor. Each party protects the other’s confidential information. Parameter performs as an independent contractor and determines the means of delivery under the City’s general direction.

12. Liability. Neither party is liable for indirect, incidental, or consequential losses. Hosting is provided as part of platform care; if a hosting problem arises, Parameter’s responsibility is to restore service promptly, not to cover consequential losses.

A Acceptance

This proposal and statement of work is submitted with the City’s Bid Form and does not replace it. On the City’s award and a mutually executed agreement or notice to proceed, Parameter begins within one week. Signing below records the City’s acceptance of this scope and price.

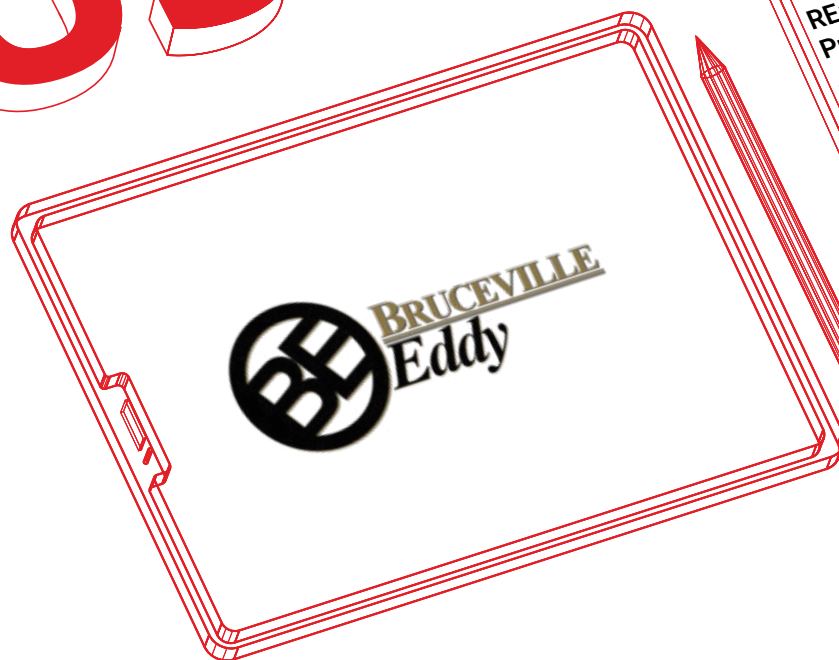
CITY OF BRUCEVILLE-EDDY	PARAMETER LLC
SIGNATURE	 SIGNATURE
NAME	NAME
	Osiris Nunez
TITLE	TITLE
	Principal
DATE	DATE
	September 11, 2026

Questions? Call (305) 916-4471 · info@parameterllc.com · parameterllc.com

Validity: per the City’s Bid Form acceptance period.

WE US • THEM

An Award Winning Full Service Advertising Agency



Point of Contact: Jessica Hoad | Account Manager

T: +1 (902) 407-8150 | F: +1 (902) 407-9150

A: Suite 402, 1791 Barrington Street, Halifax, NS, Canada, B3J 3K9



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📷 @weustheminc

09/16/2026

Lawrence Cutrone,
Bruceville-Eddy City
Hall at 144 Wilcox
Drive, Eddy, TX

Re: For Website
Redesign And Content
Management Services

Dear Mr. Lawrence Cutrone,

On behalf of WeUsThem I, Ashwin Kutty, am pleased to submit our proposal for Website Redesign and Content Management Services. We are thrilled to partner with the City of Bruceville-Eddy to redesign your website, make more City services available online, and give staff a practical hosted CMS for managing the site day to day.

After reviewing your requirements, it is clear that you need a website that is easier for residents, businesses, investors, and visitors to use, while also making routine publishing simpler for City staff. The team we are putting forward for this engagement previously redeveloped Lanark County's municipal website, delivering a 150+ page WordPress platform that achieved WCAG 2.1 AA compliance and was fully optimized for mobile use. That project is closely aligned with the work ahead for Bruceville-Eddy. Municipal websites carry a wide range of information and services, and they need to remain usable for the public without becoming difficult for staff to maintain.

Our team brings together website strategy, information architecture, UX/UI design, WordPress development, accessibility, content migration, testing, and technical support. We also assign a dedicated account manager to keep reviews, approvals, questions, and decisions moving throughout the project.

For Bruceville-Eddy, we will apply that experience across the City's required website modules and CMS functions, including forms, agendas and archives, alerts, calendars, bids, employment, directories, document management, notifications, and other public-facing services. We will also build accessibility into the site and its publishing workflows so staff can make routine updates without creating avoidable accessibility issues. To ensure this project receives the same high standard of performance, WeUsThem will deploy an interdisciplinary execution team capable of mobilizing upon award and commencing work within 10 calendar days of written notice to proceed.

Please note that I, Ashwin Kutty, am legally authorized to negotiate and make commitments on behalf of WeUsThem Inc. The main point of contact for the purposes of this RFP is our Account Manager, Jessica Hoad. She may be reached via jessica@weusthem.com or 902-407-8150. We look forward to meeting with you and your team and to further exploring this opportunity.

Sincerely,

Ashwin Kutty

President & CEO

WeUsThem Inc.
ashwin@weusthem.com

Top 50 CEO
Atlantic Business

Next Gen Leader
GTEC

Next Gen Executive
Peter Broide Foundation

Business Person of the Year
Chamber of Commerce

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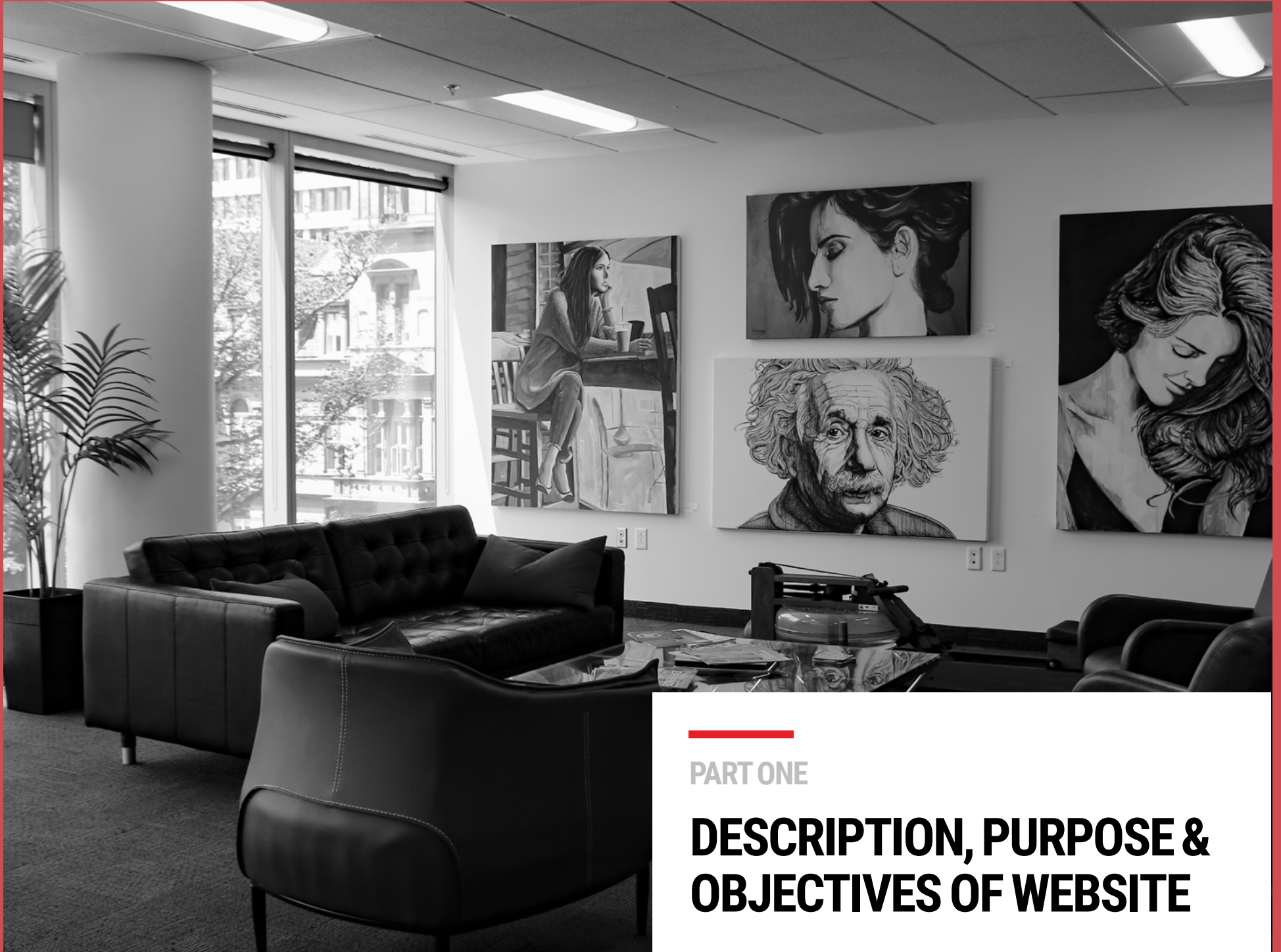
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PART ONE

DESCRIPTION, PURPOSE & OBJECTIVES OF WEBSITE

UNDERSTANDING THE ENGAGEMENT

THE CORE CHALLENGE

You are seeking to make the City's website easier for residents, businesses, investors and visitors to use, while giving staff practical control over the content and services they manage.

Today, those interactions span web pages, documents, external portals and processes that still depend on paper or in-person handling. The challenge is to move more of these services online without creating a website that is difficult for staff to maintain or expensive to modify.

Our proposed solution is a redesigned WordPress website on managed hosting, with structured publishing tools for the functions you have identified and supported integrations where existing systems should remain in place. Current payment, ordinance and open-data services can remain linked or embedded where appropriate, while the website is configured to support additional services later without requiring another major redevelopment.

STRATEGIC CONTEXT & KEY PILLARS

Residents should not need to understand the City's organizational structure to find an agenda, submit a form, check a bid opportunity, locate a staff contact or reach an existing payment service. Information architecture, search, reusable templates and task-focused navigation will make those services easier to find and use.

City staff also need efficient ways to manage recurring content. Agendas and archives, alerts, calendars, bids, employment opportunities, forms, directories, news and other recurring information should use structured CMS tools rather than individual page editing. We will map each required function to WordPress core, a supported plugin or service, an existing portal integration, or a defined custom component before implementation.

Accessibility must remain consistent as staff update the site. Controlled templates and styles, role-based permissions and accessible authoring patterns will support WCAG 2.2 AA delivery while reducing accessibility issues introduced through routine editing. Training for up to three staff will cover these practices.



DELIVERABLES

- » Redesigned responsive municipal website and managed WordPress CMS
- » Information architecture and reusable page/template system
- » Configuration of the RFP-listed civic modules and digital workflows
- » Migration of verified current-site content required for launch
- » Supported integrations with existing and future City services
- » Accessibility, responsive, functional and integration testing
- » Analytics configuration, staff training and administrator documentation
- » Launch, hosting and 60 days of post-launch technical assistance

DEFINING SUCCESS

Success means residents can complete common tasks with fewer steps, staff can manage routine publishing without vendor intervention, and the website meets the agreed accessibility and responsive-design requirements at launch. It also means the City can add services such as notifications, reservations, account access and future payment functionality as requirements change.

WEBSITE REDESIGN & CONTENT MANAGEMENT SERVICES

PROPOSED SOLUTION

We will redesign your website on WordPress and host it on infrastructure configured and maintained for the production website. You will manage day-to-day content through WordPress, while we manage hosting, backups, security and software maintenance.

CMS PLATFORM

Your website will use a custom WordPress implementation. We will create responsive page templates, reusable content blocks and structured content types so staff can update departmental pages and recurring information without recreating layouts. WordPress facilitates:

- » browser-based editing for authorized staff;
- » reusable page and content components;
- » role-based permissions for different editors;
- » structured publishing for recurring municipal content;
- » media and document management; and
- » revision history, draft publishing and scheduled content.

WordPress and its open-source components avoid dependence on a proprietary CMS. You will receive administrator access to the delivered website, and the website can be moved to another compatible hosting environment if needed.

HOSTING AND TECHNICAL MANAGEMENT

We will configure and maintain the production hosting environment (suggested: WPEngine) for the City website, including:

- » SSL;
- » scheduled backups;
- » caching and performance configuration;
- » analytics implementation; and
- » production deployment.

Our ongoing service will cover WordPress core, plugin and security updates; backup management; compatibility and performance monitoring; bug fixes; and technical support.

EDITORIAL MODEL

The site will use controlled templates and reusable components so staff can maintain content without designing individual pages. This keeps page structure and presentation consistent while allowing authorized staff to manage their own information. Migration activities include:

- » clean legacy formatting;
- » optimize supplied images;
- » apply the approved heading structure and metadata;
- » maintain internal links; and
- » map redirects from the existing website.

City staff will then continue routine publishing within the same established page and content structures.

AUDIENCE AND SERVICE REQUIREMENTS

The following groups are requirements the website must serve, rather than proposed navigation categories or a recommended information architecture. The final information architecture will be developed during discovery and content mapping.

- » **Residents:** Access to City services, departments, forms, payments, meetings, notices, employment opportunities and community information.
- » **Businesses and investors:** Access to Economic Development information, bids, ordinances, contacts, resources and relevant City processes.
- » **Visitors:** Access to events, facilities, activities, community resources, maps and general City information.
- » **City staff:** A common publishing system for maintaining public information, documents, calendars, announcements and other frequently updated content.

Where the City already relies on external systems for ordinances, payments or open data/maps, we will connect those services through supported integrations, embeds or links where appropriate.

The platform will also preserve the ability to introduce credit-card payment functionality later, as requested in the RFP.



PART TWO

TOOLS & FUNCTIONALITY

WEBSITE MODULES & CMS FUNCTIONALITY

FUNCTIONALITY	APPROACH
Word Like Editor (WYSIWYG)	Authorized staff will edit pages through the WordPress visual editor using controlled styles for headings, lists, tables, links, images and media. Role permissions, drafts, previews, spell checking, undo/redo and revision history support routine publishing without requiring HTML knowledge.
Menu Manager	We configure the site navigation so authorized staff can add, edit and reorder primary, departmental and section links from the CMS without developer support.
Link Manager + Link Checker	Staff can create and update links directly within page and menu editing. Broken-link checking will identify invalid external links, while redirects will preserve important URLs during migration.
Image Manager + Photo Gallery	Images will be managed through the CMS media library, with resizing/compression and accessible metadata supported through the publishing workflow. Galleries can be maintained by staff from the same interface.
File Manager + Document Center	Documents will be uploaded once, categorized and linked from pages or document listings as required. This supports agendas, notices, forms and other public records without creating duplicate files across the site.
Content Manager + Pages / Live Edit Equivalent	We use reusable WordPress blocks and templates so common content can be managed consistently across the site. Authorized staff can edit page content and reusable elements through controlled CMS workflows.
Agenda Center + Archive Center	We configure structured areas for agendas, minutes, budgets, newsletters and other dated records so staff can add new items through standard fields and the site can organize them by category and date.
Activities + Revised Calendar + Events Calendar	We configure a central events system with categories for Council, boards, community events and other activities. Staff enter an event once and assign the relevant category; the website then displays it in the appropriate calendar and page views.
Form Center / Forms + Survey Form	We configure staff-manageable forms for resident submissions and surveys using a supported WordPress forms solution. Submissions can be routed to designated recipients and exported for administrative use.
Revise Employment	Employment opportunities will use a consistent publishing structure for role information, closing dates and supporting documents, with online application submission configured where required.
Revise Bid Postings	We configure a structured bid-posting format with fields such as title, category, closing date, status and documents. Staff publish each opportunity through the CMS and the public listing is generated from those entries.
Alert Center + News Flash + Notice	Routine news, public notices and urgent alerts will use distinct publishing treatments. Authorized staff can select the appropriate content type and publication period, with urgent alerts displayed prominently where required.
Notify Me + CivicSend or Similar	We will configure topic-based notification capability using a supported communications service appropriate to the final solution. Any third-party licence or service fee required for multi-channel messaging will be identified in the cost proposal.

WEBSITE MODULES & CMS FUNCTIONALITY

FUNCTIONALITY	APPROACH
FAQs + Quick Links + Graphic Links + Info Advanced	These functions will be built from reusable CMS components rather than separate custom systems. Staff can update FAQs, priority links, graphical calls to action and page notices without creating new templates.
Facilities + Locations	Facilities and City locations will use structured records for details such as address, contact information and related links. The solution will support facility-reservation capability while allowing the City to keep its current in-person reservation process at launch.
Resource Directory + Staff Directory + Community Resources	We configure structured directory entries with consistent fields for names, roles, contact information, categories and links. This allows staff to maintain listings centrally and supports searchable or filterable presentation where useful.
My Account / My Dashboard + SSO Capability	The website architecture will support authenticated account/dashboard functionality and a supported single sign-on method. The specific approach will be confirmed against the City's identity environment and any third-party service requirements before implementation.
Site Search	Public website content will be searchable through WordPress search or a supported external search service, depending on the final content structure and search requirements.
History + Audit Trail	WordPress revision history will allow authorized users to review and restore earlier page versions. Administrative activity logging will be configured at the level needed to track relevant content changes and publishing actions.
Automated Activation / Expiration	Supported content types can be scheduled to publish and, where appropriate, expire automatically by date and time, reducing the need for staff to manually remove time-sensitive content.
Dynamic Breadcrumbs	Breadcrumbs will be generated from the approved information architecture so users can see where they are within the site and move back through the relevant hierarchy.
Page Metadata / Keywords	Staff will be able to manage page titles, descriptions and other relevant search metadata through the CMS using standard WordPress SEO controls.
Dynamic Page Assembly	Approved templates and reusable components will assemble page presentation from CMS content, allowing staff to update information without rebuilding page layouts.
Ordinances, Online Payments, Open Data and Maps	Existing specialist systems can remain connected through links, embeds or supported integrations where that provides the clearest resident journey and avoids unnecessary replacement of functioning City systems.
Future Credit-Card Payments	The site architecture will preserve the ability to connect future payment functionality without requiring a redesign of the core website.

ACCESSIBILITY PROCEDURES

AGENCY COMMITMENT

We design, build, and deliver web platforms that are equitable, intuitive, and accessible to every user, regardless of ability or technology. For this engagement, our engineering lifecycle integrates ADA, Section 508, and WCAG 2.2 Level AA requirements into every stage of development, with applicable AAA criteria pursued where practical.

CORE STANDARDS & PRACTICES

01 Discovery & Legacy Audit



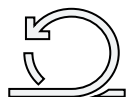
Baseline Conformance Assessment

For site redesigns, we initiate projects with a comprehensive accessibility audit of the existing platform using a combination of automated scanning and manual expert review.



Risk & Barrier Identification

We catalog high-priority compliance gaps (such as broken DOM trees, unlabelled forms, missing alt text, and inaccessible dynamic components) to establish a clear remediation baseline.



Migration & Asset Strategy

Audit findings inform the migration roadmap, identifying accessibility issues in legacy content, third-party integrations, and media assets and determining what can be migrated, remediated within scope, replaced, or retained.

02 UX & Visual Design



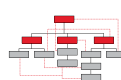
Accessible Color & Typography

Design palettes are audited for contrast early (minimum 4.5:1 for body text, 3:1 for UI elements). Font hierarchies, line heights, and layout spacing are specified to minimize cognitive load.



Component-Level Specifications

Wireframes define explicit focus states, keyboard interaction patterns, responsive breakpoints, and zoom reflow (up to 400%) prior to development.



Content & Information Architecture

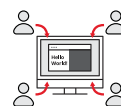
Layouts use clear heading structures (H1–H6), plain language principles, and logical reading orders that mirror underlying code.



03 Front-End Development

Semantic Code Structure

Pages are built using native HTML5 elements (<header>, <main>, etc.) giving an immediate, structured DOM tree for screen readers.



Keyboard Parity & Focus Control

All interactive elements (menus, forms, modals) are fully operational via keyboard alone, featuring visible high-contrast focus rings and zero keyboard traps.



Targeted ARIA & Dynamic States

WAI-ARIA attributes are applied judiciously: only when native HTML cannot natively communicate dynamic state changes (e.g., expanded dropdowns, live notification regions).



Form & Media Accessibility

Forms feature programmatically linked labels, error handling, and fieldsets. Multimedia includes synchronized captions, transcripts, and prefers-reduced-motion CSS controls.

04 Testing & QA



Automated Static Scanning

Integration of automated audit tools during development to flag markup errors, missing alt tags, and contrast regressions instantly.



Manual Assistive Technology Testing

Hands-on testing using native screen readers (NVDA, VoiceOver) and keyboard-only navigation to evaluate real-world usability.



Authoring & Staff Training

CMS templates, styles, roles, and authoring patterns are configured to support accessible publishing. Staff training covers headings, links, images, tables, forms, media, and document handling so accessibility can be maintained after launch.

QUALITY ASSURANCE

At WeUsThem, we prioritize delivering high-quality software solutions. To ensure the success of your project, we have meticulously designed a comprehensive Quality Assurance (QA) process that follows ISO/IEC/IEEE 29119 industry standards.



HUMAN-CENTRED DESIGN (AGILE)

Our design process considers usability, accessibility and responsive behaviour from the outset, allowing interface issues to be identified before they reach development.



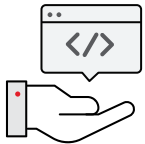
IMPLEMENTATION

Our development team implements the approved designs and CMS requirements, checking fonts, spacing, colours, images, accessible interactions and responsive layouts for consistent behaviour across devices and screen sizes.



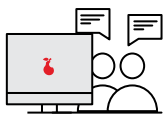
SOFTWARE DEVELOPMENT (AGILE)

We embrace Agile methodologies, allowing us to deliver the product in iterative stages while maintaining close collaboration throughout the process.



CODING PRACTICES

Our developers follow documented coding conventions and OWASP guidance. We prioritize clean, readable and maintainable code to support security, consistency and future maintenance.



VERSION CONTROL

We maintain a well-structured version control system for your website's codebase, ensuring efficient collaboration and enabling us to deliver a stable and reliable product.



SECURITY

Your security is of utmost importance to us. We strictly follow industry-standard practices, such as OWASP, and perform rigorous testing to identify/mitigate vulnerabilities.



DOCUMENTATION

When needed, we utilize automated documentation generators, such as phpDocumentor, for accurate and up-to-date documentation of your product, reducing secondary documents.



TESTING

We test website functionality, forms, search, CMS workflows and supported integrations across agreed browsers and device sizes. QA also covers responsive behaviour, accessibility, performance and priority user journeys before City review.



Alpha Testing

Before City review, we conduct internal alpha testing across priority pages, functions, browsers and device sizes. Defects are logged, corrected and retested before the website proceeds to acceptance testing.



Beta Testing

Following internal QA, we provide the staged website to your team for user acceptance testing. You can verify priority services, content and CMS workflows against the approved requirements, with identified defects corrected before final approval.

REPORTING NEEDS

WEBSITE ANALYTICS

We will configure Google Analytics or a comparable analytics platform as part of the website implementation. Authorized City staff will have direct access to the analytics account and agreed reporting views.

We will test the analytics configuration before launch so the City begins collecting website usage data when the new site goes live.

KEY USAGE MEASURES

Website Traffic

Understand overall website use and how usage changes over time.

High-Use Pages & Services

Identify the pages, services and online tasks receiving the most use.

Onsite Searches

See what residents and other users are searching for within the website.

Form Activity

Monitor usage of key online forms and digital services.

Priority Content

Review engagement with the information and services the City identifies as priorities.

During implementation, we will confirm the reporting format and measures with your team so the reporting views support ongoing website management.





PART THREE

APPROACH & METHODOLOGY

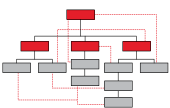
DESIGN CONSIDERATIONS

DESIGN METHODOLOGY



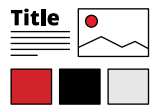
01 Discovery & Audit

Review the existing website, content and available analytics. Confirm audiences, common tasks, publishing needs, project requirements and approval responsibilities with City staff.



02 Planning & I.A.

Determine what should be retained, reorganized or redesigned. Define the content, functionality and interactions required, then develop sitemap, navigation, page hierarchy and user flows.



03 Wireframe & Prototype

Create responsive wireframes for the page types identified through the approved sitemap and functional planning. Use representative City content (including agendas, documents, contact information, forms, notices and longer municipal content) to resolve hierarchy, navigation, content placement and interaction before visual design.



04 Visual Direction

Apply the City's supplied identity through typography, colour, imagery, iconography, spacing and interface treatments. Review the direction across the homepage, representative interior page types and recurring components before wider application.



05 Page & Component Design

Complete the page templates and reusable components identified through the approved information architecture and functional requirements. Define desktop and smaller-screen behaviour, navigation and interaction states, forms and other conditions required for development.



06 End of Design

Complete the approved page designs, components, responsive rules and interaction specifications.

AUDIENCE CONSIDERATIONS

Available analytics will provide evidence of how the current website is used. Targeted City staff input will identify common tasks, known problems and publishing requirements for the audiences identified in the RFP. This research will inform decisions about what existing content should remain, what should be reorganized and what requires redesign. A separate large-scale resident research program is outside scope.

Navigation, page hierarchy and user flows will account for the information and services these audiences need to find and use. Representative City content will remain in the wireframes through review so decisions are made against the documents, forms, notices and longer content the website will contain.

BRAND CONSISTENCY

The City's supplied identity will be applied across website typography, colour, imagery, iconography, spacing and interface treatments. The same system will carry across navigation, service information, documents, notices, forms and recurring components. Development of a new brand identity is outside scope.

REVIEWS

The City will review the sitemap, navigation and user flows before responsive wireframes are approved, followed by visual review across the homepage, representative interior page types and recurring components. Included design reviews: 2 consolidated information architecture/wireframe revision rounds; 2 consolidated visual-design revision rounds.

IMPLEMENTATION OF DESIGN

Approved page designs and components will be implemented as WordPress templates, blocks and styles. These predefined structures will support the content City staff need to maintain.

Staff can add and update this content without routinely making page-layout or interface-design decisions. The responsive behaviour, navigation states, recurring components, forms and other interface requirements established during design will remain part of the implemented system.

IMPLEMENTATION WORKFLOW

We are recommending the WordPress CMS for this work

WordPress is an open-source (i.e. not privately owned) CMS that currently operates about 42% of global websites. It is the CMS we most commonly recommend for our clients because of the following strengths:

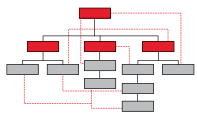
- » Easy, intuitive content management for non-technical teams
- » Flexible design and functionality without proprietary platform constraints
- » Extensive ecosystem of proven plugins and integrations
- » Scalable from simple websites to complex digital platforms
- » Open-source ownership with broad hosting and developer support
- » Strong foundation for SEO, accessibility, and ongoing optimization

We are capable of delivering other CMS if preferred.



01 DISCOVERY & AUDIT

We begin by clarifying the website's audiences, objectives, functional requirements and staff publishing needs. For this redesign, we also audit the existing site, content and available analytics to inform migration and implementation planning.



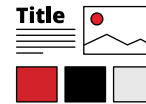
02 INFORMATION ARCHITECTURE

We organize the site around the information visitors need and the tasks they need to complete. This includes the sitemap, navigation, content inventory, and user journeys. If applicable we also determine which existing content will move, and what needs to be created.



03 PAGE TEMPLATES & WIREFRAMES

We create responsive wireframes for the main page types, showing how content, navigation, and functionality will work before visual design begins. At the same time, we plan the WordPress templates and reusable content blocks City staff will use to maintain pages and content.



04 VISUAL DIRECTION

We establish the typography, color, imagery, layout, and interface components, then apply it to high-fidelity page designs. Each design accounts for responsive behavior, accessibility, brand consistency, and how the finished page will be assembled and maintained in WordPress.



05 THEME & FEATURES

We turn the designs into a working WordPress theme, building templates, blocks, forms, search tools, and other required features. Supported plugins and integrations are configured as needed. Accessibility, security, performance, and ease of editing are addressed throughout development.



06 MIGRATION, SEO & AEO

We migrate approved content, clean up formatting, optimize images, and apply headings, metadata, alternative text, internal links, and structured data. We also map redirects so visitors and search engines reach the correct new pages without losing established search value.



07 TESTING & TRAINING

We test the complete site across devices and browsers, checking functionality, WCAG AA accessibility, performance, security, content, and integrations. Following UAT and final corrections, we train City staff via web conference to update pages, publish content, and manage media.



08 LAUNCH & WARRANTY

Once approved, we complete deployment, domain and SSL configuration, analytics, backups, caching, redirects, and search-engine submission. We verify the live site and provide a 60-day warranty for launch-related issues. Ongoing maintenance and support are available separately.

DELIVERY CONTROLS

ROLES & CLIENT RESPONSIBILITIES

Issue	WUT Responsibility	Client Responsibility
Project Coordination	Jessica Hoad maintains the project plan and schedule, coordinates the proposed team, and tracks actions and dependencies.	A designated City project lead coordinates participation, routes requests internally, and ensures required reviewers and contributors are available.
Specialist Delivery	Cole DeMan leads technical delivery, with other discipline leads responsible for their assigned work and internal review before City presentation.	City subject-matter experts provide the operational, technical and departmental knowledge needed to inform and validate the work.
Client Inputs	We identify required content, source files, website and analytics access, technical information and other City-held materials, including when each is needed.	The City supplies or authorizes access to these materials and identifies the authoritative source where required.
Review & Feedback	We present work for review, record agreed revisions, and identify requests that would change approved scope or direction.	The City project lead coordinates stakeholder review, consolidates feedback and returns one reconciled direction within the agreed review period.
Third-Party Coordination	Where another supplier or client team affects our work, we define the required handoff, information or access and account for the dependency in planning.	The client secures cooperation from internal teams and third parties outside our scope, including the access, information and decisions they control.

DECISION RIGHTS & APPROVALS

When Approval is Needed

Formal approval is required only for decisions or deliverables identified in the project plan as needing client sign-off. For each one, the plan records what is being approved, who has authority to approve it, and the review period.

Methods of Approval

Approval must come directly from the designated approver in writing, normally by email or through the project-management platform used for the engagement. Meeting discussions, reviewer comments and verbal direction are treated as feedback until the approver confirms the decision in writing.

Revisions

If revisions are required before approval, those changes are recorded and the item is returned for review once they are complete. If approval is not received within the agreed review period, WeUsThem identifies the work that is affected and confirms any resulting schedule change with the client before dependent work continues.

Retroactive Changes

Once approval is given, subsequent work proceeds on that basis. If the approved direction is later changed, any effect on completed work, timing or fees is handled through change control.

CHANGE MANAGEMENT

Change management applies when a request requires work that was not priced or scheduled in the approved scope. This includes additional deliverables, work beyond the agreed revision allowance, rework of material already approved, new specialist or third-party costs, or changes to committed delivery dates. Small requests are considered together where their impact is cumulative. Before the additional work starts, the Account Manager confirms the added work, revised dates and any fee with the client. Existing work continues to plan. Once the change is approved in writing, the project plan and estimate are updated; if it is not approved, the original scope and schedule remain in force.

Where revised pricing is required, we provide it within 24 hours.

DELIVERY CONTROLS

ASSUMPTIONS & DEPENDENCIES

Item	Basis	Delivery Impact
Content inventory and migration	The 14-week target assumes the existing content inventory is manageable and the City provides timely access to the current site and source content.	Materially greater migration volume or remediation requirements may affect schedule or cost.
City reviews and approvals	Routine reviews are planned within 3 business days and major reviews within 5 business days, with consolidated City feedback.	Delayed or conflicting feedback may move dependent activities and the launch date.
Third-party integrations	Scope includes supported third-party integrations identified during planning; custom API development is excluded.	Unsupported integration requirements may require scope, schedule or fee adjustment.

ESCALATION PROCESS

01 Jessica Hoad | Account Manager

Jessica is your primary point of escalation. An issue moves into escalation when it cannot be resolved through normal project coordination or could materially affect an agreed deadline, budget, deliverable, quality standard or the City's launch.

02 Cole DeMan | Technical Lead

Where resolution requires technical authority, Jessica brings in Cole DeMan, who leads technical delivery for this engagement and determines the corrective action within that workstream.

03 Ashwin Kutty | Executive Sponsor

Ashwin is the Executive Sponsor for this engagement. Issues are escalated to him where they require executive authority, materially affect the engagement, or remain unresolved at the delivery level.



PROJECT MANAGEMENT & COMMUNICATION

PRINCE2 PROJECT MANAGEMENT METHODOLOGY



01 Initiation: The manager defines what the project will achieve and realize, working with the project sponsor and stakeholders to agree upon deliverables.



02 Planning: The manager records all the tasks and assigns deadlines for each as well as stating the relationships and dependencies between each activity.



03 Execution: The manager organizes the project team and also collects and allocates the resources and budget available to specific tasks.



04 Monitoring: The manager oversees the progress of the project work and updates the project plans to reflect actual performance.



05 Closing: The manager ensures the outputs delivered by the project are accepted by the business and closes down the project team.

Account Management

Jessica Hoad will be the individual to coordinate all activities related to your account. She will provide for updates as agreed upon on regular intervals ensuring that the work continues to remain on schedule and on budget as agreed upon during project onset within the approved Gantt chart.

Gantt Chart

A Gantt chart with the major deliverables and milestones, coupled with the accountabilities thereof is developed during project onset to identify when each of the various components are due.

Contract

The contract although a legal document sets the stage for the various major components that would be included within the project. This would also include a budget for the project.

Communication Cadence

We generally provide a weekly conference call and/or email update, though this can be more or less often depending on your wishes. Setting up your regular check-in slot will be one of the first things we do with you.

During these meetings we will provide you with updates on the project, as well as talk through the deliverables. We sometimes use the time to present or review deliverables, though larger deliverables often warrant their own meeting to coordinate additional stakeholders.

Other Touchpoints (Non-Exhaustive):

- » **Interim Reports:** Regular reports, through meetings, email and Slack, of any updates, concerns or requirements we may have of you.
- » **Notable Areas of Concern or Consensus:** These are the updates that are crucial to ensure the project stays on track, which are communicated through meetings and formal emails.
- » **Coordinating with Other Levels:** We identify the key stakeholders as well as those that need to be kept in the loop for various levels of communication.

Key Communication Channels:

- » **In-Person Travel:** We are happy to travel to you where this is budgeted in. Standard in-person travel consists of two to three members of senior WUT staff traveling for two to three nights to your location, though this is flexible on request. All travel has a clear purpose, typically enhanced stakeholder engagement, video/photography production, or presentation of key strategic deliverables to your board or other stakeholders.
- » **Videoconferencing:** Our default video calling technology is Zoom, but we are open to any other software if preferred such as Teams, Google Meets or something more niche. A video conference is led by the account manager who provides an agenda (typically two days in advance) and minutes (up to one day post).
- » **Task-Tracking Software:** The most common software we use for task-tracking are Google Sheets, Asana, Slack, and Jira (usually for tech projects). Jessica can draw up a project tracker in Google Sheets in our standard format or in another of your preference.

TRAINING & SUPPORT SERVICES

ANNUAL MAINTENANCE CONTRACT

Annual managed hosting, maintenance and ongoing support are priced separately. The service covers CMS, plugin and security updates, backups, compatibility and performance monitoring, bug fixes, technical support, and routine adjustments to existing templates, forms and integrations.



01: Urgent

Response Time: 1 hour

An emergency would be classified as a server/website being inaccessible for any reason, be it capacity loads, hacking, data loss, or update problems.



02: Semi-Urgent

Response Time: 2-4 hours

This would be classified as a web page or a section of a website/tool not being available, non-functional, or missing.



03: Routine

Response Time: Up to 24 hours

A routine or non-urgent matter would be one where there may be some support related issue that needs to be attend to, be it issues with access, upgrades, etc.

INCLUDED SERVICES

Our ongoing maintenance service covers WordPress core, plugin and security updates; managed backups; compatibility and performance monitoring; bug fixes; technical support; and routine adjustments to existing templates, forms and integrations. Substantial new functionality, redesign, new integrations and high-volume content work are scoped separately.

60 DAY TECHNICAL ASSISTANCE

We include 60 days of post-launch technical assistance at no additional implementation fee. This covers correction of launch-related defects within the approved scope and reasonable City staff questions about routine use of the delivered CMS. For launch-blocking or site-down issues during this period, we acknowledge the issue within 2 business hours during normal support hours. Other support requests are acknowledged within 1 business day.

STAFF TRAINING PLAN

We provide one live web-conference training session for up to three City staff. Training covers page and content editing, documents and images, calendars, news and bids, forms, accessibility-safe authoring and routine administration.

The City will also receive a written CMS/admin guide covering routine publishing, accessibility practices, common modules, user roles and the support process.

OPTIONAL - ADDITIONAL WORK

New functionality, substantial redesign or redevelopment, new integrations and high-volume content work fall outside the included technical assistance and annual maintenance scope. Where requested, we will define and price that work separately.

As mentioned, WUT is a full-service agency with a broad remit across design, development, and marketing functions. We therefore like to offer all our clients the opportunity to enter a retainer agreement following the initial engagement.

This enables you to commission any service within our profile, whether related to the initial scope (such as a major functional upgrade to the product) or completely unrelated (such as a marketing campaign). You only need to pre-purchase the hours each month. Note that if retainers are not for you, we can also draw up a fixed quote for any additional work you have in mind.

The retainer rates offered to you in the cost proposal will always work out to be cheaper than project pricing by hour. There is an additional pricing incentive to opt for more hours.

TIMELINE / SCHEDULE

PHASE	TIMING	ACTIVITIES	DELIVERABLES	CLIENT RESPONSIBILITIES
01 – Kickoff, Discovery & Audit	October 05, 2026 - October 09, 2026	» Kickoff and project setup » Review current website, content and available analytics » Confirm audiences, objectives, publishing needs and accessibility requirements » Confirm technical environment and third-party systems	» Kickoff completed 10/05 » Discovery and current-site audit completed 10/09	» Provide branding, website/admin and analytics access, hosting/domain/DNS contacts, integration information, policies and authoritative content sources.
02 – Information Architecture & Technical Planning	October 12, 2026 - October 23, 2026	» Validate content inventory and migration scope » Develop sitemap, navigation and priority user flows » Map RFP functionality to WordPress and supported integrations » Prototype and confirm higher-risk functions including forms, notifications, facility reservations, employment submissions, account/dashboard/SSO and third-party portals	» Content inventory validated 10/16 » Information architecture and technical solution mapping submitted 10/19 » IA and technical approach approved 10/23	» Confirm sitemap and content owners » Provide staff/directory data, forms, calendars, bid and employment requirements, and third-party system contacts » Return consolidated feedback.
03 – Wireframes & Visual Design	October 26, 2026 - November 13, 2026	» Create responsive wireframes using representative City content » Review page hierarchy, navigation and interaction » Develop visual direction using the City identity » Design representative page types and recurring components	» Responsive wireframes submitted 10/30 » Visual design submitted 11/06 » Wireframes and visual design approved 11/13	» Review wireframes and visual design » Provide consolidated feedback and approvals within agreed review periods.

TIMELINE / SCHEDULE

PHASE	TIMING	ACTIVITIES	DELIVERABLES	CLIENT RESPONSIBILITIES
04 – CMS Build, Configuration & Migration	November 16, 2026 - December 18, 2026	» Build WordPress templates, blocks and styles » Configure RFP-listed civic functions and modules » Configure supported integrations » Migrate approved website content » Configure analytics, search, redirects, security, backups and hosting	» CMS and templates implemented 11/27 » RFP modules and supported integrations configured 12/04 » Content migration completed 12/18	» Provide final approved content and documents » Coordinate access to third-party systems and vendors » Resolve content and workflow questions as required.
05 – QA, Accessibility, UAT & Training	December 21, 2026 - January 01, 2027	» Test functionality, responsive behaviour, forms, search and integrations » Complete accessibility and browser/device testing » Conduct City UAT and correction cycle » Deliver remote CMS training for up to three staff » Finalize administrator guide	» QA and accessibility pass completed 12/23 » UAT completed 12/29 » Staff training completed 12/30 » Administrator guide delivered 12/30	» Participate in UAT » Return consolidated UAT feedback » Provide up to three staff for training » Confirm final content and administrative requirements.
06 – Final Approval & Launch	January 04, 2027 - January 08, 2027	» Complete final launch checks » Confirm redirects, analytics, forms and integrations » Deploy production website » Verify production environment » Begin included post-launch technical assistance	» Final launch approval 01/06 » Website launched 01/08 » Technical-assistance period begins 01/08	» Provide final legal and administrative approval » Authorize DNS changes and launch.



WE
US
THEM

PART FOUR

QUALIFICATIONS & EXPERIENCE

COMPANY PROFILE

WE = US + THEM

WeUsThem was founded with the mission to close the distance between orgs and their audiences. That's why We = Us + Them. We are a think tank and service retainer wrapped in one.

WeUsThem began as a consulting vertical in 2011, and was incorporated as a full service agency in 2014. It has, this entire time, remained under the steady leadership of its founding principals, Ashwin Kutty and Faten Alshazly. WeUsThem is comprised of 22 individuals, not including our Principals.

WeUsThem works with clients across all sectors, but primarily in the public and non-profit sectors, with experience spanning six continents and a wide range of industries. We are particularly interested in the industries of healthcare, education, tourism, economic development, and government.

Our Differentiators:

- » **Zero Distance Award for closing the gap between brand and audience:** We won the first ever Zero Distance Award. It is not for a campaign. It is for our operating model. The award recognizes our ability to eliminate the distance between "us" (the brand) and "them" (the audience).
- » **WordPress Champions:** WordPress is the CMS we recommend to most clients who lack a preference. We celebrate its flexible design and functionality without proprietary platform constraints. In total, we have used this CMS for over 30 websites.
- » **Anti Vendor Lock:** Call it counter-intuitive but we strive to ensure clients do not need us for routine work after the initial build. We design template-based scalable websites, minimize excessive plugins, and provide comprehensive documentation to make sure you can add routine content yourselves. When clients come back to us, it's usually for entirely new engagements.
- » **Accessibility Commitment:** To us, accessibility is both an industry standard and a moral imperative. That's why we work to WCAG 2.2 AA on all our builds.



Click here to watch our Demo Reel

Our Service Profile:



Auditing



UX/UI



Websites



Mobile/Web App



AR



AI



Marketing

W3 Award

1 Gold W3 Award
1 Silver W3 Award



Webby Award

1 Silver Webby Award



Davey Awards

2 Gold Davey Awards



Hermes Creative Awards

2 Golden Creative Award
1 Honourable Mention



Marcom Award

2 Gold, Digital Media
1 Gold, Integrated Marketing



Digital Health Canada

1 Canadian Health Informatics Award



ABOUT

Lanark County, Ontario, is a municipality with a population of around 85,000. With towns including Mississippi Mills and Carleton Place, it has significant offerings for tourism and history. For a county this size in 2025, it did not do to have a website lacking mobile optimization, SSL protection, or a CMS that could be edited without advanced technical assistance. We were brought in for a ground up redesign of the website, delivering the full sequence of audit, information architecture, design, development, testing, launch and maintenance.

DELIVERABLES

- » Audit & engagement
- » Information architecture
- » Website redesign & redevelopment
- » Tourism microsite
- » Security & testing
- » WCAG 2.1 accessibility
- » One-year maintenance

OUR ROLE



Engage



Design



Develop



Test

KEY RESULTS

185K+

Annual users

90K+

Annual organic referrals

2.1AA

WCAG level achieved

100%

Mobile optimization

150+

Pages designed

1

DMO sister-site created



WEBSITE AUDIT

We began the website with an audit of the current Lanark County website including analytics, own investigations, and stakeholder engagement (internal and external). We found an average user engagement time of 49 seconds. Although most users were mobile, the site was not mobile-optimized, and there was disharmony between the primary and DMO websites. The main complaint from staff was the difficulty of creating pages without technical help, hence our recommendation of a WordPress build.

DESIGN & UI/UX

We created a modern, responsive design that was not only aesthetically pleasing but also optimized for usability. The new site features a clean, organized layout, with intuitive navigation informed by our previous experience in municipal web design. We made sure that all elements adhered to WCAG 2.1 AA, including considering the needs of those with screen readers.

DEVELOPMENT & TESTING

Our development team implemented the site using WordPress, a flexible, scalable platform that would allow Lanark County's team to update content as needed. The backend was designed to be simple yet powerful. We also performed extensive testing to ensure cross-browser compatibility, mobile responsiveness, and WCAG 2.1 compliance.

LAUNCH & RESULTS

Upon launching the website, the client reported positive feedback, particularly regarding improved accessibility and navigation. The website has led to a greater number of online interactions, such as service requests and community inquiries. The site will remain a vital tool for the County and its community. Our partnership with Lanark County has laid the foundation for improved digital services.

LANARK COUNTY WEBSITE

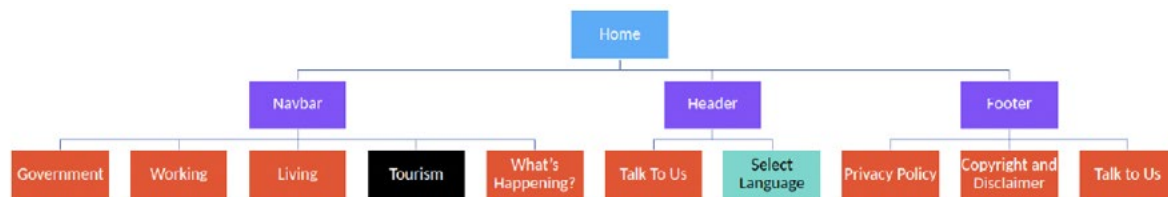
([Click Here](#))

- » CMS: WordPress
- » Theme: Betheme (Custom)
- » Plugins: Events Calendar, Genesis Blocks, Slider Revolution
- » Analytics: Google Analytics 4

Information Architecture



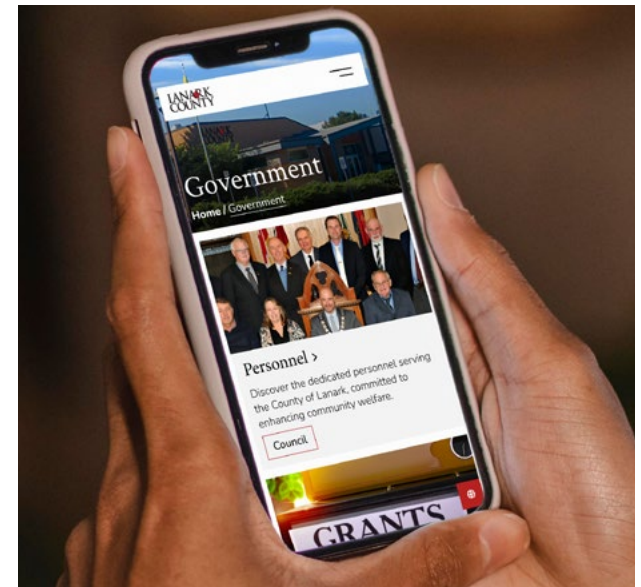
Legend
 Blue – Home
 Red – Level 1
 Orange – Level 2
 Yellow – Level 3
 Light Yellow – Level 4
 Green – Content on the previous level
 Teal – Functional elements within the page
 Black – External Link
 Purple – All Pages
 Blue Line – Direct Link



DISCOVER LANARK COUNTY DMO SITE

([Click Here](#))

We also developed a dedicated tourism sister site for Lanark County, helping visitors explore events, itineraries, local attractions, food and drink, accommodations, outdoor activities, and seasonal experiences through a more destination-focused digital experience.



ABOUT

Whitehorse is the largest city in the territory of Yukon. They came to us with a simple website that was ten years old and woefully inadequate for the needs of their residents, businesses, and visitors. It was also reliant on a proprietary sharing platform that no longer provided for the needed governance and workflows to support the city's growth. We replaced both with a modern, scalable WordPress website with ground-up enterprise infrastructure and a new digital storefront, serving the municipality for years to come.

DELIVERABLES

- » Stakeholder Engagement
- » IA & User Journeys
- » Website Design
- » Website Development
- » Content Management & Publishing Workflows
- » System Integrations
- » Logo Touch-Up

OUR ROLE



Research



Design



Develop



Test

KEY RESULTS

31K

Total Monthly Visits

74%

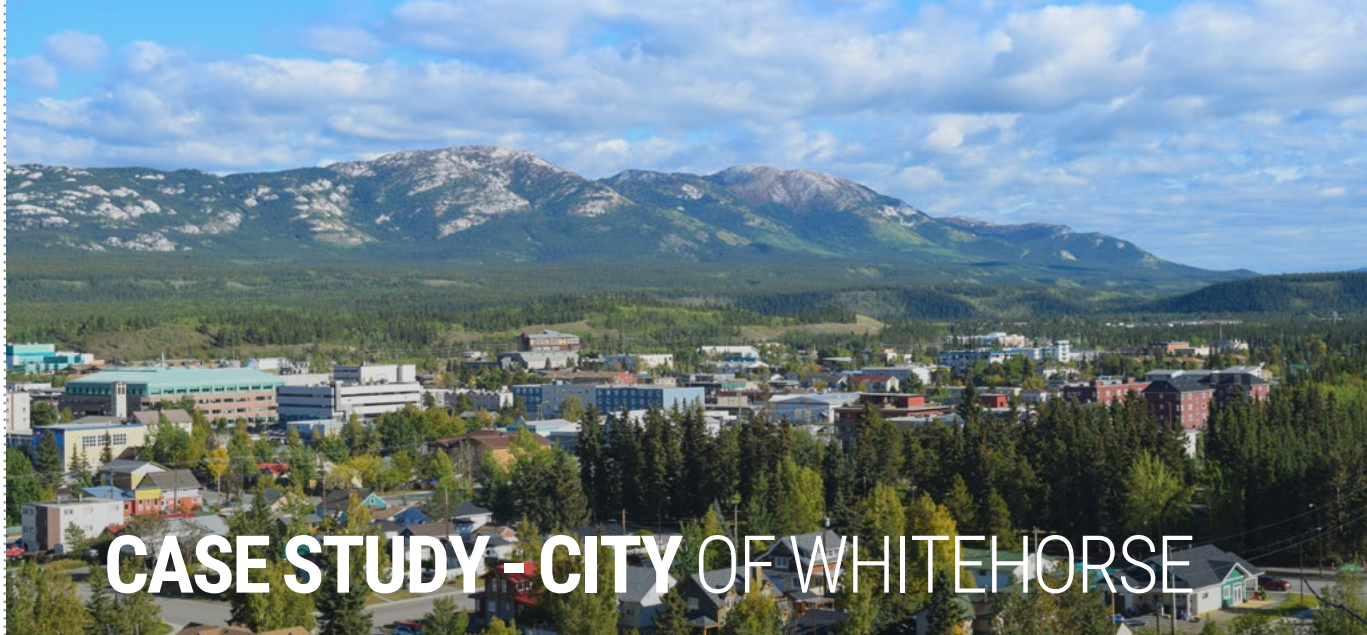
Site Engagement Rate

30K

Unique Monthly Visits

6 MINS

Ave. Engagement Time

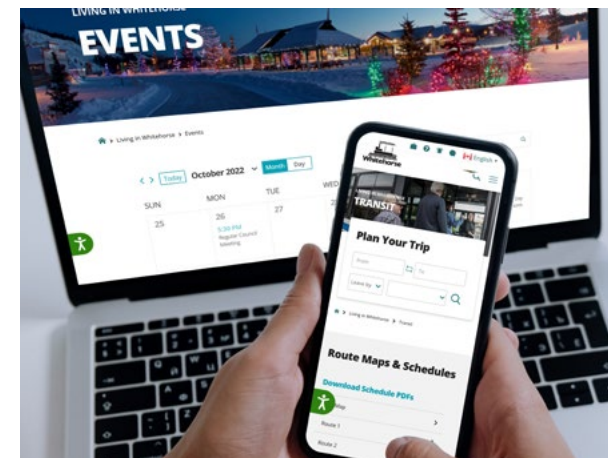


THE WEBSITE

[\(Click Here\)](#)

- » CMS: WordPress
- » Plugins: Events Calendar, Yoast SEO, Whitehorse plugin (proprietary)
- » Frameworks: ASP.NET, BeTheme

The City of Whitehorse website brings a broad range of municipal services into one accessible digital environment. Residents and businesses can complete payments, apply for permits and licences, submit service requests, access forms and participate in public consultations, with each service connected to the appropriate City department or external platform.



ABOUT

Via the Colorado Department of Public Health and Environment, we took on the task of developing a website for the Colorado Water and Wastewater Agency Response Network (CoWARN), whose core mission is enhancing public health and environmental quality by improving water quality across Colorado. Foremost was the need for a platform capable of efficiently managing up to 3,000 utility member profiles. The code was required to adhere to the rigorous Colorado Office of Information Technology (OIT) ADA standards.

DELIVERABLES

- » Website strategy
- » Ui/ux design
- » Website development
- » Member management system
- » Emergency response tools
- » Map integration
- » Accessibility & testing
- » Maintenance

OUR ROLE



Research



Design



Develop



Test

KEY RESULTS

300+

Utility member profiles

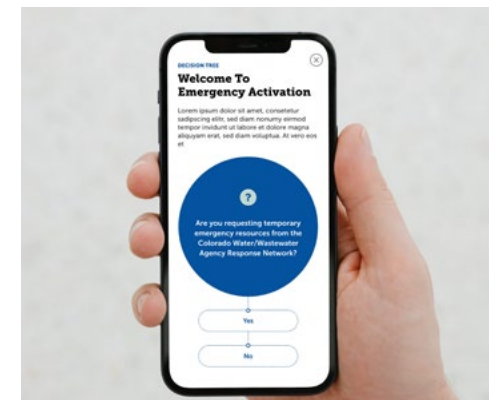
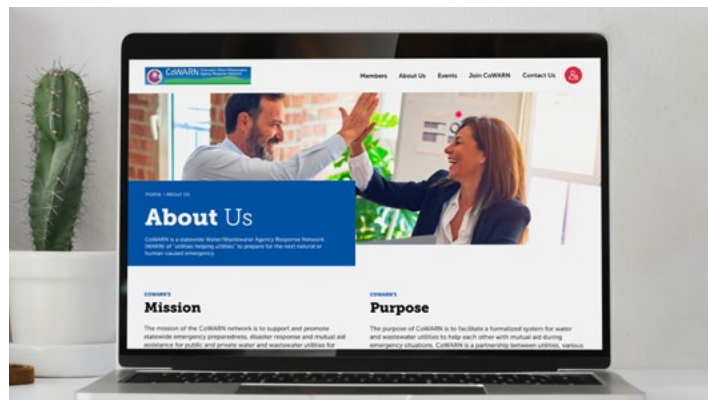
CASE STUDY - COLORADO WATER & WASTEWATER AGENCY RESPONSE NETWORK

THE WEBSITE/PLATFORM

[\(Click Here for Public-Facing Site\)](#)

- » CMS: WordPress
- » Plugins: WPForms, bbPress, WPBakery
- » Functionalities: Private members portal, Interactive members map, Email/text notifications

The platform supports data migration, automated membership applications and approvals, member search, automatic profile updates, newsletter publishing, and steering committee administration. A regional map shows participating utilities across Colorado. Emergency information, assistance requests, and emergency reporting support response activities. Utility Contacts can choose email, SMS, or both for notifications, with communications and membership workflows configured according to CoWARN's bylaws.



Qualifications & Experience

ABOUT

Founded in 1907, the University of Hawaii faced significant challenges with the aging technical infrastructure of its College of Social Sciences website. The 20-year-old site was in need of a comprehensive overhaul; a challenge we were ready to take on. Our goal was not just to modernize the website but to elevate the university's online presence to surpass its competitors along the American Pacific Coast, increasing the enrollment of local, national, and international students alike and championing the school's research.

DELIVERABLES

- » Cultural Engagement
- » Website Audit
- » Competitive Analysis
- » Website Design
- » WCAG 2.0 AA Compliance
- » Website Development
- » Testing & Deployment

OUR ROLE



Research



Design



Develop



Test

KEY RESULTS

3M

Monthly Visits

1.1M

Monthly Organic Visits

10 MINS

Ave. Engagement Time

19M

Total Backlinks

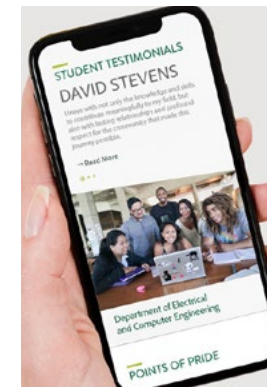


THE WEBSITE

[\(Click Here\)](#)

- » CMS: WordPress
- » Theme: GeneratePress (Custom Child)

Our approach started with deep research on the existing website and analysis of Pacific Coast institutions. This shaped our strategy to showcase the University of Hawaii's strengths while honoring Native Hawaiian communities integral to its identity. We immersed ourselves in the university's messaging and consulted Native Hawaiian leaders. We ensured the site met WCAG 2.0 Level AA accessibility standards and genuinely reflected the university's dedication to inclusivity and cultural respect. By highlighting academics, community engagement, and respect for Indigenous culture, we created a site that connects with prospective students and reflects the university's unique character.



ABOUT

Nova Scotia's labour market changes constantly, shaped by migration, industry growth, demographic shifts, education, wages and employer demand. The Province collects and publishes this information so residents, businesses, educators and policymakers can understand where the workforce is heading and make better decisions around careers, hiring, training and economic development. As the volume and complexity of this information grew, the Province needed a stronger digital platform to organize it and make it useful to the public.

DELIVERABLES

- » Digital strategy
- » Information architecture
- » UI/UX design
- » Drupal development
- » Tableau integration
- » Data visualization
- » Custom page layouts
- » Testing & accessibility
- » Maintenance

OUR ROLE



Research



Design



Develop



Test

KEY RESULTS

900,000+

Monthly site visits

7

Primary data pathways

266%

Visit increase in first year after launch

39

Months of maintenance provided as of 2026/08

THE PLATFORM

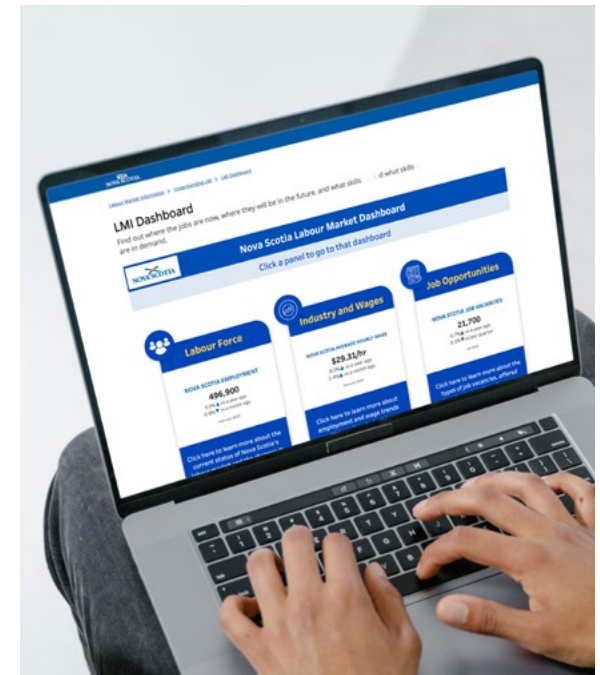
[\(Click Here\)](#)

- » **CMS:** Drupal 10 (original build); Drupal 11 (later WUT upgrade)
- » **Frameworks:** RedHat OpenShift, Tableau

We rebuilt Nova Scotia's Labour Market Information web app, creating a flexible publishing and visualization platform for provincial employment, occupation, wage, skills and workforce data.

The legacy application used rigid content structures and contained occupation comparison and profile tools that the Province no longer required. We restructured the application around a reusable Drupal content model.

Tableau dashboards are embedded directly within the Drupal experience rather than operating as a separate destination. This allows the Province to combine interactive datasets with Drupal-managed context, supporting content and navigation while retaining Tableau for the visualization layer. The resulting application separates responsibilities cleanly: Drupal manages publishing, structure and presentation; Tableau handles interactive labour-market visualization.



PROVINCE OF NOVA SCOTIA



BRIEF BIOGRAPHIES OF ALL ASSIGNED STAFF

ASHWIN KUTTY

Strategy Director

MBA Executive Program, BSc Computer Science

27 Years Experience

Ashwin brings senior strategic, operational, and governance experience across public-sector, institutional, healthcare, and technological environments. He has led multi-million-dollar operations, advised governments and institutions, managed complex stakeholder systems, and guided international work. He has also chaired boards, taught at universities, and been recognized as a Top 50 CEO and Business Person of the Year.

Key Qualifications/Achievements

- » Led global agency work for Nestlé, Telus, AT&T, USAID, and Government of Canada
- » GTEC Award for Excellence in Service Delivery
- » Professor of Business Issues, Dalhousie U.
- » Microsoft Certified Systems Engineer

Example Project: Halifax Cogswell Development Tools

Web and mobile app supporting residents, commuters, businesses, and visitors during a major downtown redevelopment.

- » Ashwin provided executive oversight focused on accessibility, usability, and stakeholder sensitivity.
- » He helped ensure the platform served as a practical civic resource, supporting clear public communication and informed decision-making throughout construction.

JESSICA HOAD

Account Manager

LLB Law

3 Years Experience

Jessica Hoad is WeUsThem's most senior account manager, with skills in timeline and budget management, engagement leadership, and team management. She is an innovative individual who creates all our Gantt charts, project trackers, and budget management tools. Her legal background equips her well for our client base in the public/non-profit sectors, and she has served such clients throughout Canada, the US, Caribbean, and UK.

Key Qualifications/Achievements:

- » Managed client portfolios valuing in excess of \$2 million USD
- » Led WUT's engagement with Colorado Springs School District 11 achieving 26M+ impressions
- » 10+ projects managed as of 07/2026

Example Project: Lanark County Website

A completed municipal website redevelopment focused on accessibility, usability, and clear information.

- » Jessica managed the client relationship, coordinated internal delivery, and facilitated regular stakeholder check-ins.
- » She translated technical progress into clear decisions, maintained review cycles, and helped keep timelines, feedback, and deliverables aligned through launch.

COLE DEMAN

Lead Developer

BSc Computer Science

10 Years Experience

Cole leads tech. ops. with broad full-stack experience across web platforms, CMS development, server environments, security, and API-based systems. His skills include architecture, developer coordination, security policy, accessibility, and platform management. He brings senior judgment towards implementation planning, reliable delivery, and coordination across systems, teams, and technical requirements.

Key Qualifications/Achievements:

- » W3 Awards Silver winner (TELUS, Imteen app)
- » Davey Gold winner (Froogie game app)
- » Over 25 website development projects led (70% WordPress, 15% Drupal, 15% other)
- » Professional certificate in AI leadership

Example Project: Province of Nova Scotia Labour Market Information Dashboard

Government digital-service platforms supporting seniors, families, employers, and the broader public.

- » Cole led development across Drupal workflows, personalized service navigation, structured content, data presentation, and admin tools.
- » His work made complex information searchable, understandable, maintainable, and practical for long-term use by both residents and government teams.

BRIEF BIOGRAPHIES OF ALL ASSIGNED STAFF

ZONGYU WU

Web Developer

MSc Applied Computer Science, BEng

Computer Science

4 Years Experience

Zongyu specializes in building accessible, secure, and maintainable websites and digital platforms. His work spans front-end development, CMS configuration, content migration, forms, search tools, third-party integrations, accessibility testing, documentation, and client training. He brings a methodical development approach that supports both user-facing functionality and long-term platform administration.

Key Qualifications/Achievements:

- » Accessibility auditing, implementation and remediation up to WCAG 2.2 AA level
- » Custom theme development (WordPress/Drupal)
- » Integration experience (chatbots, Tableau dashboards, mapping APIs, cloud storage etc.)

Example Project: CoWARN

A utility-sector platform supporting emergency coordination, member information, resource sharing, and reporting.

- » Zongyu developed administrative and public-facing interfaces for profiles, dashboards, resource views, and operational data.
- » His work emphasized structured layouts, accessible patterns, and clear data presentation so utility users could manage emergency-response information more efficiently.

JED GEMARINO

Design Lead

DGD

9 Years Experience

Jed is the manager of our creative services team. He leads the visual design of websites, portals, and digital products. His work translates brand direction into usable interface layouts, screen patterns, accessible visual treatments, and developer-ready design direction. He has directed municipal web redesigns created UX and interface assets for bilingual online learning, and worked with developers to keep outputs adaptable and on-brief.

Key Qualifications/Achievements:

- » The Communicator Awards (College of Immigration and Citizenship Consultants)
- » MarComms Gold Award (N.A. Indigenous Games)
- » Expert-level ability in Adobe Creative Suite inc. Photoshop, Illustrator, InDesign, XD

Example Project: City of Whitehorse Website

A municipal website serving residents, businesses, visitors, and staff through accessible digital service delivery.

- » As Visual Designer, Jed developed responsive page layouts, templates, persona-based navigation, and interface treatments.
- » His work reflected Whitehorse's character while keeping civic information easy to find, use, and maintain across staff-managed content workflows.

KUNAL DEVI

UI/UX Designer

MDes Design, BDes Product Design

4 Years Experience

Kunal designs web and mobile interfaces. His experience includes Figma prototypes, responsive pages, interface visuals, iconography, accessibility compliance, typography, contrast, and layout consistency. He has redesigned academic web content, created mobile app screens and launch visuals, and used interviews, journey mapping, and behavioral design methods to shape digital experiences around user motivation and task flow.

Key Qualifications/Achievements:

- » Hubspot certified in digital marketing and advanced SEO
- » Digital Futures thesis on Self-Determination Theory to prototype gamified behavior interventions

Example Project: Lanark County Website

A completed municipal website redevelopment focused on accessibility, usability, and clear public service delivery.

- » Kunal designed responsive page templates, navigation patterns, and reusable interface components.
- » His work helped residents find information more easily while giving County staff a flexible, consistent system for managing departmental content after launch.

REFERENCES

LANARK COUNTY

Website Redesign/Redevelopment

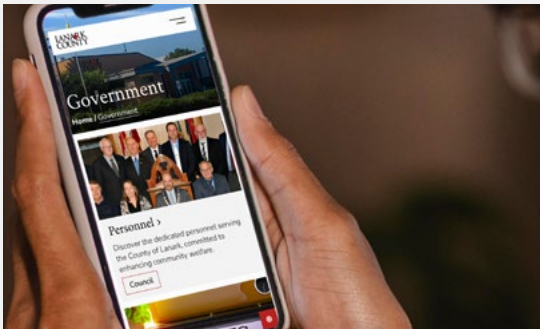
 Jasmin Ralph, County Clerk

 jralph@lanarkcounty.ca

 +1 (613) 267-4200 x1502

Work Performed

We redesigned and developed Lanark’s municipal website and DMO sister-site, creating a modern platform to navigate services, info and regional content. Our work included user experience, responsive design, content management, technical integrations, security, launch, and post-launch support.



CITY OF WHITEHORSE

Website Redesign/Redevelopment

 Oshea Jephson, Manager of Comms.

 Oshea.Jephson@whitehorse.ca

 +1 (867) 689-0515

Work Performed

We designed and developed an accessible municipal website serving residents, businesses, and visitors. This included stakeholder engagement, persona-based journeys, intuitive service workflows, distributed content governance, and enterprise integration.



STATE OF COLORADO

CO. Water Agency Response Network

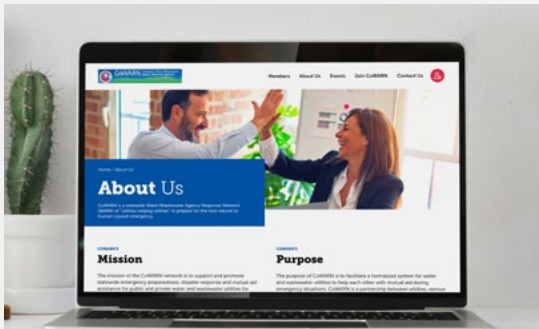
 Kyra Gregory, Project Manager

 kyra.gregory@state.co.us

 +1 (303) 908-7519

Work Performed

We developed a system supporting 3,000 utility member profiles and statewide emergency coordination. Features included automated applications and approvals, member directories, regional maps, emergency request forms, newsletters, customizable notifications, and email alerts.



REFERENCES

PROVINCE OF NOVA SCOTIA

Labour Market Information Dashboard

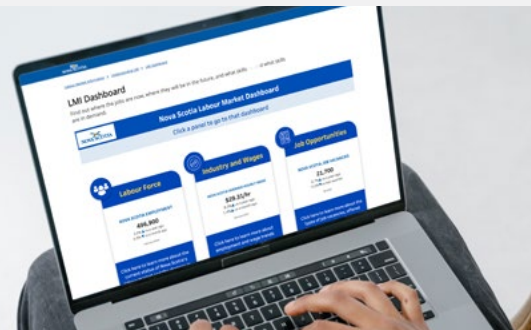
 Dallas McDonald, Products Coordinator

 Dallas.McDonald@novascotia.ca

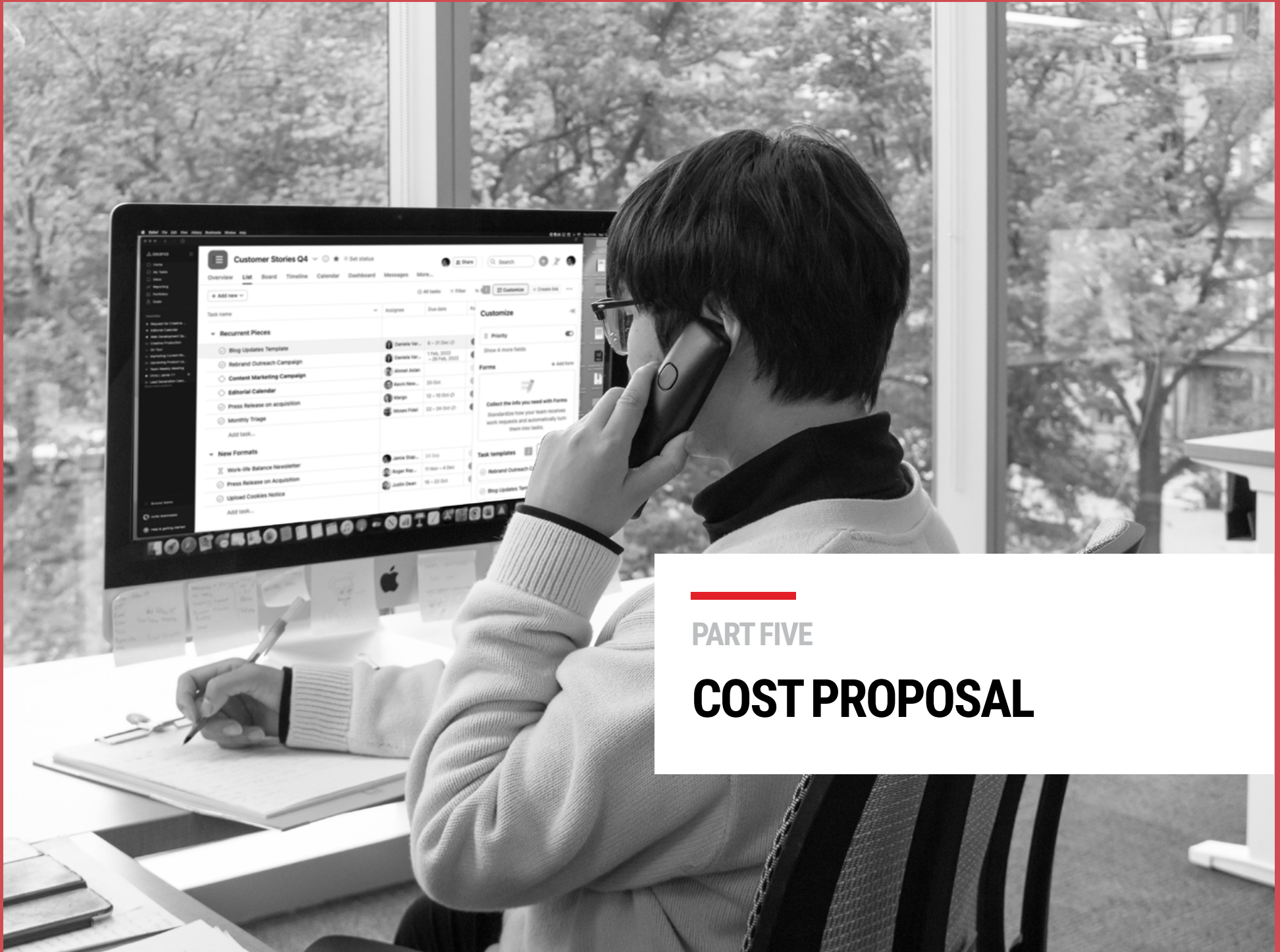
 +1 (902) 233-5986

Work Performed

We developed a web app for exploring Nova Scotia labour-market information. It introduced flexible tagging, customizable layouts, resizable visual objects, document and image uploads, and integrated Tableau visualizations, giving users clearer access to occupational data and statistical analysis.



WE
US
THEM



PART FIVE

COST PROPOSAL

COST PROPOSAL

1) ONE-TIME AGENCY FEES (FIXED PRICE)

Cost Item	USD	Includes
Design	\$12,500	Discovery and audit, information architecture, wireframes, visual design, responsive page and component design, and included design revision rounds.
Web Development	\$37,000	WordPress development, required website functionality, content migration, supported integrations, accessibility implementation, analytics, testing, UAT and launch.
Training	Included	One live web-conference training session for up to three City staff and one written administrator guide.
60-Day Post-Launch Technical Assistance	Included	In-scope launch defect correction and reasonable staff questions about routine use of the delivered CMS.
Other Agency Charges	\$0	No additional agency charges are anticipated for the proposed scope.

TOTAL \$49,500

2) ANNUAL AGENCY FEES (FIXED PRICE, OPTIONAL)

Cost Item	USD	Includes
Website Maintenance & Support	\$9,900	WordPress core, plugin and security updates; backup oversight; compatibility and performance monitoring; bug fixes; technical support; and routine adjustments to existing templates, forms and supported integrations.

3) ANNUAL THIRD-PARTY FEES (NTE, OPTIONAL)

Cost Item	USD	Includes
Managed WordPress Hosting	\$1,170*	Production website hosting, SSL, backups and hosting environment.
Forms, Surveys & Workflow Licensing	\$500	Third-party licensing required for online forms, surveys and supported submission workflows.
SSO Licensing	\$400	Third-party licensing required for the proposed My Account/My Dashboard single sign-on capability.
Multi-Channel Communications Service	\$2,500	Third-party service for topic-based subscriptions, email notifications and supported multi-channel alerts.
Total Annual Third-Party Fees	\$3,800	

PRICING NOTES

The Base Bid Amount is \$49,500 USD and includes the one-time agency services required to deliver the scope described in this proposal. The annual operating costs are all optional with alternatives able to be discussed.

Third-party fees are annual not-to-exceed amounts. Actual charges will not exceed the amounts stated above without City approval. Renewal pricing may change after the initial annual term and will be confirmed with the City before renewal. Third-party fees beyond the NTE are excluded.

No sales tax is included; the City has identified itself as tax exempt. Pricing is valid for 120 days, and our invoicing terms are Net 30.

*Hosting: The current pricing for WPEngine Growth Package, our recommended package based on a preliminary assessment of your needs. This recommendation is subject to change as well as your own approval.



PART SIX

REQUIRED BID DOCUMENTS

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$49,500 _____

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

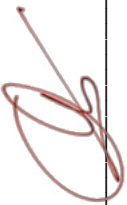
6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of “Laborer”, “Workman” or “Mechanic” employed on this project.

Contractor: WeUsThem Inc.

By: (Seal if Corporation)

N/A, signature of authorized representative (Ashwin Kutty, President & CEO)



Address:

402-1791 Barrington Street, Halifax, Nova Scotia, Canada, B3J 3K9

Telephone:

902-407-8150

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: WeUsThem Inc.

Bidder Is: Individual () Partnership () Corporation ☒

Residence of Bidder (if individual): N/A

Date of Bid: 09/18/2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: _____

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Nova Scotia, Canada

Name and Home address of the President _____

402-1791 Barrington Street, Halifax, Nova Scotia, Canada, B3J 3K9

Name and Address of the Treasurer N/A



 weusthem.com

 x.com/weustheminc

 partner@weusthem.com

 instagram.com/weustheminc

 linkedin.com/company/weusthem

 fb.com/weustheminc



Municipal Websites Central Starter



Website Redesign and Content Management Services

Bruceville-Eddy, Texas

PRESENTED BY:

David Hall, Account Executive

September 18, 2026



September 18, 2026

Lawrence Cutrone
Bruceville-Eddy City Hall
144 Wilcox Drive
Eddy, TX 76524

RE: Website Redesign and Content Management Services

Dear Mr. Cutrone:

CivicPlus, LLC is pleased to submit the enclosed proposal in response to the City of Bruceville-Eddy's Request for Proposal for Website Redesign and Content Management Services.

The City has set a clear objective: a site that gives residents, businesses, and visitors a better first impression of Bruceville-Eddy and lets them handle City business without touching paper, while keeping paper available for those who prefer it. Staff need the same relief, with less to print, track, and archive. We also understand the current site is difficult to update, and that an unaffiliated lookalike site has confused residents looking for accurate information.

Our proposal is built on Municipal Websites Central Starter (Central Starter), which is a hosted website and content management solution developed specifically for local government. It is mobile-responsive by design rather than a separate mobile rendering, and editors work in a Word-like editor that cleans up pasted formatting and enforces the site's style guide, with no HTML or CSS required. Content can be scheduled to publish and expire automatically, permissions and approval routing are configurable, and administrative activity is logged. Hosting, DNS, and SSL management are included, along with web application firewall and CDN protection.

Addressing the module functionality in Section 2, our scope includes facilities with online reservation requests so residents no longer have to come to City Hall in person, activities, and bid postings. We have also included a Standard Department Header Package giving the Economic Development Corporation a distinct, more functional presence on the same platform, and CivicSend for multi-channel communication when information is time-sensitive.

On accessibility, the system includes practical guardrails — required alternate text on images and a built-in accessibility checker referencing WCAG criteria — paired with a managed accessibility service that continuously monitors the site and applies automated and expert-reviewed remediation. Our proposal details the conformance level we support and how we work with staff on the practices that keep new content accessible.

CivicPlus has served local government since 1998. Implementation includes content migration, staff training by web conference, and written documentation, with ongoing telephone, chat, and email support and an online help center. We would welcome the opportunity to present to the Economic Development Committee and Council.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Hall', written over a circular red stamp.



DAVID HALL

Account Executive

david.hall@civicplus.com

410.903.3845

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Company Overview, Qualifications, and Experience

CivicPlus started back in June of 1998 with a simple yet powerful vision: to develop technology solutions that empower local government staff to manage daily operations efficiently without depending on paper-based processes or complex systems.

Today, CivicPlus provides public sector technology that provides intelligent automation for staff and a unified experience for residents. CivicPlus solutions help increase process efficiency by up to 40%, freeing staff to improve community engagement. Our wide range of government software solutions are designed to be flexible, scalable, and customizable, ensuring a singular experience for residents and staff.

Our Portfolio Includes:

- Municipal Websites
- Web Accessibility
- Agenda and Meeting Management
- Mass Notification
- Social Media Archiving
- NextRequest
- Recreation Management
- SeeClickFix 311 CRM
- Municode Codification
- Process Automation and Digital Services
- Community Development
- Asset Management
- Utility Billing
- Resident Portal

Contact Information



Primary

David Hall
Account Executive
david.hall@civicplus.com
410.903.3845

Company

302 S. 4th Street, Suite 500
Manhattan, KS 66502
Toll Free: 888.228.2233 | Fax: 785.587.8951
civicplus.com



civicplus.com

Experience & Recognition

25+ Years

13,000+ Customers

950+ Employees

With public service in our DNA, our 25-year heritage of success is fueled by the expertise of our product innovators—many of whom served in local government. Our commitment to deliver impactful solutions in design and development, end-user satisfaction, and secure hosting has been instrumental in making us a leader in government technology. We are proud to have earned the trust of our over 13,000 customers and their over 100,000 administrative users. In addition, over 340 million residents engage with our solutions daily. With such experience, we are confident that we can provide the best solution for the City.

We're proud to be recognized in various ways for our dedication and service to our customers.

- Winner of multiple Stevie® Awards, the world's top honors for customer service, sales professionals, and more.
- Designated a top-100 U.S. company by Government Technology magazine for making a difference in the public sector.
- Selected by Inc. Magazine as "One of the Fastest Growing Privately-Held Companies in the U.S." each year since 2011.
- Certified™ by Great Place To Work®, which is a prestigious award based entirely on what current employees say about their working experience.



The Best-Run Local Governments Run on CivicPlus Technology

Government leaders tell us that one of their most pressing needs is to improve how residents access and experience municipal services. However, they struggle with budget cutbacks and technology constraints. With CivicPlus, leaders can finally overcome the perpetual trade-off between the demand for better services and the realities of operational resources, by leveraging the unique Civic Impact Platform to deliver both unmatched end-to-end automated efficiency and truly unified, delightful resident experiences.

CivicPlus is the only government technology company exclusively committed to being a trusted partner for impact-led government, enabling our customers to efficiently keep our communities informed, involved, and connected using our innovative and integrated technology solutions built and supported by former municipal leaders and award-winning support teams. With it, our customers increase revenue and operate more efficiently while nurturing trust among residents.



The Civic Impact Platform

The comprehensive Civic Impact Platform delivers unmatched end-to-end efficiency, supercharging staff impact through intelligent automation, and unlocking collaboration in and across departments. At the same time, this unique platform delivers a truly unified resident experience, delighting residents with a singular profile and single sign-on for friction-free, no-hassle services. With CivicPlus your team is always change-ready, staying a step ahead of disruption, whether evolving compliance and accessibility requirements, civil emergencies, and more.



IMPACT-LED GOVERNMENT

Impact-led government aims to create lasting community change by improving and modernizing processes with automation, collaboration, and data insights. This approach helps staff work efficiently and makes services more accessible, addressing needs proactively. Our Civic Impact Platform is guided by five core principles:

1. **Modernize and connect every function:** Work better together through intelligent automation, efficiency, and stronger collaboration.
2. **Deliver a singular, personalized resident experience:** Replace hassle with friction-free delight, delivering a unified profile and intuitive, consistent experiences.
3. **Supercharge staff impact:** Boost staff performance with automated tasks, data-driven decisions, and aligned priorities and processes.
4. **Strengthen compliance, accessibility, and readiness:** Forward-thinking best practices and continuous adaptation.
5. **Consolidate on a comprehensive, purpose-built platform:** Choose solution breadth, eliminate multiple vendors, and gain compounding value over time.



References

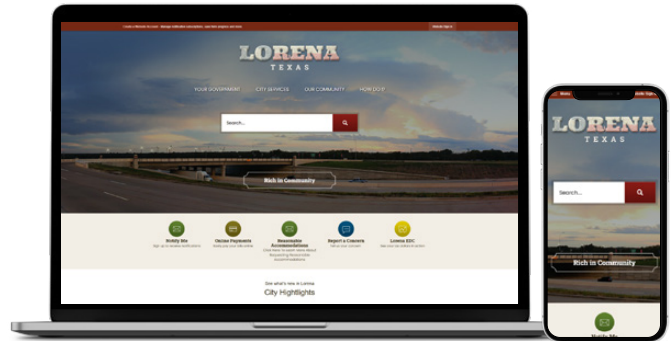
LORENA, TEXAS

ci.lorena.tx.us

Pam Mundo, Economic Development

Email: pmundo@mundoandassociates.com

Phone: 972.771.6915



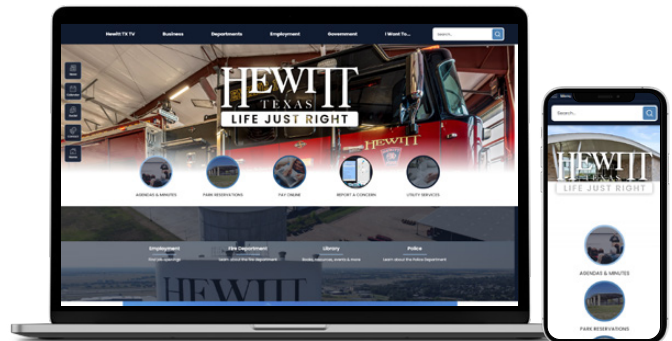
HEWITT, TEXAS

cityofhewitt.com

Jessica Higgins, Human Resources Director

Email: jhiggins@cityofhewitt.com

Phone: 254.296.5650



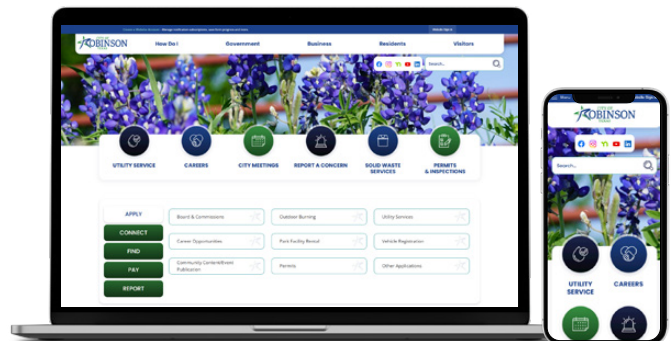
ROBINSON, TEXAS

robinsontexas.org

Destiny DeLillo, Director of Communication and Public Information

Email: d.delillo@robinsontexas.org

Phone: 254.662.1415 x2900



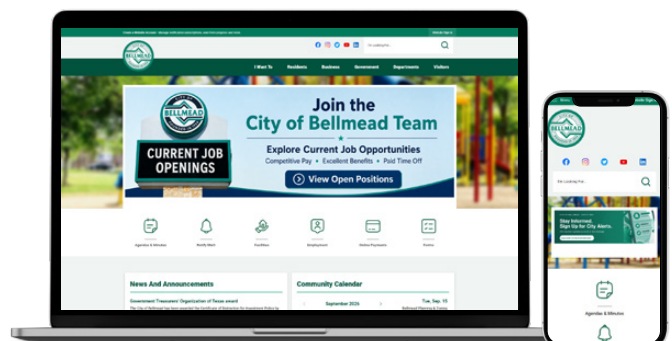
BELLMEAD, TEXAS

bellmeadtx.gov

Karen Evans, Assistant City Manager/Chief Financial Officer

Email: kevens@bellmeadtx.gov

Phone: 254.412.7501 x6111



civicplus.com

CONFIDENTIAL | 4

Project Team

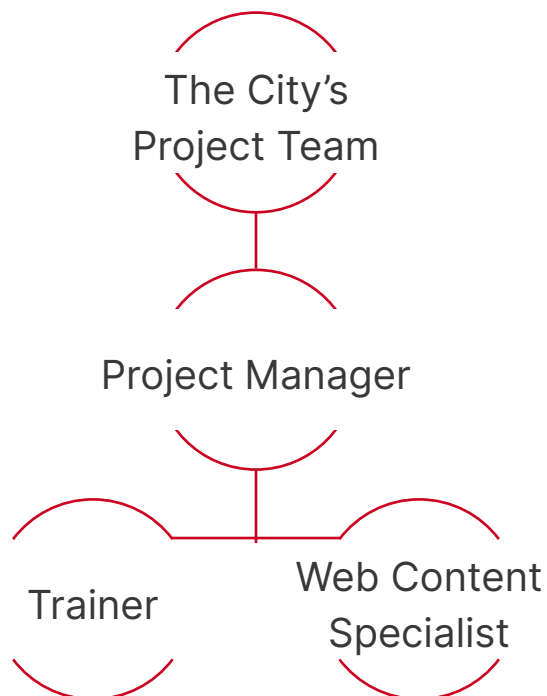
CivicPlus assigns dedicated project team members at the start of each engagement to ensure optimal fit with your specific project scope, timing, and requirements. Our commitment is to provide the right expertise at the right time, resulting in seamless implementation and superior outcomes.

Your project team will include a project manager, art director, web content specialist, and trainer. These roles are carried out by qualified CivicPlus professionals with expertise in municipal website implementation, content migration, accessibility, and user training. Upon award, CivicPlus will formally assign your project team who will be directly responsible for your project's success

Project Manager – Provides communication, establishes project plan, schedules project resources, facilitates project tasks, ensures requirements are met according to scope

Web Content Specialist – Guides content development process, ensuring application of best practices for usability and accessibility

Trainer – Educates your team to use the Central Starter system and demonstrates effective use of tools and functionality



CMS Features & Functionality

Central Starter is a comprehensive content management system (CMS) designed to help local governments build websites that connect with residents effectively. With configurable layouts, simplified content management, and integrated tools for communication and resident self-service, CivicPlus websites streamline the timely delivery of essential information and services. This empowers local governments to consistently provide positive civic experiences for residents and peace of mind for staff with streamlined communication processes.

Each website begins with a unique design developed to meet your specific communication and marketing goals, while showcasing the individuality of your community. Features and capabilities are added and customized as necessary, and all content is organized in accordance with web usability standards.



Modules & Widgets

RESIDENT ENGAGEMENT

Central Starter offers many effective and easy-to-use resident engagement features. These tools easily integrate with the other key features.

Notices and Alerts – Post emergency or important information on your website and notify residents through email and SMS, via Alert Center.

Calendar – Create multiple calendars and events to inform residents of upcoming activities that are viewable by list, week, or month.

Form Center – Create custom, online forms via simple drag-and-drop functionality. Track form submissions within the CMS and route email notifications to the appropriate individual(s).

News – Post news items and keep your residents up to date on important information via News Flash.

Notifications – Allow your residents to subscribe to receive text and email notifications on topics that are important to them via Notify Me (includes up to 500 SMS users).

Pop-up Modal – Use a pop-up modal to call attention to important information and notices, sitewide or on specific pages.

CONTENT MANAGEMENT

Central Starter comes fully equipped with a robust set of document and image management tools that work with other key features of our CMS, making it easy to build dynamic content that is easy for residents to navigate and access.

Agenda Center – Create and display meetings and agendas on the website utilizing our built-in Agenda Center module. For advanced functionality, including live meeting management, our integrated Agenda and Meeting Management product is available as an add-on.



Document Center – Organize and manage documents in one central repository.

Public Images – Store all your images in one central location, to utilize individually or create slideshows on your site. Use the built-in editor to crop and resize photos, as needed. Images are optimized for performance, mobile responsiveness, and contain alt text for accessibility compliance.

INFORMATION & NAVIGATION

Organize your content and pages to make it easy to locate the information you and your residents need most with modules that help you update information quickly.

Easy for Residents to Navigate – An intuitive design, mega menu options, prominent buttons, and dynamic breadcrumbs throughout your site, all allow residents to easily find what they're looking for.

Frequently Asked Questions (FAQs) – Provide answers to the most frequently asked questions to reduce phone and foot traffic for staff.

Graphic Links – Create visually appealing buttons to direct users to important information.

Info Advanced – Use Info Advanced to create engaging displays of information for reuse throughout the website.

Quick Links – Provide links to highly requested services and information. These are commonly displayed in website footers and right-hand navigation.

Staff Directory – Provide contact information for departments and individual staff members. Use the information throughout the site and keep updated in one location. The Staff Directory widget allows you to quickly place specific persons or departments on relevant pages.



DEPARTMENT-SPECIFIC

There are several function-specific features and modules for government departments. These tools are integrated into the Central Starter CMS and offer the ability to complete multiple steps in one action.

Activities – Create and post activities, events, and classes so residents can register for them and even pay online. Your administrators can view and create rosters. The Activities module integrates with the Facilities module so residents can view the location of the activity.

Facilities & Reservations – Display facilities on your site for residents to browse. Allow them to filter by amenities, view facility details, and even make reservations online.

Bids – Post open bid opportunities for contractors to view available work, download supporting documentation, receive notifications on posted opportunities and submit bid applications online.

COMMONLY USED WIDGETS

An extensive widget library is available for ease of placing dynamic and visually appealing information on specific pages. Each widget is easy to use with drag-and-drop functionality and is configurable with individual styling options.

Custom HTML Widget – Embed videos or other HTML features in your page.

Editor Widget – Edit text with word processing tools, plus web tools like code view and the Accessibility Checker.

Form Center Widget – Embed simple forms on a page.

Image Widget – Add images to a page.

Related Documents Widget – Create a dynamic list of documents referenced in the Document Center.

Slideshow Widget – Add a slideshow of images.

Tabbed Widget – Organize larger pages of information in horizontal, vertical, or stacked vertical or accordion style tabs.

Administrative Features

The administration of your Central Starter website is browser-based, with no installation of software needed. You'll be able to update your website from an internet connection on any platform (Mac or PC). Administrators can control the access to pages and manipulation of content as well as use automated features to streamline processes.



Administrative Dashboard – A home base for messages and quick access to your recent activities and time-sensitive action items such as pending approvals and expiring items.

Content Scheduling & Versioning – Set your content to auto-publish and auto-expire, with an archive of all published content and previous versions.

Dynamic Page Components – Modules such as Calendar, FAQs, and News Flash, may be included as dynamic page components on any page.

History Log – Track changes made to your website.

Intranet – Use permissions to set a secure location on your website that allows employees to login and access non-public resources and information.

Levels of Permissions – Assign staff members to groups with different levels of permissions of access and authority throughout the CMS.

Pending Approval Items – Administrators have access to a queue of pending items to be published or reviewed.

Website Statistics – Provided website analytics for analysis.



USER-FRIENDLY FEATURES

Not only is Central Starter easy for your staff to use, various administrative features help make a more attractive, engaging, and intuitive website for your community.

AI Editing Assistant – Create clear, consistent, and accessible content. Integrated into familiar tools like Pages, News Flash, Notify Me, and FAQs, the AI Editing Assistant improves grammar, tone, and compliance with plain language standards in real time. Key benefits include faster content polishing, streamlined editing workflows, and adding multi-lingual content all with secure, optional use that never stores data or trains external models.

Automatic Alt Tags – Built-in features assist with ongoing ADA compliance of your website.

Credit Card Processing – Central Starter is integrated with select external payment processors to accept payments on your website (separate agreement must be made directly between you and the supported external processor of your choice). Additional fees apply.

Preset Styling Standards and Ongoing Styling Flexibility – Site changes automatically inherit design standards and styles that you've set up for your homepage, interior layouts, and simple layouts. This keeps your website looking clean and always matching. We also offer large amounts of flexibility with placement and styles on an ongoing basis. As you edit your website, you can easily adjust the location and style of widgets, content, carousels, lists, calendars, etc. to meet the look and feel you need for that area.

Link Redirects – Instead of sending your users to <https://www.civicplus.com/blog/ce/government-website-awards-city-county-municipal/>, you can send them to <http://civicplus.com/awards>.

Live Edit – See where your information will be posted on a page before you make any changes with our WYSIWYG editor and drag-and-drop tools.

Maps – Easily embed maps from Google, ESRI, and more using the HTML widget.

Mega Menu – A main navigation menu makes it easy to get to any page on your website quickly.

Predictive Site Search – Our powerful site search functionality automatically indexes all content making it easy for visitors to find information across pages, documents, and images.

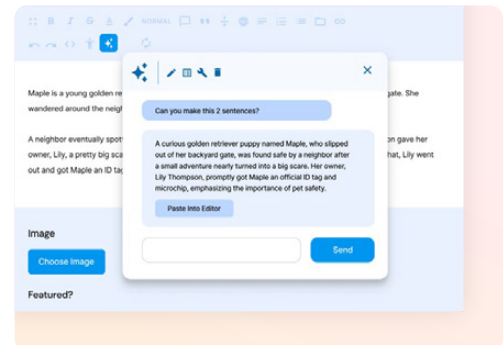
Site Search Log – All search words are kept in a log.

Real Simple Syndication (RSS) Feeds – Administrators and website visitors can use RSS feeds to display content or be notified of content updates.

Responsive Design – With responsive design, your website adjusts to the screen size regardless of what device is being used, providing a seamless user experience.

Social Media – Set various modules to automatically post to your Facebook and/or X (formerly Twitter) feeds and incorporate compatible social media feeds and widgets into your website.

Supported Browsers – View your website in the latest versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome.



Third-Party Access – Utilize iframes, embeds, and/or links to most of your third-party services. Or use our growing list of APIs to build applications right from your website.

Translation – Integration with Google Translate translates web pages into over 100 languages.

ACCESSIBILITY COMPLIANCE

With more than 1 in 4 (~28.7%) adults in the United States living with a disability, CivicPlus helps governments ensure that critical resources are available to all residents. Our commitment to accessibility is visible through our provided Accessibility Conformance Report (ACR) completed by using the current VPAT template and third-party audits that can confirm you're working with a trusted and experienced partner. Our multi-faceted approach sets you up for success:

- CivicPlus Municipal Websites are highly accessible by design, aligning toward WCAG 2.1. For transparency, we provide annual third-party audits (ACRs) for each of our products.
- Our trainers will teach your staff best practices to keep your content and design elements accessible and up to date with the latest ADA/ WCAG standards.
- Your staff can use the Accessibility Checker included within the CMS to scan content created in the editor for accessibility issues so you can correct them before publishing.
- Any new regulations that require code changes are reviewed by our product team at least quarterly. Depending on the regulation, our product team plans and executes necessary changes with no additional effort required from you.
- Our product team updates our best practices and provides regular updates to customers via the CivicPlus website, blog articles, webinars, and other publications.



Additionally, CivicPlus offers an extensive suite of accessibility tools, including industry-leading integrations to help customers maintain compliance and prepare for the transition to WCAG 2.2. Due to the dynamic nature of website content updates, ongoing accessibility solutions can be incredibly beneficial in ensuring sustained accessibility compliance. CivicPlus provides three long-term web accessibility solutions offering varying approaches to help with your compliance maintenance challenges:

- AudioEye Managed: Accessibility tools and services for WCAG 2.2 compliance (included in project)
- Acquia Web Governance: Website Governance & Compliance Tools (optional enhancement)
- DocAccess: Convert current and future PDFs into screen reader-friendly, WCAG 2.1 AA-aligned HTML transcripts (optional enhancement)



AUDIOEYE FOR WEBSITES

CivicPlus is the exclusive local government provider of AudioEye's full service accessibility offering. AudioEye's industry-defining digital accessibility hybrid offering helps deliver website remediations efficiently and affordably for organizations of all sizes. The AudioEye platform leverages a decade of investment in advanced technology supported and informed by a team of dedicated IAAP-certified professionals to help deliver improved access to the web conforming to Web Content Accessibility Guidelines (WCAG) 2.2 has never been easier.

AudioEye

- AudioEye Managed
- Proprietary automated testing suite
- Detect Section 508 and WCAG 2.2 Success Criteria violations
- AudioEye engineers remediate accessibility issues
- Compliance monitoring
- Manual technical analysis and usability testing
- AudioEye Accessibility Help Desk with Personalization Tools

AudioEye Managed

- Provides complete digital accessibility compliance auditing and resolution
- End-to-end digital accessibility compliance testing, resolution, validation, and monitoring
- Combines subject matter experts with technology—a team of engineers and manual testers to ensure issues of accessibility are fixed and stay fixed

AudioEye Accessibility Help Desk with Personalization Tools

- Fully customizable user experience
- Tailored to individual needs regardless of device type, language preference, or preferred method of access
- Users can customize the visual display of the website, the toolkit provides instant personalization
- 24 Hour Help Desk provides accessibility answers from accessibility experts

Digital Accessibility Platform

- Software as a Service (SaaS), API-first technology
- Offers end-to-end compliance auditing
- Ability to spider, scan, and diagnose entire websites, single blocks of code, and content delivered via API
- Offers flexible resources for proper identification and remediation of the detected issues

AudioEye Trusted Certification



The AudioEye Trusted Certification represents a commitment to accessibility and digital inclusion.

www.fcc.gov is AudioEye Trusted.

The AudioEye web accessibility certification process involves automatic and manual testing with the goal of identifying and resolving access barriers, conforming with the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.2 Level AA Success Criteria, and ensuring an optimal user experience for all users, regardless of their individual abilities.

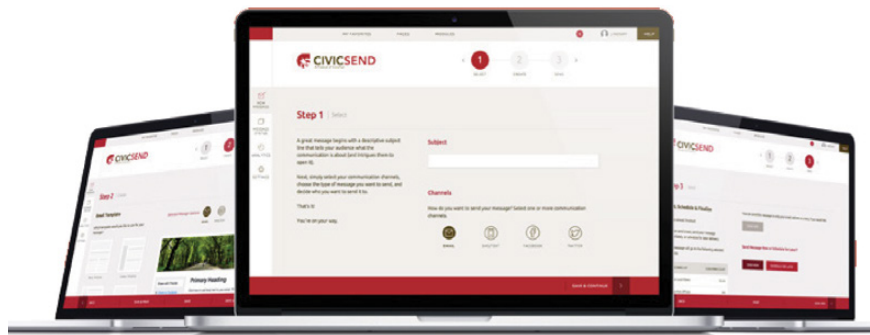


CIVICSEND

CivicSend is a visually rich communication module for government, used to efficiently distribute general (non-emergency) communication to residents. CivicSend is more than a simple email newsletter tool—it provides CivicPlus customers with a single point of access, via integration with Web Central, to multiple communication channels, including email, SMS/text, Facebook, and X (formerly Twitter). CivicSend centralizes communication, saves administrative users time, and improves overall productivity.

Additional benefits of the CivicSend module include:

- Content auto-posts to your website
- Unlimited communication—there is no limit to the number of emails you can send (text messaging rates do apply)
- Template options to make customizing your message quick and easy
- Access to all subscriber lists in your Web Central website, including the ability to select multiple lists



CivicPlus Resident Portal

THE NEXT EVOLUTION IN DIGITAL RESIDENT ENGAGEMENT

CivicPlus Portal is a mobile-friendly, personalized online hub from which residents can quickly, easily, and securely obtain information, access resources, discover services, complete transactions, and interact with their local government administration. It is the public gateway to the Civic Impact Platform, empowering resident self-service from one central location for everything from submitting forms, referencing recent legislation, and engaging with public meetings to managing individual alert and notification preferences.



Personalized Resident Benefits:

- One username, password, or popular platform-enabled single sign-on (via Facebook, Google, Microsoft, or Apple) to securely manage their user profile and interact with all their government resources and information.



- A personalized, customizable dashboard that serves as the launchpad to save frequently accessed digital services, view past interactions, bookmark frequent payment options, and stay up to date with featured, meaningful content.
- Anytime, anywhere access from any device.
- Enabling self-service form viewing, submission, and payments to support a variety of digital transactions from parking permits and business licenses to pet adoptions.
- Easy management of individual communication preferences related to routine and emergency alerts, website newsletters, and agenda & meeting notifications from one single view.
- A centralized hub to submit and track requests, such as public records requests, non-emergency issues, and code enforcement complaints and violations.

Staff and Administrator Benefits:

- A low-maintenance tool for administrators to easily spotlight information, share content, and link to services to further promote local government initiatives while improving public transparency and trust.
- Ability to consolidate digital services from multiple CivicPlus and third-party solutions into one intuitive, accessible, and responsive interface.
- Consolidation of siloed alerts and notifications from the variety of solutions you control into a single view residents to sign up for and manage.
- Localization of cross-department payments and forms in one place, including those from CivicPlus and third-party solutions, enhancing residents' convenience for increased payments and engagement.
- Multi-factor authentication options and optimized for security and accessibility.



Implementation

Standard Project Timeline

Design creation, content development, professional consulting, configuration for usability and accessibility, dedicated training—CivicPlus delivers all of this and more during the development of your new website.

A typical Standard Project with a Standard Department Header Package ranges from 9-12 weeks. The City's exact project timeline will be created based on detailed project scope, project enhancements purchased, availability for meeting coordination, action item return and completion, approval dates, and other factors, so CivicPlus is not able to commit to a fixed completion date in advance of those details.

Your project timeline, tasks, due dates, and communication will be managed and available in real-time via our project management software, Cloud Coach, allowing the City to track progress toward completion throughout the project. CivicPlus will work closely with the City's project team to move efficiently toward a completion date within the standard range once these factors are confirmed.

PHASE 1: INITIATE & ANALYZE	~2 Weeks	• Project Kickoff Email • Planning & Scheduling • Customer Deliverable Submission
PHASE 2: CONTENT IMPLEMENTATION & DESIGN CREATION	~6 Weeks	• Site Map Creation • Content Implementation • Design Creation • Google Analytics Account Creation • Quality Control
PHASE 3: EDUCATE	~1 Week	• Blended System Training: On-Demand Training Videos, Tools, & Help Center Resources Paired with Access to a Trainer
PHASE 4: LAUNCH	~1 Week	• Project Scope Completion • Website Launch



Approaching Your Project Implementation

Communication between you and your CivicPlus team will be continuous throughout your project. Sharing input and feedback through email, virtual meetings, phone calls, and our project management software will keep all stakeholders involved and informed. Cloud Coach offers task management transparency with a multi-level work breakdown structure and Gantt Chart-based project plan.

- Centralized project communication and task management tools are located in a cloud-based project workspace
- Tasks, deliverables, and milestones are aligned to your specific scope of work



The tools available through Cloud Coach combined with regular communication with your project manager provide you ample opportunities to quickly and efficiently review your project, check deliverables, and communicate feedback.

Phased Approach

PHASE 1: INITIATE & ANALYZE

Project Kickoff Email – Your project manager will kick off your project via email, introducing your CivicPlus team, detailing deliverables needed, providing a high-level overview of the development process, and introducing tools and resources used to manage your project.

Planning & Scheduling – Your project manager will create a comprehensive project timeline based on the project scope and your specific needs.

Customer Deliverable Submission – The City will be responsible for submitting deliverables as outlined.

PHASE 2: CONTENT IMPLEMENTATION & DESIGN CREATION

Site Map Creation – Our content development team will generate a site map of your existing website in preparation for the content implementation.

Content Implementation – Our Content Development team will migrate up to 150 pages of content (including their text, documents, and images) from your current website to your new, Central Starter website. Additional pages of content can be added for an additional fee. Content will be enhanced for accessibility, and we will organize your website pages to make them easy to navigate. They will also migrate the current year and the previous two years of simple meeting agendas and minutes to the Agenda Center module. Additional years can be added for an additional fee.



Design Creation – You'll have the chance to review the responsive design prototype and provide feedback and/or approval.

Google Analytics Account Creation – Your website will be set up with a Google Analytics account.

Quality Control – Our Content Development team will complete a quality control check to ensure proper content migration.

PHASE 3: EDUCATE

Blended System Training – Throughout the development and after launch, you and your team can access on-demand training, resources, and educational opportunities. Our initial training is offered online to administrators and content contributors. On-demand learning is paired with access to a trainer for a one hour session for questions and learning reinforcement.

PHASE 4: LAUNCH

Project Scope Completion – Your Central Starter project team confirms all the details that are necessary to take your website live and explain what you can expect on launch day.

Website Launch – After final confirmation, your website will be made live and available to the public.

Your Role During Implementation

To help create the strongest possible website, we will need you to:

- Gather photos and logos that will be used in the overall branding and design of your new website
- Complete the Design Form to communicate design preferences
- Choose your desired layout
- Provide technical information in the DNS form for the set-up of your website domain name(s)
- Perform reviews and provide official approvals throughout the project
- Update the content on your current website and delete any pages you no longer need
- Track website updates to be completed during your training session
- Ensure you have the most up-to-date web browsers installed on your organization's computers
- Compile a list of your website users and desired permission levels
- Reserve training location and necessary resources (computers, conference phone, etc.)

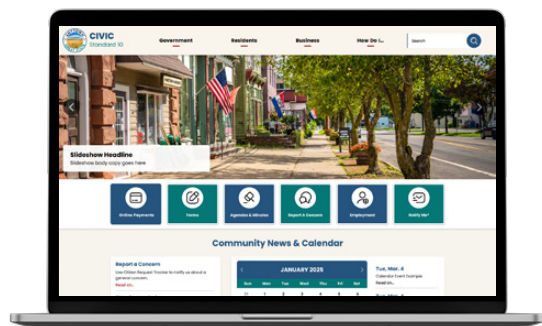
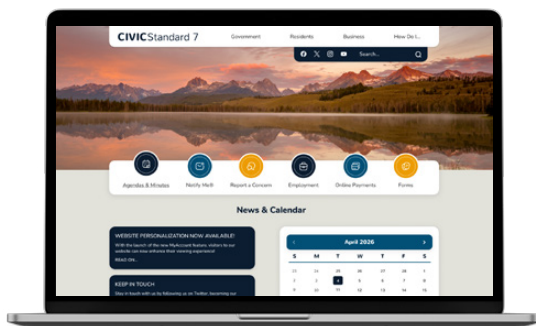
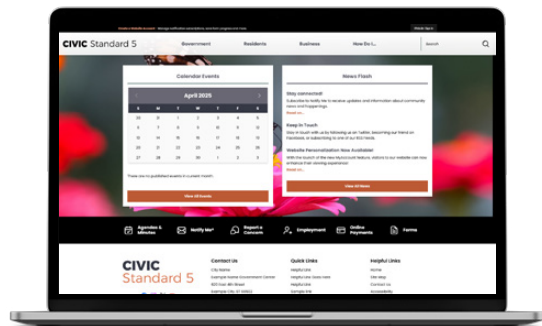
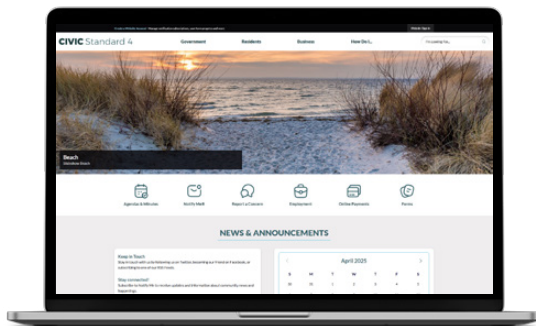
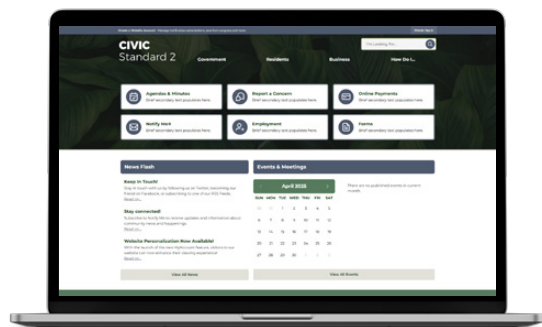
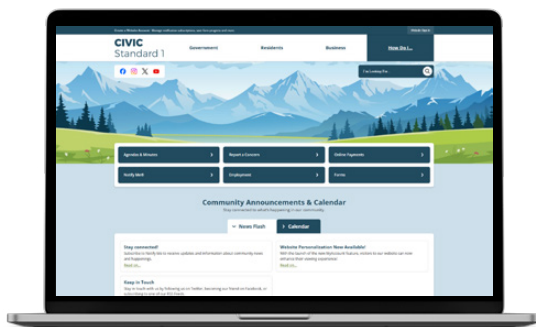


Standard Package Designs

You will choose one of our fixed layout options as the base of your website. You will then be given the opportunity to submit personalized information, like imagery, branding, graphic button preferences, and more to be taken into design consideration. This finalized design will not only represent your unique community, but combined with the functionality of the Central Starter CMS, will help you provide an attractive and convenient online resource for your community.

LAYOUT OPTIONS

Choose one of 10 government website design options with the idea that design can be customized with brand colors, logos and images unique to your community. Below are examples of a few available options. A full list can be found here: cp-design.civicplus.com/153/Standard-Website-Examples



Standard Department Header Package

For the Economic Development Corporation

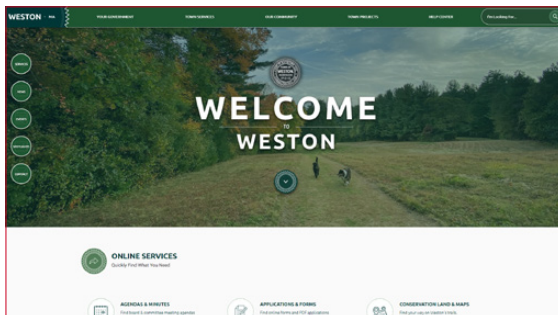
A Department Header Package is a cost-effective way for a department or division to informatively and graphically differentiate themselves from the look of the main website while leveraging consistent CMS administration. The Standard Department Header Package shares CMS login and modules with the main website. Further, it inherits the structural layout, widgets, and design styles from the main website.

A Standard Department Header Package includes department specific:

- Site URL (if applicable)
- SSL Certificate / DNS & Hosting (if applicable)
- Site Identifier / Logo
- Global Navigation and Menus
- Banner Image(s) and/or Slideshow Image(s) (if applicable)
- Graphic Links
- Widget Content

Design Examples

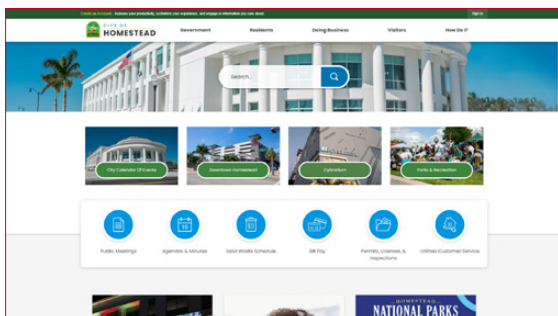
The examples provided below are representative of attributes found in a Standard Department Header Package, but may not expressly reflect the design package of your main website.



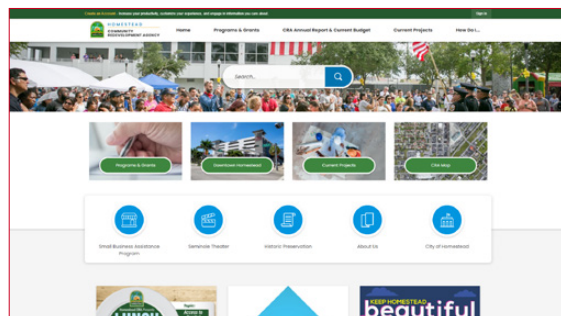
Weston, MA - Main Website



Police Department Header



Homestead, FL- Main Website



Community Redevelopment Department Header



Continuing Services

Technical Support & Services

With technology, unlimited support is crucial. Our live technical support engineers based in North America are ready to answer your staff members' questions and ensure their confidence. CivicPlus' support team is available 7 a.m. – 7 p.m. CST to assist with any questions or concerns regarding technical functionality and usage of Central Starter.

CivicPlus Technical Support will provide a toll-free number, online chat support, as well as an online email support system for users to submit technical issues or questions. If the customer support specialist is unable to assist with the question or issue, the three-tier escalation process will begin to report issues to our product engineering team for resolution.

Support at a Glance

- Technical support engineers available 7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays)
- Accessible via phone, email, and chat
- 4-hour initial response during business hours
- 24/7 emergency technical support for named points of contact
- Dedicated customer success manager
- Online self-service help with the CivicPlus Help Center (civicplus.help)

Emergency technical support is available 24/7 for designated, named points-of-contact, with members of CivicPlus' support teams available for urgent requests.

AI-POWERED VIRTUAL ASSISTANT

Context-Aware In-Product Support: Seamlessly integrated into Central Starter, the assistant provides real-time, relevant help based on the context of your conversation.

Smarter Self-Service: Instantly access AI-curated knowledge articles from our newly enhanced Help Centers, submit support tickets, or initiate live chat; all from one place.

Effortless Navigation & Escalation: If your issue requires human assistance, the assistant can transfer you to a live agent or open a support case in Salesforce Service Cloud, logging all details and transcripts automatically.

Transparent & Compliant: The assistant clearly identifies itself as a virtual bot and complies with data transparency standards, ensuring users know they're interacting with AI.



AWARD-WINNING

CivicPlus has been honored with four Gold Stevie® Awards, nine Silver Stevie® Awards, and 14 Bronze Stevie® Awards. The Stevie Awards are the world's top honors for customer service, contact center, business development, and sales professionals.



CIVICPLUS HELP CENTER

CivicPlus customers have 24/7 access to our online Help Center where users can review articles, user guides, FAQs, and can get tips on best practices. Our Help Center is continually monitored and updated by our dedicated Knowledge Management Team to ensure we are providing the information and resources you need to optimize your solution. In addition, the Help Center provides our release notes to keep your staff informed of upcoming enhancements and maintenance.

CONTINUING PARTNERSHIP

We won't disappear after your website is launched. You'll be assigned a dedicated customer success manager who will partner with you by providing information on best practices and how to utilize the tools of your new system to most effectively engage your residents.

MAINTENANCE

CivicPlus is proactive in identifying any potential system issues. Through regularly scheduled reviews of site logs, error messages, servers, router activity, and the internet in general, our personnel often identify and correct issues before they ever affect our customers' web solutions. Our standard maintenance includes:

- Full backups performed daily
- Regularly scheduled upgrades including fixes and other enhancements
- Testing
- Development
- Operating system patches



Guardian Hosting & Security

In today's digital era, local governments require a hosting solution that not only meets their needs but exceeds their expectations. Our Enterprise Level Hosting Solution is designed with local governments in mind, offering unparalleled DDoS protection to safeguard your digital infrastructure from the most aggressive cyber threats. With our state-of-the-art security measures, you can ensure the continuity of critical services, even in the face of sophisticated attacks.

Moreover, we understand the importance of building resident trust through consistent and reliable service availability. That's why we guarantee a high availability of *99.9% uptime*, ensuring your services are accessible when your residents need them the most. This commitment to uptime translates to less than 8.76 hours of potential downtime annually, demonstrating our dedication to maintaining your operations without interruption.

Data Center	• Redundant Power Supply • Uninterruptible Power Supply (UPS) Systems • Enhanced Cooling Infrastructure • Diesel Engine Generators • Energy Storage • Redundant HVAC Systems • N+1 Redundancy • Fully Redundant Network • System Monitoring – 24/7/365
Security	• Web Application Firewall (WAF) Protects Against SQL Injection, Cross-Site Scripting, & Other Threats • OWASP Modsecurity Core Rule Set Guards Against OWASP Top 10 Vulnerabilities • Server Management Services Ensure Smooth Operation & Optimal Performance • Regular Software Updates & Security Patches • Antivirus Management & Updates Protect Against Malware • Continuous System Monitoring for Health & Performance
Performance	• Regional Content Delivery Network (CDN) Distributes Cached Content to Minimize Latency & Enhance Reliability • Server-Side Caching with Regional CDN Improves Page Load Times & Content Delivery • Unparalleled Browsing Experience for Users on Your Website or Application
Hosting	• Enhanced Security and Compliance • CMS software updates • Server management & monitoring • Multi-tiered software architecture • Server software updates & security patches • Database server updates & security patches • Antivirus management & updates • Server-class hardware from nationally recognized provider • Redundant firewall solutions • High performance SAN with N+2 reliability
Disaster Recovery	• Emergency After-Hours Support, Live Agent (24/7) • Online Status Monitor by Data Center • 8-Hour Guaranteed Recovery Time Objective (RTO) • 24-Hour Guaranteed Recovery Point Objective (RPO) • Pre-Emptive Monitoring for Disaster Situations • Multiple, Geographically Diverse Data Centers
DDoS Protection & Mitigation	• Cloudflare's Reverse Proxy to Protect Your Network • Access to Advanced Tools that Defend Against DDoS Attacks • Utilize Cloudflare's Massive Network Capacity of 30 Tbps • A Skilled Team is Always Ready, 24/7, to Stop Any Attacks on Your Digital Assets

Investment Proposal

CivicPlus can appreciate the monetary constraints facing our governments each day. To help ease these concerns and assist with budgeting and planning, our proposed project and pricing are valid for 60 days from September 18, 2026.

Implementation

- Standard Package: 1 Website Design from Choice of 5 Fixed Layout Options
- 1 Standard Department Header Package for Economic Development Corporation
- Content Implementation
 - Up to 150 pages from bruceville-eddy.us
 - Current + 2 Previous Years of Simple Meeting Agendas & Minutes
- Blended System Training: On-Demand Training Videos, Tools, & Help Center Resources Paired with Access to a Trainer
- DNS Setup for bruceville-eddy.us

Annual Recurring Services

- Guardian Hosting & Security
- 1 SSL Certificate
- DNS Hosting for bruceville-eddy.us
- Software Maintenance Including Service Patches & System Enhancements
- 24/7 Technical Support & Access to the CivicPlus Help Center
- Dedicated Customer Success Manager

Features & Functionality

- Central Starter CMS Tools, Widgets, & Features
- Central Starter Default Modules
- AI Editing Assistant
- Additional Modules: Activities, Facilities, and Bids
- CivicSend
- AudioEye Managed

Bruceville-Eddy's Investment		Fees
One-Time Implementation Includes Design & Web Development		\$5,093.00
Initial Annual Recurring Services Includes Website Hosting, Maintenance, and Support		\$11,401.00
Total Price Initial Term		\$16,494.00
Year 2 Annual Recurring Services Includes 5% Uplift		\$11,971.05



CivicPlus Project Pricing & Invoicing

CivicPlus prices on a per-project, all-inclusive basis. This type of pricing structure eliminates surprise costs, the uncertainty of paying by the hour, and is overall more cost effective for our customers. Accordingly, the price quoted in this proposal is fixed and will only be adjusted if there is a change to the identified scope or if additional functionality, features, or services are added prior to signing the contract.

CIVICPLUS OFFERS:

Standard Invoicing

- Initial Term: 12 months beginning at signing
- Initial Term Invoice Schedule: 100% invoiced upon signature date
- Renewal Procedure: Automatic 1 year renewal term, unless 60 days notice provided prior to renewal date
- Annual Uplift: 5% beginning year 2

We will work with you before contract signing to determine a billing process that will meet both your needs for budget planning and our accounting processes.

Proposal as Non-Binding Document

A successful project begins with a contract that meets the needs of both parties. This proposal (including all supporting, technical, or specification documents required for submittal with the current RFP) is intended as a non-binding document, and the contents hereof may be superseded by an agreement for services. Its purpose is to provide information on a proposed project we believe will meet your needs based on the information available. If awarded the project, CivicPlus reserves the right to negotiate the contractual terms, obligations, covenants, and insurance requirements as provided in the RFP before a final agreement is reached. Subject to the terms of the final controlling agreement, CivicPlus requires its standard Master Services and Solutions and Service Terms to be incorporated and linked in the final agreement. For reference, the CivicPlus standard Master Services and Solutions and Service Terms can be found online at <https://www.civicplus.help/docs/civicplus-legal-stuff>. We look forward to developing a mutually beneficial contract with the City.



Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. *(Note: The City of BE does not pay tax).*

1. Base Bid Amount: \$16,494.00 (Year 1)

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.



6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: CivicPlus, LLC

By: (Seal if Corporation)



Amy Vikander, Senior VP of Customer Success

Address: 302 S. 4th Street, Suite 500, Manhattan, KS 66502

Telephone: 888.228.2233

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, or delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: CivicPlus, LLC

Bidder Is: Individual () Partnership () Corporation ()
X - Limited Liability Company

Residence of Bidder (if individual): n/a

Date of Bid: September 18, 2026

If Bidder is a partnership, fill in the following blanks:



Name of Partners: n/a

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of n/a

Name and Home address of the President n/a

Name and Address of the Treasurer n/a



PROPOSAL · REQUEST FOR PROPOSAL FOR WEBSITE REDESIGN AND CONTENT MANAGEMENT SERVICES

City of Bruceville-Eddy — Website Redesign and Content Management Services

SUBMITTED TO

City of Bruceville-Eddy, Texas — City Administrator's Office, Lawrence Cutrone
144 Wilcox Drive, Eddy, TX 76524 ·
lcutrone@bruceville-eddy.us

PRIMARY CONTACT

Chase Anderson, Chief Revenue Officer
chase@clearview.team — US-based, available during Texas business hours

DATE

September 17, 2026

SUBMITTED BY

ClearView Studios, LLC ("Clearview") — a United States company
447 Sutter Street, Suite 506 — #1232, San Francisco, CA 94108
+1 (813) 701-9579 · ops@clearview.team

TECHNICAL CONTACT

Jasmin Ihtijarevic, CTO · jasmin@clearview.team

SUBMISSION

By email to lcutrone@bruceville-eddy.us, as confirmed by the City Administrator on September 8, 2026 — this proposal as a single PDF with the signed Proposal for Services Bid Form attached

1 Executive summary

The City of Bruceville-Eddy is asking for a website that residents, businesses and visitors can use to do their business with the City without touching paper, that City staff can keep current themselves, and that meets the Americans with Disabilities Act. This proposal answers all three, module by module against Section 2 of your RFP and tool by tool against Section 4, and it does so with a site the City will own outright.

\$28,000

base bid, fixed — \$8,000 design and \$20,000 web development — plus **\$75 / month hosting** provided by Clearview and an optional **\$500 / month care plan**. No licence fees. Training included.
Completion by January 29, 2027.

Five things distinguish this proposal:

1. **We looked at your site before writing a word.** On September 7 and again on September 15, 2026 we reviewed bruceville-eddy.us page by page and at the server level. Section 2 describes what we found — the software the site runs on has not received security updates since 2022, there is not a single online form on the site, and the

home page carries none of the structure a screen reader needs. Those findings, not a template, shaped everything that follows.

2. **Accessibility built into the editing workflow, not audited afterwards.** Your RFP asks that staff be *"limited to workflows which can only produce accessible content."* That sentence is the centre of our design: locked page patterns, required image descriptions, enforced heading order, and agendas published as web pages with the PDF attached, so the site stays compliant after launch without anyone having to think about it. Section 4.
3. **A site the City owns.** Source code in a City-owned repository from the first commit, no proprietary page builder, documentation as a deliverable, and a written exit commitment: if the City ever wants to move to another supplier, we hand over everything and help. Section 5.
4. **A preview you can open today.** A working preview of the new site, built from the City's own public content, is at city-bruceville-eddy.npage.dev – a few pages only, but enough to see the direction on a phone or a laptop before reading further. Section 9.
5. **Total cost you can compare.** Because the base bid is a one-time fee rather than a subscription, the five-year cost of this proposal is **\$62,500** including hosting and the care plan, held flat with no annual increase. Section 8 sets it out so the Council can put it next to any subscription quote's five-year total.

We understand that the City Administrator will present the proposals to the Economic Development Committee and the City Council. Section 9 sets out what we provide to make that review easy – the preview site above, a call with the City Administrator or the Committee beforehand, and a US-based contact available by telephone should the Committee or Council have questions.

2 What we found, and what it means for the City

We start by looking, and we have already started. We reviewed bruceville-eddy.us on September 7, 2026 and re-verified every finding on September 15. Each item below is checkable by anyone with a browser.

- **The platform.** The site runs WordPress 6.8.8 on a free theme (Mesmerize) with a slideshow plugin, on shared hosting. The server reports **PHP 7.4.33**, a version that stopped receiving security fixes in November 2022. The site's list of user accounts is publicly readable, showing eight editor accounts. None of this is a criticism of the people who built it – a small city website is usually built by someone who also has a full-time job – but it is the reason the RFP's Section 6.7 asks about hosting, maintenance and technical support in the same breath as design. The site needs an operator, not just a redesign.
- **Forms.** There is no online form anywhere on the site. The Employment page asks applicants to download a PDF and contact the Mayor by telephone; the Open Records page describes a paper process; every department process we could find ends in a document to print. Your RFP's goal – *"allow citizens to accomplish anything they might need with the City ... without having to touch paper"* – currently starts from zero, which also means it is where the new site will make the most visible difference in the first month.
- **Accessibility.** The home page has no top-level heading, four of its five images have no text description, and the slideshow cannot be paused from a keyboard. The City publishes an Accessibility and Civil Rights page, a Language Access Plan and a Reasonable Accommodation Procedure – the policy exists; the website does not yet meet it. The Department of Justice's rule under Title II of the ADA requires local governments of the City's

size to meet WCAG 2.1 Level AA by April 26, 2028; this project would have the City compliant more than a year early, and, more importantly, would keep it compliant.

- **Documents.** The site holds 98 pages, 346 posts and about 1,700 uploaded files, including agendas, packets, minutes and recordings organised by fiscal year back to 2016–17, each year as a page of PDF links. That is the Agenda Center and Archive Center your RFP asks for, done by hand. Our approach treats the decade of older documents as an archive – kept, searchable, clearly labelled – and publishes new agendas as accessible web pages from the first meeting after launch.
- **What already works and should stay.** The City's Code of Ordinances is on eCode360, court payments run through a payment processor, notifications and the calendar feed come from the Savvy Citizen service, and jobs are posted on the Texas Municipal League board. We do not propose to rebuild any of these. We integrate them, so the City is not paying twice for the same function.

Before and after — one example

BEFORE — THE EMPLOYMENT PAGE TODAY, VERBATIM

Employment

"All applicants must submit a completed employment application: Employment-Application ... Please contact Mayor Linda Owens with any questions @ 254-859-5700"

AFTER — PROPOSED

Work for the City of Bruceville-Eddy

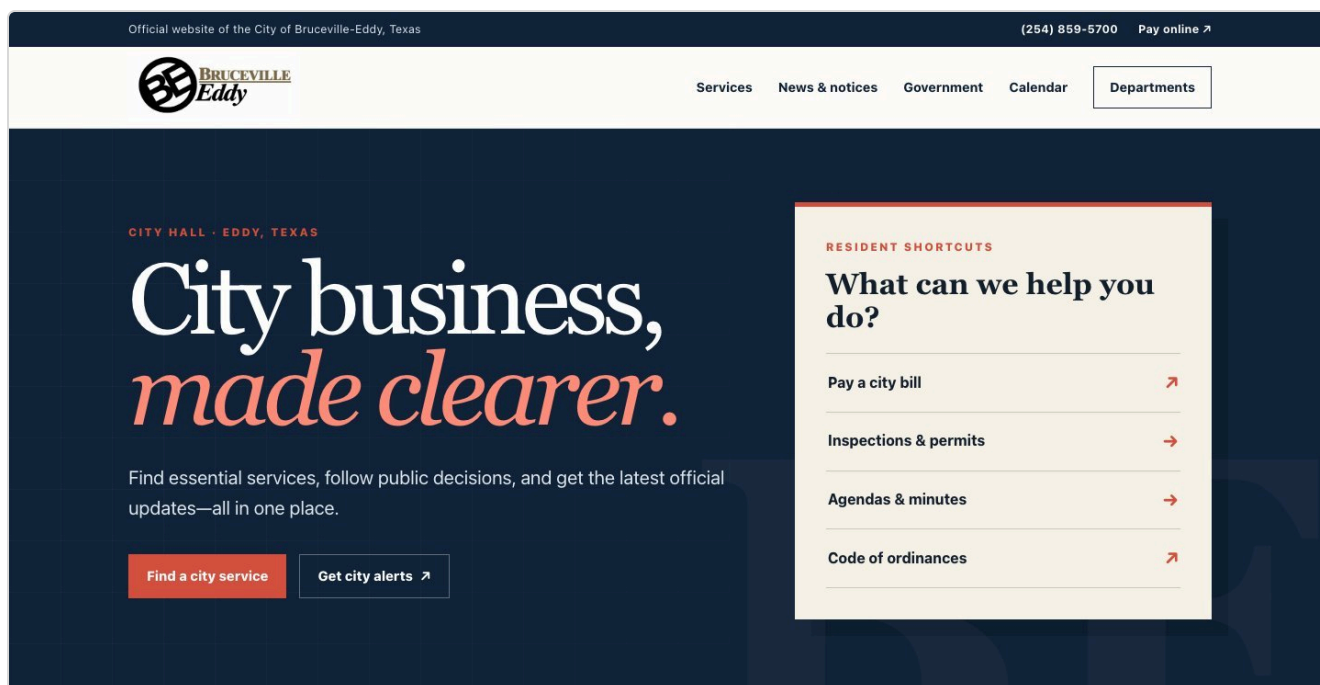
Open positions, benefits and how to apply.

Apply online → a secure application form with résumé upload; the applicant receives a confirmation email and the City Secretary sees the application in the staff dashboard

Prefer paper? → download the application and return it to City Hall, 144 Wilcox Drive

Questions? → a contact form that routes to the right person, with the phone number still shown for those who prefer to call

A preview, not a promise. To make the direction concrete, we built a preview of the new site from the City's public content: city-bruceville-eddy.npage.dev. It is a few pages, built for evaluation only, but it shows the shape — a home page organised around what residents come to do (pay a bill, inspections and permits, agendas and minutes, the code of ordinances), the City's seal, a heading structure a screen reader can follow, and every image described.



city-bruceville-eddy.npage.dev – preview home page built from the City’s public content, captured September 15, 2026. A preview with a few pages, for evaluation only.

The same pattern – online first, paper still available, staff notified automatically – applies to open records requests, permit and inspection requests, facility enquiries, utility questions and event sign-ups. It is how the RFP’s Section 1 goals become real without removing the paper option the City has committed to keep.

3 What we will build — the modules in your RFP

Every module named in Section 2 of the RFP is answered below by name. **Included** means delivered under the base bid. **Included by integration** means delivered by connecting a service the City already uses, rather than by building a duplicate. **Future phase** means the RFP itself marks it as future, or it depends on a decision the City has not yet made; we state what we would need to quote it.

3.1 Sections of the current site carried forward

CURRENT SECTION	STATUS	NOTES
Home page	Included	Redesigned around what residents come to do: pay, report, apply, find a meeting, get notified
Bid Opportunities	Included	Becomes the Bid Postings module below
Calendar	Included	Rebuilt with categories and filtering; Savvy Citizen feed retained
Code of Ordinances	Included by integration	Continues to link to eCode360

CURRENT SECTION	STATUS	NOTES
Online Payments	Included by integration	Links to the City's existing court payment processor; utility billing is a future phase, as the RFP states
Departments – Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department	Included	Each department gets the same page pattern: what we do, how to reach us, forms, documents, news
Community Events and Updates	Included	Becomes News Flash and Activities
Employment	Included	With online applications (below)
Elections	Included	Structured page for each election with dates, notices and results
Government – City Council, Boards and Commissions	Included	Council and each board with members, terms, meeting schedule and their own agendas
Notice	Included	Public notices as dated, expiring posts, with the legal notice text preserved
Open Data and Maps	Included	Documents and maps as a searchable library

3.2 New modules requested

MODULE (RFP §2)	STATUS	WHAT THE CITY GETS
Economic Development Corporation	Included	Its own section: mission, board, meeting agendas and minutes, incentives and available sites, and a contact form for prospective businesses
Activities	Included	Event pages with sign-up forms, capacity counts and reminder emails. Paid registration is a future phase (payments)
Agenda Center	Included	A meeting record for each body – agenda, packet, minutes, recording, handouts – published as an accessible web page with the PDF attached; sortable by body and date
Alert Center	Included	A site-wide banner for emergencies and important notices, with severity levels, scheduled start and end, and one-click removal
Archive Center	Included	Recurring dated documents – agendas, budgets, newsletters, notices, reports – filed by category and year, searchable
Bid Postings	Included	Bids sorted by category, title, status or closing date; documents attached; automatic expiry after closing
Community Resources	Included	A directory of local and regional agencies and services, by category

MODULE (RFP §2)	STATUS	WHAT THE CITY GETS
City Council information and contacts	Included	Members, terms, roles, contact details and a contact form
Calendar, revised	Included	One calendar, many categories (Council, boards, EDC, community, court); residents filter by category and subscribe
CivicSend or similar	Included by integration	Savvy Citizen, which the City already uses, remains the channel for text and app alerts and is embedded in the site; email notices go out through Notify Me. We will not sell the City a second alerting system
Document Center	Included	One-time documents and images by category, with search across titles and document text
Facilities	Included	Every facility with photos, capacity, rules and a reservation <i>request</i> form that reaches staff; reservations are confirmed in person at City Hall as the City requires today. Online booking with a live calendar is a future phase
FAQs	Included	Searchable questions grouped by topic; the answer expands in place
Form Center / Forms	Included	Staff build and edit their own forms – no developer needed – with file upload, conditional questions, email routing, spreadsheet export and a submissions dashboard
Graphic Links	Included	Button and tile blocks staff can place on any page
Info Advanced	Included	Highlight, notice and call-to-action blocks staff can place on any page
Employment, revised	Included	Job postings with an online application form, résumé upload, automatic acknowledgement and secure storage of applications
Locations	Included	City Hall, facilities and service locations on a map with hours and directions
My Account / My Dashboard with single sign-on	Included for staff · see note	Staff sign in once – through the City's Microsoft 365 or Google Workspace account if it has one – to a dashboard showing their own drafts, forms, submissions and tasks by role. If the City also means <i>resident</i> accounts (a sign-in for residents to track requests and reservations), tell us at kickoff: that is a different build, and we would scope and quote it separately rather than quietly leave it out
News Flash	Included	Short updates published in a minute from any device, shown on the home page and the relevant department

MODULE (RFP §2)	STATUS	WHAT THE CITY GETS
Notify Me	Included	Residents subscribe by topic – agendas, bids, news, road closures, water notices – and receive email; text alerts continue through Savvy Citizen
Pages / Live Edit	Included	Staff edit pages in a visual editor that shows the page as residents will see it
Photo Gallery	Included	Albums and slideshows staff manage themselves, with required image descriptions
Quick Links	Included	A managed list of the most-used links, shown on the home page and in the footer
Resource Directory	Included	A directory of local businesses and organisations, maintained by staff, with an optional "suggest a listing" form
Staff Directory	Included	Every employee by department with title, phone and email, maintained in one place and shown wherever it is needed

Future only, as the RFP states: accepting credit-card payments for accounts receivable and utility billing. The site will be built so that a payment portal can be linked or embedded when the City chooses one; the choice of processor and its fees are the City's.

3.3 Content management tools (RFP §4)

TOOL	HOW IT IS MET
Accessibility – ADA, Section 508, WCAG	Section 4 in full
Responsive design	Every page adapts to phone, tablet and desktop; no separate mobile site
Word-like editor	A visual editor on every page for authorised staff; pasted Word content is cleaned to site styles automatically; links, images, video embeds, documents, lists, tables, undo/redo and spell-check; capabilities set by role; save as draft and history with one-click restore of any earlier version
Menu manager	Staff add, edit and reorder the main navigation and each department's section links
Link manager	Links to new pages can be created before the page has content and stay hidden until it is published; external links open in a new tab automatically
Link checker	Links are validated when created; a scheduled report lists broken external links
Image manager	Uploads are resized and compressed automatically; a description is required before an image can be published

TOOL	HOW IT IS MET
File manager	Documents uploaded from the editor or the menu; document links open in a new window
Content manager	Any block of content can be reused on any page and updated in one place
FAQ	Questions grouped by topic; answer shown in place
Document management	Categories, tags, dates and full-text search across document contents
Survey form	Staff build surveys and forms; results emailed and exportable to Excel
History	Every change to every page kept; any version restorable
Quick links	Managed list, above
Automated activation and expiration	Any page, notice, alert, bid or event can be scheduled to publish and to unpublish
Events calendar	Multiple calendars in one interface, by category
Photo gallery	Above
Pages pre-assembled on save	Each page is generated and cached the moment it is saved, and served from a content delivery network, so visitors get a fast, static page
Site search	A search index across pages, news, documents, staff and FAQs, with document contents included
Audit trail	A log of who changed what and when, on every page and setting, exportable
Dynamic breadcrumbs	On every page
Keywords and page metadata	Title, description and social preview per page; automatic sitemap
Statistics (RFP §5)	Google Analytics 4 configured with a monthly summary in the staff dashboard; a cookie-free alternative available if the City prefers

4 Accessibility — ADA, Section 508 and WCAG

Standard. Every template and function Clearview delivers is designed and tested to **WCAG 2.2 Level AA** – the current version, which includes WCAG 2.1 AA, the standard named in the Department of Justice's Title II rule – and to Section 508. Where a Level AAA criterion can be met without conflicting with content the City must publish (larger contrast ratios, plain-language summaries, no time limits), we meet it and say so in the conformance report.

Testing. Automated checks (axe-core) run in the deployment pipeline, so a change that introduces an accessibility failure cannot reach the live site. Each template is also tested by hand with a keyboard, with the NVDA and

VoiceOver screen readers, for colour contrast, focus visibility and 400% zoom. The City receives a written conformance report at launch.

Workflows that can only produce accessible content. This is the part of your RFP that most shapes our design, and it is where a redesign either lasts or decays:

- Staff build pages from **locked, pre-tested patterns** — a department page, a meeting record, a notice, a form — rather than from a blank canvas. A pattern cannot be arranged into an inaccessible page.
- **Heading order is enforced** by the editor; a page cannot be saved with a skipped heading level.
- **Image descriptions are required.** An image without one cannot be published; decorative images are marked as such.
- **Agendas and minutes are published as web pages** from a structured meeting record, with the PDF attached. The web page is accessible by construction. The PDF remains for printing and for the record.
- **Colour, fonts and contrast are fixed in the design system**; staff choose content, not colours.
- **Video embeds require captions** to be confirmed before publishing.
- **Documents:** the editorial handbook we deliver sets out, in a page, how to produce an accessible PDF from Word or Google Docs, and the file manager shows a warning when an untagged PDF is uploaded.

Coaching. Your RFP asks for coaching on policies and procedures. The training in Section 7 includes a session specifically on accessible publishing, a written accessibility policy the City can adopt, and the editorial handbook. The quarterly accessibility review under the care plan checks the live site against WCAG 2.2 AA and reports what it finds.

The document archive. The Title II rule exempts archived web content that is kept for reference and not updated. We recommend the City keep pre-2025 agendas, minutes and similar records in a clearly labelled archive section under that exemption, and publish everything new in accessible form from launch. Remediating the historical PDFs individually is possible and can be quoted separately if the City wants it, but it is not required for compliance and it is not in the base bid.

5 Platform: what we recommend, and an option worth seeing

The RFP does not mandate a platform, and the City's staff are the people who will use it every day, so the choice should be made with them. We describe our recommendation, an alternative, and how the decision is made. **The price is the same whichever the City chooses.**

5.1 Where we would start: WordPress, done properly

The City is on WordPress today and eight staff members already know how to sign in and publish. We recommend staying on WordPress — but on a new, purpose-built theme rather than a free template — because it keeps what staff know, it is the most widely used platform among small US local governments, and any of thousands of agencies and freelancers can support it if the City ever chooses to move on. Specifically:

- A custom block theme built to the City's brand, with the locked patterns described in Section 4.

- A curated, minimal set of well-maintained extensions for forms, events, directories and search, each chosen for accessibility and for having many years of maintenance behind it; no page-builder plugin, no slideshow plugin.
- Structured content types for meetings, notices, bids, facilities, staff, resources and FAQs, so each is entered once and appears wherever it belongs.
- The current site's pages, posts and documents migrated with redirects from every old address, so no link the City has ever published breaks.

5.2 An option we would like to show you: a purpose-built, AI-assisted editor

For repeating content – agendas, notices, bids, staff – rigid, purpose-built forms are better than any general editor, because they cannot be filled in wrongly. For pages that change shape, we can now offer something newer: staff describe the change in plain English, see a preview, adjust it, and approve it, with the accessibility rules of Section 4 applied automatically. This is a Clearview-built system rather than a product with a plugin marketplace, and we would rather show it than describe it: **we offer the City a free, no-obligation working demonstration built on the City's own agenda content**, before or during discovery, so staff can judge it for themselves.

The trade-off, stated by us. A purpose-built system has no plugin ecosystem and no pool of freelancers who already know it; its maintenance sits with Clearview, or with a developer the City later hires, working from the full source code and documentation we hand over. Against that: complete ownership, no licence fees, and nothing on the site the City did not ask for. We think the City should choose with that trade-off in plain view, which is why we state it here.

5.3 How the decision is made

In the first two weeks of discovery we hold a platform session with the City Administrator, the City Secretary and the staff who publish most, walk through both options on the City's own content, and deliver a written recommendation with reasons. The City decides. Nothing in the timeline or the price depends on which way it goes.

5.4 Ownership and exit — in writing

- All source code and configuration is the property of the City, in a **City-owned repository from the first commit** – owned throughout, not delivered at the end.
- **No proprietary page builder.** Content is stored as standard, portable markup and structured fields.
- The domain stays in the City's name. Hosting is provided by Clearview under Section 6, and the complete site – code, database, files – can be moved to the City's own account or to any other host at any time on request.
- **Documentation is a deliverable:** architecture, content model, deployment procedure, editorial handbook and runbook.
- **Exit on request, at any time, with no penalty:** a documented handover to any successor supplier, including a full database and media export and a walkthrough. We would rather be retained because the work is good than because leaving is expensive.

6 Hosting, security, maintenance and technical support

6.1 Hosting — provided by Clearview

As the RFP requires, the new website will be hosted by Clearview. The site runs on a **US-headquartered cloud provider, in data centres in the United States**, provisioned, secured and monitored by our infrastructure engineer, with:

Environments	Production and staging; nothing reaches production without passing staging
Security	TLS 1.3 with HSTS, Content Security Policy and hardened headers; least-privilege roles; two-factor sign-in for staff; continuous malware and vulnerability scanning; web application firewall; version numbers not disclosed
Performance	Pages pre-generated on save and served from a content delivery network; target Largest Contentful Paint under 2.5 seconds on a 4G connection
Backups	Daily automated backups to a second US region, 30-day retention; restore tested quarterly; recovery point 24 hours, recovery time 4 hours
Monitoring	External uptime checks every minute; alerting to our on-call engineer
Capacity	Sized for many times the City's traffic, including a surge during an emergency notice

Hosting is **\$75 per month (\$900 per year)**, invoiced annually in advance and held flat for five years. The City's domain and any third-party accounts remain in the City's name.

6.2 Maintenance and support — the care plan

The care plan is optional but recommended, and the RFP's Section 6.7(b) asks us to identify it clearly: **\$500 per month (\$6,000 per year)**, invoiced quarterly in arrears, held flat for five years. It buys the people who built the site, on a defined schedule:

ACTIVITY	FREQUENCY
Security patches (platform, extensions, theme)	Within 72 hours of release; within 24 hours for a critical vulnerability
Routine updates	Monthly, tested on staging before production
Server and infrastructure patching	Monthly
Backup verification and restore test	Backups daily; restore tested quarterly
Uptime, performance and security monitoring	Continuous
Accessibility regression review against WCAG 2.2 AA	Quarterly
Broken-link and redirect check	Quarterly, automated

ACTIVITY	FREQUENCY
Browser and device compatibility check	Quarterly
Written service report to the City Administrator	Quarterly

Service levels. Every request gets a tracked ticket through a dedicated support address, and a named escalation contact is provided at contract signature. Support hours are business hours, Monday to Friday. Because our engineering team works from Central European Time, an issue reported at the end of a Texas working day is typically being worked before the next morning starts, and our US-based primary contact is available during Texas business hours.

SEVERITY	DEFINITION	RESPONSE	TARGET RESOLUTION
Critical	Site unavailable, security event, data exposure	2 business hours	1 business day
High	Major function impaired with no workaround	4 business hours	2 business days
Normal	Function impaired with a workaround; accessibility defect; broken links	1 business day	5 business days
Low	Cosmetic, minor, or a change request	2 business days	Next monthly release

We report our own performance against these levels in the quarterly service report – measured, not asserted.

Without the care plan, the City receives the 90-day warranty below, hosting with security patching of the platform, and can request work at \$110 per hour, quoted in advance. We are candid that a public website with forms and personal data should have someone responsible for it every month; the care plan is how we would meet the RFP's wish to *"minimize external maintenance costs"* while still having that person.

6.3 Warranty

For **90 days from launch**, any defect in our work – a programming error, a WCAG 2.2 AA failure, a migration or redirect defect – is fixed at no cost. The warranty runs concurrently with the first months of the care plan, so early defects are covered twice over.

6.4 Who does what

CLEARVIEW	CITY
Hosting, updates, patching, backups, monitoring, incident response	All content creation, editing and publication
Bug fixing in delivered functionality	Nominating editors by department and approving accounts

CLEARVIEW	CITY
Environment management and deployment	Owning the domain and any third-party service accounts
Technical documentation and version control	Providing a named contact for decisions and escalation

7 Process, timeline and training

The schedule assumes a notice to proceed by **Monday, October 5, 2026** (we commence within ten calendar days of the notice, per the Bid Form), a named City contact – we suggest the City Administrator or City Secretary – who can return decisions within five business days, and the platform decision in Section 5 made by the end of discovery. If the notice to proceed comes later, the dates move by the same number of days.

PHASE	DATES	WHAT HAPPENS
1 – Discovery and content audit	Oct 5 – Oct 23	Kickoff; working sessions with the City Administrator, City Secretary and department staff; the platform session (Section 5.3); full inventory of the current site's pages, posts and documents with a keep / merge / archive decision for each; sitemap and content model agreed. <i>Deliverables: content inventory, sitemap, platform recommendation, project plan.</i>
2 – Design	Oct 19 – Nov 13	Brand applied to a design system (colour, type, components) tested for contrast and reflow; page designs for home, department, meeting record, news, form, directory and document templates; two revision rounds. <i>Deliverable: approved designs and design system.</i>
3 – Build	Nov 9 – Jan 8	Theme and content types built; forms, calendars, directories, alerts, notifications and search configured; integrations with Savvy Citizen, eCode360, the payment link and analytics; staging site available to the City throughout, with a demonstration every two weeks. We staff December to absorb the holidays. <i>Deliverable: complete site on staging.</i>
4 – Migration and content	Dec 14 – Jan 15	Pages, posts and documents migrated per the inventory; the archive section built; every old address redirected; Clearview edits migrated page copy to the new structure and writes new copy for the home page, department landing pages and forms. <i>Deliverable: populated site, redirect map, migration report.</i>
5 – Testing	Jan 11 – Jan 22	Accessibility testing by tool and by hand; browser and device testing; form and notification testing; security review; City acceptance testing against a checklist agreed in Phase 1. <i>Deliverable: conformance report, test report, sign-off.</i>
6 – Training and launch	Jan 18 – Jan 29, 2027	Training (below); launch on a date the City chooses in the final week, with a rollback plan; post-launch monitoring. <i>Deliverable: live site, documentation, editorial handbook, recorded training.</i>

PHASE	DATES	WHAT HAPPENS
7 – Warranty and support	From launch	90-day warranty; the care plan under Section 6.2; a 30-day review with the City Administrator; the first quarterly service report.

Completion date: January 29, 2027. That is a deliberate month of schedule buffer ahead of the end of February, not slack we intend to use.

Training (RFP §6.7d). Three sessions of about ninety minutes each by web conference, for up to three staff members – and more are welcome to join: (1) publishing pages, news, notices and alerts; (2) meetings, documents, forms and the submissions dashboard; (3) accessible publishing and the editorial handbook. Every session is recorded for future staff. A fourth, shorter session for the City Administrator covers the dashboard, analytics and how to request support. Training is included in the base bid.

Technical assistance period (RFP §8). Twelve months of technical assistance from launch under the care plan in Section 6.2, renewable annually at the City's discretion at the same price for five years; the 90-day warranty applies regardless.

How we work. A named Delivery Lead is the City's counterpart at every session. A short written status note every two weeks – done, next, decisions needed – and a project board the City can open at any time. We bring drafts to react to rather than blank-page questions.

8 Budget (RFP §6.7 and §7)

All amounts are fixed fees in US dollars. The City of Bruceville-Eddy is tax-exempt and no tax is included.

8.1 Cost breakdown

LINE (RFP §6.7)	WHAT IT COVERS	FEE
(a) Design	Discovery and content audit, platform session, sitemap and content model, design system and page designs, two revision rounds, accessibility review at design stage	\$8,000
(a) Web development	Build of every module in Section 3, forms and integrations, migration of pages, posts and documents with redirects, content editing and new copy per Section 7, accessibility testing and conformance report, documentation and editorial handbook, training for three staff , launch, 90-day warranty	\$20,000
Base Bid Amount (as entered on the Bid Form)		\$28,000
(a) Website hosting	Clearview-provided hosting per Section 6.1, invoiced annually	\$75 / month \$900 / year
(b) Maintenance and support	The care plan per Section 6.2 – optional, recommended; invoiced quarterly in arrears	\$500 / month \$6,000 / year

LINE (RFP §6.7)	WHAT IT COVERS	FEE
(c) Licence fees	None required. All software delivered is open source or Clearview-built and owned by the City. If the City chooses a premium forms extension in discovery, it is about \$250–350 per year, purchased in the City's name; we will recommend a no-fee route if the City prefers	\$0
(d) Training	Included in web development above; additional sessions at any time under the care plan	\$0
(e) Other charges	None. No consulting fees, travel or expenses. Work outside the scope below is quoted in advance and approved in writing before it starts, at \$110 per hour	\$0

8.2 Five-year total

	YEAR 1	YEARS 2–5 (EACH)	FIVE-YEAR TOTAL
Design and development	\$28,000	—	\$28,000
Hosting	\$900	\$900	\$4,500
Care plan (optional)	\$6,000	\$6,000	\$30,000
Total	\$34,900	\$6,900	\$62,500

Hosting and the care plan are held at these prices for five years, with no annual increase. When comparing with a subscription-based platform, we suggest the Council ask each bidder for the same five-year figure, including set-up fees, annual increases and what the City would own at the end of the term.

8.3 Payment schedule

MILESTONE	SHARE OF BASE BID
Notice to proceed	25% – \$7,000
Designs approved (end of Phase 2)	25% – \$7,000
Site complete on staging and accepted for testing (end of Phase 4)	30% – \$8,400
Launch and training complete	20% – \$5,600

Invoices are itemised against the milestones above so that they can be approved at a regular Council meeting; net 30 terms. We are glad to adjust the schedule to the City's fiscal-year needs.

8.4 What the fixed price assumes

Stated so they can be challenged now rather than discovered later.

1. **Content.** The City supplies source material and subject-matter review; Clearview restructures and edits migrated pages and writes new copy for the home page, department landing pages and forms, with two revision rounds per page set. The City reviews for accuracy.
2. **Migration** covers the pages, posts and documents carried into the new sitemap by the Phase 1 inventory, with a redirect from every old address. Pre-2025 meeting documents move into the archive section as files; they are not individually remediated.
3. **Integrations** cover Savvy Citizen, eCode360, the existing court payment link, the TML job board link, Google Maps and Google Analytics. New payment processing, utility-billing integration and resident account portals are future phases, quoted separately when the City is ready.
4. **Facility reservations** are requests confirmed by staff, as the City requires today; live online booking is a future phase.
5. **Brand.** The City's existing seal, colours and name are applied, not redesigned. If the City would like a refreshed visual identity, we would quote it separately.
6. **Photography.** The City supplies photographs it has the right to use; we optimise them and can source licensed stock images for gaps.
7. **Responsiveness.** A named City contact returns decisions within five business days of each deliverable. The dates in Section 7 depend on it.
8. **Access.** At kickoff the City provides administrator access to the current website and hosting account, the domain registrar, Savvy Citizen and Google Analytics.
9. **Material changes** to scope are quoted and approved in writing before work starts, never after.

Intellectual property. All intellectual property we create for the City – design, code, content, documentation – is **the City's, exclusively**, on payment. That is our standard agreement with every client, not a concession.

Insurance. Clearview carries technology professional liability (errors and omissions) and cyber liability coverage through The Hartford, with a **\$1,000,000 per-claim and aggregate limit** – the coverage appropriate to fully remote software design, development and hosting services, where the material risks are professional error and data security. A certificate of insurance naming the City of Bruceville-Eddy as certificate holder will be provided on request, as Section 10 of the RFP contemplates.

Price validity. This proposal is valid through December 31, 2026.

9 Supporting the City's review

The RFP explains that the proposals will be presented to the Economic Development Committee and the City Council by the City, with the bid tabulation presented for award at the September 24 Council meeting. We have written this proposal to be easy to present on our behalf, and we offer the following to support that review. None of it requires the City to own any conferencing equipment, and all of it is optional.

1. **A preview of the new site, available now:** city-bruceville-eddy.npage.dev. A working preview built from the City's own public content – the home page, Government, Departments (City Secretary, Finance, Police, Public Works, Solid Waste), Bid Opportunities, the Calendar, Agendas and Minutes, 2026 Elections, Open Data and

recent news notices – usable on a phone or laptop, so Committee and Council members can try it rather than take our word for it. It is a preview with a few pages, not the finished site: it shows the direction, the structure and the accessibility basics (a proper heading structure, described images, keyboard navigation, no slideshow), and it exists for the City's evaluation only. Every page of the production site is designed and built with City staff under Sections 5 and 7.

2. **A call with the City Administrator or the Committee beforehand**, at the City's convenience, to answer any question before the proposals are presented.
3. **Availability by telephone**. Our US-based primary contact, Chase Anderson, will be reachable by telephone during the September 24 meeting should the Committee or Council want a question answered on the spot – a speakerphone or a mobile phone on speaker is all that is needed.

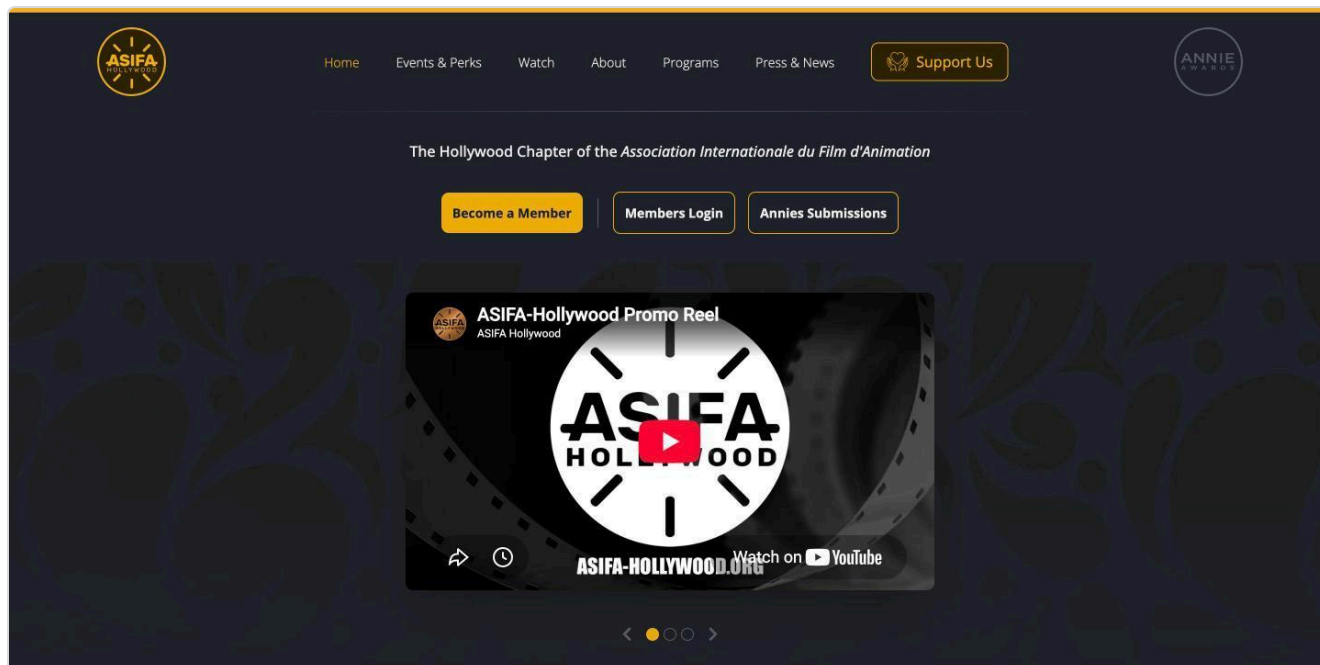
We would add one thing plainly: Clearview has been a fully remote firm since 2007. The way the City meets us in this process – a clear document, a working preview, and a person on the phone when needed – is the way the City would work with us for the life of the site.

10 Qualifications and experience (Attachment a)

Who we are. Clearview (ClearView Studios, LLC) is a software engineering firm established in 2007 and incorporated in its present form in 2018 – nineteen years of operation – with about 25 people, of whom twenty are in-house engineers, working from the United States, Bosnia and Herzegovina, South Africa and Indonesia. We work with two kinds of organisations: technology companies, where we build and run products at speed, and mission-driven organisations, where we bring that same pace and quality to teams that do not have, and should not need, an engineering department of their own.

What we should say first. The City of Bruceville-Eddy would be our first Texas municipality. We would rather say that here than have it discovered. What we bring instead of a list of city logos is fifteen years of keeping one organisation's public websites accurate, accessible and current through several redesigns; accessibility work done under government contracts where conformance was a condition of acceptance; and infrastructure engineers who have run production systems for government, healthcare and finance clients for twenty years.

Similar work



asifa-hollywood.org — a 5,000-member organisation's public site, membership platform and awards system, maintained by Clearview for about fifteen years.

ASIFA-Hollywood — asifa-hollywood.org

OUR ROLE — sole design, development and maintenance partner for about fifteen years — the public website, the membership platform, and the awards system below, across multiple redesigns and replatforms.

WHY IT'S RELEVANT — a membership organisation of about 5,000 with a board, elections, committees, agendas, events and many audiences at once, whose staff publish their own content and rely on us to keep the platform running. It is the closest picture we can give of what a long support relationship with a public body looks like in practice.

RESULT — fifteen years of continuous partnership; online signup and renewal, member services, admin dashboards with tiered privileges, and secure payment processing.



annieawards.org – a deadline-driven public site and the submission, judging and voting platform behind it; client since 2010.

The Annie Awards — annieawards.org (client since 2010)

OUR ROLE — built and maintain the public awards site and the submission, judging and voting platform behind it.

WHY IT'S RELEVANT — a deadline-driven, cyclical site where people under time pressure must find and correctly understand process information — the same problem as a bid posting, an election page or an agenda. Its navigation is built around tasks and dates, not internal structure.

RESULT — runs the full annual entry-and-judging cycle for the animation industry's principal awards, currently the 54th edition.

Merit — a verified digital identity platform (since acquired)

OUR ROLE — roughly ten applications and integrations across a multi-year partnership, connecting the platform to government, nonprofit and private-sector partners.

WHY IT'S RELEVANT — most were delivered under government contracts where WCAG conformance was mandated as a condition of acceptance — formal review and remediation cycles, not best effort. Our accessibility practice was formed there.

RESULT — a partnership that grew from one web application to a team of about a dozen Clearview people.

Flight-1 — flight-1.com

OUR ROLE — created the organisation's original digital platform about a decade ago and have maintained and evolved it since, including a full redesign of its visual experience and technical architecture.

WHY IT'S RELEVANT — a decade-long relationship in which one supplier designed, built, hosted, maintained and eventually redesigned the same platform — which is what the City is buying.

RESULT — a platform serving 2,000 or more students across 36 countries a year, ongoing.

Hearken / Loop — loopapp.dk

OUR ROLE — when this audience-engagement company's European branch, which had no engineering staff at all, needed a complete platform rebuild, Clearview became its engineering department — designer, engineers, product management.

WHY IT'S RELEVANT — the clearest example of what we offer an organisation without in-house technologists: not staff for hire, but a whole capability accountable for the outcome.

RESULT — the rebuilt platform shipped and relaunched as Loop.

Public-sector infrastructure, nameable. Before Clearview, our senior engineer on this project built secure, state-level infrastructure for Bosnia and Herzegovina's Border Guard Service and Ministry of Interior, including a countrywide secure network connecting more than 70 border crossings. Our infrastructure engineer has run production environments for government and healthcare clients and has stood up SOC 2-compliant environments for clients.

11 Brief biographies of the people who will work on the project (Attachment b)

Each biography is limited to the experience that bears on this project. The people below are committed for the engagement and the support period.

Chase Anderson — Chief Revenue Officer · Primary Contact and Executive Sponsor

Experience: 14 years of client relationship work in technology and services engagements.

Approach: outcomes-first — engagements are structured around the client's measurable goals, with Chase directly engaged as executive sponsor for the life of the relationship.

On this project: the City's primary contact from first conversation through contract and beyond; US-based, available during Texas business hours, and reachable by telephone during the September 24 Council meeting should a question arise.

Amina Kadric — Head of Engineering · Delivery Lead

Experience: 18+ years spanning data engineering, analytics, product ownership and engineering leadership.

Career highlights: led a SaaS analytics product for Pearson Education from concept to launch; later scaled project-management practice across an entire organisation as VP of Operations.

On this project: single point of accountability for scope, schedule and delivery; the City's counterpart at every session; author of the fortnightly status notes and the closeout report.

Jasmin Ihtijarevic — Chief Technology Officer · Technical Lead

Experience: 20+ years in software engineering across development, architecture, team leadership and technology strategy, including roles as CTO and Head of Technology, and co-founding two startups.

On this project: owns the architecture, the platform recommendation, the AI-assisted editor option and code quality; joins kickoff and the platform session.

Aid Arslanagic — Senior Software Engineer

Experience: almost 20 years building web applications across multiple stacks, with WordPress work spanning fifteen years; at Clearview since 2018.

Career highlights: backend, full-stack and team-lead roles on client projects, with core expertise in CMS builds, third-party integrations and automation; earlier built secure state-level infrastructure for Bosnia and Herzegovina's Border Guard Service and Ministry of Interior.

On this project: builds the theme, the content types, the forms and the integrations; the engineer the City's staff will hear from most.

Nedim Hadzimahmutovic — DevOps, Security and Infrastructure

Experience: 20 years building and running production infrastructure, from bare-metal data centres to cloud platforms on AWS, Azure and GCP, across healthcare, fintech, government and managed hosting.

Career highlights: has stood up SOC 2-compliant environments for clients; deep WordPress infrastructure experience – disaster recovery, automated security maintenance, malware remediation.

On this project: provisions and runs the City's hosting; owns backups, patching, monitoring, security and incident response.

Jasmin Alihodzic — UX and Visual Designer

Experience: 10+ years designing human-centred digital products, from enterprise platforms to field tools.

Career highlights: has led design for web and mobile products, built design systems and mentored designers; began in brand identity, which still shapes his approach to clear storytelling.

On this project: the design system, the page designs, and the accessibility-first design review.

Andi Greyling — Operations · Content Strategist

Experience: over a decade turning sprawling, hard-to-navigate content into clear websites that know what they are for.

Career highlights: led the content side of Clearview's longest client relationship, ASIFA-Hollywood, and writes the style guides that keep an organisation sounding like itself long after launch.

On this project: the content inventory, the sitemap, the editing of migrated pages and new copy, the editorial handbook and the training sessions.

Putri Dian — QA Engineer

Experience: functional, regression, UI/UX and exploratory testing for platforms including an online marketplace, a data-tracking tool and a digital certificate creator.

On this project: accessibility, browser, device, form and pre-launch testing; support for the City's acceptance testing.

Brett Kistler — Chief Executive Officer and Founder · Executive Escalation

Experience: founded Clearview in 2007 and built it as a fully remote software company from the start; nineteen years leading it into a twenty-engineer firm with clients in the United States and Europe.

On this project: the City's escalation path, should it ever need one.

Behind this team stand Clearview's twenty in-house engineers. The people above are who the City will work with – but if the project ever needs more hands, we add engineers from our own bench within days, at no change to the fixed price. Capacity is our risk to manage, not the City's.

12 Professional references (Attachment c)

Each person below has agreed to be contacted.

1. **ASIFA-Hollywood** – nonprofit membership organisation of about 5,000 members; a client for about fifteen years. **Frank Gladstone**, President, ASIFA-Hollywood Board of Directors · frank@annieawards.org · (818) 653-6001. Public websites, membership platform and the Annie Awards submission and judging pipeline; design, hosting, maintenance and multiple redesigns over a long support relationship.
2. **Merit** – verified digital identity platform (since acquired). **Jacob Orrin**, former Chief Operating Officer, Merit · jacob@gomerits.com · (408) 726-3055. A multi-year partnership: about ten applications delivered, most under government contracts with mandated WCAG conformance.

3. **Center for Human-Compatible AI, University of California, Berkeley** – public-university research institute. **Ian Baker**, Research Engineer · ian@sonic.net · (415) 240-8408 – text message preferred. A four-engineer team stood up in one week to build research tooling.
4. **Flight-1** – international flight-training organisation; a client for about a decade, ongoing. **Ian Bobo**, CEO and Co-Founder, Flight-1 LLC · ian@flight-1.com · +1 (386) 479-4361. Original platform built, hosted and maintained by Clearview, and later redesigned in full.

13 Forms, compliance and terms

- **Proposal for Services Bid Form** – completed and signed, attached. Base Bid Amount: \$28,000. We will commence work within ten calendar days of a written notice to proceed.
- **Conflict of Interest Questionnaire (Form CIQ), IRS Form W-9 and a Certificate of Insurance** naming the City of Bruceville-Eddy as certificate holder will be provided on award, as Section 10 of the RFP requires.
- **Non-discrimination.** Clearview does not discriminate against employees or applicants on the basis of race, colour, religion, sex, age, national origin, or any other protected characteristic, and will comply with the requirement in Section 10.
- **Bid Form clauses.** The Bid Form's provisions on site investigation, prevailing wage rates for McLennan County and surety bonds are drafted for construction work. We have signed the form as issued; the services proposed are professional software services delivered remotely, with no construction trades, on-site labour or bonds involved. We are glad to confirm this in whatever form the City prefers.
- **Contract.** We will execute the City's standard services agreement, accept Texas law and venue, and agree the milestone invoicing in Section 8.3 or an alternative that suits the City's fiscal calendar.
- **Questions on this proposal** may be directed to Chase Anderson at any time.

Thank you for the opportunity to propose. Whether or not the City selects Clearview, the findings in Section 2 are the City's to use – we are glad to walk the City Administrator through them by telephone at any time. If the Committee or Council would like a call before the proposals are presented, one email to Chase Anderson is enough.

Chase Anderson, Chief Revenue Officer, on behalf of ClearView Studios, LLC · chase@clearview.team · +1 (813) 701-9579

PROPOSAL

Website Redesign and Content Management Services

Prepared for

City of Bruceville-Eddy, Texas

Bruceville-Eddy Economic Development Corporation and City Council

Submitted by	HRZ Solutions, LLC d/b/a Dream Beyond
Address	7838 Connemara Dr, Cypress, TX 77433
Contact	(346) 666-5155 letstalk@letsdreambeyond.com
Submission date	September 2026

dreambeyond.ai | Technology built with judgment and operated with discipline.

Proposal Contents

This proposal follows the City's requested scope and keeps the technical response, project plan, pricing, qualifications, references, and compliance details in one document.

Section	Contents
1	Cover Letter
2	Executive Summary
3	Understanding of Bruceville-Eddy's Needs
4	Proposed Website and CMS Solution
5	Resident Services and Municipal Modules
6	Accessibility and Content Governance
7	Hosting, Security and Continuity
8	Information Architecture and Design
9	Content Migration and Search
10	Implementation, Training and Support
11	Qualifications and Representative Work
12	Project Team and Professional References
13	Fixed Fee Pricing
14	RFP Compliance Matrix
15	Commercial Assumptions and Submission Items

Proposal validity

Pricing and commercial terms in this proposal remain valid for 45 days from the proposal submission date.



1. Cover Letter

September 2026

Lawrence Cutrone
City Administrator
City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Re: Proposal for Website Redesign and Content Management Services

Dear Mr. Cutrone, Members of the Bruceville-Eddy Economic Development Corporation, and Members of the City Council:

Dream Beyond appreciates the opportunity to respond to Bruceville-Eddy's request for a redesigned municipal website and hosted content management service. We reviewed the City's current website, its public document structure, the Economic Development Corporation section, the current notification and payment links, and the detailed functionality listed in the RFP before preparing this response.

The proposed solution gives residents a clearer path to City information and services while giving authorized City employees direct control over pages, agendas, calendars, notices, forms, bids, job postings, directories, documents, and emergency alerts. The content management environment will use controlled templates, role-based permissions, publishing history, scheduled content, searchable document structures, and accessibility checks that support consistent day-to-day publishing.

Dream Beyond proposes a managed WordPress municipal CMS with a custom Bruceville-Eddy design, structured municipal modules, U.S.-based hosting, security monitoring, daily backups, staff training, and 90 days of post-launch stabilization included. The City will receive administrative access, documentation, export capability, and a portable implementation that can be transferred if its future hosting strategy changes.

Our team brings more than 25 years of combined senior software engineering experience, including current work building public websites, secure role-based applications, document and data platforms, workflow systems, and operational software for oil and gas, clinical research, logistics, insurance, and other business environments. The representative projects in this proposal demonstrate the same combination of public information, secured access, structured workflows, and long-term system ownership that applies to this project.

Assuming a notice to proceed by October 1, 2026, Dream Beyond plans to complete staff training by December 11, 2026, and launch the redesigned website by December 18, 2026. The fixed first-year base bid is \$18,400, including implementation, content migration, training, managed hosting, maintenance, and standard software licensing for the first year.

Respectfully submitted,

Tasneem Kitabi
Chief Executive Officer
HRZ Solutions, LLC d/b/a Dream Beyond
(346) 666-5155
letstalk@letsdreambeyond.com

2. Executive Summary

Bruceville-Eddy's RFP describes a municipal website that serves as a public information center, document archive, communication channel, and growing digital service layer for residents, businesses, investors, visitors, and City staff. The requested system must also remain practical for a small City team to operate year-round.

Dream Beyond proposes a custom municipal website built on a managed WordPress CMS. The site will organize current City information into clear service-oriented navigation, preserve historical records, improve the Economic Development Corporation presence, support online forms and staff workflows, and provide the publishing controls requested in the RFP. The platform will remain familiar to content editors while using a new design system, structured content models, workflow controls, and security configuration created specifically for Bruceville-Eddy.

01 DISCOVER	02 DESIGN	03 BUILD	04 MIGRATE	05 TRAIN + LAUNCH
Inventory the current site, documents, forms, integrations, and staff workflows.	Create the site map, resident task paths, EDC experience, and responsive visual system.	Configure the CMS, municipal modules, forms, permissions, search, analytics, and hosting.	Move current content and records, validate links, preserve redirects, and organize archives.	Train City staff on the production site, complete acceptance testing, launch, and stabilize.

What the City receives

- A responsive municipal website with a custom Bruceville-Eddy visual design and mobile-first layouts.
- A hosted CMS with role-based editing, drafts, approvals, scheduled publishing, content history, and audit records.
- Agenda, archive, document, calendar, alert, bid, employment, staff directory, resource directory, news, FAQ, photo, facility, activity, and form capabilities aligned to the RFP.
- A strengthened Economic Development Corporation section designed for residents, prospective businesses, investors, developers, and community partners.
- Accessible templates and editor guardrails targeting WCAG 2.2 Level AA, with Section 508-aware implementation and staff training.
- Search, analytics, metadata, redirects, link checking, image optimization, and document organization.
- U.S.-based managed hosting, SSL, web application protection, daily backups, monitoring, patch management, and recovery procedures.
- Training for three designated City staff members, administrator documentation, and 90 days of included stabilization support after launch.

Fixed first-year base bid

\$18,400 includes the complete implementation described in this proposal plus the first 12 months of managed hosting, maintenance, and standard CMS software licensing. Annual managed hosting and support beginning in Year 2 is \$3,600 and is fixed for the first three annual renewal periods.

Why this approach fits Bruceville-Eddy

The current website already runs on WordPress and contains several years of public records, department pages, meeting documents, open-data materials, payment links, community information, and Economic Development Corporation content. Dream Beyond will preserve that institutional record while introducing a cleaner information structure and a stronger publishing model. The City's existing content investment becomes the foundation for the redesigned site.

The City can continue using external services such as its code of ordinances, payment provider, maps, and notification tools through controlled links or integrations. The new CMS will also provide a clear path for future resident accounts, single sign-on, online facility reservations, and payment-enabled workflows when the City chooses to expand those services.

3. Understanding of Bruceville-Eddy's Needs

3.1 Current website and public record

Our review found a City website with a broad amount of useful information and a deep public record. City Council agendas and minutes span multiple years. The site includes department pages, notices, budgets, elections, open data and maps, employment information, community updates, bid opportunities, water information, external payment links, and an established Economic Development Corporation section. The redesigned site should make this material easier to find while keeping the historical record intact.

Bruceville-Eddy also uses the website to communicate time-sensitive information. The home page currently publishes service notices and promotes Savvy Citizen for notifications. The Water Department provides online payment guidance and forms. The Economic Development Corporation publishes meeting information and describes active development priorities. These functions should remain prominent in the new information architecture.

3.2 The main operating requirements

Audience	Operational need
Residents and visitors	Find services, meeting information, forms, notices, contacts, payments, records, events, and community resources from a phone or desktop.
City staff	Publish routine information through a browser using consistent templates, role-based permissions, drafts, scheduling, and version history.
City administration	Maintain a reliable public record with audit trails, searchable documents, controlled access, analytics, and practical support.
Economic Development Corporation	Present current priorities, development information, resources, maps, contacts, and promotional content in a stronger business-facing section.
Future services	Add SSO (Single Sign-On), resident dashboards, reservation workflows, payment integrations, and other digital processes without rebuilding the public site.

3.3 Proposed resident task structure

The redesign will organize navigation around common tasks and City functions. A resident should be able to reach frequently requested services directly from the home page and complete common searches within one or two navigation steps.

Resident task	Examples
Pay or manage an account	Utility payment links, future receivables and payment integrations.
Find a document	Agendas, minutes, budgets, notices, forms, maps, public records and reports.
Submit information	Online forms, employment applications, requests, surveys and future permit workflows.
Attend or follow a meeting	City Council and board calendars, agendas, minutes, recordings and alerts.
Contact the City	Department contacts, staff directory, facilities, locations and community resources.
Explore development	BEEDC priorities, development resources, infrastructure information, maps and business contacts.

3.4 Proposed home page structure

The home page will combine urgent communication with high-frequency services and current City information. The layout will remain simple enough for City staff to maintain as content changes throughout the year.

Home page area	Purpose
Emergency/priority alert	A full-width alert area controlled through the CMS for service interruptions, weather, emergency notices, and urgent public information.
Utility navigation	Direct links for online payments, forms, agendas, calendar, bids, employment, open records, and contact information.
Site search	Prominent search across pages and indexed documents.
Resident quick actions	Large accessible links for the most common City tasks.
News and notices	Current City announcements and service updates with scheduled publishing and expiration.
Upcoming meetings and events	Combined calendar feed with category filters.

Home page area	Purpose
Economic development	A visible path to BEEDC, current development information, maps, and business resources.
Community resources	Local and regional services, facilities, and useful external resources.

4. Proposed Website and CMS Solution

4.1 Platform

Dream Beyond recommends a managed WordPress implementation with a custom municipal theme and structured content models. The City already uses WordPress, giving staff a familiar foundation while allowing Dream Beyond to replace the current theme, navigation, templates, editing rules, accessibility controls, module structure, and hosting configuration.

The CMS will provide browser-based administration from current versions of Chrome, Edge, Firefox, and Safari. Authorized users will receive role-appropriate permissions. The editor configuration will use controlled components for headings, links, buttons, images, documents, tables, notices, cards, accordions, and other common content types so staff can publish consistently.

4.2 Administration and publishing workflow

Capability	Implementation
Role-based access	Administrator, publisher/reviewer, and departmental editor roles with page and function permissions.
Draft and review	Editors can save drafts and route content for review before public publication when the City enables the approval workflow.
Version history	Page revisions are retained and can be restored.
Scheduled publishing	Pages, notices, posts, bids, and selected content blocks can publish and expire at configured dates and times.
Audit history	Administrator actions and content changes are logged for review.
Reusable content	Staff directory entries, contact blocks, alerts, quick links, documents, and other structured content can be reused across pages.
Browser-based editing	Authorized staff can manage content without locally installed publishing software.
Training environment	Training will use the configured Bruceville-Eddy site so staff learn the actual workflows they will use after launch.

4.3 City ownership and portability

The City will receive administrator credentials, a documented list of third-party services, configuration documentation, a complete content and database export, and transition assistance if the City changes hosting providers in the future. Dream Beyond will provide custom code produced specifically for the implementation to the City as part of the project closeout package, subject to the licenses of underlying open-source components and third-party products.

5. Resident Services and Municipal Modules

The RFP describes both current website functions and expanded municipal modules. Dream Beyond will implement these capabilities through structured WordPress content types, approved plugins, custom configuration, and focused custom development where the workflow benefits from a municipal-specific interface.

Module	Dream Beyond implementation
Agenda Center	Create meeting records by governing body, attach agendas, packets, minutes, and recordings, and filter by meeting type and date.
Alert Center	Publish a site-wide priority banner with severity, start time, end time, and linked details.
Archive Center	Organize recurring dated records such as budgets, newsletters, reports, agendas and notices by category and year.
Bid Postings	Publish bid title, category, status, issue date, due date, documents, contact information, and archive status.
Calendar	Maintain a combined City calendar with categories for City Council, boards, events and other public meetings.
Document Center	Store one-time documents and public files using categories, metadata and searchable indexes.
Forms and Surveys	Allow staff to create accessible forms, route submissions to designated staff, export results to CSV/Excel and manage confirmation messages.
Employment	Publish openings, closing dates, job descriptions and online applications with file upload support.
Facilities	List City facilities, amenities, maps and contact details and provide a reservation request workflow that can be activated when the City is ready.
Activities	Publish events and activities with dates, locations, categories, registration information and optional future reservation/payment links.
News Flash	Publish City news and updates with categories, featured items, scheduled publishing, and archive behavior.
Notify Me	Provide topic subscription options and integration with the City-approved email/SMS notification service.

Module	Dream Beyond implementation
FAQ	Maintain reusable FAQs by department or topic.
Staff Directory	Maintain staff contact information once and display it on department pages and directory views.
Resource Directory	Publish local and regional services, organizations, and community resources with categories and contact details.
Photo Gallery	Organize accessible image galleries with captions and alternative text.
Quick and Graphic Links	Provide reusable task links for high-frequency services and key information.
Locations	Maintain City locations and map links using structured address and contact data.
My Account / Dashboard	Provide an integration-ready framework for future public or staff SSO using an approved identity provider such as Microsoft Entra ID or Okta.
Economic Development	Create a stronger BEEDC area with its own navigation, development resources, maps, projects, meetings, and contact paths while remaining managed from the same CMS.

5.1 Forms and digital workflow

Forms will include accessible labels, validation messages, confirmation pages, spam protection, file-size controls, and secure transport. Staff will be able to route form submissions to designated recipients and export structured submission data when needed. The solution will keep payment card data outside the municipal CMS by linking future payment-enabled workflows to a PCI-compliant payment provider.

The base bid includes migrating or recreating the City's current commonly used public forms and configuring up to 15 new or revised online forms during implementation. Additional complex workflows that require multi-department approvals, payment reconciliation, inspections, or external system APIs can be added later through a written scope.

5.2 Economic Development Corporation

The BEEDC section will receive dedicated information architecture and visual treatment within the City website. The proposed structure will support development priorities, available resources, maps, comprehensive planning information, infrastructure and TIRZ material when available, board information, agendas and minutes, business contacts, community projects, and promotional content. The section will remain part of the same CMS and permission model so City staff can maintain it without a separate publishing platform.

6. Accessibility and Content Governance

6.1 Accessibility target

Dream Beyond will design and test the public website against WCAG 2.2 Level AA and applicable Section 508 accessibility principles. The implementation will use semantic HTML, keyboard-accessible navigation, visible focus behavior, readable contrast, responsive text, accessible forms, clear headings, meaningful link text, accessible tables, alternative text workflows, and skip-navigation support.

The City's publishing workflow will use controlled templates and editor options that guide staff toward accessible content. Training will cover headings, links, images, tables, documents, forms, color use, captions, and common accessibility problems encountered during routine municipal publishing.

Area	Approach
Design system	Color, typography, focus states, navigation, components, and responsive layouts tested for accessibility.
Editor controls	Approved content blocks and limited styling options support consistent semantic output.
Images	Alternative text workflow and image optimization are included. Decorative images can be identified appropriately.
Forms	Labels, instructions, error messages, keyboard behavior and confirmation states are built into form patterns.
Testing	Automated checks are combined with keyboard testing, responsive review, contrast checks and targeted screen-reader review of major templates and flows.
Publishing training	Three staff members receive practical accessibility instruction using the production configuration.
Ongoing review	Quarterly automated accessibility scans of the public site are included during the managed support term, with a summary of issues requiring staff or developer attention.

6.2 Existing PDF and document accessibility

Dream Beyond will migrate and organize historical PDFs and files as supplied by the City. Dream Beyond will review high-traffic and current documents during migration and will remediate up to 25 priority PDF pages within the base scope when source material permits practical remediation. The close-out report will identify additional historical documents that may require remediation so the City can prioritize future work based on public use and legal requirements.

7. Hosting, Security and Continuity

The redesigned site will run in a managed U.S.-based hosting environment selected for reliability, maintainability, security controls, and WordPress support. Dream Beyond will manage the web application layer, routine software updates, backups, monitoring, and technical support during the hosting term.

Control	Included service
TLS / SSL	HTTPS will be enforced across the site. Certificate management is included.
Web application protection	A managed firewall and common attack protection will be enabled for the public site.
Administrator security	Multi-factor authentication will be required for privileged CMS accounts. Permissions will follow least-privilege principles.
Backups	Automated daily backups with at least 30 days of rolling retention and a documented restore process.
Monitoring	Dream Beyond will monitor availability, application health, and security alerts.
Updates	WordPress core, approved plugins, and server components will receive managed security updates and maintenance.
Recovery	Dream Beyond will maintain a documented recovery procedure and test restoration during the implementation period.
Availability target	The managed hosting service targets 99.9% monthly availability excluding scheduled maintenance and external provider incidents.
Data location	Primary hosting and backups will remain in U.S.-based infrastructure.
Incident communication	Designated City contacts will receive communication for material availability or security incidents affecting the website.

7.1 External systems and payments

Current services such as the City's code of ordinances, online payment provider, maps, meeting recordings, and notification services will be preserved through approved links, embeds, or integrations. Future credit card workflows will connect to a City-approved PCI-compliant payment processor so payment card details remain within the payment provider's secure transaction environment.

8. Information Architecture and Design

8.1 Proposed primary navigation

Primary area	Typical content
Services & Departments	Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Water, Waste, Fire, inspections and permitting.
Government	City Council, boards and commissions, agendas and minutes, elections, ordinances, notices and public information.
Residents	Payments, forms, calendar, facilities, community resources, FAQs, employment and service information.
Business & Development	BEEDC, development resources, maps, planning materials, bid opportunities and business contacts.
News & Events	City news, alerts, public meetings, community events and notification subscriptions.
Documents & Transparency	Budgets, archives, document center, open data, maps, public notices and records links.

8.2 Design process

Dream Beyond will begin visual design after the site map and priority resident tasks are approved. The design phase will produce a home page concept, representative interior page templates, department patterns, the BEEDC section, mobile views, form patterns, and reusable components. City feedback will be incorporated through two structured design review rounds before development proceeds to final styling.

The site will use the City's existing identity elements and approved photography. Dream Beyond will establish a practical web style guide covering colors, typography, spacing, buttons, headings, icons, cards, notices, tables, and image treatment to keep future pages consistent.

9. Content Migration and Search

9.1 Migration method

Dream Beyond will create a content inventory of the current public website at kickoff and classify content for migration, archive, redirect, or City review. The team will move current operational information and public records into the new structure. Existing URLs with meaningful search or public value will receive redirects to their new destinations.

A INVENTORY	B CLASSIFY	C MIGRATE	D VALIDATE	E APPROVE
Pages, documents, forms, images, links, and integrations.	Migrate, archive, redirect, consolidate or request City review.	Automated transfers where practical with manual treatment for structured municipal content.	Check links, documents, dates, navigation, accessibility, and search indexing.	City reviews priority pages and public record sections before launch.

9.2 Historical records

The City's agenda and minutes history is part of the public record and will be preserved. Dream Beyond will organize existing City Council and BEEDC meeting records by governing body and year, retain links to recordings where available, and index the records for site search. The base bid includes migrating the current public meeting archive accessible from the existing website at project kickoff.

9.3 Search, metadata and link quality

The new site will provide full-site search across published pages and supported document formats. Page titles, descriptions, headings, canonical URLs, XML sitemaps, structured metadata, and redirect rules will support both resident search and search-engine discovery. A scheduled broken-link scan will be included during the managed support term, with external-link issues available for correction.

10. Implementation, Training and Support

10.1 12-week implementation plan

Timing	Phase	Main activities
Weeks 1-2	Discovery and inventory	Kickoff, stakeholder interviews, current-site inventory, integrations, content map, forms list, analytics review, accessibility baseline, and detailed project plan.
Weeks 3-4	Information architecture and design	Resident task paths, sitemap, homepage wireframe, representative templates, BEEDC structure, design review and approval.
Weeks 5-8	CMS build and module configuration	Theme development, permissions, forms, agendas, documents, alerts, calendar, bids, employment, directories, search, analytics, and hosting setup.
Weeks 6-9	Content migration	Page and document migration runs in parallel with development, followed by redirects and archive organization.
Weeks 9-10	QA and accessibility	Functional testing, responsive testing, link checks, accessibility review, security configuration, performance tuning, and migration validation.
Week 11	Training and City acceptance	Training for three City staff members, acceptance testing, corrections, and launch readiness review.

Timing	Phase	Main activities
Week 12	Launch	DNS cutover, production validation, analytics confirmation, monitoring, and start of 90-day stabilization period.

Planned completion

Assuming notice to proceed by October 1, 2026, staff training will be completed by December 11, 2026, and the production launch is planned for December 18, 2026. The schedule will move by the same number of business days if the notice to proceed occurs later.

10.2 City participation

- Identify one City project lead and the three staff members who will receive administrator/editor training.
- Provide timely access to current hosting, DNS, analytics, third-party services, source files, and approved branding assets that are needed for migration.
- Review the sitemap, design concept, priority migrated content, and acceptance build within the agreed review windows.
- Confirm which existing forms and documents should remain active and identify priority documents for accessibility remediation.
- Provide final approval for launch after user acceptance testing.

10.3 Training

Training includes two live remote sessions totaling up to four hours for three designated City staff members. Session one covers routine content work such as pages, documents, images, news, calendar items, bids, agendas, forms, directories, alerts, and accessibility practices. Session two covers administrator functions such as permissions, publishing workflow, version history, scheduled content, analytics, backups, and support procedures. We will provide recordings and a Bruceville-Eddy administrator guide for internal use.

10.4 Post-launch support

The first 90 days after launch include stabilization support for defects, migration issues, configuration corrections, staff questions, and reasonable adjustments to the delivered components. Ongoing managed hosting and support continue through the first-year service term and can renew annually at the price shown in Section 13.

11. Qualifications and Representative Work

11.1 Dream Beyond

HRZ Solutions, LLC d/b/a Dream Beyond is a Houston-area software and technology company focused on custom software, system modernization, cloud platforms, secure web applications, integrations, data systems, and AI-enabled business software. Senior technical leadership brings more than 25 years of software engineering experience across commercial and operational systems.

Dream Beyond's work spans public-facing websites and secured application environments. This is highly important for Bruceville-Eddy because the proposed website combines public information with role-based administration, forms, document workflows, future account capability, integrations, auditability, and long-term operational support.

11.2 Representative work

Project	Relevant experience
OOSA.com Offshore Oil Scouts Association	Dream Beyond developed a comprehensive public website for a long-standing oil and gas industry association, together with role-based access to secured member information and professional reports. The project combines public information architecture, member access, protected content, and ongoing operational use.
DreamBeyond.ai	Dream Beyond designed and developed its own public technology website and secured application areas. The platform combines public educational and service content with authenticated tools, structured data, assessments and administrative workflows.
StacketWMS.com Stacket WMS	Dream Beyond developed the public product website and the underlying warehouse management platform. Stacket uses role-based access for warehouse employees, managers, clients, and owners and supports secure operational workflows, documents, inventory, orders, integrations, and reporting.
Seranova.ai Seranova	Dream Beyond developed the public product presence and secured application behind Seranova. The system includes authenticated access, role-based controls, business workflows, integrations, and CRM-style operational functionality.

11.3 Relevant engineering strengths

- Public and secured web applications with role-based access and administrative workflows.
- Cloud architecture, managed hosting, monitoring, security controls and production support.
- API integrations with business systems, payment providers, external services, and data sources.
- Document, workflow, reporting and audit-oriented applications used in regulated and operational environments.
- Long-lived software modernization, maintainability, migration planning and system ownership documentation.
- Hands-on senior technical oversight throughout architecture, implementation, testing, and production release.

12. Project Team and Professional References

12.1 Proposed project leadership

Team member	Role	Responsibility and experience
Tasneem Kitabi	Executive Sponsor / CEO	Executive oversight, commercial accountability, delivery escalation, and organizational coordination.
Ali Kitabi	Principal Solution Architect	25+ years of software engineering experience. Responsible for solution architecture, technical decisions, integration approach, security review, delivery oversight, and final technical acceptance.

Dream Beyond will assign named UX/UI, web engineering, migration, and QA/accessibility personnel before contract execution. Dream Beyond will provide their biographies to the City before notice to proceed so the City has a complete record of the delivery team. The personnel identified above will provide senior technical oversight throughout the engagement.

12.2 Professional references

Name	Title	Company	Relationship	Phone	Email
Zohair Harianawala	Chief Strategy Officer	DM Clinical Research	Past Client	281-410-8152	zohair@dmclinical.com
Steven Deckwa	Oil Scout	Oxy	Current Client	985-788-4779	steven_deckwa@oxy.com
Ethan Brown	President	GeoMark Research	Current Client	617-646-9868	ebrown@geomarkresearch.com
Norma Michalek	Vice President	Gulf Coast Claims	Current Client	832-274-9323	Norma.Michalek@gulfcoastclaims.com

13. Fixed Fee Pricing

Dream Beyond proposes a fixed first-year base bid that includes the redesign, CMS implementation, current-site migration, municipal modules described in this response, staff training, production launch, 90-day stabilization, and the first 12 months of managed hosting and standard software licensing.

Cost area	Fixed fee
Discovery, content inventory and information architecture	\$1,450
UX/UI design and Bruceville-Eddy design system	\$2,350
CMS configuration, custom theme and web development	\$4,650

Cost area	Fixed fee
Municipal modules, forms, directories and workflow configuration	\$3,250
Current-site content, document and meeting archive migration	\$2,150
Accessibility, security, performance and quality assurance	\$1,650
Staff training, administrator guide and launch	\$1,100
Year 1 managed hosting, maintenance and standard software licensing	\$1,800
BASE BID AMOUNT, YEAR 1	\$18,400

13.1 Ongoing cost after Year 1

Service	Annual fee beginning Year 2
Managed hosting, SSL, backups, monitoring, routine security and CMS maintenance, standard licenses, quarterly accessibility scan, and technical support	\$3,600 per year
Annual pricing commitment	The \$3,600 annual fee is fixed for the first three annual renewal periods after launch. Renewal remains annual.

13.2 Optional services

Optional service	Price
Managed content assistance, up to 25 hours per year	\$1,500 per year
Additional content/accessibility/development support	\$125 per hour with written City approval
Additional complex workflow or third-party API integration	Fixed quote after scope approval
SMS usage beyond included third-party plan allowance	Direct provider cost or pass-through cost with City approval
Payment processor transaction fees	Paid directly to the City-selected payment provider

13.3 Payment schedule

Milestone	Invoice
Contract execution and project kickoff	20% of implementation fee
Information architecture and design approval	25% of implementation fee
CMS beta and primary migration available for City review	35% of implementation fee
Production launch and delivery of closeout materials	20% of implementation fee
Year 1 managed hosting	Invoiced at production launch for 12 months

All invoices are Net 30. The City is treated as tax-exempt. Work outside the approved scope requires written authorization before Dream Beyond performs billable additional work.

14. RFP Compliance Matrix

The matrix below cross-references the major capabilities identified in the City's RFP. Detailed implementation descriptions appear in the corresponding sections of this proposal.

RFP item	Status	Response
Hosted web content management service	Included	Managed WordPress CMS hosted in U.S.-based infrastructure.
Home Page	Included	Custom responsive home page with alerts, search, resident tasks, news, meetings, development, and resources.
Bid Opportunities	Included	Structured bid postings with dates, status, documents, contacts, and archive behavior.
Calendar	Included	Combined calendar with board, meeting and event categories.
Code of Ordinances	Included	Preserve and prominently link the City-approved ordinance service.
Online Payments	Included	Preserve current payment links and provide a path for future payment integration.
Departments and subpages	Included	Reorganized department templates with staff, documents, forms, and quick links.
Community Events and Updates	Included	Events, news and community updates supported through calendar and news content types.
Employment	Included	Job postings and online application forms with document upload.

RFP item	Status	Response
Elections	Included	Dedicated election information pages using controlled municipal templates.
Government / City Council / Boards	Included	Government pages, board profiles, meeting records and contact information.
Notice	Included	Public notices with categories, dates, and scheduled publication.
Open Data and Maps	Included	Organized public data, document and map links with searchable presentation.
Economic Development Corporation	Included	Dedicated BEEDC information architecture and visual treatment within the City CMS.
Activities	Included	Activity and event content with dates, categories, location, and registration information.
Agenda Center	Included	Meeting records with agendas, packets, minutes, recordings, and filtering.
Alert Center	Included	Site-wide priority banner with timed activation and expiration.
Archive Center	Included	Recurring dated documents organized by category and year.
Community Resources	Included	Structured directory of community and regional services.
CivicSend or similar	Included	Topic signup center and integration with City-approved notification provider.
Document Center	Included	Searchable organized document repository.
Facilities/reservations	Included	Facility directory plus reservation request workflow, ready for later online payment/booking expansion.
FAQs	Included	Reusable FAQ content by topic or department.
Form Center / Forms	Included	Accessible staff-managed forms with routing and CSV/Excel export.
Graphic Links	Included	Reusable accessible graphic/task links.
Info Advanced/widgets	Included	Reusable structured content blocks and widgets.
Locations	Included	Structured City locations with maps and contact details.
My Account / Dashboard / SSO	Supported	Integration-ready architecture for Entra ID, Okta, or other approved identity provider. Identity-provider licensing is separate if applicable.

RFP item	Status	Response
News Flash	Included	Categorized news with scheduled publication and archive behavior.
Notify Me	Included	Topic-based subscription capability through selected communication service.
Pages / live editing	Included	Browser-based page editing with controlled blocks and preview.
Photo Gallery	Included	Accessible galleries with captions and alt text.
Quick Links	Included	Reusable quick links for services and high-frequency information.
Resource Directory	Included	Business/community resource directory with categories and contact data.
Staff Directory	Included	Structured staff and department contact directory.
ADA / Section 508 / WCAG	Included	Target WCAG 2.2 AA with controlled templates, testing and staff coaching.
Responsive design	Included	Mobile-first responsive layouts across current desktop, tablet and phone widths.
WYSIWYG / Word-like editor	Included	Controlled visual editor with links, images, documents, tables, drafts and revisions.
Menu Manager	Included	Authorized users can manage site navigation and section links.
Link Manager / Link Checker	Included	Link creation, redirect management and scheduled broken-link scanning.
Image Manager	Included	Central image library, compression, resizing and alt-text workflow.
File Manager	Included	Central file library with document links and metadata.
Content Manager / reusable content	Included	Reusable structured blocks, directory entries, alerts and shared content.
Document Management Center	Included	Document categories, dated archives and searchable indexes.
Survey Form	Included	Staff-managed forms with email routing and CSV/Excel export.
History / restore	Included	Page revision history and restoration.
Automated activation/expiration	Included	Scheduled publication and expiration for supported content types.

RFP item	Status	Response
Events Calendar	Included	Multiple categories and views within a combined public calendar.
Site Search	Included	Search across public pages and supported documents.
Audit Trail	Included	Content and administrator activity records.
Dynamic Breadcrumbs	Included	Automatic navigation trail on interior pages.
Meta tags	Included	Editable page titles, descriptions and search metadata.
Google Analytics or similar	Included	GA4 configuration or migration of City-approved analytics account.
Training for three staff	Included	Two live sessions, up to four hours total, plus recordings and guide.
Completion date	Included	Planned launch December 18, 2026 if notice to proceed is received by October 1.
Technical assistance period	Included	90-day stabilization plus managed support for the first-year hosting term.
Professional references	Included	Four references supplied in Section 12.
Fixed / not-to-exceed pricing	Included	\$18,400 fixed Year 1 base bid. Ongoing annual cost disclosed separately.

15. Commercial Assumptions and Submission Items

15.1 Scope assumptions

- The base scope includes migration of the current public website content and meeting archive that are accessible from the City website at project kickoff.
- The base scope includes recreation or migration of current commonly used forms plus up to 15 new or materially revised online forms during implementation.
- The base scope includes one City website and the enhanced BEEDC section within the same CMS and hosting environment.
- Third-party products that charge transaction, SMS usage, identity-provider, or other variable fees will be selected with City approval. The annual hosting fee includes standard CMS software licensing used by Dream Beyond.
- Current integrations and external links will be preserved when the current provider or service remains available and permits the required integration method.
- Historical PDFs are migrated as supplied. The base scope includes remediation of up to 25 priority PDF pages when source material supports practical remediation.

- The City will provide timely access to DNS, current website administration, analytics, external services, content sources, and other credentials required for migration and launch.
- Changes that materially expand the approved scope will be documented and priced before work begins.

15.2 Closeout deliverables

- Production website and configured CMS.
- Administrator credentials and permission summary.
- Bruceville-Eddy administrator guide and training recordings.
- Content and database export at project closeout.
- Custom implementation code and configuration documentation applicable to the City site.
- Redirect list and migration summary.
- Accessibility and QA closeout summary.
- Hosting, backup, monitoring and support contact information.
- Open items list for any future enhancement requested by the City.

15.3 Award and compliance documents

Upon award, Dream Beyond will provide the City-required conflict-of-interest questionnaire, IRS Form W-9, certificate of insurance (when requested), and other standard vendor onboarding materials. Dream Beyond will commence work within 10 calendar days after written notice to proceed, consistent with the City's bid form.

15.4 City bid form

Dream Beyond will include the City-issued Proposal for Services Bid Form in the submission package. The base bid amount is \$18,400. The signed form will identify HRZ Solutions, LLC d/b/a Dream Beyond as the responding firm and will include the required corporate information.

15.5 Contact

HRZ Solutions, LLC d/b/a Dream Beyond
7838 Connemara Dr
Cypress, TX 77433
Phone: (346) 666-5155
Email: letstalk@letsdreambeyond.com
Web: dreambeyond.ai



RESPONSE TO REQUEST FOR PROPOSAL / SEPTEMBER 17, 2026

City of Bruceville-Eddy **Website Redesign** & Content Management

A task-first website for 1,413 residents, designed, built, hosted and supported by one team of six named people. We built a working homepage before submitting this proposal.

26 modules

Every module in RFP Section 2, plus all 12 you run today

WCAG 2.2 AA

Met at launch, well ahead of the April 2028 federal deadline

Jan 20, 2027

Live on bruceville-eddy.us, with staff trained by Jan 22

PREPARED FOR

**City of
Bruceville-Eddy**

Attn: Mr. Cutrone

SUBMITTED BY

Nichole McKinney

Principal Consultant
(252) 754-2957 ·

nichole@evolveinc.com

WORKING DEMO

Scan to open the homepage we built for this RFP



1. Cover Letter

September 18, 2026

Dear Mr. Cutrone,

Re: Request for Proposal for Website Redesign and Content Management Services

Thank you for the opportunity to propose on the City of Bruceville-Eddy's new website. Our team is excited about this project, and we want to share why.

Bruceville-Eddy is a city of 1,413 residents, formed when two communities joined under one city government. A city this size runs on a small staff, where a few people carry the agendas, the water notices, the bills, and the questions at the front counter. Evolve works with organizations of this size every day across eastern North Carolina. We know a website for a community like yours has to save your staff time first and make residents' lives easier second, and good looks come after both.

As we read your RFP, the details stood out. You want residents to reach City services without touching paper, and you still want a paper form ready for the neighbor who prefers one. You want your own staff in control of the site, with fewer outside costs. You want businesses and investors traveling I-35 to see Bruceville-Eddy as a place to build. We share each of those goals.

Our promise is clear. Evolve will meet every requirement in your RFP, then go further wherever a resident or a staff member benefits, without adding costs the City has not planned for. We built a working version of your future homepage before submitting this proposal, because we would rather show you our thinking than describe our ideas.

With the City's approval, Evolve will also run a two-month social media campaign after launch, at no additional cost, to tell residents, businesses, and visitors about the new website and how to use the new online services. The campaign includes 12 unpaid posts on the City's social media accounts and no paid advertising.

This submission includes our proposal, the signed Proposal for Services Bid Form, and the three attachments requested in Section 6 of the RFP. Evolve Digital Marketing, LLC accepts the terms of the Bid Form, including delivery of a signed agreement within 10 days of the City's notice of acceptance. Nichole McKinney is authorized to sign for the firm and is your contact for any question about this proposal.

We look forward to meeting the Economic Development Committee and the City Council, and to serving the people of Bruceville-Eddy.

Nichole McKinney

Principal Consultant | Evolve Digital Marketing, LLC
Telephone: (252) 754-2957 | Email: info@evolveinc.com

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2. Proposal for Services Bid Form, signed

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. *(Note: The City of BE does not pay tax).*

1. Base Bid Amount: \$21,000.00 (Twenty-One Thousand Dollars)

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

Nichole McKinney

1

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor:

Nichole McKinney, Owner and Principal Consultant, Evolve Digital Marketing, LLC

By: (Seal if Corporation)

evolveTM *Nichole McKinney*

Address:

516 River Hwy, Suite D306, Mooresville, NC 28117

Telephone:

(252) 754-2957

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, or delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Evolve Digital Marketing, LLC

Bidder Is: Individual () Partnership () Corporation (x) (LLC)

Residence of Bidder (if individual): _____

Date of Bid: September 18, 2026

If Bidder is a partnership, fill in the following blanks:

Nichole McKinney

REQUEST FOR PROPOSALS
Website Redesign and Content Management Services
For City of Bruceville-Eddy, TX

Name of Partners: Nichole McKinney

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of North Carolina

Name and Home address of the President Nichole McKinney, Owner

516 River Hwy, Suite D306, Mooresville, NC 28117

Name and Address of the Treasurer Nichole McKinney, Owner

516 River Hwy, Suite D306, Mooresville, NC 28117

Nichole McKinney

3. Executive summary

Bruceville-Eddy residents come to the City website for specific tasks: a boil water notice, a council agenda, a utility bill, a job opening. The City wants residents to finish those tasks online "without having to touch paper," with paper forms kept for residents who prefer them and for internet outages. Evolve Digital Marketing, LLC proposes a new website built around those tasks, designed, built, hosted, and supported by one team of six named people. For residents, two things stay the same: the web address stays bruceville-eddy.us, and bills are paid through the City's current payment portal.

Understanding the City's Needs

Evolve reads the RFP as five needs: paperless service with a paper backup, staff who update the site on their own, accessible content by default, clear paths for residents, businesses, investors, and visitors, and room to add online payments and facility booking later without a rebuild. Evolve also studied the community. The city spans McLennan and Falls counties, sits on I-35 between Waco and Temple, and posts boil water notices, sewer project updates, and tax notices on its current site. Each fact shapes the design.

The Solution

- **Site structure.** Six menus built around resident tasks, with every module within three clicks of the homepage. All 12 current modules carry forward, and all 26 modules requested in Section 2 of the RFP are included, from the Agenda Center and Alert Center to Notify Me and the revised Economic Development Corporation section.
- **Enter once, show everywhere.** An agenda posted once appears in the Agenda Center, on the board page, and on the calendar, emails subscribers, and moves to the archive after the meeting.
- **Technology.** A custom Next.js public site connected to a WordPress content management system. When staff click Save, the public page rebuilds within one minute, meeting the RFP requirement for pages assembled on save. Public pages stay online during maintenance, and the public never reaches the staff back office.
- **CMS features.** Every feature in Section 4 of the RFP is met, including the features marked non-essential, and the compliance matrix shows how each one works.
- **Online forms.** Paper forms move online, each with a printable PDF version, and submissions arrive by email and export to Excel.
- **English and Spanish.** An EN/ES switch translates every page into Spanish automatically, supporting the City's Language Accessibility Plan. Official Spanish versions of election orders and legal notices display in place of the automatic translation.

Accessibility

The site meets WCAG 2.2 Level AA at launch, ahead of the April 26, 2028 federal deadline for cities under 50,000 residents, and applies five Level AAA criteria, including 7:1 body text contrast. The editor requires image descriptions and limits staff to accessible styles. Evolve tests every template with automated scans, keyboard-only checks, and NVDA and VoiceOver screen readers, then scans the full site every month after launch.

Design and Discovery

A two-week discovery phase comes first: a site audit, calls with all seven departments, a review of every paper form, a resident survey, and a session with the Economic Development Corporation. Wireframes, two homepage designs, and page templates follow, and each step ends with written approval from the City Administrator. A working demo of the proposed homepage is available for review now: <https://besample.customapplicationdevelopment.online/>

Hosting, Security, Analytics, and Support

Evolve hosts the site in United States data centers behind a Cloudflare firewall, with a 99.9 percent monthly uptime target, daily backups kept for 30 days, two-step staff login, and monthly updates tested on a staging copy first. Google Analytics 4 runs in a City-owned account, and Evolve sends a usage summary every three months. Support requests open through Evolve's client portal, with a 1-hour response to site-down issues during support hours. The City owns its domain, content, and analytics account.

Schedule and Closeout

Milestone	Date
Kickoff, within 10 days of a September 25, 2026 notice to proceed	October 5, 2026

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Milestone	Date
Launch on bruceville-eddy.us	January 20, 2027
Project complete, including training for three staff	January 22, 2027
Technical assistance at no added cost ends	March 23, 2027

Evolve sends a written status update every Friday and delivers a handoff package with logins, training recordings, editor guides, and a draft Website Accessibility Policy.

Budget

The Budget section breaks cost into design, web development, and hosting, followed by maintenance and support, license fees, and training. Every part of the base bid is a fixed fee. The Base Bid Amount is \$21,000: \$18,000 for design and development plus \$3,000 for 12 months of hosting. Payments follow project milestones, and the three-year cost is \$27,000. WordPress carries no license fee. Online facility booking, card payments inside the site, SMS alerts, and resident user accounts are listed as separately priced options, so the base bid on the signed Bid Form covers exactly what the City asked for.

Team and Experience

Evolve has built and hosted websites since 2002 and holds Agency Management Institute accreditation. Six team members cover project management, development and hosting, design and accessibility, content, and analytics, and every RFP requirement has an owner and a backup. Case studies show an airport operations dashboard, a regional community foundation website, a health services website, and a healthcare practice website. Four professional references are included.

Where Each RFP Requirement Is Answered

RFP requirement	Proposal section
Sections 1 and 3: purpose and audience	Understanding of City Needs
Section 2: current and requested modules	Site Architecture and Module Plan
Section 4: tools, functions, and accessibility	CMS Feature Compliance Matrix, Accessibility Plan
Section 5: reporting	Hosting, Security, Analytics, and Support
Section 6: design, support, and budget	Design Approach, Hosting and Support, Budget
Section 6 attachments: qualifications, team, references	Attachments A, B, and C
Section 8: completion date and technical assistance	Timeline and Project Closeout

4. Company Profile

A city website serves residents at the moment they need an answer: a boil water notice, a council agenda, a bill to pay. Since 2002, Evolve has built websites for daily public use, working with public, private, and nonprofit organizations.

Evolve is a full-service agency. Design, development, hosting, and support sit with one team, so the people who build the Bruceville-Eddy website also host the site, train City staff, and answer support requests after launch. Evolve holds accreditation from the Agency Management Institute (AMI), which reviews agency operations, staff development, and business practices.

Firm Information

Item	Detail
Legal name	Evolve Digital Marketing, LLC
Owner	Nichole McKinney
Legal address	516 River Hwy, Suite D306, Mooresville, NC 28117
Federal taxpayer ID	41-2529700
Employees	12 full-time
Years in business	24 years, in continuous operation since 2002
Business type	Woman-owned and minority-owned
Accreditation	Agency Management Institute (AMI)
Services	Website design and development, website hosting, branding, marketing strategy, advertising, and communications
Primary contact	Nichole McKinney, info@evolveinc.com, (252) 754-2957, www.evolveinc.com

Public-Facing Clients

Evolve's client records since 2013 include a city government, public venues, and community organizations serving eastern North Carolina:

Client type	Clients
Local government and public venues	City of New Bern, Pitt-Greenville Airport, Greenville Convention Center, and Uptown Greenville
Community and public safety	Crime Stoppers, Pitt County Substance Abuse Coalition, and Pitt County Medical Society
Human services	Eastern Carolina Vocational Center, REAL Crisis Center, Ronald McDonald House of Eastern North Carolina, Center for Family Violence Prevention, and Pitt Counseling
Regional development	NCEast Alliance and the Community Foundation of North Carolina East

These clients share the conditions Bruceville-Eddy works under: small staffs, public budgets or grant budgets, and residents who look for help online first. Several relationships have lasted more than a decade.

What Evolve Brings to Bruceville-Eddy

Capability	What the City gets
Task-first design	Residents pay a bill, find an agenda, or read a public notice from the homepage in one or two clicks.
Staff-run content	City staff post agendas, bids, alerts, and forms on their own, which keeps outside maintenance costs low.
Accessibility	WCAG 2.2 Level AA at launch, ahead of the April 26, 2028 federal deadline for cities under 50,000 residents.
Hosting and support	One team hosts the site, applies updates, and answers staff requests under set response times.
Usage reporting	Google Analytics reports on the pages, searches, and forms residents use most.
Proof before award	A working demo of the proposed Bruceville-Eddy homepage, available for review now.

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Key Personnel: Six Evolve team members work on the Bruceville-Eddy website. Each person owns a named area, and every requirement in the City's RFP has an owner and a backup, so no deliverable depends on one person's availability. Percentages show each person's share of total project effort.

Nichole McKinney

Principal Consultant, executive sponsor

5% of project effort

MBA, Accounting and Finance. BSc, Accounting. Certified ScrumMaster.

Nichole leads Evolve and holds contractual accountability for this engagement. She brings more than 15 years in analytics, reporting, and data strategy, including enterprise analytics programs at Duke Energy, and founded BI Consulting Services in 2018.

On this project Signs the contract, approves any scope change, attends the kickoff, design approval, and closeout meetings, and serves as the City's escalation contact.

Clayton Thompson

Senior IT Project Manager, day-to-day lead

17% of project effort

BBA, Finance. Risk Management Certified. Agile, Scrum, and Waterfall delivery.

Clayton has more than 10 years managing custom application and web development, using Agile or Waterfall methods to fit the schedule. At Evolve he has directed end-to-end delivery of custom web and mobile applications and led a migration of on-premises analytics to cloud hosting. He has managed teams of ten developers, analysts, and UX designers.

The Bruceville-Eddy schedule runs from an October 5 kickoff to a January 20 launch, with pauses for Thanksgiving and the December holidays. Clayton tracks every approval date and dependency so the launch date holds.

On this project Runs the kickoff, maintains the project schedule, sends the Friday status update, manages change requests, and serves as the City's day-to-day contact.

Blake Hodges

Lead Developer, website, CMS, and hosting

30% of project effort

Full-stack development. CMS architecture. Regulated-industry platform delivery.

Blake leads development at Evolve, with a background in financial services, defense contracting, real estate, and e-commerce. He has delivered business web platforms for a regional bank under regulated security and compliance requirements. His work covers CMS architecture, custom development, mobile-responsive builds, deployment pipelines, systems integration, and performance tuning.

He built the Evolve sites for Community Foundation of NC East, PORT Health Services, and Greenville OBGYN. Each project required content migration, administration by non-technical staff, and accessibility-aware structure, the same needs Bruceville-Eddy has.

On this project Builds the public site and WordPress CMS, sets up hosting and security, builds the Agenda Center, Bid Postings, and other modules, and handles redirects and launch.

Tristen R. Caudle

UX Designer and Accessibility Specialist

22% of project effort

MA and BA, Economics (Honors Scholar, Summa Cum Laude). WCAG 2.2 AA auditing.

Tristen designs and builds user-facing digital platforms at Evolve, with five years of experience organizing complex information for clarity and ease of use. His data visualization background shapes how he organizes dense public records such as agendas, budgets, and ordinances. He has built platforms run by non-technical content administrators, including SharePoint environments with custom branding and layouts.

Accessibility is his named responsibility. He runs automated scans on every template and manual screen reader tests with NVDA and VoiceOver before the City sees the first draft.

On this project Owns wireframes, visual design, page templates, the accessibility testing in Section 9, and the staff training sessions.

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Kelsey Summey

Senior Analytics Consultant, usage reporting

8% of project effort

MS, Data Science and Business Analytics. BSBA, Finance (Cum Laude).

Kelsey has seven years of experience building data models and analytics systems, including dashboards and data pipelines across seven departments at Duke Energy, where she advised on KPI frameworks and forecasting. Her skills include Python, advanced SQL, data modeling, and segmentation, with prior work under data privacy constraints. Her Duke Energy reporting supported economic development programs run with local and regional organizations.

On this project Sets up Google Analytics 4 and Tag Manager, reviews current site usage during discovery, writes the quarterly usage summaries, and supports the data content in the Economic Development Corporation section.

Jordan Coppedge

Account Executive, content and coordination

18% of project effort

BA, Public Relations. Minor, Business Administration, East Carolina University.

Jordan manages client accounts and production at Evolve, turning client goals into task plans, timelines, and deliverable tracking. She coordinated website work for Community Foundation of NC East, PORT Health Services, and the Pitt County Convention and Visitors Bureau, managing content collection and approvals across multiple stakeholders on each project.

The new site depends on content from seven City departments and the Economic Development Corporation. Jordan owns collecting, organizing, and approving the content.

On this project Leads the department interviews and resident survey, builds the content inventory, manages content migration and approvals, and sets up page titles and descriptions for search engines.

Coverage of Bruceville-Eddy Requirements

RFP requirement	Owner	Backup
Accessibility: ADA, Section 508, WCAG (Section 4)	Tristen Caudle	Blake Hodges
Website design and City branding (Sections 6.1 to 6.4)	Tristen Caudle	Jordan Coppedge
Website development and CMS features (Section 4)	Blake Hodges	Tristen Caudle
Hosting, security, and technical support (Section 6.5)	Blake Hodges	Clayton Thompson
Discovery, content migration, and online forms (Section 1)	Jordan Coppedge	Tristen Caudle
Economic Development Corporation page (Section 2)	Jordan Coppedge	Kelsey Summey
Website usage statistics (Section 5)	Kelsey Summey	Jordan Coppedge
Training for three staff (Section 6.7d)	Tristen Caudle	Jordan Coppedge
Schedule, status updates, and closeout (Section 8)	Clayton Thompson	Nichole McKinney
Contract, pricing, and invoicing (Section 7)	Nichole McKinney	Clayton Thompson

5. Understanding of City Needs

Bruceville-Eddy wants residents, businesses, and visitors to handle City business online "without having to touch paper," with paper kept for residents who prefer it and for internet outages. Evolve reads the RFP as five needs. For each need, this section shows what the RFP asks, what Evolve delivers, and how the result works day to day.

1. Paperless Service with a Paper Backup

What the RFP asks: Residents complete City tasks online. Staff print, track, and file less paper. Paper options stay available.

What Evolve delivers: Evolve converts the City's forms into online forms: permits, resident requests, facility inquiries, job applications, and every other form on the City's current form inventory. Each submission goes by email to the right department and saves in the website's back office. Staff search past submissions and export them to Excel.

In daily use: A resident submits a request from a phone at 9 PM. The department reads the request the next morning with nothing to scan or file. The same page offers a printable PDF for residents who prefer paper, and staff switch to paper during an internet outage.

2. Staff Independence

What the RFP asks: Staff post agendas, minutes, bids, events, announcements, photos, and forms on their own, and outside maintenance costs stay low (Section 6.7b).

What Evolve delivers: The site runs on WordPress, a content management system (CMS), the password-protected back office where staff edit the website. Staff type in an editor modeled on Microsoft Word, schedule content to go live and come down, and restore any earlier version of a page. Each department edits only its own pages. Evolve trains three staff by web conference and provides written guides and recordings.

In daily use: The City Secretary builds next week's council agenda from a saved template and schedules the page to publish Friday morning. No vendor ticket, no invoice.

3. Accessible Content by Default

What the RFP asks: Compliance with the ADA, Section 508, and WCAG, with Level AA as the minimum and AAA where possible. Staff workflows limited to accessible output.

What Evolve delivers: The U.S. Department of Justice's 2024 ADA Title II rule sets WCAG 2.1 AA as the standard for city websites. As extended in April 2026, the rule requires cities under 50,000 residents to comply by April 26, 2028. Evolve builds to WCAG 2.2 AA, the newer version, which includes every 2.1 requirement.

In daily use: A resident who is blind uses a screen reader to find the trash pickup schedule. A staff member who skips an image description sees a prompt before publishing.

4. Audiences Beyond Residents

What the RFP asks: A site serving residents, businesses, investors, visitors, and people outside the region (Section 3).

Audience	Top tasks	Path from the homepage
Residents	Pay a bill, find agendas, submit a request, sign up for alerts	Homepage task buttons
Businesses	Find bids, permits, and the business directory	Business and Economic Development menu
Investors	Review available sites, incentives, and community data	Economic Development Corporation section
Visitors	Find events, facilities, and local resources	Community menu and Calendar
Job seekers	View openings and apply online	Employment page
Spanish-speaking residents	Read City services, news, and notices in Spanish	EN/ES switch in the header

What Evolve delivers: A homepage with a direct path for each group.

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The revised Economic Development Corporation page becomes a full section with available sites, incentives, community data, and contacts supplied by the EDC plus a contact form routed to EDC staff.

In daily use: An investor in Dallas opens the homepage, selects Business and Economic Development, and reaches site data and an EDC contact form in two clicks.

5. Growth Without a Rebuild

What the RFP asks: Online facility reservations and credit card payments as future options.

What Evolve delivers: A site built with room for both. The Facilities module accepts an online booking tool, and online forms accept a payment gateway.

In daily use: When Council approves online payments, Evolve connects the payment service to the existing forms. The City pays for the added feature, not a new website.

Terms Used in This Proposal

Term	Plain meaning
CMS (content management system)	The back office where staff edit the website
WordPress	The free, open-source CMS Evolve proposes
WCAG 2.2 AA	The international checklist for accessible websites, Level AA
Screen reader	Software reading a web page aloud for people with low or no vision
Single sign-on (SSO)	One login shared across City systems
Payment gateway	A secure service processing card payments

Items Evolve Will Confirm at Kickoff

- Payment provider for utility billing and court fees
- Current form inventory and which forms move online first
- Staff owner for each department page
- Page and document counts on the current site
- Single sign-on provider, if the City uses one
- City social media accounts and posting access for the 12-post launch campaign

Evolve built a **working demo** of the proposed Bruceville-Eddy homepage so the Economic Development Committee and City Council review a live site instead of a static drawing. Visit the website on a computer and on a phone to see the responsive layout, the Alert Center banner, the top resident tasks (Pay Online, Report an Issue, and Agendas), the EN/ES automatic translation switch, and the Accessibility button available on every page. Evolve prepared the demo at no cost to the City as part of this proposal. Menus, content, figures, and photography are placeholders for review, and the final site follows the sitemap in Section 6.1, the City's branding, and staff feedback during discovery.

Link - <https://besample.customapplicationdevelopment.online/>

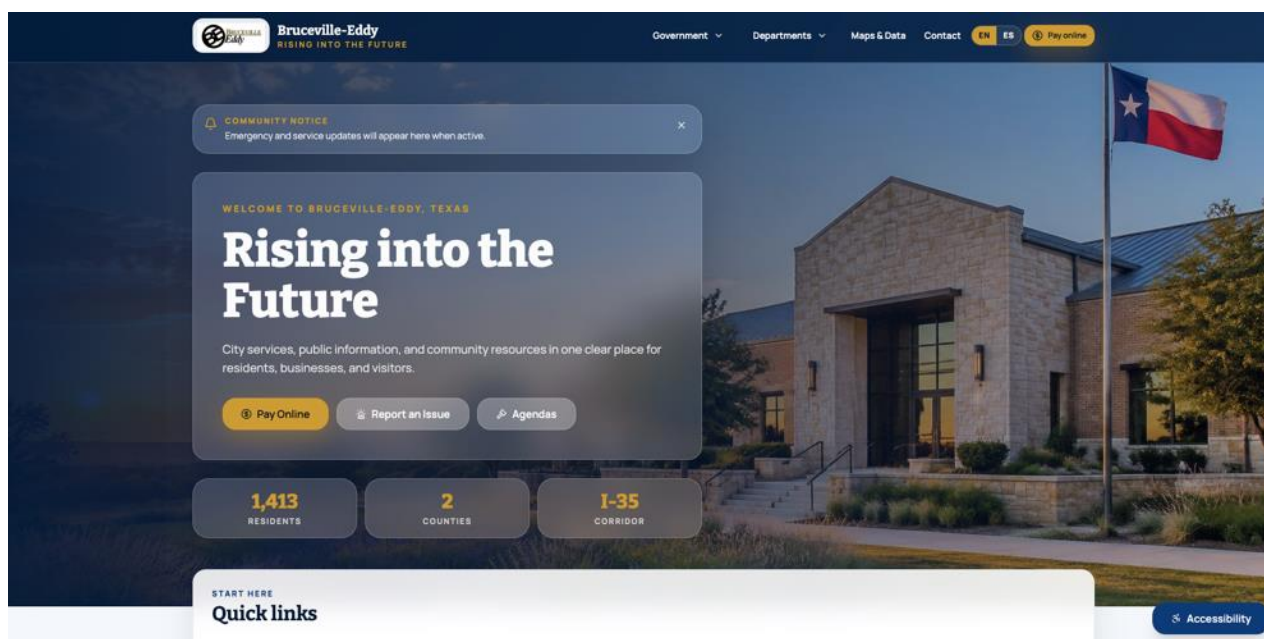


Figure 5.1. Evolve's working demo homepage for Bruceville-Eddy, showing the alert banner, top resident tasks, EN/ES translation switch, and accessibility controls. Final design follows City review.

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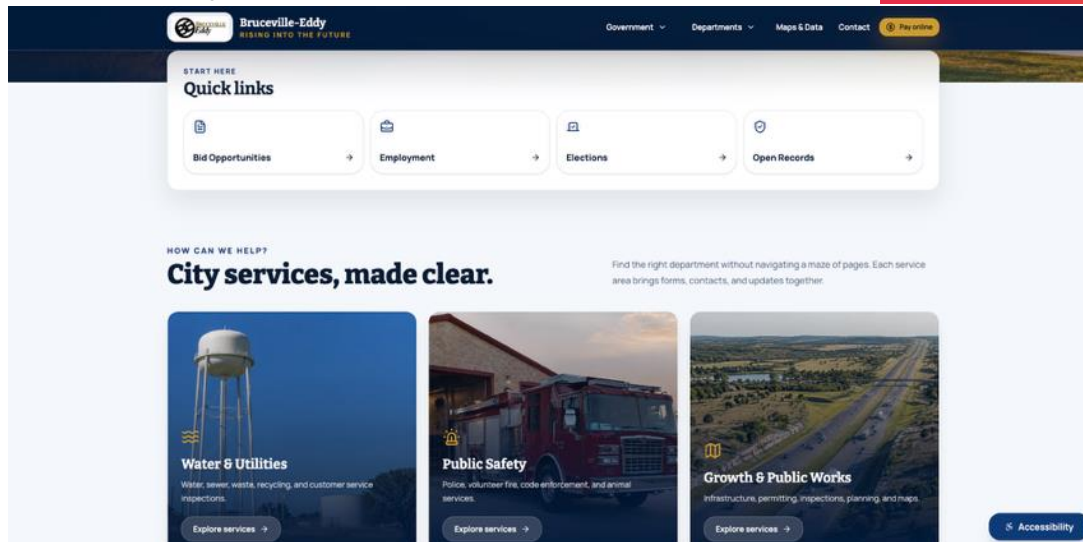


Figure 5.2. Demo homepage, lower section. Quick Links give one-click access to Bid Opportunities, Employment, Elections, and Open Records. Service cards group water and utilities, public safety, and growth and public works, with forms, contacts, and updates for each area in one place.

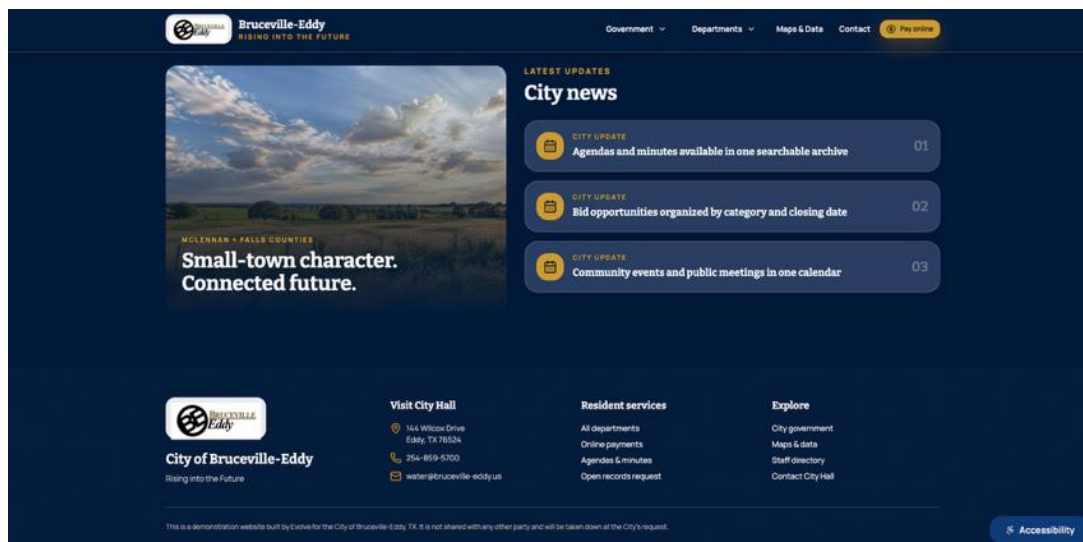


Figure 5.3. Demo News Flash and footer. City updates appear as numbered cards, and the footer lists City Hall's address, phone, and email next to links for resident services on every page.

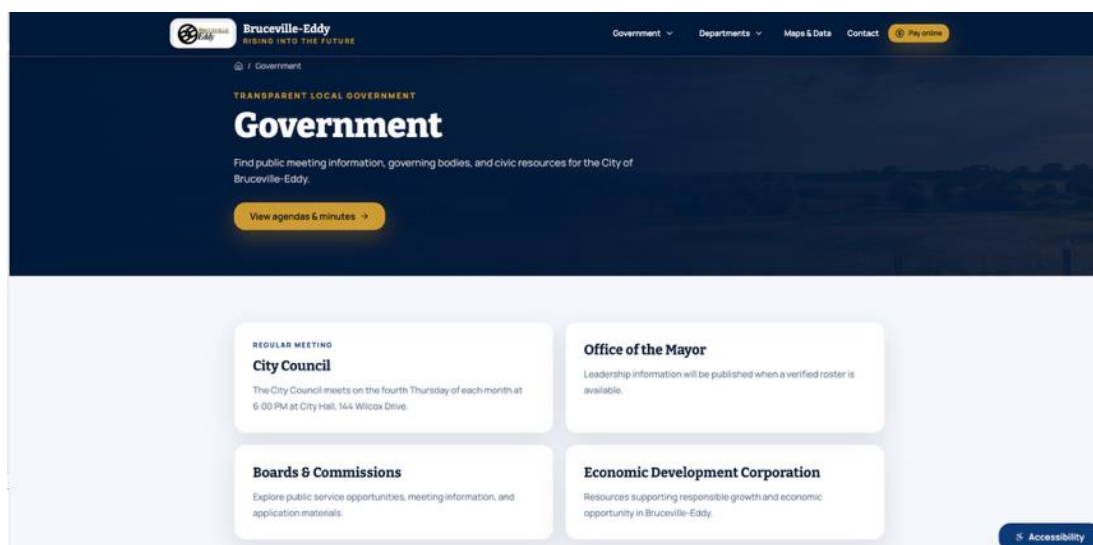


Figure 5.4. Demo Government landing page. Breadcrumb navigation, a direct button to agendas and minutes, and cards for City Council, Office of the Mayor, Boards and Commissions, and the Economic Development Corporation. The Council card shows the regular meeting schedule.

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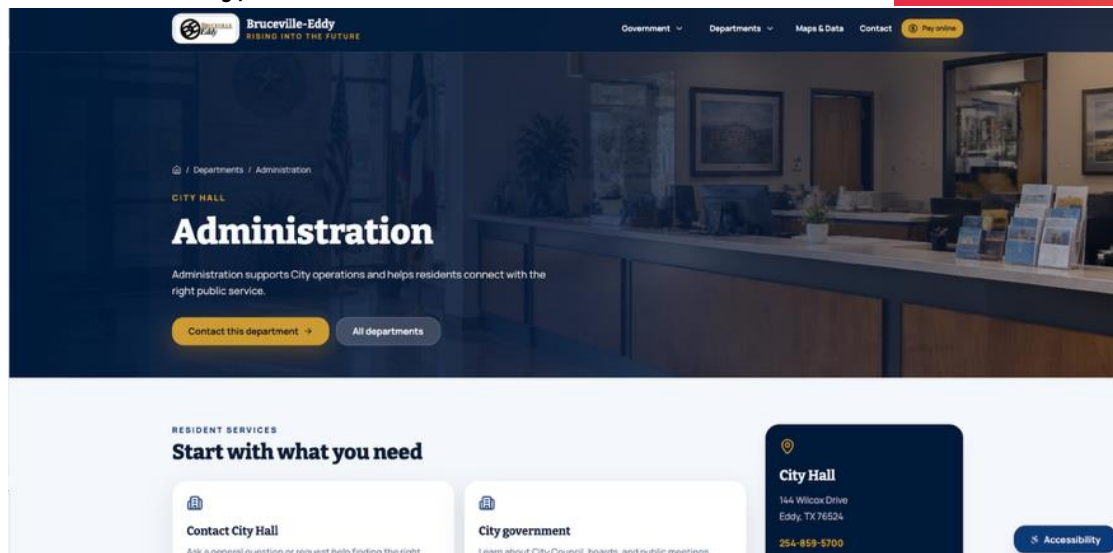


Figure 5.5. Demo Administration department page, built on the shared department template. Breadcrumbs show the resident's location, a "Contact this department" button sits at the top, task cards lead with common requests, and a City Hall card lists the address and phone.

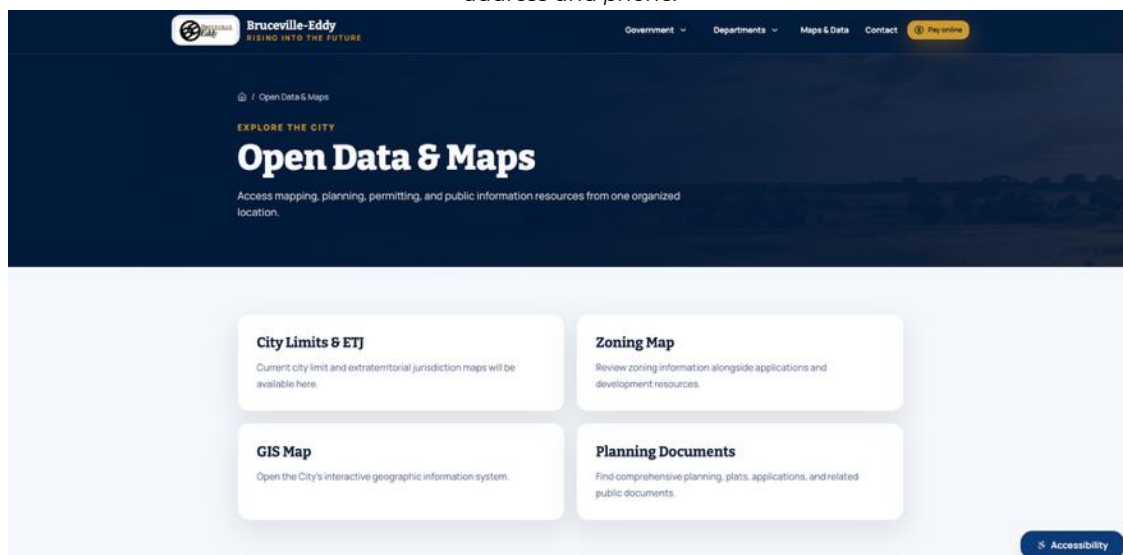


Figure 5.6. Demo Open Data and Maps page. City limits and ETJ, zoning, GIS, and planning documents each sit on their own card, so residents and developers find land-use information in one place.

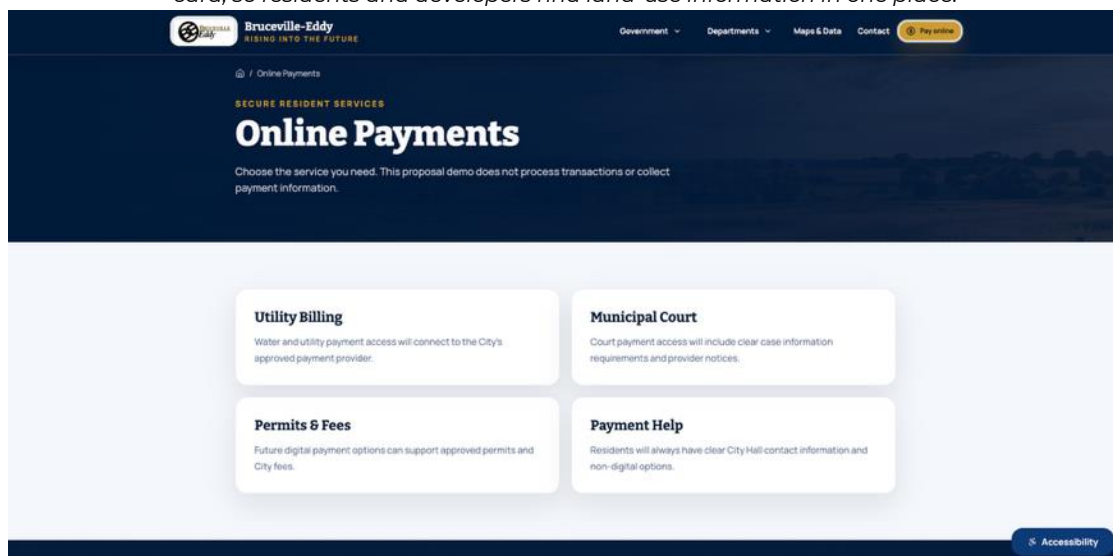


Figure 5.7. Demo Online Payments page. Residents choose utility billing, municipal court, or permits and fees, and each card links to the City's approved payment provider. A Payment Help card points to City Hall and non-digital options. The demo processes no transactions.

6. Site Architecture and Module Plan

The new Bruceville-Eddy website carries forward every module on the current site and delivers every module requested in Section 2 of the RFP. Evolve organizes the site under six menus built around the tasks residents, businesses, and visitors come to complete. Four rules shape the structure:

- **Task first.** Menus and buttons use the words residents search for, such as Pay a Bill, Agendas, and Jobs.
- **Enter once, show everywhere.** Staff post an item one time, and the site places the item on every related page.
- **One template per content type.** Every department page, bid, agenda, and job posting follows one layout. Residents learn the pattern once, and staff follow one process.
- **Three clicks or fewer.** Every module sits within three clicks of the homepage.

6.1 Sitemap



Figure 6.1. Six primary menus with a utility bar on every page.

Menu	Pages and modules
Utility bar (every page)	Site search, Pay a Bill, Notify Me, Contact City Hall, EN/ES language switch
Government	Mayor, City Administrator, City Council, Boards and Commissions, Agenda Center, Elections, Code of Ordinances, Open Records Request
Departments	Administration (Building Inspections and Permitting), City Secretary, Finance (Budget, Tax Rate, Audits, Hotel Occupancy Tax Reporting), Municipal Court, Police (Animal Services, Code Enforcement), Public Works (Water, Sewer, Waste and Recycling, Brush and Bulky Collection), Volunteer Fire Department, Staff Directory
Services	Online Payments, Form Center, Facilities, Locations, Notify Me, FAQs
Community	Calendar, Activities, News Flash, Community Events and Updates, Community Resources, Photo Gallery
Business and Economic Development	Economic Development Corporation, Bid Postings, Employment, Resource Directory
Transparency	Document Center, Archive Center, Public Notices, Open Data and Maps, Accessibility and Civil Rights (Language Access Plan, Notice of Nondiscrimination)

6.2 Homepage Layout

The homepage answers two questions within seconds: what is happening in Bruceville-Eddy, and how do I finish my task. An Alert Center banner appears at the top only during an active alert. The header holds the City name, seal, six menus, and search. Task buttons follow for Pay a Bill, Agendas, Bids, Jobs, Forms, and Notify Me. Below sit the three latest News Flash items, the next four meetings and events, Quick Links, and an Economic Development entry point. A homepage notice area keeps state-required tax rate notices visible for the required period. The footer lists the City Hall address, phone, office hours, Staff Directory, and accessibility statement.

6.3 Current Modules Carried Forward

Current module	On the new site	Staff maintain by
Home Page	Task-first homepage described in 6.2	Editing homepage blocks
Bid Opportunities	Rebuilt as the Bid Postings module (6.4)	Bid entry form

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Current module	On the new site	Staff maintain by
Calendar	Rebuilt as the revised Calendar (6.4)	Event entry form
Code of Ordinances	Prominent link to the City's current Code of Ordinances host. No re-entry of code text.	Updating one link
Online Payments	Pay a Bill button linking to the current payment portal	Updating one link
Departments (7 pages)	Shared template: overview, services, forms, documents, staff contacts, and hours	Department editors, limited to their own pages
Community Events and Updates	Combined feed from News Flash and Calendar	News and event forms
Employment	Rebuilt as the revised Employment module (6.4)	Job entry form
Elections	Election dates, polling information, filing notices, and past results	Page editor
Government, City Council, Boards and Commissions	Member profiles, terms, meeting schedules, and agendas pulled from the Agenda Center	Member records
Notice	Public Notices category with the posting date shown on each notice	News entry form
Open Data and Maps	Downloadable files and embedded maps from the City's existing map sources	Document upload and map embed

6.4 Requested Modules

Module	What residents see	What staff do
Economic Development Corporation (revised)	Dedicated section with community profile, available sites, incentives, contacts, and an inquiry form	Edit pages and site listings. EDC supplies content.
Activities	Activity listings with details and an optional sign-up form	Create an activity, attach a sign-up form, view sign-ups
Agenda Center	Agendas and minutes filtered by board and date, with minutes attached to the matching agenda. Each meeting page links to the matching YouTube recording, and each agenda shows the date and time posted.	Upload the agenda and set the meeting date. The posting record stays in page history.
Alert Center	Colored banner across the top of every page	Write the alert and set start and end times. The banner removes itself.
Archive Center	Past agendas, budgets, newsletters, and press releases by type and year	Items arrive from other modules or by upload
Bid Postings (revised)	Open bids sortable by category, title, or closing date, with closed bids archived	Post the bid with documents and a closing date. The bid moves to Closed at the deadline.
Community Resources	Local and regional aid agencies by category, with contact details	Add or edit a listing
City Council page	Members, terms, contact information, meeting schedule, and latest agendas	Update member records
Calendar (revised)	One calendar with filters by board, department, or category, plus export to phone calendars	Add an event and choose a category
CivicSend or similar	Email alerts on topics each resident selects	Send a message to subscribers. SMS text alerts are an optional add-on (Section 13).
Document Center	Searchable library of one-time documents and images by folder	Upload and choose a folder
Facilities	Facility list with photos, capacity, amenities, rules, and reservation steps at City Hall, plus an inquiry form	Update facility details. Online booking is a future phase.
FAQs	Questions grouped by topic, with the selected answer displayed at the top of the page	Add a question and answer

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Module	What residents see	What staff do
Form Center / Forms	All online forms in one place, each paired with a printable PDF	Build forms by drag and drop, receive submissions by email, export to Excel
Graphic Links	Icon buttons for top tasks	Choose an icon, label, and link
Info Advanced	Information boxes for hours, contacts, and deadlines on any page	Build a box once, place the box on many pages, update once
Employment (revised)	Open positions with online applications and resume upload	Post a job with a closing date and review applications
Locations	Map and list of City facilities with addresses and hours	Add or edit a location
My Account / My Dashboard	Not public facing	Staff sign in with their City login through single sign-on and see a back-end dashboard set for their role. Evolve confirms the City's login provider at kickoff.
News Flash	Articles with photos, categories, and dates, with top items on the homepage	Write an article, pick a category, schedule publication
Notify Me	Sign-up for news, bids, agendas, jobs, and alerts	No extra step. Email goes out when staff publish in a subscribed category.
Pages	Standard content pages	Edit from the live page, save drafts, preview, and restore past versions
Photo Gallery	Albums and slideshows	Upload photos. Images resize automatically.
Quick Links	Short link lists on any page	Add or reorder links
Resource Directory	Searchable listing of local businesses and contacts by category	Approve listings businesses submit through a form, or add listings directly
Spanish content	Spanish versions of notices, election orders, and key documents, labeled by language	Upload the Spanish version next to the English version and tag the language
Staff Directory	Staff by department with title, phone, and email	Update one record. The change appears on department pages too.

6.5 How the Modules Work Together

Staff enter content once. The site handles placement, notification, and archiving.

Staff action	What happens automatically
Post an agenda	Appears in the Agenda Center, on the board page, and on the meeting's calendar event. Subscribers receive an email. After the meeting date, the agenda moves to the Archive Center.
Post a bid	Appears in Bid Postings and on the homepage. Subscribers receive an email. At the closing date, the bid moves to Closed.
Post a job	Appears on the Employment page. Subscribers receive an email. At the closing date, the posting comes down.
Update a staff record	Updates the Staff Directory and the department page together
Publish an alert	Displays on every page and removes itself at the end time

6.6 Included Beyond the RFP, at No Added Cost

The base bid also includes a printable PDF paired with every online form, automatic archiving of agendas, bids, and job postings, calendar export to residents' phones, a business submission form for the Resource Directory with staff approval, and an accessibility statement page with a barrier-reporting form.

6.7 Scope Boundaries

The following items fall outside the base bid. Section 13.5 shows how each item is priced.

Item	Base bid position
Online facility reservations	Future phase. Base bid includes facility details and an inquiry form.
Card payments within the site	Future phase. Base bid links to the City's current payment portal.
SMS text alerts	Optional add-on with third-party message fees. Base bid includes email alerts.
Resident user accounts	Not included. Base bid includes staff single sign-on and dashboards.

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Item	Base bid position
Code of Ordinances hosting	Stays with the current provider
New GIS mapping	Not included. Base bid embeds the City's existing maps.
Content migration	Up to 100 pages and the documents linked from them, matching the page count priced in Section 13.1, plus existing agendas, minutes, and recording links from 2016 forward, moved to the Archive Center. New writing and document conversion are billed hourly.
Spanish translation	The base bid includes automatic Spanish translation of web pages. PDF documents stay in their original language unless the City uploads a Spanish version. Human translation is billed hourly or handled by the City.

7. Technical Architecture

Evolve separates where staff edit from where residents browse. City staff work in WordPress, a password-protected content management system. Residents see a fast, custom-built public site. When an editor clicks Save, the system rebuilds the changed page within one minute, meeting the RFP requirement for the CMS to pre-assemble each web page when content is saved.

Figure 7.1: Modernized City Government Website Architecture

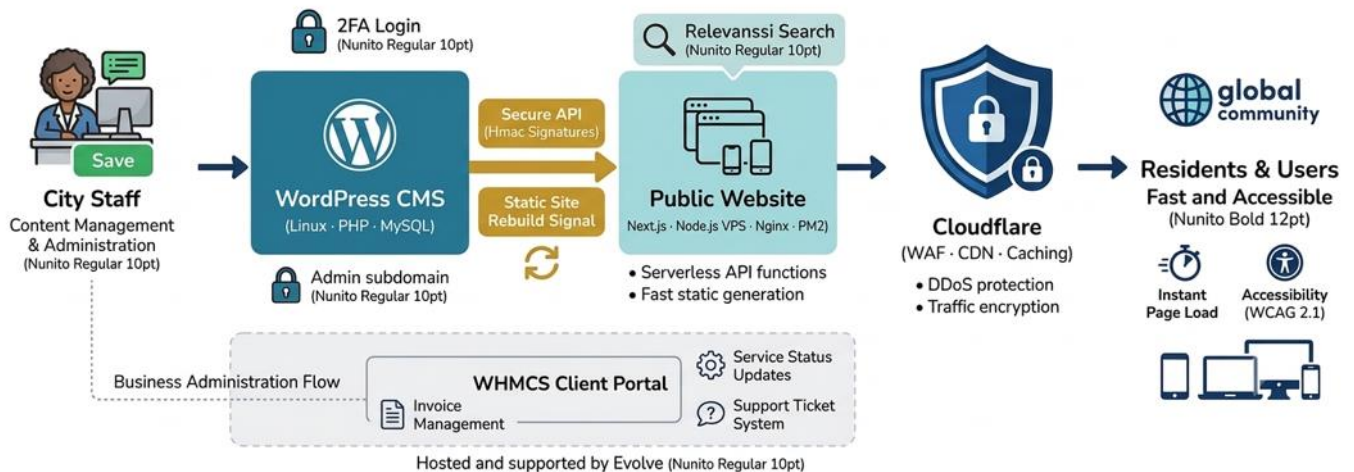


Figure 7.1. Staff edit in WordPress. Saved content flows through a secure connection to the public site, and Cloudflare delivers the finished page to residents.

How a Page Update Works

- Edit.** A staff member updates a page in WordPress and clicks Save or schedules a publish time.
- Send.** WordPress passes the content through a secure API and signals the public site to refresh.
- Rebuild.** The public site rebuilds only the changed page and stores a ready-made copy.
- Deliver.** Cloudflare serves the ready-made page to the resident's phone or computer.

Technology Stack

Layer	Technology	What the City gets
Public site	Next.js (React, TypeScript), Tailwind CSS	Mobile-first pages with accessible code written and tested by Evolve
CMS	WordPress with WPGraphQL and Advanced Custom Fields	Word-style editing plus structured entry forms for agendas, bids, jobs, and directories
Forms	Gravity Forms	Drag-and-drop form and survey builder with email and Excel output
Calendar	The Events Calendar	Multiple calendars, category filters, and export to phone calendars
Search	Relevanssi, served through the content API	Sitewide search across pages, news, and documents, with no per-search fees
Search engines	Yoast SEO	Page meta tags, breadcrumbs, and an XML sitemap for Google
Edge	Cloudflare	SSL, firewall, DDoS protection, and caching
CMS hosting	Evolve-managed Linux server with PHP and MySQL	WordPress back office on a separate admin subdomain
Frontend hosting	Evolve-managed Node.js virtual private server with Nginx and PM2	Dedicated server for the public site, restarting automatically after any interruption
Client portal	WHMCS	Hosting invoices, service status, and support tickets in one place

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Layer	Technology	What the City gets
Analytics	Google Analytics 4 via Google Tag Manager	Visitor, page, search, and form reports (RFP Section 5)

Built Above the RFP Requirements, at No Added Cost

- **Stays online during maintenance.** Public pages are prebuilt, so WordPress updates and backups do not take the public site offline.
 - **Smaller attack surface.** The public never reaches WordPress. The admin sits on a separate subdomain behind two-factor login.
 - **Fast on rural connections.** Ready-made pages load quickly on phones with limited signal.
 - **Safe previews.** Editors see unpublished changes in the real site design, and an "Edit this page" button appears for logged-in staff.
 - **Accessibility checks on every release.** Automated WCAG scans run before each update goes live.
 - **No vendor lock-in.** WordPress is open-source, and City content exports in standard formats.
- Section 11 details hosting, backups, security, and support response times.

8. CMS Feature Compliance Matrix

Evolve meets every feature in RFP Section 4, the online form requirement in Section 1, and the usage report requirement in Section 5. The base bid includes every feature, essential and non-essential. Features the RFP lists twice appear once.

Delivered through	Meaning
Native	Built into WordPress. No license fee.
Plugin	Plugin: A WordPress add-on. Evolve installs, sets up, and updates the plugin. License costs are included in the base bid (Section 13.3).
Custom	Built by Evolve for the City. Included in the base bid.
Service	A free outside service set up by Evolve: Google Analytics.

8.1 Requirement-by-Requirement Compliance

No.	RFP requirement	Status	Delivered through	How Evolve delivers
1	Accessibility (ADA, Section 508, WCAG AA minimum, AAA where possible) and staff coaching	Compliant	Custom, plugin	The site meets WCAG 2.2 Level AA. Body text meets the Level AAA contrast ratio of 7:1. The editor blocks common accessibility errors, and Evolve trains staff on accessibility rules. Section 9 has details.
2	Mobile-friendly design, no text-only mobile version	Compliant	Custom	Pages resize to fit phones, tablets, and computers. Residents read text and images without zooming. Evolve tests every page on iPhone and Android phones before launch.
3	Word-like editor, opened from any page by approved staff	Compliant	Native, custom	Staff edit in a Word-like editor. Logged-in staff see an "Edit this page" button on every page.
4	Consistent look across the site	Compliant	Custom	Staff pick from the City's approved text styles and colors. Only administrators change fonts, colors, and code.
5	Content pasted from Word cleaned up automatically	Compliant	Native	Text pasted from Word drops its Word formatting and takes on the website's styles.
6	Links, images, YouTube and Flickr media, and documents	Compliant	Native	Staff add links, images, documents, and YouTube or Flickr media from the editor toolbar.
7	Lists, tables, text formatting, and HTML view	Compliant	Native	The toolbar includes lists, tables, bold, italics, alignment, indentation, text size, and color. Size and color choices match the City's accessible styles. Administrators have an HTML view.
8	Multilevel undo and redo, spell checker	Compliant	Native	Staff undo or redo multiple steps. Misspelled words are underlined as staff type.
9	Editor options set by role or user	Compliant	Native, plugin	Administrators choose the pages and editor tools each staff member uses, through WordPress roles and the PublishPress Capabilities plugin.
10	History button and save as draft	Compliant	Native	Each page has a Revisions button. The editor saves work automatically every 60 seconds. Save Draft keeps changes private until staff publish.
11	Menu Manager	Compliant	Native, custom	Staff add, rename, and drag menu items into order for the main menu and each department's side menu.

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No.	RFP requirement	Status	Delivered through	How Evolve delivers
12	Link Manager	Compliant	Native, custom	Staff create a new page from the link box and add content later. The link stays hidden on the public site until the new page is published. Links to outside websites open in a new tab and tell screen reader users about the new tab.
13	Link Checker	Compliant	Plugin	The Broken Link Checker plugin tests every link and emails staff a list of broken links to outside websites. When a page address changes, the Redirection plugin sends visitors from the old address to the new one.
14	Image Manager with automatic resizing and compression	Compliant	Native, custom	Staff upload images from their computer or a shared network drive. WordPress makes smaller copies of each image. The public site compresses each image and sends the size matching the visitor's screen.
15	File Manager, with documents opening in a new window	Compliant	Native, custom	Staff upload PDF, Word, and Excel files and link them from pages or menus. Document links open in a new tab and show the file type, such as "(PDF)".
16	Content Manager: any content on any page	Compliant	Native, custom	Staff save a content block, such as office hours, once and place the block on many pages. Editing the saved block updates every page using the block.
17	FAQ with the clicked answer at the top of the page	Compliant	Custom	Questions are grouped by topic. When a resident clicks a question, the answer appears at the top of the page.
18	Document Management Center with categories, archiving, and search	Compliant	Custom, plugin	Documents are sorted by category and year. Residents search by document title, description, and category. Older recurring documents move to the Archive Center.
19	Survey Form built by non-technical staff, with email or Excel output	Compliant	Plugin	Staff build surveys by dragging fields into place in Gravity Forms. Each response arrives by email, and all responses download as a spreadsheet for Excel.
20	History: restore any earlier version	Compliant	Native	WordPress saves every page version with the staff member's name, date, and time. Staff restore an earlier version with one click.
21	Quick Links	Compliant	Custom	Staff add and order links to the most-visited pages. Quick Links appear on the homepage and on any page staff choose.
22	Automatic publishing and removal of content	Compliant	Native, plugin	Staff set a date and time for content to go live. The PublishPress Future plugin removes content from public view at a set date and time.
23	Events Calendar with multiple calendars	Compliant	Plugin, custom	The Events Calendar plugin holds separate calendars for City Council, each board, and each department. Residents view all calendars together or filter by one, and add events to Google, Apple, or Outlook calendars.
24	Photo Gallery	Compliant	Native, custom	Staff add, remove, and reorder photos. Residents view photos as a gallery or slideshow by mouse, touch, or keyboard.
25	Page assembled when content is saved	Compliant	Custom	When staff click Save or Update, the public site rebuilds the page within one minute. Section 7 explains the process.

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No.	RFP requirement	Status	Delivered through	How Evolve delivers
26	Site Search	Compliant	Plugin, custom	The Relevanssi search plugin searches pages, news, events, and documents. Results are grouped by type.
27	Audit Trail of content changes	Compliant	Plugin, native	The Simple History plugin records each change: who made the change, what changed, and when. Each page's Revisions screen shows the change record for the page.
28	Dynamic breadcrumbs	Compliant	Plugin, custom	Every page below the homepage shows its path, such as Home > Departments > Police. The Yoast SEO plugin builds the path.
29	Keyword (meta tag) setting for each page	Compliant	Plugin	Each page has fields for a search title, description, and keywords through the Yoast SEO plugin. Yoast also creates a sitemap file listing every page for Google.
30	Section 1: staff create and change online forms	Compliant	Plugin	Staff build, edit, and turn off forms in Gravity Forms without writing code.
31	Section 5: website usage statistics	Compliant	Service	Google Analytics 4 tracks visits, popular pages, searches, and form submissions. City staff have login access to the reports, and Evolve sends a usage summary every three months.

8.2 Included Beyond the Requirements, at No Added Cost

Each item below uses tools already in the base bid.

- **Accessibility checker.** The Editorially plugin flags accessibility errors, such as skipped heading levels and empty links, before staff publish.
- **Required image descriptions.** Staff add a text description to every image before the page publishes. Screen readers read the description aloud.
- **Two-step login.** Each staff account needs a password plus a code from the staff member's phone.
- **Preview.** Staff view unpublished changes in the final site design before publishing.
- **Link notices.** Screen readers tell users when a link opens a new tab or a document.
- **Form backup.** Each form submission saves in the CMS and arrives by email.

9. Accessibility Plan

Evolve delivers the new Bruceville-Eddy website at WCAG 2.2 Level AA, and the CMS keeps staff content at the same level after launch. Under the U.S. Department of Justice ADA Title II rule, as extended in April 2026, cities with fewer than 50,000 residents must meet WCAG 2.1 Level AA by April 26, 2028. WCAG 2.2 Level AA includes every WCAG 2.1 Level AA requirement, so the City launches ahead of the federal deadline.

9.1 Standards Met

Standard	How the site meets the standard
ADA Title II	Meets and exceeds the DOJ rule's WCAG 2.1 Level AA requirement.
Section 508	Section 508 uses WCAG 2.0 Level AA. WCAG 2.2 Level AA includes every WCAG 2.0 Level AA requirement.
WCAG 2.2 Level AA	Every page template passes all Level A and Level AA success criteria.
WCAG Level AAA, where possible	Body text contrast of at least 7:1 (1.4.6). Link text describes the destination without surrounding text (2.4.9). Section headings organize long pages (2.4.10). Buttons and links measure at least 44 by 44 pixels (2.5.5). Resident forms have no time limits (2.2.3).

9.2 Built into Every Page

- **Keyboard access.** Every menu, button, form, and slideshow works with the keyboard alone, and a visible outline shows the selected item.
- **Skip link.** A "Skip to main content" link lets keyboard and screen reader users bypass the menu.
- **Page structure.** Each page has one main heading, headings in order, and labeled header, menu, main content, and footer areas for screen readers.
- **Zoom and small screens.** Text enlarges to 200 percent, and pages fit a 320-pixel-wide screen without sideways scrolling.
- **Forms.** Every field has a visible label. Error messages name the field and explain the fix.
- **Motion.** Slideshows start paused and include a pause button. The site honors the device setting for reduced motion.
- **No overlay widgets.** Accessibility is built into the code. The site uses no third-party accessibility overlay. The Accessibility button on every page opens the City's accessibility statement and feedback form.
- **Language.** Each page declares English or Spanish based on the reader's choice, so screen readers pronounce the text correctly.

9.3 Staff Guardrails

The RFP asks for staff workflows producing only accessible content. Evolve sets up the CMS with these controls:

Control	What happens
Image descriptions required	A page with an image missing a text description stays unpublished until staff add the description.
Heading limits	The main page heading is set by the page title. Staff choose from lower heading levels only.
Approved colors and fonts	Staff pick from color pairs passing contrast rules. Only administrators change fonts, colors, or HTML code.
Accessibility checker	The Editorially plugin marks errors on the page as staff edit, including skipped heading levels, empty links, and vague link text such as "click here."
Document reminder	The upload screen reminds staff to post content as a web page when possible, or to upload a tagged PDF.

9.4 Testing

When	Test	Tool
Every code update	Automated scan of every page template	axe-core
Before launch	Automated scan of every page on the site	Pa11y
Before launch	Keyboard-only test of every page template	Evolve team

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When	Test	Tool
Before launch	Screen reader test of every page template	NVDA on Windows, VoiceOver on iPhone and Mac
Before launch	Color contrast check of every color pair	WebAIM Contrast Checker
Monthly after launch	Automated scan of the full site, with a report to the City	Pa11y

Evolve fixes every template error before launch. After launch, Evolve fixes accessibility errors in its own code at no added cost and reports content errors to the staff member responsible.

9.5 Staff Coaching and Procedures

- **Training.** A 60-minute accessibility session, part of the web conference training for three staff, covers image descriptions, headings, link text, tables, PDFs, video captions, and color.
- **Checklist.** Each editor receives a one-page checklist to review before publishing.
- **Written procedures.** Evolve drafts a Website Accessibility Policy and content procedures for City review and adoption.
- **Accessibility statement.** Evolve drafts a public statement with a feedback form. Reports about site code follow the support response times in Section 11.
- **Existing documents.** Evolve checks every migrated PDF for accessibility tags and gives the City a list of untagged files. Converting those files is billed hourly, as listed in Section 13.

10. Design Approach

Evolve designs the new website around how Bruceville-Eddy residents, staff, and businesses use City services. The design starts with a two-week discovery phase, and every design step ends with written City approval. The working demo site in Section 6 shows the direction before the City signs a contract.

10.1 What Evolve Knows About Bruceville-Eddy

Community fact	Design response
1,413 residents at the 2020 Census, served by a small City staff	Staff update content in a few steps, and residents reach top tasks from the homepage.
The city lies mostly in McLennan County, with a southern portion in Falls County	Election, property tax, and appraisal pages direct residents to the correct county office.
I-35 runs through town, with Exit 315 at Eddy and Exit 318 at Bruceville, 18 miles south of Waco and 16 miles north of Temple	The Economic Development Corporation section opens with location, highway access, and drive times for investors and businesses.
Bruceville and Eddy formed a joint city government in the mid-1970s, and the city uses two ZIP codes, 76630 and 76524	Content and imagery represent both communities. Address fields on City forms accept both ZIP codes.
The current homepage posts boil water notices, sewer project schedules, and tax rate notices	Boil water notices use the Alert Center banner. The sewer project gets a project page with schedule updates. Tax rate notices appear under Public Notices.
The current homepage promotes a "Stay in the KNOW" sign-up, online or through an app	Discovery confirms the current notification service. Notify Me links to the service or replaces the service for email alerts, based on the City's choice.

10.2 Discovery Process (Weeks 1 and 2)

Total City staff time in discovery meetings is about 6 hours: a 90-minute kickoff, seven 30-minute department calls, and a 45-minute EDC call.

Step	What Evolve does	City role	Result
1. Kickoff meeting	90-minute web conference to confirm goals, roles, schedule, and approvers	City Administrator and three staff editors	Project plan and contact list
2. Current site audit	Records every page and document on bruceville-eddy.us, with broken links, accessibility errors, and outdated content	No time needed	Content inventory marking each page keep, update, or remove
3. Department interviews	30-minute call with each department: Administration, City Secretary, Finance, Municipal Court, Police, Public Works, and the Volunteer Fire Department	One contact per department	Top resident questions and tasks for each department
4. Paper form review	Collects every paper form used at City Hall and plans an online version and a printable version for each	City Secretary sends forms	Form inventory and build order
5. Usage review	Reviews visitor data from the current site host or analytics account	Share login access	List of most-visited pages and searches
6. Resident survey	Builds a five-question online survey about resident needs, open for two weeks	Share the link through City channels	Resident top-task summary
7. EDC session	45-minute call on investor and business needs	One EDC representative	Content plan for the EDC section
8. Brand review	Collects the City seal, logo files, colors, and photos	Send brand files and photos	Brand asset list
9. Discovery report	Confirms the sitemap, content plan, form plan, and design direction	City Administrator approves in writing	Approved plan for design

10.3 Design Steps

Step	What Evolve delivers	City approval
Wireframes	Gray layouts for the homepage, a department page, the Agenda Center, and a form page, showing content order	One round of comments, then written approval
Visual design	Two homepage designs using the City seal and colors. The City picks one.	Two rounds of changes, then written approval
Page templates	The approved design applied to every page type on the sitemap	Written approval
Staff review	City staff test the full site on a private staging site before launch	Written approval launch

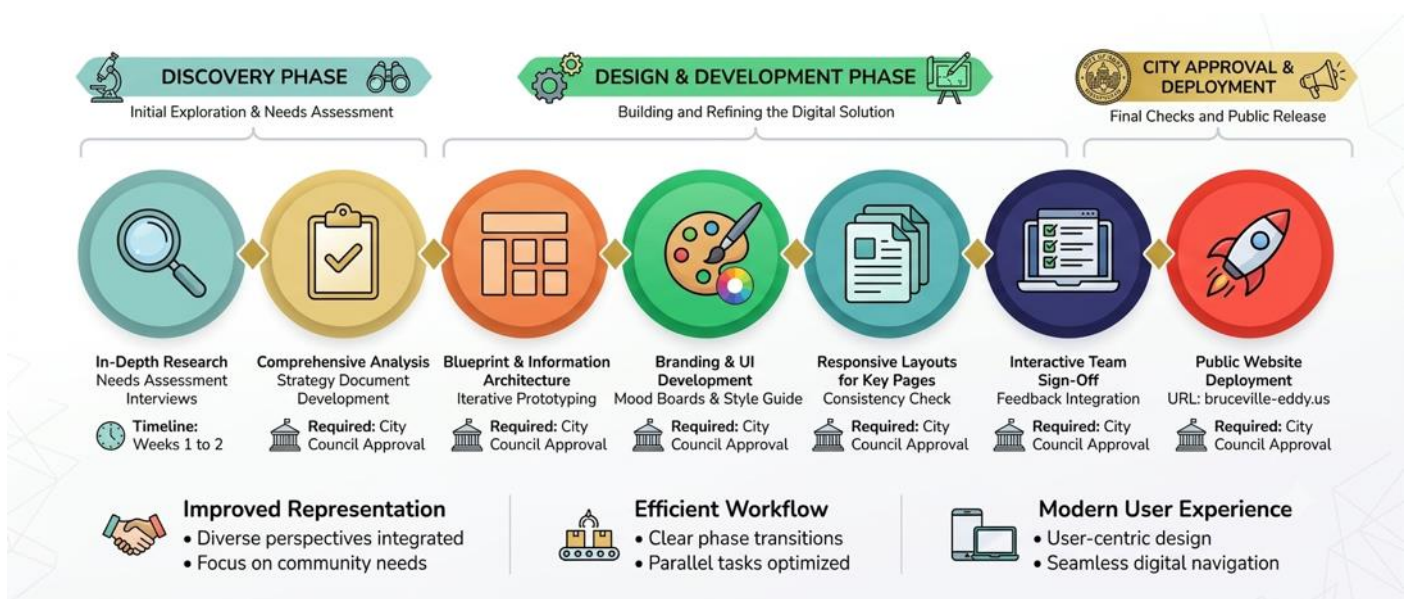


Figure 10.1. Each step ends with written City approval before the next step starts.

10.4 How the Design Meets RFP Section 6

RFP factor	Evolve design response
6.1 Visual appeal	City photos of local places and events, plus free-license stock photos of Central Texas. Clean layouts with generous white space.
6.2 Ease of use	Homepage task buttons based on survey and interview results. Six main menus. Search on every page.
6.3 Ease of maintaining	One shared template for all seven department pages. Staff edit content, and the template controls the layout.
6.4 City branding and layout	The City seal, colors, and fonts from the brand review, with the same header and footer on every page.

11. Hosting, Security, Analytics, and Support

Evolve hosts the new website, keeps the site secure and updated, reports on site use, and supports City staff through one client portal. The City owns the bruceville-eddy.us domain, the site content, and the Google Analytics account.

11.1 Hosting

Item	Evolve commitment
WordPress CMS server	Evolve-managed Linux server with PHP and MySQL in a United States data center
Public site server	Evolve-managed server for the public site in a United States data center
Uptime target	99.9 percent per month, not counting scheduled maintenance
Uptime monitoring	Automated check every 5 minutes, with alerts sent to Evolve staff
Scheduled maintenance	Tuesday or Wednesday after 9:00 PM Central Time, announced to the City 2 business days ahead
Staging site	A private copy of the site where Evolve tests every update before release
Backups	Daily backups of the database, files, and code, kept for 30 days, with a copy stored on a separate server
Restore	Evolve restores a page, file, or the full site within 4 business hours of a City request
Domain	bruceville-eddy.us stays registered to the City. Evolve manages DNS with the City's permission and copies the City's email records first, so City email keeps working.

11.2 Security

- **Encryption.** Every page loads over HTTPS. SSL certificates renew automatically.
- **Firewall.** The Cloudflare firewall blocks common attacks, bad bots, and traffic floods before they reach the servers.
- **Hidden back office.** The public never reaches WordPress. The login page sits on a separate admin address and locks out repeated failed logins.
- **Two-step login.** Every staff account needs a password plus a code from the staff member's phone.
- **Least access.** Each staff member receives only the permissions their job needs.
- **Updates.** Evolve applies WordPress, plugin, and server updates monthly after staging tests. Security fixes rated critical by the software maker go live within 48 hours of release.
- **Malware scans.** Servers scan all files daily for malicious code.
- **Form data.** Forms collect no Social Security numbers or card numbers. Gravity Forms deletes old entries on a schedule the City sets under its records retention policy.
- **Incident notice.** Evolve notifies the City Administrator within 24 hours of confirming a security incident and sends a written report with the cause and fix.

11.3 Analytics (RFP Section 5)

Evolve sets up Google Analytics 4 through Google Tag Manager in an account owned by the City.

Item	Detail
Data tracked	Visits, most-viewed pages, site searches, form submissions, document downloads, and clicks to the payment portal
Staff access	Login access to the live reports for City staff chosen by the City Administrator
Quarterly summary	A report from Evolve every three months with top pages, top searches, form totals, phone and computer use, and change from the prior quarter
Privacy	No names, emails, or form answers go to Google. A cookie notice appears on the first visit.

11.4 Technical Support (RFP Section 6.5)

City staff open support requests through the Evolve client portal, which also shows invoices and service status. Staff also reach Evolve by email or phone.

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Priority	Example	Evolve response time
Critical	Site down or a security incident	1 hour during support hours, 4 hours outside support hours
High	A form, calendar, or search not working	4 business hours
Normal	Content question or how-to help	1 business day

Support hours: Monday through Friday, 8:00 AM to 5:00 PM Central Time, excluding federal holidays. Site-down alerts reach Evolve staff at all hours.

11.5 Ongoing Care Plan

After the technical assistance period in Section 12, the annual care plan in Section 13 covers:

- **Hosting and security.** Everything listed in 11.1 and 11.2.
- **Accessibility scan.** A monthly scan of the full site, with a report to the City.
- **Usage summary.** The quarterly analytics report in 11.3.
- **Staff help.** Up to 2 hours per month of content help and training refreshers. Time beyond 2 hours is billed at the hourly rate in Section 13.
- **Exit copy.** If the City ends the service, Evolve delivers the database, media files, and public site code within 10 business days.

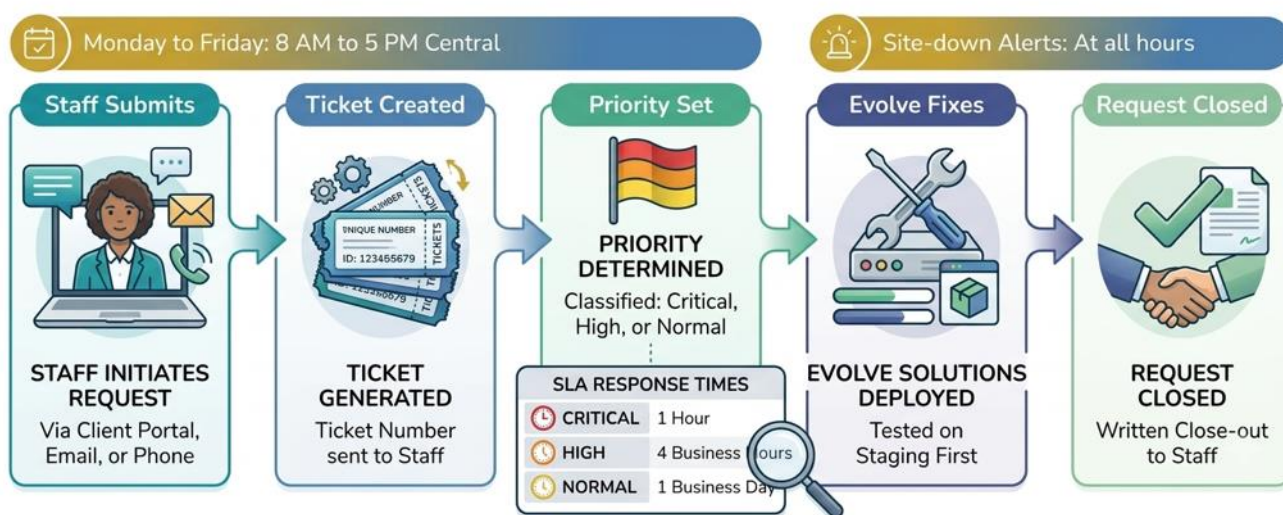


Figure 11.1. Every request receives a ticket number, a priority, and a written close-out.

12. Timeline and Project Closeout

Evolve completes the redesign, including staff training, by January 22, 2027, and provides technical assistance through March 23, 2027, 60 days after project completion. The dates below assume a notice to proceed on September 25, 2026, the day after the City Council meeting. Evolve starts work within 10 calendar days of the notice to proceed.

12.1 Project Schedule

Phase	W1 Oct 5	W2 Oct 12	W3 Oct 19	W4 Oct 26	W5 Nov 2	W6 Nov 9	W7 Nov 16	W8 Nov 30	W9 Dec 7	W10 Dec 14	W11 Jan 4	W12 Jan 11	W13 Jan 18	After Jan 25
Discovery		◆												
Wireframes				◆										
Visual design						◆								
Build: site, CMS, modules, forms														
Content migration														
Accessibility and quality testing														
City staff review on staging												◆		
Staff training														
Launch													◆	
Technical assistance, 60 days														

■ Work in progress ◆ Written City approval or launch Project pauses the weeks of November 23, December 21, and December 28 for holidays.

Milestone	Date	Approved by
Kickoff meeting	October 5, 2026	Not applicable
Discovery report approved	October 16, 2026	City Administrator
Wireframes approved	October 30, 2026	City Administrator
Homepage design approved	November 13, 2026	City Administrator
Staff review and training complete	January 15, 2027	City Administrator
Launch on bruceville-eddy.us	January 20, 2027	City Administrator
Project complete, including training	January 22, 2027	City Administrator
Technical assistance ends	March 23, 2027	Not applicable

The schedule holds when the City returns each approval within 3 business days. Each day of delay moves every later date by one day. Evolve schedules City Secretary tasks around the November 3, 2026 election.

12.2 Launch

- **Current site.** The current site stays live until launch day. Evolve saves a copy of every public page on the current site.
- **Redirects.** Old page addresses forward to the matching new pages, so saved bookmarks and search results keep working.
- **Timing.** Evolve switches the domain on Wednesday, January 20, 2027, after 6:00 PM Central Time, and checks every page the same evening.

12.3 Closeout

- **Status updates.** Evolve emails a written status update every Friday from kickoff through closeout.
- **Handoff package.** Administrator logins, training recordings, editor guides, the accessibility checklist, the draft Website Accessibility Policy, and the pre-launch accessibility test report.
- **Technical assistance.** From launch on January 20 through March 23, 2027, Evolve fixes site errors and answers staff questions at no added cost, with the response times in Section 11.
- **30-day check-in.** A 30-minute call the week of February 15, 2027, to review site use and staff questions.
- **Closeout meeting.** A 30-minute call the week of March 22, 2027, to confirm all items are complete, followed by a written closeout letter and the start of the care plan in Section 11.

13. Budget

Evolve breaks cost into the categories requested in RFP Section 6.7: design, web development, and website hosting, then maintenance and support, license fees, training, and other charges. Every part of the base bid is a fixed fee, as Section 7 of the RFP allows. Optional hourly work is capped at 10 hours per request unless the City approves more in writing. The City pays no sales tax.

13.1 Design, Web Development, and Website Hosting

Core Build

Line item	Description	Cost
Site build and page templates	50 to 100 pages across all current and requested modules, built mobile-first for phones, tablets, and computers	\$3,500
Custom design	Two homepage concepts, page templates, design system, and City branding	\$4,500
SEO setup	Search-friendly page addresses, page titles and descriptions, a page list for Google, search engine data tags, redirects, and 20 target keywords	\$500
Systems integration	Next.js public site connected to the WordPress CMS, plus Gravity Forms, The Events Calendar, Relevanssi search, Yoast SEO, and the EN and ES translation service	\$2,500
CMS development	The 26 requested modules, role-based staff permissions, workflow controls, revision history, scheduled publishing, and the accessibility guardrails in the Accessibility Plan	\$2,500
Core build subtotal		\$13,500

Professional Services

Line item	Description	Cost
Content migration	Migration of existing pages and documents from bruceville-eddy.us, including agendas and minutes from 2016 forward, with a PDF accessibility check and a list of untagged files for City review	\$3,000
Website Accessibility Policy	Written policy and content procedures drafted for City review and adoption	\$500
Analytics setup	Google Analytics 4 and Google Tag Manager in a City-owned account, plus the first quarterly usage report	\$1,000
Professional services subtotal		\$4,500

Total	Fee type	Cost
Design and web development	Fixed fee	\$18,000
Website hosting, first 12 months (see 13.2)	Fixed fee	\$3,000

Monthly accessibility scans, the 30-day check-in, and the closeout meeting are included at no added cost.

13.2 Maintenance and Support

Line item	Description	Fee type	Cost
Website hosting	United States data centers, Cloudflare firewall, 99.9 percent uptime target, daily backups kept 30 days, two-step staff login, and tested monthly updates	Monthly, fixed	\$250 per month
Technical assistance	From launch on January 20 through March 23, 2027, 60 days after project completion. Evolve fixes site errors and answers staff questions.	Included	No charge
Annual care plan	Up to 2 hours per month of content help and training refreshers, starting after technical assistance ends	Included in hosting	No charge

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Line item	Description	Fee type	Cost
Monthly accessibility scan	Automated scan of the full site each month, with a report to the City	Included in hosting	No charge
Support beyond 2 hours per month	Added staff help, content changes, or troubleshooting beyond the care plan allowance	Hourly rate, up to 10 hours per request without written City approval	\$150 per hour

Evolve keeps the City's outside maintenance costs low by building staff independence into the CMS. Staff post agendas, bids, jobs, alerts, and forms without a vendor ticket or an invoice.

13.3 License Fees

Item	Detail	Cost
WordPress	Open-source software with no license fee	No charge
Plugins	Gravity Forms, The Events Calendar, Relevanssi, Yoast SEO, and all other plugins are included in the fixed fee in 13.1	No charge
Total license fees		No charge

The City owns its domain, content, and analytics account. City content exports in standard formats, so the City is never locked in to one vendor.

13.4 Training

Item	Description	Fee type	Cost
Staff training	Web conference training for three staff on CMS use and accessibility rules, including a 60-minute accessibility session	Included in base bid	No charge
Training materials	Written guides and recorded sessions for future staff	Included in base bid	No charge

13.5 Other Charges

Item	Description	Fee type	Cost
Launch social media campaign	12 unpaid posts on the City's social media accounts over the two months after launch, with City approval. No paid advertising.	Included	No charge
New content writing	Content the City requests beyond what exists on the current site	Hourly rate, up to 10 hours per request without written City approval	\$150 per hour
PDF accessibility fixes	Converting untagged PDF documents found in the accessibility check	Hourly rate, up to 10 hours per request without written City approval	\$150 per hour
Online facility reservations	Future phase. Base bid includes facility details and an inquiry form.	Quoted on request	Not in base bid
Card payments within the site	Future phase. Base bid links to the City's current payment portal.	Quoted on request	Not in base bid
SMS text alerts	Optional add-on with third-party message fees. Base bid includes email alerts.	Quoted on request	Not in base bid
Resident user accounts	Base bid includes staff single sign-on and staff dashboards.	Quoted on request	Not in base bid

13.6 Budget Summary

Category	Amount
Design (\$4,500) and web development (\$13,500), one-time, fixed	\$18,000
Website hosting (monthly, fixed)	\$250 per month
License fees	No charge

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Category	Amount
Training	No charge, included in base bid
Launch social media campaign	No charge
Support beyond included care plan hours (hourly rate)	\$150 per hour
Base Bid Amount on the Bid Form: design, development, and 12 months of hosting	\$21,000

Payment schedule: 30 percent at kickoff, 40 percent at design approval, and 30 percent at launch. Hosting is billed monthly, starting at launch. **Three-year cost, base bid plus hosting in years 2 and 3: \$27,000.**

The base bid covers every requirement in RFP Sections 1 through 5. Online facility booking, card payments inside the site, SMS alerts, and resident user accounts are separately priced options, so the City pays for added features only when Council approves them.

14. Attachment A: Qualifications and Experience

Evolve has designed, built, hosted, and supported websites since 2002. The same team delivers each part of the Bruceville-Eddy project, and each RFP requirement below matches a qualification Evolve holds today.

A.1 Qualifications Matched to the RFP

RFP requirement	Evolve qualification
Website redesign (Section 1)	24 years of website design and development, delivered by 12 full-time staff. Accredited by the Agency Management Institute (AMI).
Hosted CMS (Section 6.7c)	Evolve hosts client websites and manages more than 60 active client accounts through its own client portal, with billing, service status, and support tickets in one place.
Staff-managed content (Section 1)	Evolve has built websites run by non-technical staff, including content migration and administrator setup for each client.
Accessibility (Section 4)	A named accessibility lead with WCAG 2.1 AA auditing experience. Manual screen reader testing with NVDA and VoiceOver on every template.
Technical support (Section 6.5)	Client relationships on record since 2013, several lasting more than a decade, supported by one team under set response times.
Project delivery (Section 8)	A Risk Management Certified project manager with more than 10 years of web and application delivery, and a Certified ScrumMaster as executive sponsor.
Usage reporting (Section 5)	An analytics consultant with seven years of experience building dashboards and data pipelines, including reporting for economic development programs.

A.2 Public-Sector and Community Experience

Evolve's client records include the City of New Bern, Pitt-Greenville Airport, Uptown Greenville, Crime Stoppers, and community organizations across eastern North Carolina. These clients work with small staffs and public budgets, the same conditions as Bruceville-Eddy.

A.3 Why Evolve Is Qualified for This Project

- **One accountable team.** Design, development, hosting, training, and support stay with the same six people named in Attachment B.
- **Accessibility with an owner.** One named team member owns accessibility testing, with a named backup.
- **Remote delivery.** Training and meetings run by web conference, and support hours follow Central Time.
- **Registered business.** Woman-owned and minority-owned business, with certificates available on request.

Case Study 1: Airport Analytics Interface – Athena Consulting

Industry: Transportation / Aviation Technology

Engagement Type: Data dashboard development, analytics interface design, system integration

About the Client

Athena Consulting provides technology and analytics solutions to organizations that require real-time operational visibility and data-driven decision-making. The engagement focused on developing a digital analytics interface to support airport operations management and improve monitoring of key operational metrics.

Challenge

Airport operations teams needed a centralized platform to monitor real-time activity across multiple operational areas, including gate management, parking capacity, passenger flow, and flight status. Existing systems lacked a unified dashboard and required staff to access multiple tools to obtain operational insights, limiting visibility and slowing decision-making.

Scope of Work

Evolve Digital Marketing designed and developed a comprehensive analytics dashboard that provides real-time monitoring and operational insights. The engagement included:

- Designing an **interactive operations dashboard** to centralize airport performance metrics
- Integrating **AI-powered analytics tools** for passenger and luggage monitoring
- Implementing **predictive data visualizations** to identify congestion patterns and operational trends
- Developing automated workflows for **device onboarding and system integration** across cameras and sensors
- Creating a **real-time reporting interface** to support operational monitoring and planning

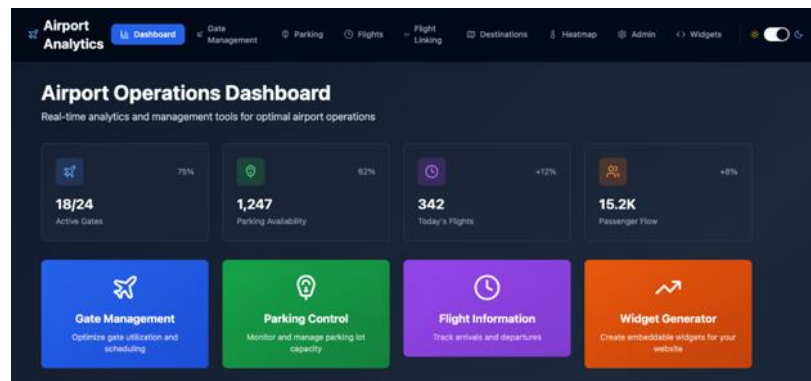


Figure Airport Operations Analytics Dashboard
Live: <https://airportanalytics.customapplicationdevelopment.online/>

Results

The analytics platform significantly improved operational visibility and real-time access to data for airport leadership and operations teams.

Key outcomes included:

- **Consolidated four previously separate monitoring tools into one dashboard**, covering gate management, parking capacity, passenger flow, and flight status
- Gave airport operations staff a unified view across **multiple operational zones**

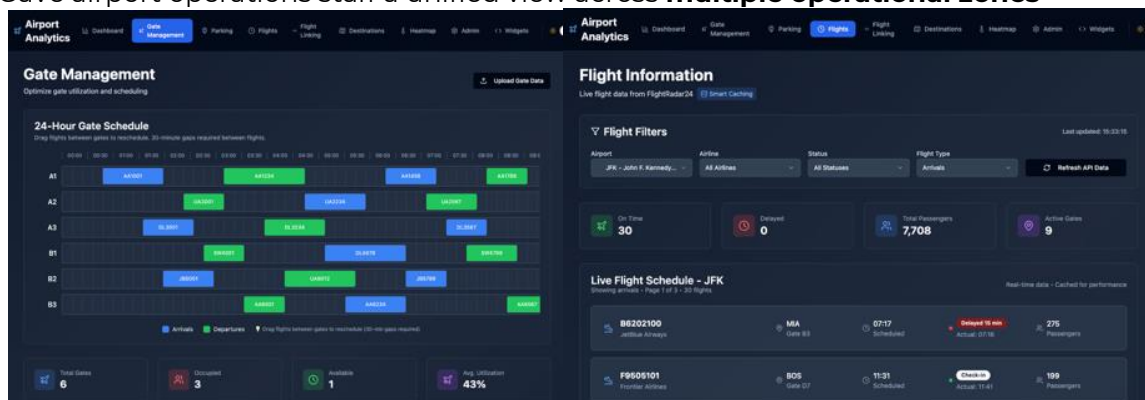


Fig. Gate and Flight Monitoring Interface

Relevance to Bruceville-Eddy: This engagement turned four separate monitoring tools into one dashboard. Evolve applies the same approach to the City's website reporting. Google Analytics 4 and site search logs show the pages, forms, and downloads residents use most, and the searches that return no results. Each quarterly usage summary turns those numbers into specific fixes, such as adding a missing page.

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Case Study 2: Community Foundation of NC East – Brand Strategy and Digital Platform Development

Industry: Nonprofit / Community Development

Location: Eastern North Carolina

Engagement Type: website design Brand strategy, and digital communications platform

About the Client

The Community Foundation of NC East supports charitable initiatives and community development across Eastern North Carolina, working with donors, nonprofits, and partners to strengthen regional well-being and long-term impact.

Challenge

As the foundation expanded its regional reach, it required a stronger community-facing identity and a digital platform to more effectively communicate programs, events, and initiatives. The existing website lacked clear storytelling, event visibility, and user-friendly engagement pathways.



Fig Snapshot of Community Foundation of NC East Website
Live: <https://cfnceast.org/>

Scope of Work

Evolve developed a refreshed brand and modern digital platform to improve communication and engagement by:

- Creating a new logo, and messaging aligned with regional goals
- Designing a website focused on programs, events, and community storytelling
- Structuring content to highlight initiatives, donor stories, and partnerships
- Strengthening connections between donors, nonprofits, and the community

Results

- 40% increase in website engagement, measured through the client's website analytics in the months following launch
- 30% growth in participation in community events
- Improved visibility of programs and partnerships
- Stronger digital presence supporting stakeholder collaboration

Relevance to Bruceville-Eddy: This project organized many programs and audiences into one site. The Foundation reported a 40 percent increase in website engagement and 30 percent growth in event participation after launch. Evolve applies the same approach to Bruceville-Eddy. Residents, businesses, and visitors each get a clear path from the homepage. The Calendar and News Flash keep City events and updates visible.

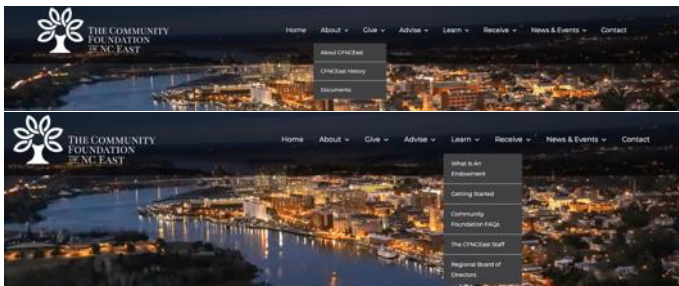


Fig. Useful community resources features

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Case Study 3: PORT Health Services Website

Industry: Public Health / Human Services

Location: Eastern North Carolina

Engagement Type: Website redevelopment, UX strategy, accessibility-focused design

About the Client: PORT Health Services is a nonprofit healthcare provider offering behavioral health, substance use treatment, and integrated care services. The organization serves a diverse population requiring clear, reliable, and accessible digital access to healthcare information.

Challenge

The existing website lacked clear structure and was difficult to navigate. Critical service information and treatment pathways were not organized for quick access, particularly for users seeking time-sensitive care. The platform required a redesign focused on usability, accessibility, and efficient service discovery.



Fig Snapshot of Port Health Website
Live: <https://eastersealsport.com/>

Scope of Work

Evolve redesigned the platform to improve clarity, accessibility, and user experience by:

- Creating a user-centered navigation structure for easier access to services
- Reorganizing content architecture to improve hierarchy and usability
- Developing clear service pathways for treatment options and resources
- Designing a mobile-first, responsive interface optimized for accessibility
- Enhancing call-to-action placement for faster access to care
- Improving content readability for diverse user groups

Results

- Reorganized navigation and content architecture so time-sensitive service and treatment information moved from buried subpages to primary navigation paths
- Designed and tested the platform against WCAG 2.1 AA accessibility criteria, appropriate for a healthcare provider serving users with diverse needs and abilities
- Rebuilt the interface as mobile-first and responsive, consistent with how most of the client's users access health information
- Enhanced call-to-action placement on service and treatment pages so scheduling and contact options appear without scrolling
- Built on a CMS structure that lets PORT Health staff add new service pages without developer involvement

Relevance to Bruceville-Eddy: This project moved buried service information into clear, mobile-friendly paths for people with a wide range of needs and abilities. Evolve applies the same approach to Bruceville-Eddy. Residents reach bill payment, agendas, forms, and department services from the homepage on any device. Pages meet WCAG 2.2 AA, and City staff add pages without a developer, as PORT Health staff do today.

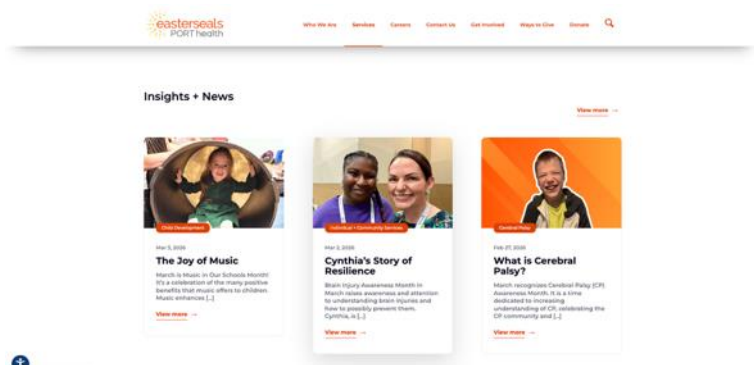
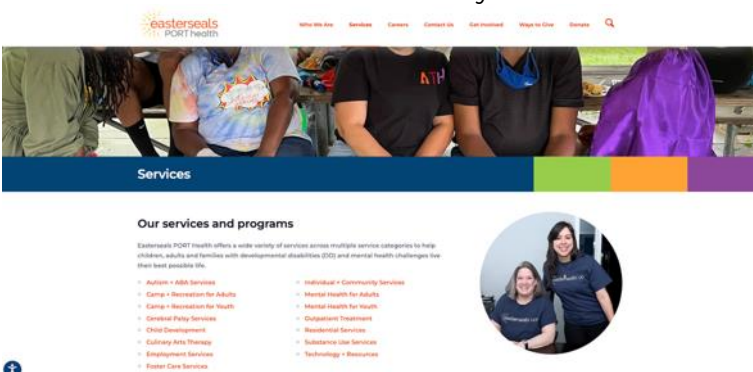


Fig. Snapshot of Easterseals Port Health Website

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Case Study 4: Greenville OBGYN Website

Industry: Healthcare

Location: Greenville, North Carolina

Engagement Type: Website redevelopment, UX strategy, brand refresh

About the Client

Greenville OBGYN is a women's healthcare practice providing comprehensive obstetric and gynecological care, with a strong focus on patient trust, education, and continuity of care.

Challenge

The existing website was outdated and difficult to navigate. Key services, scheduling, and educational resources were not clearly organized, making it difficult for patients to quickly find information or book appointments.

Scope of Work

Evolve modernized the platform to improve usability and engagement by:

- Developing user-centered navigation for key services
- Reorganizing content to reduce information overload
- Creating clear pathways for appointments and resources
- Refreshing visual design to reflect trust and care quality

Results

The redesigned platform significantly improved the organization's digital engagement and service accessibility.

- 120% increase in online appointment requests, measured through the client's website analytics following launch
- Consolidated scheduling and educational resources into a single, clearly labeled navigation path
- Improved alignment with brand and patient experience
- Clear service pathways enhancing information discovery

Relevance to Bruceville-Eddy: This project turned a hard-to-navigate site into clear paths to key tasks, with quick-action buttons for paying a bill and requesting a refill. The practice reported a 120 percent increase in online appointment requests after launch. Evolve applies the same approach to Bruceville-Eddy, with homepage task buttons for Pay a Bill, Agendas, and Forms, and a CMS non-technical City staff update on their own.



Fig Snapshot of Greenville OBGYN Website
Live: <https://greenvilleob.com/>

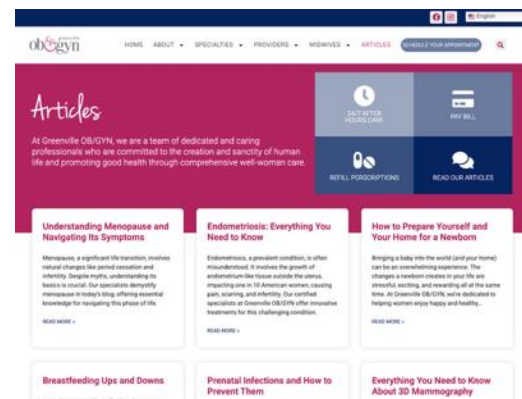
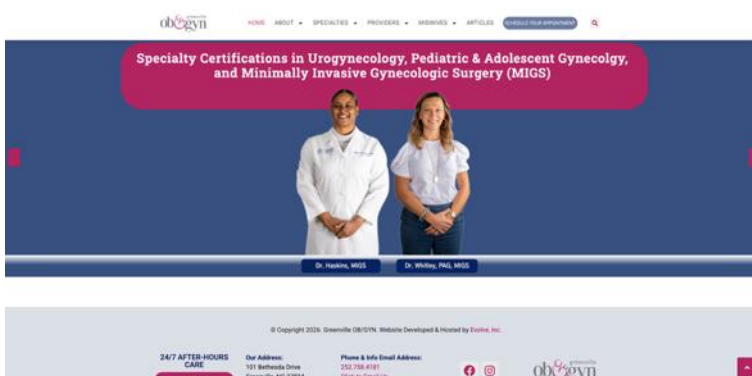


Fig. Snapshot of Greenville OBGYN Website

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15. Attachment B: Brief biographies of all who will work on project



Nichole McKinney
Principal Consultant



nichole@evolveinc.com | [252-754-2957](tel:252-754-2957) | [1210 E. Arlington Blvd., Greenville, NC 27858](https://www.evolveinc.com) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Principal Consultant with 15+ years of experience leading analytics, reporting, and data strategy across digital marketing, consulting, and Fortune 500 enterprise environments. Currently focused on client acquisition and nationwide growth for Evolve Digital Marketing, building partnerships and delivering measurable outcomes through marketing performance analytics, KPI frameworks, and data-driven strategy. Deep expertise in Power BI, data modeling, automation, AI-enabled analytics, and governance, with a track record of translating business goals into scalable analytics products that improve decision-making, accelerate speed-to-insight, and strengthen customer experience.

CORE COMPETENCIES

Client Acquisition & Growth Strategy	90%
Marketing Analytics (ROI, CAC/LTV, funnel + campaign performance)	90%
KPI Frameworks, Executive Dashboards, & Performance Reporting	95%
Data Strategy, Governance, & Analytics Operating Models	90%
AI / Automation-First Reporting & Self-Service Enablement	85%
Cross-Functional Leadership (Business + Technical Stakeholders)	90%

TECHNICAL SKILLS

BUSINESS INTELLIGENCE

Power BI | Tableau | Google Data Studio

DATA & DATABASES

SQL (Azure + On-Prem) | Azure Data Services | Databricks/Spark | Snowflake | MySQL

PROGRAMMING

DAX | Power Query (M) | Python | HTML

TOOLS & PLATFORMS

GA4 | Jira | Agile/Scrum

EDUCATION

MBA, Accounting & Finance

BSc, Accounting

Certified Scrum Master (CSM)

PROFESSIONAL EXPERIENCE

Principal Consultant 2025-Present

Evolve Digital Marketing

- Lead client acquisition and growth strategy, expanding Evolve beyond Eastern NC into broader U.S. markets through relationship-driven partnerships and measurable performance outcomes.
- Build analytics approaches that connect marketing activity to business results, including funnel performance, conversion insights, and ROI reporting that supports client retention and expansion.
- Translate client goals into marketing measurement frameworks (KPIs, baselines, targets, reporting cadence), improving clarity and accountability across campaigns.
- Partner with delivery teams to align strategy, execution, and reporting—ensuring client programs are optimized using data-backed insights rather than intuition.
- Strengthen Evolve's operating model by introducing repeatable analytics processes and scalable reporting patterns that support agency growth.

Founder & Principal Consultant 2018 - Present

BI Consulting Services, LLC

- Founded and scaled a business intelligence consultancy delivering BI, reporting, and data platform solutions for enterprise clients across the U.S. and UK.
- Led teams delivering data modeling, automated reporting, and executive dashboards, enabling faster decision-making and improved operational visibility.
- Supported clients with analytics strategy, pipeline modernization, and scalable reporting architectures using Azure, SQL, Power BI, and automation tooling.
- Negotiated and delivered 100+ engagements and supported growth through digital marketing and outbound campaigns tied to measurable pipeline outcomes.

Senior Manager, Data Strategy & Analytics 2014 - 2022

Duke Energy

- Led enterprise analytics programs focused on customer experience, NPS, operational performance, and executive reporting, aligning data strategy to business priorities.
- Built a repeatable, end-to-end measurement system connecting customer sentiment + operational drivers, enabling leadership to prioritize investments using evidence-based insights.
- Established KPI frameworks and governance practices to improve metric consistency, data quality, stakeholder confidence, and adoption of self-service reporting.
- Implemented automation-first reporting and standardized pipelines to reduce manual effort and accelerate speed-to-insight across business units.
- Delivered dashboards and analytical tooling for executive stakeholders using Power BI, Azure SQL, and advanced analytics methods, including segmentation and test-and-learn approaches.
- Served as the bridge between business and IT, translating requirements into scalable reporting architecture, governance models, and measurable outcomes.

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Clayton Thompson

Senior IT Project Manager

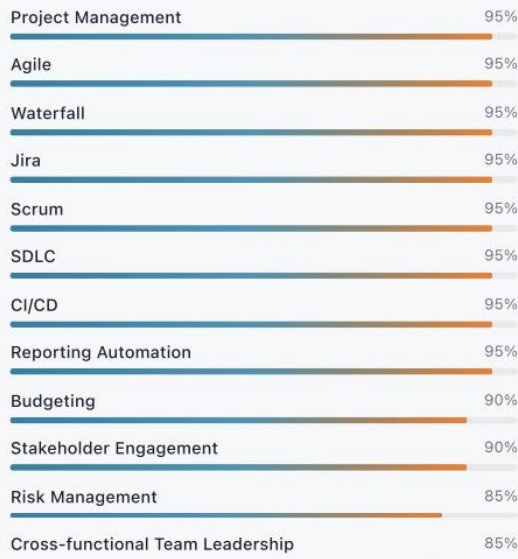
evolve

✉ Clayton@evolveinc.com ☎ 2529542957 📍 1210 E. Arlington Blvd., Greenville, NC, 27858 🌐 LinkedIn

PROFESSIONAL SUMMARY

Highly accomplished Senior IT Project Manager with over 10 years of experience delivering data-driven solutions and custom application development. Expert in bridging the gap between technical teams and business stakeholders to drive project success. Proficient in Agile and Waterfall methodologies, cloud platforms, and DevOps collaboration.

CORE COMPETENCIES



TECHNICAL SKILLS

DATA & ANALYTICS

Power BI SQL Tableau Data Warehousing

DEVELOPMENT

Web & Mobile Apps API Integration

CLOUD & DEVOPS

AWS Azure DevOps Collaboration

EDUCATION

Bachelor of Business Administration, Finance
Stephen F. Austin State University

Risk Management Certified

PROFESSIONAL EXPERIENCE

Senior IT Project Manager 5/2020 - Present

Evolve, Inc

- Directed the end-to-end development of custom mobile and web applications for business analytics, improving data accessibility for field teams and reducing report generation times.
- Led migration of on-premise analytics systems to a cloud-based platform, including redesign and standardization of integrations following Waterfall SDLC methodology.
- Managed a cross-functional team of 10 developers, data analysts, and UX/UI designers to deliver a cloud-based analytics platform.
- Introduced Agile methodologies and CI/CD practices into the development lifecycle, accelerating time to market and improving feature delivery.
- Oversaw risk mitigation, project reporting, and stakeholder communication for multimillion-dollar initiatives.

Senior IT Project Manager 12/2016 - 5/2020

Vapor Co.

- Led the development of a company-wide business intelligence platform that consolidated data from multiple sources, reducing manual reporting and increasing operational efficiency.
- Oversaw the creation of a customer-facing mobile app for real-time order tracking and analytics, boosting customer satisfaction and repeat business.
- Managed a portfolio of 10 concurrent data and analytics projects using Agile and Waterfall methodologies.

Junior IT Project Manager 7/2014 - 12/2016

Networth Realty USA

- Coordinated project schedules, budgets, and deliverables for a 10-member IT team.
- Assisted in the implementation of new analytics tools, improving reporting accuracy by 25%.
- Maintained communication with stakeholders, ensuring alignment with business objectives and timelines.

Junior IT Analyst 5/2012 - 7/2014

Networth Realty USA

- Supported the deployment and troubleshooting of software solutions across departments.
- Performed data cleansing and analysis, contributing to a 30% improvement in data quality.
- Documented technical workflows and user guides for system enhancements and training.

IT Intern 6/2011 - 5/2012

ETech, Inc.

- Provided technical support and contributed to data migration projects.
- Developed dashboards to visualize internal KPIs for reporting.
- Gained hands-on experience in system administration and infrastructure support.

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Blake Hodges
Lead Developer



nichole@evolveinc.com | 252-754-2957 | 1210 E. Arlington Blvd., Greenville, NC 27858 | [LinkedIn](#)

PROFESSIONAL SUMMARY

Blake Hodges is a Lead Developer with extensive experience delivering complex digital platforms across startup, enterprise, and regulated industry environments. His work spans financial services, defense contracting, real estate, and e-commerce, with a strong focus on usability-driven engineering, scalable architectures, and performance optimization. He has led development teams, managed mission-critical web presences, and delivered measurable business outcomes through disciplined technical execution. He brings a proven ability to manage complex technical environments while maintaining a strong focus on usability and business outcomes. His experience delivering scalable, performance-driven digital platforms positions him as a critical technical lead for public-sector and regulated-industry projects requiring reliability, clarity, and long-term maintainability.

CORE COMPETENCIES

Full-Stack Web Development	90%
CMS Architecture & Custom Development	90%
Search Engine Optimization (SEO)	80%
Performance Optimization	80%
Financial Services Digital Platforms	85%
Usability Engineering	85%
User-Centered Design	85%
Technical Team Leadership	90%
Complex Systems Integration	80%
Scalable Web Infrastructure	85%
Digital Marketing ROI Improvement	75%
Platform Optimization	80%
Reliability, Security, Scalability	85%
Conversion Efficiency	75%

TECHNICAL SKILLS

WEB DEVELOPMENT

- Content Management Systems (CMS)
- Cross-browser and mobile-responsive development frameworks
- Version control and deployment pipelines

ANALYTICS & PERFORMANCE

- SEO and analytics platforms
- Web performance and optimization tools

PROFESSIONAL EXPERIENCE

Lead Developer 2024-Present

Evolve, Inc.

- Led top-tier development projects across multiple sectors, including financial services, real estate, e-commerce, and defense-related environments.
- Managed and executed complex technical implementations for regional banks and financial institutions, improving digital marketing ROI by 30% through platform optimization and performance enhancements.
- Oversaw line-of-business web platforms for a regional bank, ensuring reliability, security, and scalability within a regulated operating environment.
- Developed and launched search engine – optimized digital platforms in real estate and e-commerce sectors, contributing to seven-figure growth through increased visibility and conversion efficiency.
- Collaborated closely with creative, strategy, and project management teams to translate business requirements into stable, user-friendly technical solutions.
- Designed navigation systems and user flows that reduced friction and improved task completion for end users.
- Implemented SEO-driven architectures aligned with long-term organic growth strategies.
- Supported development efforts for clients operating under heightened security, compliance, and performance requirements.

Lead Developer 2024-Present

Evolve, Inc., Project, Greenville – Pitt County Convention & Visitors Bureau

- Delivered digital storytelling, public-facing communications, and web-based engagement for a publicly funded tourism authority responsible for regional economic development and community engagement.

Lead Developer 2024-Present

Evolve, Inc., Project, Community Foundation of NC East

- Provided branding, website development, and ongoing digital presence support for a nonprofit philanthropic organization.

Lead Developer 2024-Present

Evolve, Inc., Project, PORT Health Services

- Contributed to organizational rebranding and website redevelopment for a regional public health and human services provider.

Lead Developer 2024-Present

Evolve, Inc., Greenville OBGYN

- Supported website redevelopment and UX strategy for a healthcare provider, emphasizing clear navigation, accessibility awareness, and patient-centered information delivery.

Lead Developer 2024-Present

Evolve, Inc., Time Financing Service

- Contributed to long-term digital strategy, website redevelopment, and platform optimization, resulting in measurable improvements in online application volume, conversion efficiency, and customer acquisition costs.

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Jordan Coppedge

Account Executive | Digital Strategist | Creative Operations

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PROFESSIONAL SUMMARY

Jordan Coppedge is an Account Executive and Digital Strategist with a strong background in creative delivery, social media, and digital marketing execution. At Evolve, Inc., she leads day-to-day client coordination and manages cross-functional production workflows — ensuring brand, website, and campaign initiatives launch on time, on scope, and aligned to measurable outcomes. Jordan combines a sharp creative eye with operational discipline, bringing structure, clarity, and momentum to fast-paced marketing engagements.

CORE COMPETENCIES

Account Management & Client Communication	95%
Project Execution & Task Management	90%
Creative Coordination & Quality Control	90%
Digital Campaign Support (Content + Channel Alignment)	85%
Social Media Strategy & Content Planning	80%
Brand Consistency & Visual Storytelling	85%
Website Content Organization & UX-Ready Messaging	85%
Reporting Support & Performance Optimization (KPI-focused)	80%
Cross-Functional Team Coordination (Creative/Dev/Strategy)	85%
Timeline, Deliverables, and Approval Management	90%
Stakeholder Management & Client Enablement	85%
Creative Briefing & Requirements Translation	85%

TECHNICAL SKILLS

ANALYTICS & SEO

Google Analytics 4 (GA4) Google Tag Manager (GTM)
Looker Studio (Google Data Studio) Google Search Console
SEO Tools (SEMrush / Ahrefs / Moz)

ADVERTISING PLATFORMS

Google Ads Meta Ads Manager (Facebook/Instagram)

CRM & CMS

HubSpot CRM (Forms, Lists, Workflows)
WordPress / Webflow / Squarespace (CMS updates)

DESIGN & COLLABORATION TOOLS

Canva + Adobe Creative Suite (Photoshop/Illustrator basics)
Figma (collaboration, review/markup)

TRACKING & ATTRIBUTION

UTM Tracking & Campaign Attribution

EDUCATION

Public Relations

East Carolina University (ECU)

Minor: Business Administration

East Carolina University (ECU)

PROFESSIONAL EXPERIENCE

Account Executive | Digital Strategist 2023 - Present

Evolve, Inc.

- Lead day-to-day execution across active client accounts, managing priorities, deliverables, and internal workflows to ensure consistent delivery.
- Serve as the primary client point of contact for coordination, updates, approvals, and next steps — keeping stakeholders aligned and engaged.
- Translate client goals into actionable workstreams for creative, strategy, and development teams, including task planning, timelines, and deliverable tracking.
- Coordinate brand and creative production across social, digital campaigns, and web initiatives — supporting cohesive storytelling across all touchpoints.
- Maintain quality standards through structured review cycles, ensuring deliverables reflect brand guidelines, audience expectations, and campaign intent.
- Support performance-driven marketing delivery by aligning execution to KPI goals and ensuring outputs connect to measurable results.

Account Executive | Digital Strategist 2023 - Present

Evolve, Inc., Greenville – Pitt County Convention & Visitors Bureau

- Coordinated digital storytelling and public-facing communications work; managed task execution, timelines, and feedback cycles.

Account Executive | Digital Strategist

Evolve, Inc., Community Foundation of NC East

- Supported branding and website initiatives; coordinated deliverables, approvals, and consistency across digital presence updates.

Account Executive | Digital Strategist 2023 - Present

Evolve, Inc., PORT Health Services

- Supported rebranding and website redevelopment workflows; managed content coordination and approvals while maintaining clarity and accessibility awareness.

Account Executive | Digital Strategist 2023 - Present

Evolve, Inc., Greenville OBGYN

- Coordinated website redevelopment execution and UX-oriented content organization; ensured patient-centered structure and launch readiness.

Account Executive | Digital Strategist 2023 - Present

Time Financing Service

- Supported ongoing digital strategy and web optimization initiatives; coordinated execution tied to conversion efficiency and customer acquisition performance.

Account Executive | Digital Strategist 2023 - Present

Regional Financial Institutions

- Assisted coordination for secure, performance-driven digital platforms; supported organized releases, approvals, and stakeholder communication.



Tristen R. Caudle
 UX Designer & Accessibility Specialist



info@evolveinc.com 980-771-4716 516 River Hwy Ste D PMB 306, Mooresville, NC 28117

PROFESSIONAL SUMMARY

Tristen brings five years of experience designing and building user-facing digital platforms, including SharePoint environments with custom branding, layout, and visual structure developed for client-specific requirements at Evolve, Inc. His background in data visualization and dashboard design — built on Power BI and Domo — informs how he structures complex information for clarity and usability, a skill directly applicable to organizing Alleghany County's high-traffic service pages, GIS data presentation, and department navigation.

CORE COMPETENCIES

Project Management	90%
Business Intelligence	85%
SharePoint Development	80%
ETL	80%
Data Visualization	85%

TECHNICAL SKILLS

DATA
 Domo SQL

DEVELOPMENT
 SharePoint APIs Connectors ETL

VISUALIZATION
 Power BI Domo

EDUCATION

Master of Arts in Economics
 University of Missouri – Kansas City, 2018

Bachelor of Arts in Economics
 University of Missouri – Kansas City, 2017 (Honors Scholar, Summa Cum Laude, Economics Honors)

PROFESSIONAL EXPERIENCE

- UX Designer & Accessibility Specialist** *March 2021 - Present*
Evolve, Inc
 - Oversee end-to-end delivery of digital platform projects from discovery and design through development, testing, and launch, ensuring all deliverables meet documented client requirements and project timelines.
 - Serve as primary client liaison throughout project engagements, managing all stakeholder communications, content review cycles, and approval workflows across departments and organizational levels.
 - Coordinate cross-functional project teams through all phases of delivery, maintaining schedule accountability, scope management, and quality standards from kickoff through post-launch support.
 - Direct the design and implementation of web platforms including site architecture, custom visual design, layout systems, and branding, with direct experience building platforms configured for non-technical content administrators.
- Dashboard Engineer (Freelance)** *February 2020 – June 2021*
Praxis Metrics
 - Create ETL flows with SQL logic and no-code ETL solutions to enable data visualization and analysis.
 - Design dashboards with clear metrics and custom calculations with SQL in Domo.
 - Consult with clients on actionable data insights and create roadmaps to increase corporate data maturity.
 - Assist in the development of SharePoint communication and team sites for various departments.

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KELSEY SUMMEY

Sr. Analytics & Solutions Consultant

evolve

✉ Kelsey@evolveinc.com ☎ (252) 754-2957 📍 1210 E. Arlington Blvd. Greenville, NC 27858 🔗 LinkedIn

PROFESSIONAL SUMMARY

Sr. Analytics & Solutions Consultant with 7 years of experience architecting data-driven strategies and high-impact BI ecosystems. Proven track record of transforming complex datasets — including Hadoop and SQL — into executive-level insights via advanced Power BI and Python modeling. Expert in bridging the gap between technical infrastructure and business growth, having successfully led Salesforce integrations and advised 7+ enterprise departments on strategic KPIs and revenue forecasting.

CORE COMPETENCIES

Strategic Problem Solving	95%
Cross-Functional Collaboration	95%
Project Management	95%
Stakeholder Engagement	90%
Data Storytelling	95%
Financial Acumen	90%
Strategic Thinking	95%
KPI Frameworks	95%
Data Modeling	95%
Data Analytics	95%
Forecasting	90%
ETL	90%
Data Privacy	95%
Data Visualization	90%
Data Mining	95%
Data Segmentation	95%

TECHNICAL SKILLS

PROGRAMMING LANGUAGES

Python Advanced SQL DAX

BUSINESS INTELLIGENCE & VISUALIZATION

Power BI Tableau Looker Studio

DATA PLATFORMS & TOOLS

Salesforce Hadoop SQL Server Excel

ANALYTICS TECHNIQUES

A/B Testing

EDUCATION

M.S. in Data Science and Business Analytics

University of North Carolina at Charlotte

B.S.B.A in Finance, Cum Laude

University of North Carolina at Charlotte

PROFESSIONAL EXPERIENCE

Project Manager, Account Executive February 2026 – Present

Evolve, Inc.

- Led full-lifecycle data science initiatives from initiation to delivery, defining project scope and goals while ensuring strict adherence to budget and timeline constraints.
- Designed and deployed sophisticated machine learning models and algorithms to solve complex business challenges and drive operational efficiency.
- Partnered with clients to translate intricate technical concepts into actionable business strategies, identifying new opportunities for data-driven growth.
- Fostered a collaborative innovation culture through technical mentorship while enforcing rigorous validation protocols to ensure model accuracy and integrity.

Analytics & Solutions Consultant January 2022 – February 2026

Duke Energy

- Led the Salesforce integration project, significantly increasing team efficiency by developing a new pipeline tracking and management method.
- Provided insights to senior management on economic development data, load forecasting data, revenue, and pipeline.
- Created six Power BI dashboards, enhancing Economic Development reporting accuracy and interactivity.
- Applied complex queries (DAX) to merge and display data from multiple sources, ensuring data privacy compliance.
- Advised and assisted seven departments in improving reporting KPIs using Power BI.
- Supported Sales & Relationship Management by creating Power BI dashboards and Executive Summary applications.
- Built data pipelines and analyzed large datasets for business growth insights.
- Optimized the billing system using Hadoop, improving data processing efficiency.
- Utilized Python for predictive analytics, aiding data-driven decision-making.
- Engaged multiple stakeholders, ensuring comprehensive involvement and alignment.
- Analyzed financial data to identify opportunities to strengthen relationships with Local and Regional Economic Development organizations.

Data & Visualization Specialist January 2020 – January 2022

Duke Energy

- Managed multiple projects across organizations, demonstrating effective project management skills.
- Translated reporting needs into SQL queries, creating relevant and insightful reports.
- Enhanced Economic Development reporting through Power BI dashboards.
- Communicated the team's value proposition to Duke Energy, tracking O&M metrics and generating reports.
- Collaborated with finance teams to analyze trends and forecast future financial performance.

16. Attachment C: Professional references

Reference 1

• Company Name	The Buzzards Roost
• Contact Person	Allen Morris
• Title:	Chief Executive Officer
• Mailing Address	Mooresville, North Carolina
• Telephone	(252) 795-5000
• Email	sales@thebuzzardsroost.com

Reference 2

• Company Name	Reliance Building Group
• Contact Person	Bryan Buck, BSCM
• Title:	Chief Executive Officer
• Mailing Address	North Carolina
• Telephone	(252) 943-5240
• Email	BryanBuck@RelianceBuildingGroup.com

Reference 3

• Company Name	Athena Consulting Group, LLC
• Contact Person	Doug Majewski
• Title:	President
• Mailing Address	United States
• Telephone	
• Email	doug.majewski@athenaconsultinggroup.com

Reference 4

• Company Name	Pyxus International, Inc
• Contact Person	Anthony Dillon
• Title:	Vice President
• Mailing Address	United States
• Telephone	919-480-5138
• Email	adillon@pyxus.com

Reference Letter from Athena Consulting Group



To Whom It May Concern:

I am pleased to provide this reference for Evolve, Inc. based on Athena Consulting Group's experience working with their team on website design and redesign efforts.

Evolve has been a trusted and responsive partner throughout our work together. Their team has demonstrated strong capabilities in website design, redesign, user experience, and the overall development and delivery process. They take the time to understand the customer's objectives, translate those requirements into an effective solution, and remain engaged and responsive throughout the project.

From our experience, Evolve delivers high-quality work and is professional, collaborative, and dependable. Their team communicates well, responds effectively to feedback, and maintains a clear focus on delivering a finished product that meets the customer's needs.

Based on our experience working with Evolve, I would recommend them to organizations seeking an experienced and reliable partner for website design and redesign services.

Please feel free to contact me should you require any additional information.

Sincerely,

William "Doug" Majewski
Chief Executive Officer
Athena Consulting Group
doug.majewski@athenaconsultinggroup.com
(843) 224-9099

Reference Letter from Reliance Building Group



August 19, 2026

Re: Reference Letter, Evolve, Inc.

To Whom It May Concern:

I am writing this letter to provide a reference for Evolve, Inc.

I have been working with Evolve, Inc since 2021 and recently decided to reached out to them when I was looking for an experienced marketing agency to assist my company in developing our new website. Throughout this time, their extensive knowledge and experience have been essential to the success of developing my company's overall digital marketing strategy. Their team is trustworthy, detail oriented, dependable and have a deep understanding of their industry. I would consider Evolve to be a valued teammate and I look forward to continuing our relationship in the future.

I can, without reservation, recommend Evolve, Inc and attest to their work ethic and results.

Sincerely,



Bryan J. Buck

Owner

BryanBuck@RelianceBuildingGroup.com

17. Post-Award Forms and Acknowledgments

Evolve Digital Marketing, LLC acknowledges the award requirements in Section 10 of the RFP and in the Proposal for Services Bid Form. Upon award, Evolve completes each item below.

Requirement	Evolve commitment
Conflict-of-Interest Questionnaire	Evolve completes Texas Form CIQ and returns the form to the City before any purchase order or agreement.
IRS Form W-9	Evolve completes Form W-9 for Evolve Digital Marketing, LLC, federal taxpayer ID 41-2529700.
Certificate of Insurance	When requested, Evolve provides a Certificate of Insurance listing the City of Bruceville-Eddy, 144 Wilcox Drive, Eddy, TX 76524, as Certificate Holder.
Signed agreement	Evolve delivers a signed agreement, insurance, and any required surety bonds within 10 days of the City's notice of acceptance, as stated in the Bid Form.
City approval	Evolve starts work only after the City approves all forms and issues a purchase order or agreement.

Evolve does not discriminate against employees or applicants for employment on the basis of race, color, religion, sex, age, or national origin. Evolve acknowledges the City's right to reject any or all proposals, to waive minor informalities, and to award the contract to the lowest responsive, responsible bidder or to the bidder offering the best value to the City.



ENCYIPHERS

We Build Mission-Driven Digital Experiences

PROPOSAL FOR
Website Redesign And Content Management Services

City of Bruceville-Eddy

Proposal Due: September 18, 2026



Proposal valid for 90 days

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Dear Mr. Cutrone,

Thank you for the opportunity to submit this proposal for the City of Bruceville-Eddy's website redesign and hosted content management services. ENCYPHERS LLC is a digital design and development firm with direct experience delivering municipal website redesigns, CMS implementation, and ADA/WCAG accessibility compliance for city and county government clients.

We read the RFP closely, including the full module list your team outlined, from Agenda Center and Alert Center to Notify Me and Facilities. This proposal builds every one of those into a single WordPress-based platform, hosted and supported by our team, so City staff can manage content, forms, and announcements independently without ongoing dependence on outside help.

Per the RFP's request, this is a fixed-fee proposal with costs broken down by Design, Web Development, and Website Hosting, detailed fully in Fee Structure & Budget Breakdown. We've also proposed a completion timeline, a training plan for your three staff members, and a period of included post-launch technical assistance.

We'd welcome the opportunity to give Bruceville-Eddy a website that matches the City's ambitions for its residents, businesses, and visitors.

Sincerely,

Aafaq Sikandar

Executive Sponsor, ENCYPHERS LLC

aafi@encyphers.com | +1 718-312-8022



Executive Summary

Bruceville-Eddy's current website is the first impression many residents and visitors form of the City, and it needs to do more than inform: it needs to let people accomplish what they came to do, from finding an agenda to submitting a form. The RFP's module list reflects that ambition, spanning Agenda Center, Alert Center, Archive Center, Bid Postings, and a dozen more.

ENCYPHERS proposes a full WordPress-based rebuild that delivers every essential and desired module in the RFP as one integrated platform, not a patchwork of disconnected add-ons. This includes a Word-like WYSIWYG editor, menu, link, image, and file managers, a searchable document center, and accessibility-first workflows so staff can only produce ADA- and WCAG-compliant content.

Our proposed delivery schedule runs from an anticipated October 5, 2026 start through a January 18, 2027 completion — roughly 15 weeks — detailed fully in Project Timeline and Implementation Plan, with training for three City staff members delivered by web conference. A focused five-person team is assigned throughout, giving the City clear, direct accountability.

Our total fixed-fee investment is \$22,540, broken down fully by Design, Web Development, and Website Hosting in Fee Structure & Budget Breakdown, with license fees and optional ongoing maintenance itemized separately and transparently.

ENCYPHERS at a Glance

6 yrs

In Business

14+

Public-Sector Projects

40+

Team Members

90 %

Client Retention Rate

Understanding of Scope

What Bruceville-Eddy Needs	How ENCYPHERS Responds
A modern, appealing, easy-to-use website reflecting the City's brand	A full redesign built to the RFP's stated evaluation factors: visual appeal, ease of use, ease of maintaining, and City branding
Every current module retained (Home, Bid Opportunities, Calendar, Code of Ordinances, Departments, Elections, Government, Open Data and Maps, and more)	Rebuilt directly into the new platform, detailed in Technology & Tools
Every desired new module added (Agenda Center, Alert Center, Archive Center, Facilities, Notify Me, News Flash, Form Center, and the full list)	Built as one integrated platform, not disconnected third-party add-ons, detailed in Technology & Tools
A hosted CMS, since the City prefers not to manage its own server	Fully hosted and managed by ENCYPHERS, detailed in Website Hosting
ADA, Section 508, and WCAG AA/AAA accessibility, with staff coached to only produce compliant content	A dedicated accessibility approach and staff workflow design, detailed in Accessibility Approach
A responsive, mobile-first design, not a text-rendered mobile site	Built responsive from the first design concept, tested across devices

A Word-like WYSIWYG editor, with menu, link, image, and file managers	Included natively in the CMS build, detailed in Technology & Tools
Online payments and facility reservations, both marked as future/optional	Scoped as a future Phase 2 addition, not included in this base bid, per the RFP's own framing
Training for three staff members, deliverable by web conference	Included in the base bid, detailed in Training Plan
Cost broken down by Design, Web Development, and Website Hosting, as a fixed fee	Provided exactly in that structure in Fee Structure & Budget Breakdown
Minimized ongoing external maintenance costs	A CMS built for full staff independence, with maintenance offered only as a small, clearly optional add-on
Qualifications, team biographies, and a minimum of four professional references	Provided in Team Members and References

Proposed Approach

Per the RFP's openness to professional judgment on design and platform, we recommend WordPress as the foundation for Bruceville-Eddy's new site, configured specifically to deliver the RFP's full municipal module list.

Why WordPress for a Municipal Site

WordPress gives the City a hosted, staff-manageable CMS with a mature plugin ecosystem capable of replicating every module in the RFP, without locking the City into one proprietary municipal-CMS vendor. This supports the RFP's goal of minimizing external maintenance costs, since WordPress is widely supported by any qualified vendor going forward.

A Single, Integrated Platform, Not a Patchwork

Rather than bolting on a separate tool for each module, we configure a cohesive set of well-supported plugins and custom development into one consistent CMS experience, so City staff learn one system, not a dozen.

Built for the People Who'll Actually Run It

The RFP is clear that City staff, not ENCYPHERS, will manage day-to-day content after launch. We design every workflow, from publishing an agenda to posting an alert, around a small non-technical team, so the platform stays easy to run long after our engagement ends.

A Risk-Aware, Milestone-Driven Delivery Model

Each phase ends with a concrete City sign-off, from design approval to a closed testing log, so issues surface and get resolved early rather than compounding toward launch. This keeps the fixed-fee schedule realistic and protects the City from late surprises.

Solution Outline

Bruceville-Eddy's rebuild rests on four priorities, reflecting the RFP's own stated evaluation factors.

PILLAR 01

Every Required Module, Built In, Not Bolted On

Every module the City listed as essential or desired is a core build component from day one, verified individually before launch, not discovered missing afterward.

PILLAR 02

Accessible by Design, Not by Accident

Content workflows are built so City staff can only produce ADA- and WCAG-compliant pages, with coaching and documentation to support the City's stated aspiration for AA and, where possible, AAA compliance.

PILLAR 03

A CMS City Staff Can Actually Run

Training for three staff members and clear documentation ensure day-to-day content management stays in-house, supporting the City's goal of minimizing external maintenance costs.

PILLAR 04

Room to Grow Without a Second Rebuild

Online payments and facility reservations are scoped as a future addition, so today's build doesn't foreclose tomorrow's plans.

Key Commitments

1**Commitment 1: Every Module Verified Individually Before Launch**

Agenda Center, Alert Center, Notify Me, Facilities, and every other listed module are each tested and confirmed working, not assumed complete because development is "done."

2**Commitment 2: Accessibility Workflows, Not Just an Accessible Launch Day**

Staff are coached on policies and procedures so future content stays compliant, not just the content built during this project.

3**Commitment 3: A Migration That Preserves Everything Currently Working**

Every module on the City's current site (Bid Opportunities, Code of Ordinances, Departments, Elections, and more) is carried forward before any new module is added.

4**Commitment 4: Training Built for Three People, Not a Generic Audience**

Web-conference training is scoped specifically for the City's three identified staff members and their actual day-to-day tasks.

5**Commitment 5: A Fixed Fee With No Surprise Costs**

Design, Web Development, and Website Hosting are broken out exactly as the RFP requested, with license fees and optional maintenance disclosed separately and transparently.

6**Commitment 6: Future Features Scoped, Not Ignored**

Online payments and facility reservations are documented as a ready Phase 2, so the City can move on them whenever it chooses, without another full RFP cycle.

Technology & Tools

Area	Approach
CMS Platform	WordPress, fully hosted and managed by ENCYPHERS, with a Word-like WYSIWYG editor, menu manager, link manager and checker, image and file managers, reusable content blocks, and multi-level undo/redo with draft saving
Civic Communication Modules	Agenda Center, Alert Center, News Flash, Notify Me, and a CivicSend-style multi-channel communication tool for fast, resident-facing notifications
Records & Document Modules	Archive Center, Document Center, Bid Postings, FAQs, and Form/Survey Center for non-technical form and survey building
Directory & Facilities Modules	Community Resources, Resource Directory, Staff Directory, Facilities listing (reservations scoped as future), Employment postings, and My Account/Dashboard single sign-on
Navigation & Discovery	Quick Links, dynamic breadcrumbs, custom site search, sortable calendar, and photo gallery
SEO, Analytics & Reporting	SEO meta tag configuration, Google Analytics (or equivalent), and audit-trail reporting on content changes
Scheduling & Responsive Delivery	Automated content scheduling with publish/expiration dates, and fully responsive design across mobile, tablet, and desktop, with no text-rendered mobile fallback
Security	Regular security updates, vulnerability monitoring, and secure, role-based administrative access

Accessibility Approach

The RFP asks for more than initial ADA and WCAG compliance: it asks for City staff to be coached so that ongoing content stays compliant, and for CMS workflows that structurally limit staff to accessible output. This section details exactly how that's delivered.

Element	Approach
Compliance Target	WCAG AA at minimum, AAA where achievable, alongside ADA and Section 508
Accessible-by-Design Workflows	Content templates and the WYSIWYG editor configured so headings, alt text, and contrast are enforced by the workflow, not left to staff memory
Staff Coaching	Dedicated training on accessibility policies and procedures, beyond general CMS training
Automated Scanning	Ongoing automated accessibility scanning across the live site, flagging new issues as content is added
Manual Review	Screen reader and keyboard navigation testing supplementing automated scanning before launch
Documentation	A written accessibility policy and quick-reference guide for City staff
Reporting	An accessibility compliance report, aligned to the RFP's requested reporting cadence

Together, these practices are designed to meet the RFP's core ask directly: not a one-time compliance certificate, but a City team that structurally can't publish inaccessible content by accident.

Our Process

1	Discovery & Planning Review of the current site's modules and content, confirmation of the full module scope, and technical architecture planning.
2	Design Homepage, department, and key template design reflecting City branding, presented for review and revision.
3	Development CMS build-out of every essential and desired module, plus accessibility workflow configuration.
4	Content Migration Migration of all current content and modules into the new platform.
5	Testing & Accessibility Validation Functional, cross-device, and WCAG AA/AAA testing across every module.
6	Training & Launch Web-conference training for three City staff members, followed by coordinated go-live.

Project Phases

Built from an anticipated October 5, 2026 start, following the September 24, 2026 City Council award consideration, and consistent with the Bid Form's 10-calendar-day work-commencement requirement. The RFP does not specify a required completion date, so this timeline reflects our own recommended, realistic schedule for a project of this scope.

Phase	Weeks	Focus
Phase 1: Discovery & Planning	Weeks 1-2	Module and content audit, technical architecture
Phase 2: Design	Weeks 3-6	Homepage, department, and template design
Phase 3: Development	Weeks 7-12	Full module build-out, accessibility workflow configuration
Phase 4: Content Migration	Weeks 10-12	Migration of all current content and modules, overlapping the end of development
Phase 5: Testing & Accessibility Validation	Weeks 13-14	Functional, cross-device, and WCAG AA/AAA testing
Phase 6: Training & Launch	Week 15	Staff training, coordinated go-live

This timeline targets a completion date of **January 18, 2027** — roughly 15 weeks, or 3.5 months, from an October 5 start — with 30 days of included post-launch support following go-live, detailed in Support & Maintenance.

This schedule assumes timely City feedback during design and content review cycles. Any delay on the City's side shifts the following phases accordingly, and we'll communicate that in writing as soon as it becomes a factor.

Implementation Plan

PHASE 1	Discovery & Planning Weeks 1-2 Oct. 5 – Oct. 19, 2026	
ACTIVITIES • Kickoff meeting with the City Administrator's office and relevant department stakeholders • Full audit of the current website's modules and content against the RFP's essential and desired module lists • Confirmation of the department structure (Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department) for navigation planning • Confirmation of the three staff members to be trained and their day-to-day CMS needs • Technical architecture planning for hosting, accessibility workflows, and third-party integrations (Notify Me, communication tool) • Sitemap and information architecture drafted for stakeholder sign-off before design begins	DELIVERABLES • A confirmed module and content inventory, mapped against the RFP's full essential/desired list • An approved sitemap, technical architecture, and hosting plan • A written project schedule confirming all six phase dates with the City Administrator's office	

PHASE 2	Design Weeks 3-6 Oct. 19 – Nov. 16, 2026
ACTIVITIES - Homepage design reflecting City branding, with a modern, mobile-first layout - Department and key template designs (Government, Departments, Facilities, Bid Postings, Employment) - Accessibility-conscious color contrast and typography selection, built in at the design stage - Presentation of design concepts to City stakeholders for review and one round of revision - Final design sign-off, locking templates before development begins	DELIVERABLES - Approved homepage and key template designs, signed off by the City - A documented style guide (colors, typography, components) for consistent future pages

PHASE 3	Development Weeks 7-12 Nov. 16 – Dec. 28, 2026
ACTIVITIES - CMS build-out of the WYSIWYG editor, menu manager, link manager, image manager, and file manager - Development of every essential module: Home, Bid Opportunities, Calendar, Code of Ordinances, Departments, Community	DELIVERABLES - A functional staging environment with every required and desired module live and testable - An internal feature checklist confirming build completeness against the RFP's full scope

Events, Employment, Elections, Government, Open Data and Maps

- Development of every desired module: Agenda Center, Alert Center, Archive Center, Community Resources, multi-channel communication tool, Document Center, Facilities, FAQs, Form/Survey Center, My Account/Dashboard, News Flash, Notify Me, Photo Gallery, Quick Links, Resource Directory, Staff Directory
- Accessibility workflow configuration, structuring templates so staff can only produce ADA/WCAG-compliant content
- Site search, audit trail, dynamic breadcrumbs, SEO meta tag configuration, and Google Analytics integration
- Weekly internal build reviews confirming each module from the Phase 1 inventory is present and functional as it's completed

- SEO and analytics configuration confirmed live on staging

PHASE 4

Content Migration

Weeks 10-12 | Dec. 7 – Dec. 28, 2026, overlapping the end of Development

ACTIVITIES

- Migration of all current website content into the new platform's modules and templates
- Verification that migrated content displays correctly in the new template system
- Redirect mapping for any restructured URLs, preserving existing search value

DELIVERABLES

- Migrated, validated content on staging
- A finalized redirect map, tested for accuracy

- Spot-check review of migrated content by City staff for accuracy and completeness

PHASE 5**Testing & Accessibility Validation**

Weeks 13-14 | Dec. 28, 2026 – Jan. 11, 2027

ACTIVITIES

- Functional testing of every module against the RFP's essential and desired lists
- WCAG AA/AAA accessibility testing, automated and manual, including keyboard navigation and screen reader checks
- Cross-browser and cross-device testing across desktop, tablet, and mobile
- Security testing, including administrative access controls and vulnerability scanning
- Issue log tracked to closure before sign-off, with the City copied on final results

DELIVERABLES

- A testing report confirming functional and accessibility readiness across every module
- A closed-out issue log with no outstanding critical or high-priority items

PHASE 6**Training & Launch**

Week 15 | Jan. 11 – Jan. 18, 2027

ACTIVITIES

- Web-conference training for three City staff members on day-to-day content management and accessibility workflows
- Recorded training sessions saved to a staff training library for future reference (see Value-Added Services)

DELIVERABLES

- The live, fully functional Bruceville-Eddy website
- Trained staff, ready to manage content and accessibility compliance independently

- Written CMS and accessibility documentation handoff
- Final review and sign-off with the City Administrator's office
- Coordinated go-live, with the ENCYPHERS team on standby through launch day
- A recorded training library and written documentation, owned by the City

Reporting & Compliance

Per the RFP's openness to proposer recommendations on reporting format, we recommend the following cadence, delivered in a short, plain-language format the City Administrator's office can act on directly, not a raw data export.

Reporting Cadence

Report	Frequency	Content
Website Usage	Monthly	Google Analytics summary: traffic, top pages, search terms, and device breakdown
Accessibility Compliance	Quarterly	WCAG AA/AAA scan results, issues found, and corrections made, plus current compliance status
Maintenance & Support Log	Monthly (if ongoing maintenance is engaged)	Summary of updates, security patches, and support requests, with hours used against the retainer
Security & Backup Status	Monthly	Uptime, backup completion, and any vulnerability scan findings
Final Project Report	At project completion	Full module checklist, testing results, accessibility validation, and training summary

Reporting Cadence

Reports are delivered by email as a short written summary, with underlying data available on request. Any accessibility or security issue rated critical is escalated to the City Administrator's office directly, by phone or email, within one business day of discovery, rather than waiting for the next scheduled report.

Compliance Standards Addressed

Standard	How It's Met
ADA Title II & Section 508	Accessible-by-design CMS workflows, staff coaching, and pre-launch manual review
WCAG 2.1 AA (minimum), AAA where achievable	Automated and manual accessibility testing in Phase 5, with ongoing quarterly re-scanning
Municipal Non-Discrimination Requirements	ENCYPHERS' own employment and vendor practices, disclosed in Compliance & Disclosures
Public Records & Data Handling	Content, credentials, and City data are never entered into a public or third-party AI tool, per Generative AI Disclosure

Company Overview

ENCYPHERS LLC is a digital design and development firm founded in 2020, with six years of experience delivering website redesigns, CMS implementation, and accessibility compliance for municipal and public-sector clients.

Firm Profile

Name of Company	ENCYPHERS LLC
Address	806 NW 16th Ave, Unit 210, Gainesville, FL 32601
Founded	2020 6 Years in Business
EIN	38-4270660
SAM.gov UEI	FYFWV9R8PF35
DUNS	12-902-1315
Website	encyphers.com
Primary Contact	Aafaq Sikandar, Executive Sponsor aafi@encyphers.com +1 718-312-8022

Core Capabilities

Municipal Website Redesign

Direct experience delivering the same public-facing accountability standard Bruceville-Eddy operates under.

WCAG AA/AAA Accessibility as Standard Practice

Built into design, development, and staff workflows, not treated as a launch-day checkbox.

Hosted CMS Delivery

Full hosting and management, so the City never has to run its own server infrastructure.

CMS Configuration for Non-Technical Staff

Editing experiences and accessible-by-design workflows built for a small municipal team.

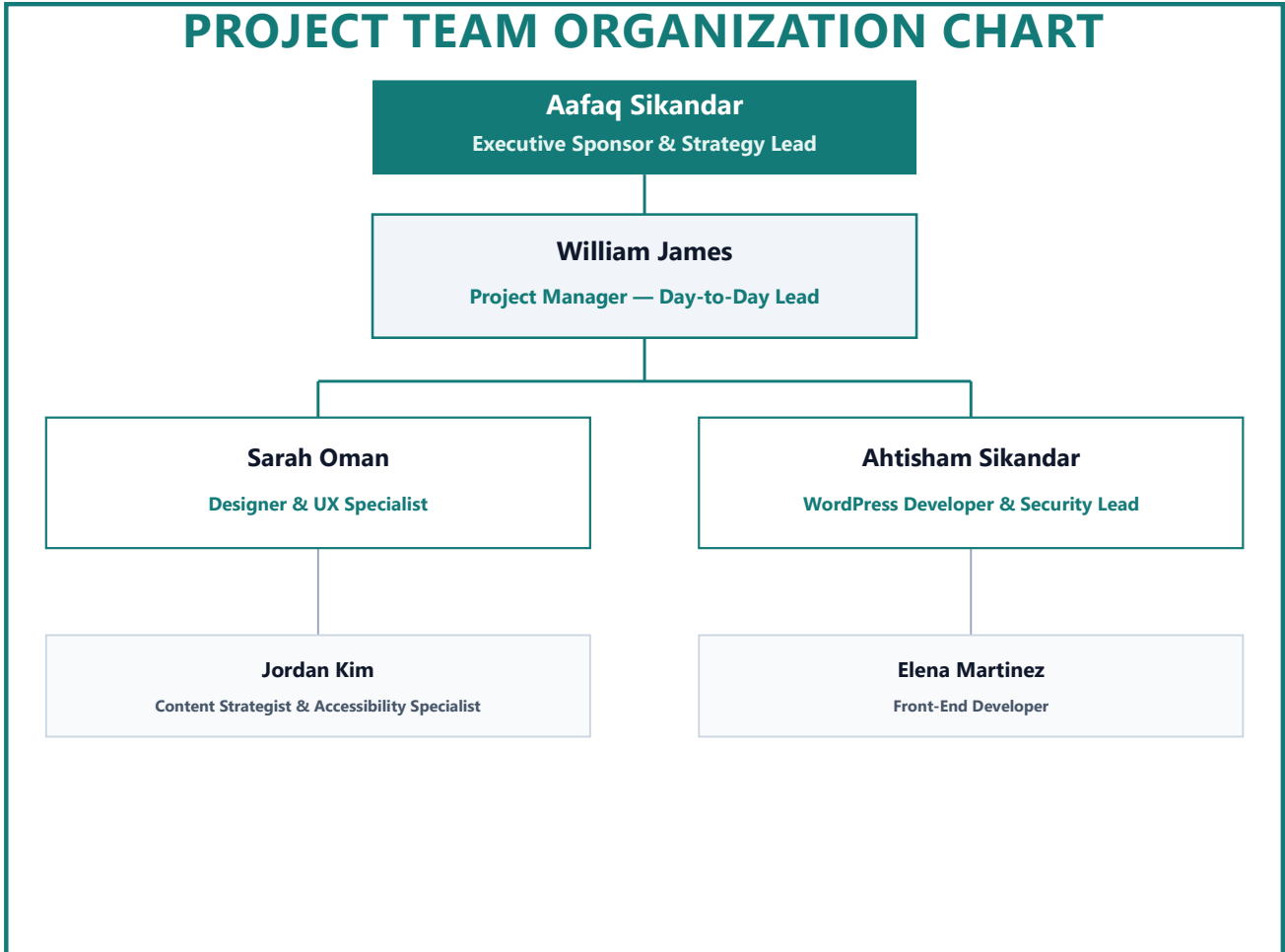
Municipal Module Development

Direct experience building the specific module set common to city government websites (agendas, alerts, notifications, staff directories, bid postings).

Transparent, Fixed-Fee Project Delivery

A track record of delivering public-sector engagements on a predictable, itemized fixed fee.

Organization Chart



Why Choose Us

Every Module Delivered as One Integrated Platform

The RFP's full module list is built into a single, cohesive CMS experience, not a collection of disconnected third-party tools staff have to learn separately.

Accessibility Built Into Workflows, Not Just the Launch-Day Design

Staff are coached and templates are structured so future content stays WCAG AA/AAA-compliant, directly addressing the RFP's stated coaching request.

A Fully Hosted CMS, Meeting the RFP's Stated Preference

The City never has to manage server infrastructure, and hosting is priced transparently as its own line item.

Transparent, Itemized Pricing With No Hidden Costs

Design, Web Development, and Website Hosting are broken out exactly as requested, with license fees and optional maintenance disclosed separately.

A CMS Genuinely Built to Minimize External Maintenance

Training and documentation are scoped so the City's own staff can run the site independently, directly supporting the RFP's stated cost-minimization goal.

Room to Grow Without a Second RFP Cycle

Online payments and facility reservations are scoped and ready as a future phase, so the City isn't locked out of future functionality.

Awards & Recognition

ENCYPHERS LLC has earned recognition across the government technology, nonprofit digital services, and web accessibility sectors. Our awards and certifications reflect our commitment to delivering measurable results for public-mission organizations, maintaining the highest standards of technical execution, and building accessible, compliant digital environments that outlast individual engagements.





ENCYPHERS LLC has been formally honored by the New York State Assembly for its contributions to technology and innovation, underscoring our reputation as a trusted partner for government and public sector digital transformation.

Relevant Experience

Case Study 01: Maine Technology Institute

State Agency / Federally-Funded | WordPress | WCAG 2.1 AA | Security Hardening |
meitechnology.org

Case Study 02: Nevada Rural Housing Authority

State Public Agency | WordPress | WCAG 2.1 AA | Resident Self-Service |
nvruralhousing.org

Case Study 03: Grand Forks International Airport

Public Airport Authority | WordPress | ADA Title II | gfia.com

Case Study 04: BK Independent

Independent communit (Non-Profit) | Wix | ADA Title II | bkindependent.org

Case Study 05: Sacramento Area Sewer District

State Public Agency | WordPress | ADA Title II | sacsewer.com

Maine Technology Institute

From Legacy WordPress Infrastructure To A Secure, Grant-Applicant-First Digital Platform For Maine Technology Institute

[Click Here For Full Case Study](#)

Challenges

The Site Ran On An Outdated, Vulnerable WordPress Install With A Confusing Content Structure That Buried Grant Programs, No CMS Training For Staff, Unclear Navigation For Applicants, And No Governance Model Leaving Outdated Info On High-Traffic Pages And Updates Dependent Entirely On Developers. Together, These Gaps Slowed Publishing And Put Both Security And User Experience At Risk.

Key Achievement

49%

"Improvement In Average Session Duration Post-Launch"

Key Achievement

18 Mo.

"Zero Unplanned Downtime Since Engagement Completion"

Key Achievement

100%

"Security Vulnerabilities Remediated After Full Audit"

Key Achievement

WCAG 2.1

"AA Compliant, Accessible To All Grant Applicants And Stakeholders"



Industry

State Agency / Public Instrumentality

Location

Augusta, Maine, USA

Services

Website Development

Timeline

4-6 Months

Platforms

WordPress · WCAG Tools

From Inaccessible Government Site To A Resident-First Housing Platform For Nevada Rural Housing Authority

[Click Here For Full Case Study](#)

Challenges

Program Eligibility Info Was Buried Deep In The Site Architecture, Application Guidance Was Incomplete, And The Site Wasn't Optimized For Mobile Despite Being Many Residents' Primary Access Point. ADA/WCAG 2.1 AA Gaps Limited Access For Users With Disabilities, And Navigation Relied On Internal Program Jargon Rather Than Resident-Friendly Terms.

Key Achievement

91%

"Increase In Mobile
Traffic Within First 90
Days"

Key Achievement

68%

"Growth In Online
Program Inquiries Post-
Launch"

Key Achievement

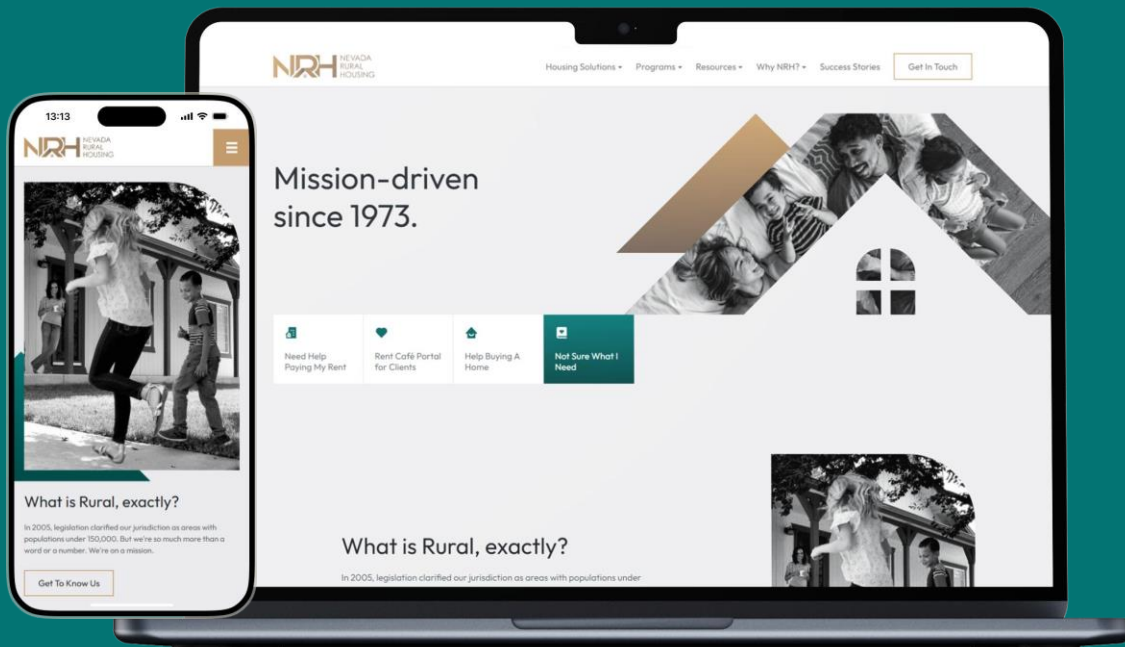
↓ Calls

"Significant Reduction
In Staff Phone-In
Requests"

Key Achievement

WCAG 2.1

"AA Compliant,
Accessible To All
Residents"



Industry

State Agency / Public
Instrumentality

Location

Augusta, Maine,
USA

Services

Website
Development

Timeline

4-6 Months

Platforms

WordPress ·
Member Portal

From Compliance Risk To A Modern, Accessible Digital Gateway For Grand Forks International Airport

[Click Here For Full Case Study](#)

Challenges

The Site Had Documented ADA Title II Accessibility Failures With No Remediation Plan, While Critical Passenger Info Stayed Buried In A Confusing Nav Structure. Poor Mobile Optimization (A Usability Score Of Just 54) Failed Travelers Relying On Smartphones, And Content Depended Entirely On Outside Support, Leaving Staff Unable To Update Schedules Or Guide International Passengers Through Customs.

Key Achievement

54 → 98

"Mobile Usability Score Improvement Post-Launch"

Key Achievement

WCAG 2.1

"AA Compliant Accessible To All Passengers Including Those With Disabilities"

Key Achievement

100%

"ADA Title II Audit Findings Remediated Ahead Of Authority Deadline"

Key Achievement

Staff-Managed

"CMS Enables Independent Content Updates Without Outside Assistance"



Industry

Public Airport /
Government Authority

Location

Grand Forks, North
Dakota, USA

Services

Website
Development

Timeline

4-6 Months

Platforms

WordPress ·
WAVE · DevTools

BK Independent

From An Underperforming CMS To A Fast, Content-Rich Digital Platform For BK Independent

[Click Here For Full Case Study](#)

Challenges

The Site Struggled Under High Content Volume, Causing Sluggish Load Times And Broken Mobile Layouts, While A Cumbersome CMS Workflow Delayed Publishing. With No Defined SEO Strategy, Strong Content Went Undiscovered, And High Bounce Rates Showed Visitors Weren't Engaging Deeper. Accessibility Gaps Also Left The Site Short Of WCAG Standards Expected Of Public-Serving Organizations.

Key Achievement

70%

"Decrease In Page Load Times Post-Launch"

Key Achievement

88%

"Growth In Mobile Readership In First 60 Days"

Key Achievement

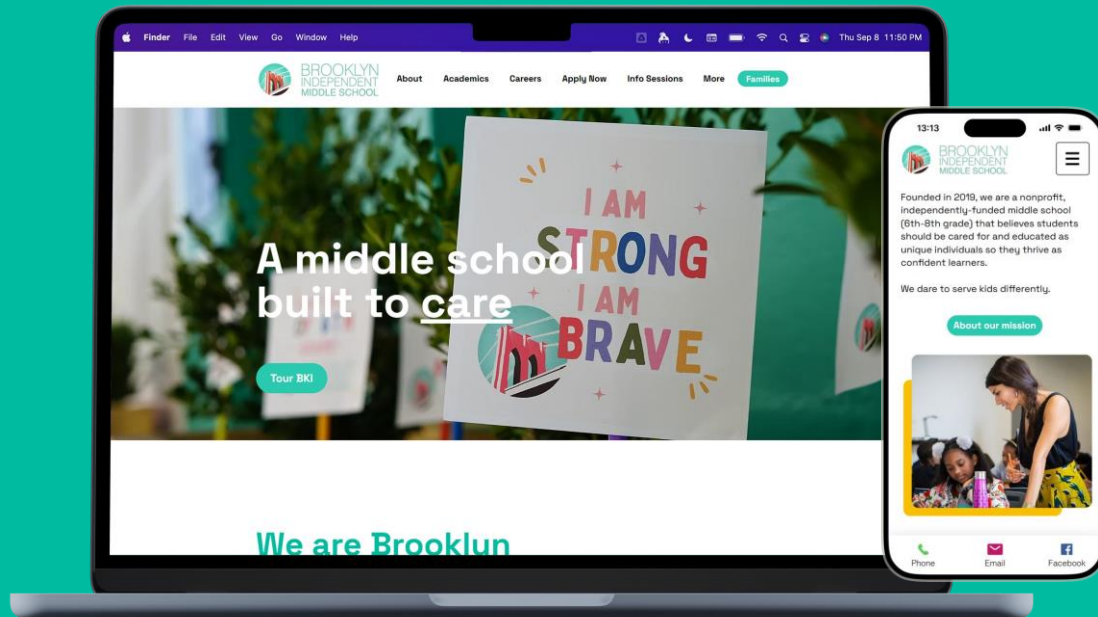
61%

"Increase In Organic Search Traffic Post-SEO"

Key Achievement

WCAG 2.1

"AA Compliant, Accessible To All Community Members"



Industry

Nonprofit / Education

Location

Brooklyn, New York, USA

Services

Website Development

Timeline

4-6 Months

Platforms

Wix · Yoast SEO · Email CRM

Modernizing Public Infrastructure Through A Clean, Accessible Digital Experience

[Click Here For Full Case Study](#)

Challenges

The Previous Platform Fell Short Of Modern Accessibility And Usability Standards, Making It Difficult For Users To Find Service Areas, Manage Billing, And Access Key Resources. The Organization Also Needed A Scalable, High-Performance Platform To Support Ongoing Projects, Future Enhancements, And Long-Term Growth.

Key Achievement

20%

"Billing Lookups
Reduced From Minutes
To Seconds"

Key Achievement

30%

"Increase In Online Service
Usage (Reporting, Billing,
Education)"

Key Achievement

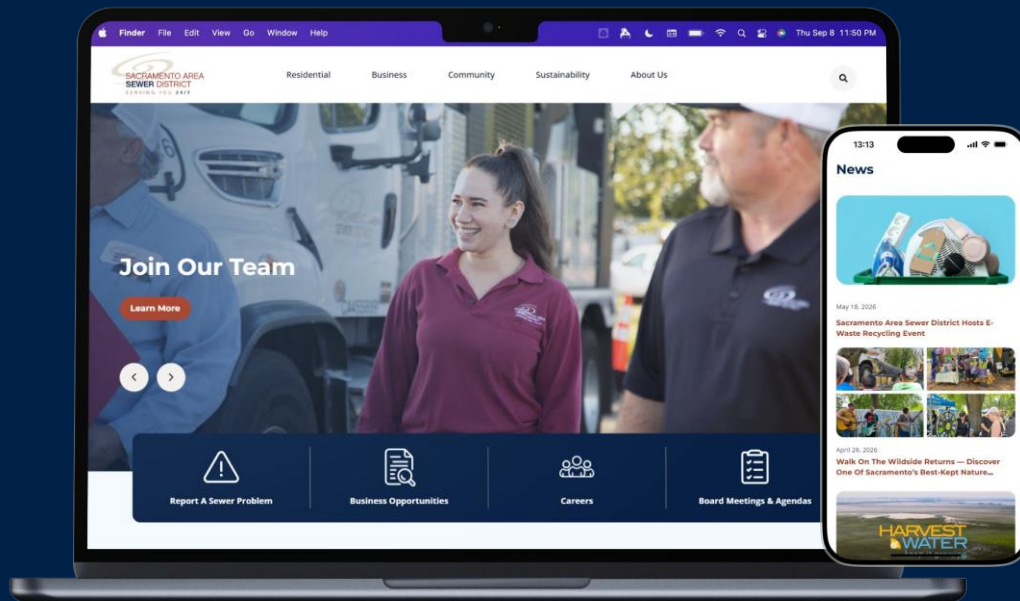
100%

"WCAG 2.2
Compliance Across
The Platform"

Key Achievement

1.6M

"Residents Served
Across The Sacramento
Region"



Industry
Local Government /
Public Sector

Location
Sacramento,
USA

Services
Website
Development

Timeline
4-6 Months

Platforms
WordPress ·
WAVE · DevTools

Client Testimonials

We maintain strong client satisfaction across every engagement. A few recent, publicly available reviews are below.

Communications Director — GRAND FORKS INTERNATIONAL AIRPORT

★★★★★

“

ENCYPHERS turned our airport site into a modern, accessible gateway. ADA issues were fully remediated, mobile usability jumped from 54 to 98, and staff now manage updates independently.

Digital Director — GREENEVILLE ENERGY AUTHORITY

★★★★★

“

ENCYPHERS transformed our website from a confusing utility site into a platform our members actually use. They understood that our audience needs clarity, not technical jargon. The results speak for themselves.

Executive Director — BK Independent

★★★★★

“

Working with ENCYPHERS gave us confidence that our digital presence was secure, accessible, and future-ready. Their team didn't just deliver technical fixes — they provided clear documentation, transparent reporting, and proactive guidance that empowered our staff. The blend of expertise and accountability made ENCYPHERS feel like a true partner rather than just a vendor.

Team Overview

William James

Project Manager

Experienced municipal project manager ensuring on-schedule delivery and serving as the City's single point of contact.

Ahtisham Sikandar

WordPress Developer & Security Lead

Leads CMS architecture and hosting with strong focus on security, backups, and compliance for municipal websites.

Sarah Oman

Designer & UX Specialist

Designs accessible, branded visual systems and templates that reflect City identity and meet WCAG standards.

Elena Martinez

Front-End Developer

Builds responsive, accessible templates and ensures SEO, analytics, and cross-device performance for all modules.

Jordan Kim

Content Strategist & Accessibility Specialist

Guides content migration and accessibility coaching, producing staff-friendly documentation and compliance reporting.

William James

Project Manager — Day-to-Day Lead

pm@encypthers.com | +1 917-271-9645

Role and Responsibilities

- Serves as the City's single point of contact from kickoff through launch
- Owns the project schedule across all six phases, targeting the January 18, 2027 completion date
- Coordinates design and development review sessions with the City Administrator's office
- Manages the module checklist and testing sign-off, confirming every essential and desired module is accounted for
- Leads the transition from launch into the post-launch support period
- Maintains the written project schedule and communicates any timeline impact in writing as soon as it arises
- Runs weekly internal status checks with the team to keep the fixed-fee budget and schedule on track

Professional Background

- 8+ years managing municipal website redesign and CMS implementation engagements
- Direct experience coordinating projects with small municipal teams and limited internal technical staff
- Background managing engagements governed by a formal City Council approval process
- Track record of on-schedule delivery for fixed-fee public-sector engagements
- Experienced running remote, web-conference-based stakeholder reviews for government clients
- Comfortable coordinating vendor deliverables against formal RFP evaluation criteria

Ahtisham Sikandar

WordPress Developer & Security Lead

Role and Responsibilities

- Leads CMS architecture, hosting configuration, and back-end module development
- Builds the link manager, image manager, file manager, and content manager
- Configures security, administrative access controls, vulnerability scanning, and audit trail reporting
- Manages the hosting environment described in Website Hosting, including SSL and backups
- Owns the automated daily backup and restore process throughout the hosting term
- Leads the security testing pass in Phase 5, including administrative access control checks

Professional Background

- Hands-on WordPress development experience across CMS builds, hosting, and plugin configuration
- Direct experience configuring cloud hosting environments for public-sector clients
- Background implementing security practices appropriate for municipal data and access needs
- Experience integrating third-party municipal tools such as agenda, notification, and communication systems
- Comfortable troubleshooting production issues quickly under a live government website

Elena Martinez

Front-End Developer

Role and Responsibilities

- Builds responsive front-end templates for every module in the RFP's scope
- Implements the WYSIWYG editor, menu manager, and content display components
- Configures SEO meta tags, Google Analytics, and site search
- Leads front-end and cross-device QA testing across every module before launch
- Verifies dynamic breadcrumbs, quick links, and navigation behave consistently across every template
- Confirms responsive behavior on mobile, tablet, and desktop before each phase sign-off

Professional Background

- 7+ years of WordPress front-end development experience for municipal clients
- Direct experience implementing the specific module set common to city government websites, including SEO and analytics configuration
- Background optimizing government websites for consistent performance and reliability
- Experience building mobile-first templates that avoid text-rendered mobile fallbacks
- Comfortable working directly from approved design files with minimal back-and-forth

Sarah Oman

Designer & UX Specialist

Role and Responsibilities

- Leads homepage, department, and key template design reflecting City branding
- Designs the visual identity system applied consistently across every module
- Ensures WCAG AA/AAA color-contrast and readability standards are met at the design stage
- Presents design concepts to City stakeholders for review and approval
- Documents the finished style guide (colors, typography, components) for long-term consistency
- Leads the single round of design revision so feedback is incorporated before development begins

Professional Background

- 8+ years designing accessible, public-facing websites for municipal and government clients
- Direct experience applying municipal branding within a modernized visual system
- Background designing template systems that stay usable as non-technical staff manage content long-term
- Experience designing for small internal teams who will maintain the site without a dedicated designer
- Comfortable presenting and defending design decisions directly to non-technical stakeholders

Jordan Kim

Content Strategist & Accessibility Specialist

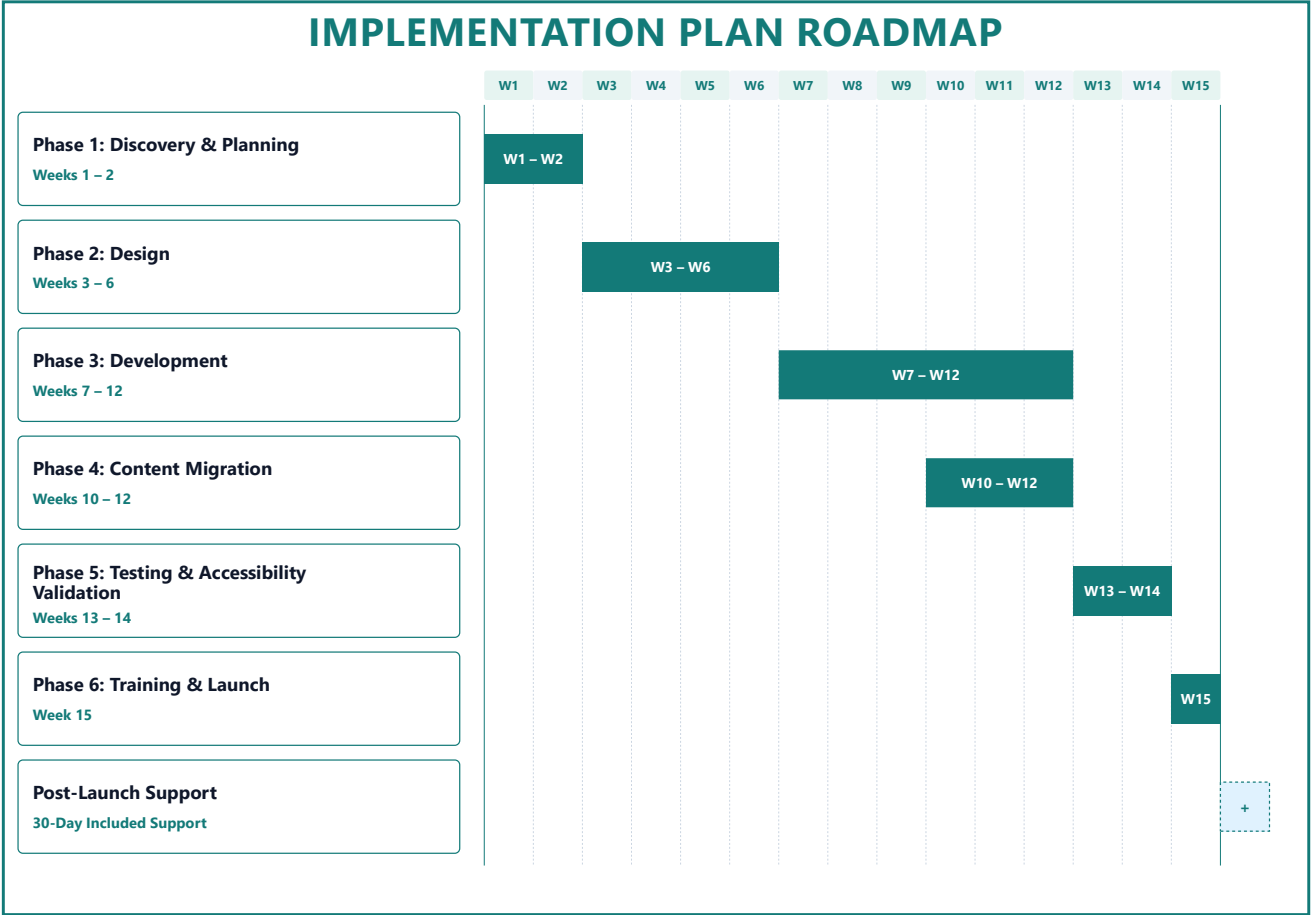
Role and Responsibilities

- Leads WCAG AA/AAA implementation and the accessibility staff-coaching program
- Leads content migration from the current site into the new module structure
- Develops accessibility policy documentation and the staff quick-reference guide
- Co-leads staff training on accessible content workflows and delivers the recurring reporting described in Reporting & Compliance
- Verifies migrated content and redirect mapping for accuracy before Phase 5 testing begins
- Maintains the staff training video library so recorded sessions stay organized and easy to find

Professional Background

- Content strategy and accessibility background for municipal website modernization
- Direct experience delivering ongoing accessibility coaching, not just one-time compliance
- Background producing documentation and reporting usable by non-technical municipal staff
- Experience structuring content migrations that preserve existing search visibility
- Comfortable translating WCAG technical requirements into plain-language staff guidance

Project Timeline



Fee Structure & Budget Breakdown

Per the RFP's request, this is a fixed fee, broken down exactly by Design, Web Development, and Website Hosting, with all other cost categories itemized separately and transparently. All professional services are calculated at our standard \$95/hour blended rate.

A lean, five-person team and a focused 15-week schedule let us bring this in well below a typical municipal redesign of this scope, without cutting any module or accessibility requirement from the RFP.

Base Bid (Fixed Fee)

Category	Cost
Design (discovery, information architecture, wireframing, visual design)	\$3,800
Web Development (CMS build, all essential and desired modules, accessibility implementation, content migration, testing, training, project management)	\$16,340
Website Hosting (Year 1, \$200/month)	\$2,400
Total Base Bid	\$22,540

Additional Cost Categories (Not Included in Base Bid)

Category	Cost	Notes
License Fees (third-party tool subscriptions: accessibility monitoring, form/survey builder, multi-channel communication tool)	~\$1,200/year	Billed at cost; itemized invoices provided
Maintenance and Support (optional, after the included 30-day post-launch period)	\$380/month (4-hour allowance)	Entirely optional, kept minimal per the RFP's stated goal of minimizing external maintenance costs
Citizen Engagement Add-Ons (optional)	Quoted on request	Surveys, polls, or feedback widgets beyond the base Form/Survey Center, if the City wants them
Other Charges	None anticipated	No consulting fees or hidden costs beyond what's listed above

Future/Optional Phase 2 (Not Priced in This Proposal)

Online payment processing and online facility reservations, both explicitly marked "future only" or not currently required in the RFP. We're glad to scope and price these as a follow-on phase whenever the City is ready.

Payment Terms

- 30% due upon contract execution
- 40% due upon approval of visual design (end of Phase 2)
- 30% due upon final launch and sign-off
- Invoices issued by email; net 30 payment terms, consistent with standard municipal payment cycles

Value-Added Services

(Included, No Additional Cost)

30 Days of Complimentary Post-Launch Support

Bug fixes, troubleshooting, and minor adjustments for 30 days following launch, at no additional cost, with an optional monthly retainer available afterward (see Support & Maintenance).

Security Monitoring Baseline

Ongoing vulnerability scans and SSL certificate management included through the hosting term, with a plain-language compliance summary available on request.

Staff Training Video Library

Training sessions are recorded and organized into a short internal video library, so staff can revisit any topic later without needing to schedule a follow-up call.

Accessibility Quick-Reference Guide for Staff

A plain-language internal reference helping City staff maintain WCAG AA/AAA compliance when adding new content after launch.

Complimentary Google Analytics Setup

Configured and connected at launch, supporting the RFP's monthly usage reporting request at no additional cost.

Website Hosting

Per the RFP's preference for a hosted CMS, ENCYPHERS provides fully managed WordPress hosting for the life of the engagement, so the City never has to run or patch its own server.

Element	Approach
Hosting Environment	Managed WordPress hosting on secure, US-based infrastructure, sized appropriately for a municipal site of this scope
Uptime & Performance	Monitored uptime, caching, and CDN delivery for fast page loads across the City
SSL & Security	SSL certificate management, automatic renewal, and regular platform security patching
Backups	Automated daily backups with rapid restore capability if ever needed
Cost	\$200/month (\$2,400 for Year 1), included in the Base Bid: a cost-conscious tier sized to the City's actual traffic and content needs, not an enterprise plan the City doesn't need

Support & Maintenance

ENCYPHERS includes 30 days of complimentary post-launch support at no additional cost (detailed in Value-Added Services). Beyond that window, ongoing support is available as a small, entirely optional add-on — never a requirement to keep the site running.

Element	Approach
Included Support	30 days of bug fixes, troubleshooting, and minor adjustments following launch, at no charge
Optional Monthly Retainer	4 hours/month of updates, bug fixes, and small enhancements, at \$380/month — cancel anytime
Security Monitoring	Ongoing vulnerability scans, SSL management, and a compliance summary, available as part of the retainer
Response Time	Standard requests acknowledged within 1 business day under the retainer
No Lock-In	The CMS is built for full City staff independence — the retainer is there if useful, never required

References

Contact	Organization	Email / Phone	Length of Relationship
Lauren Weinert	Axobotanica	lauren@axobotanica.com +1 (303) 931-1158	3+ years
Sean Latty	Latty's Plumbing	sean@lattysplumbing.com +1 (646) 201-1127	2+ years
Eric Petrosillo	Meridian Mechanical, Inc.	edraftcad@gmail.com +1 (516) 779-7845	2+ years
Robert J. Stopa	Reis/Akar Renovation Inc.	srstooa@aol.com +1 (917) 468-6950	1+ year

Generative AI Disclosure

Where Generative AI May Support Our Internal Process

Our team may use AI-assisted tools for early-stage content drafting, code scaffolding, and QA test-case generation, always reviewed and finalized by a human team member before delivery.

Where Generative AI Is Never Used

Final design decisions, accessibility compliance sign-off, security configuration, and any City-published content are handled directly by our team, without AI drafting.

Confidentiality Safeguards

No City-provided content or credentials are ever entered into a public or third-party AI tool.

Compliance & Disclosures

Subcontracting

Per the City's confirmation that it will contract with only one group, ENCYPHERS will perform all work directly through our own team, listed above, with no subcontractors on this engagement.

Non-Discrimination

ENCYPHERS does not discriminate in employment on the basis of race, color, religion, sex, age, or national origin, consistent with the RFP's stated requirement.

Post-Award Compliance

Upon award, ENCYPHERS will promptly complete the City's Conflict-of-Interest Questionnaire, IRS Form W-9, and provide a Certificate of Insurance naming the City of Bruceville-Eddy as Certificate Holder, as required.

Contact Information

Day-to-Day Project Manager

Name	William James
Title	Senior Project Manager, ENCYPHERS LLC
Email	pm@encyphers.com
Phone	+1 (917) 271-9645
Role	Primary contact for all deliverables, approvals, reports, and extra hour authorizations throughout the engagement

Primary Contact

Name	Aafaq Sikandar
Title	Executive Sponsor, ENCYPHERS LLC
Email	aafi@encyphers.com
Phone	+1 (718) 312-8022

Proposal Disclaimer

Proposal valid for 90 days. Pricing and timelines are based on RFP scope and may adjust if requirements change.

Thank you for considering our proposal. We look forward to the opportunity to support the City of Bruceville-Eddy with a modern, accessible, and citizen-focused website.

State of Florida

Department of State

I certify from the records of this office that ENCYPHERS LLC is a limited liability company organized under the laws of the State of Florida, filed on May 26, 2023.

The document number of this limited liability company is L23000258492.

I further certify that said limited liability company has paid all fees and penalties due this office through December 31, 2026, that its most recent annual report was filed on August 14, 2026, and that its status is active.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Seventh day of September,
2026*




Secretary of State

Tracking Number: 8465336712CU

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

GRAFFX DESIGN & DEVELOPMENT

Matthew Graff | (602) 320-2520 | mg@graffx.com | graffx.com

Website Redesign and Hosted CMS Quote

Prepared for the City of Bruceville-Eddy, Texas

Attention: Lawrence Cutrone, City Administrator
144 Wilcox Drive, Eddy, TX 76524

Quote GDD-BE-20260914 | Issued 09/14/2026 | Valid through 10/18/2026

Project summary

Graffx Design & Development will redesign bruceville-eddy.us with a custom WordPress theme built with Bootstrap. We will create a modern, responsive website that makes City information easier to find, expands digital services for residents, and gives staff a straightforward browser-based system for managing content.

The project includes accessible page layouts, searchable documents and archives, agendas, bids, calendars, digital forms and job applications, directories, emergency banners, and topic-based email and text notifications. Staff will have controlled publishing workflows, a customized dashboard and a single sign-on connection. We will train three City staff members and provide managed hosting, maintenance and support.

We will exceed your expectations through responsive customer service, high-quality design, and clean, maintainable code. Our track record is 100% customer satisfaction. Matthew Graff will be your direct point of contact throughout the project and after launch, so your staff can reach the person responsible for the work.

Our focus is a website the City can confidently maintain and residents can comfortably use. The design and included workflows will be developed to WCAG 2.1 Level AA, with practical improvements beyond that standard where possible. Printable forms will remain available alongside the new digital processes.

Proposed investment and delivery

Item	Proposed amount
Fixed implementation fee	\$27,500
Annual hosting, licenses, support and messaging allowance	\$6,600
Implementation plus first year of managed service	\$34,100

Delivery: 12-14 weeks from kickoff, including staff training.

Launch assistance: 90 days after launch, followed by ongoing managed support.

The following pages define the fixed fees, included features, service allowances and commercial terms. We appreciate the opportunity to serve the City of Bruceville-Eddy.

Matthew Graff
Graffx Design & Development

Pricing and estimated effort

The fixed implementation fee covers the custom WordPress and Bootstrap website, module configuration, defined integrations, migration, accessibility review, training and launch. The breakdown below follows the scope and quantities in this quote.

Implementation fees

Work area	Est hours	Fixed fee
Discovery, design and responsive layouts	32	\$4,000
Custom WordPress theme and city modules	72	\$9,000
Notifications, SSO and staff dashboard	32	\$4,000
Content and document migration	28	\$3,500
Accessibility review and functional testing	32	\$4,000
Training for three staff members	8	\$1,000
Project coordination and launch	16	\$2,000
Fixed implementation total	220	\$27,500

Hours are planning estimates at a blended \$125/hour. Each work area is fixed fee for the defined scope; in-scope effort above the estimate does not increase the price.

Annual managed service

Service	Annual fee
Managed hosting and backups	\$1,800
CMS and required plugin licenses	\$1,800
Standard maintenance and support	\$2,400
Email and SMS service allowance	\$600
Total annual recurring fee	\$6,600

First year total: \$34,100

Includes implementation and the first 12 months of managed service. Annual service is equivalent to \$550/month. Optional services and approved messaging overages are additional. No sales tax is included for the City.

Website design and city services

Design and navigation

We will design and develop a custom WordPress theme using Bootstrap for responsive layouts on phones, tablets and desktops. The fee includes one approved visual direction, two consolidated revision rounds and up to eight reusable page templates. Navigation will emphasize payments, forms, meetings, service information and urgent notices. Existing branding and City-supplied photography will guide the design.

The site will preserve the existing department and government content, including Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department, elections, employment, council and boards. The Economic Development Corporation page will gain structured business resources, contacts, announcements and document links.

Included public modules

Module	Included capability
Agendas and documents	Categorized agendas, minutes, budgets and files with date, board and keyword filters. Search includes document text when machine-readable.
Archive center	Dated collections of recurring records, newsletters and announcements, organized by year and category.
Bid opportunities	Post and filter bids by category, title and closing date; automatically close or archive listings.
Activities and calendars	Create activities, events and meetings; display multiple calendar views and filter by department, board or category.
Alerts and news	Accessible emergency banner at the top of the homepage, optional sitewide display, scheduled notices and news articles.
Forms and employment	Build surveys, service forms and job applications with private submissions, email routing and Excel-compatible exports.
Facilities and locations	Facility profiles, addresses, maps, contact details and in-person reservation instructions. Data structure supports a future booking module.
Directories and resources	Staff and business directories, community assistance resources, City Council contacts and category filters.
FAQs and photo galleries	Keyboard-accessible questions and answers, selected-answer focus at the top of the FAQ area, and galleries with image descriptions.
Links and reusable content	Graphic links, quick links, reusable information widgets, breadcrumbs and department navigation.
Search and reporting	Custom site search, Google Analytics 4, page titles and metadata, and a basic usage dashboard.

Existing ordinance, payment and open-data services will remain accessible through reviewed links or suitable embeds. Building new payment processing or replacing those external systems is outside this phase.

CMS controls and accessibility

Hosted publishing platform

We will deliver a custom WordPress theme built with Bootstrap and host and maintain the completed site. Theme code will control the layout, styling and responsive behavior. Staff will use structured fields and a restricted WordPress editor to update approved content. Carefully selected plugins will supply established functions; custom development will connect them and enforce the agreed workflow.

This architecture can support the requested website, one staff SSO connection and email/SMS notifications. A dedicated municipal SaaS platform is an alternative if the City requires a single vendor to provide a unified account across utility billing, court, permitting and reservation systems. That cross-system account is outside this quote.

Editor and content administration

Authorized staff can open editing from the page, save drafts, preview changes, use multilevel undo/redo, review saved versions and restore content. Pasted Word text will be cleaned and restyled. Approved lists, tables, images, documents and media embeds will be available, with browser spellcheck and role-controlled tools. Raw HTML and design controls will be restricted to authorized administrators.

Staff can manage and reorder sitewide and department menus, create links before the destination page is published, upload files, and reuse approved content blocks. Empty or unpublished destinations will stay out of public navigation. Images will be resized and compressed automatically; captions and accessibility information remain editable.

Pages and content blocks will support activation and expiration dates using the City timezone. Server scheduling will trigger changes and refresh cached public pages. Publish and update actions will rebuild affected page caches. Link validation, broken-link reports and managed internal references will reduce stale links. External and document links will open in a new tab with an accessible indication.

The CMS will retain content revisions and activity logs during the active hosting term, with exports for City records. Reports will identify the editor, timestamp, affected page or record, and changes to content, fields, publishing status, scheduling and navigation. Private submissions and account pages will be excluded from public search and shared caches.

Accessibility delivery and staff workflow

The included public templates, migrated web content and configured workflows will be developed to WCAG 2.1 Level AA, addressing the RFP's ADA and Section 508 objectives. Relevant AAA improvements will be applied where practical. Review will combine automated checks with keyboard, screen-reader, focus, contrast, zoom, form-error and mobile testing. Findings and corrections will be documented before acceptance.

Locked styles, approved components, required image descriptions or decorative-image choices, heading checks and an editor-to-publisher approval step will reduce publishing errors. Training will cover accessible documents, tables, links, captions and form labels. Human review remains necessary for meaningful alternative text, uploaded files and media; automated checks cannot guarantee that every future edit is accessible.

Document remediation limits are stated on the next page. A scanned or archived file is not automatically treated as accessible or exempt. The City and Graffx will resolve the treatment of required service documents before launch.

Integrations and scope allowances

Notifications and account access

The communications module will publish website notices and send topic-based email and SMS messages through managed delivery services. It includes opt-in records, unsubscribe controls, a preferences screen, scheduling, delivery status and subscriber export. A resident can manage subscriptions through a verified link. Public information and forms will not require an account.

Staff SSO includes one City-provided SAML 2.0 or OpenID Connect identity provider, role mapping, and a customized dashboard for up to ten staff accounts. Dashboard widgets will show assigned content, drafts, form submissions and publishing shortcuts. The City provides its identity-provider subscription and administrator access. Resident SSO across separate City systems is a future integration.

Fixed fee allowances

Area	Included quantity or boundary
Website and language	One custom WordPress theme built with Bootstrap; one website and domain; English content; two revision rounds and up to eight page templates.
Content migration	Up to 75 existing pages and 400 documents or images, imported and organized from the current site or a City-provided export.
Document accessibility	Up to 30 pages of simple source documents remediating or converted to accessible HTML. Additional files must be supplied accessibly or separately scoped.
Forms and surveys	Up to ten initial forms, each with up to 25 fields, basic conditional fields and two staff routing destinations. Includes a job application and printable equivalents.
Initial directory records	Up to 100 combined staff, business, facility and location records. Staff can add more within the hosting allowance.
Notifications	Up to ten initial topics; 10,000 email recipient deliveries and 1,000 outbound US SMS segments per month.
SSO and dashboard	One identity-provider connection and up to ten staff accounts; three staff members trained.
Hosting capacity	Up to 50 GB of site storage and 100,000 visits per month; third-party video is embedded rather than stored locally.

These are proposed commercial limits for the fixed fee and require City agreement. Migration quantities will be confirmed during discovery before content work begins. New content entry by staff is not limited to the initial migration quantities.

Work requiring a separate scope

Future online reservations, new payment workflows, electronic signatures, complex approval or case-management processes, resident account federation, custom integrations with utility/court systems, bulk OCR, large-scale document remediation, translation, copywriting and on-site photography are excluded. These items will receive a written fixed or not-to-exceed quote before work begins; the standard additional-work rate is \$125/hour.

The website supplies notification tools and links to existing emergency services. It does not replace a dedicated emergency dispatch or public warning system. Social publishing, voice calls and a native mobile application are not included.

Hosting support and delivery schedule

Managed hosting and maintenance

The annual service includes US-based managed hosting, SSL, firewall protection, uptime monitoring, daily off-site backups with 30-day retention, a staging site, and tested WordPress, theme and plugin updates. Public-site availability is targeted at 99.9% monthly, excluding planned maintenance and external provider outages. Required plugin subscriptions are included; WordPress core has no license fee.

Standard support includes email and phone assistance, technical maintenance and up to one hour per month of routine content help. Service hours are Monday through Friday, 8 AM to 5 PM Central, excluding US federal holidays. Initial response targets are four business hours for a site outage and one business day for ordinary requests; resolution depends on the issue. Unused content-help hours do not roll over.

Monthly automated accessibility and broken-link checks and quarterly spot checks of key page types are included. New redesigns, independent certification audits and extensive staff-authored content remediation are separate work. Optional Enhanced Support adds two content-help hours per month for \$2,400/year, bringing total recurring service to \$9,000/year.

Communications usage

The \$600 annual communications fee includes the stated email and SMS allowances, one sending number and standard sender registration. Approved overages are \$2 per 1,000 email recipient deliveries and \$0.03 per additional SMS segment sent or received. Long messages can use multiple segments. We will agree a monthly spending cap; delivery is subject to carrier approval and availability. Existing City subscriptions remain City-paid unless explicitly replaced.

Proposed schedule

Phase	Timing	Milestone
Discovery and design	Weeks 1-3	Inventory, sitemap, workflow decisions and design approval.
Build and integrations	Weeks 4-8	CMS, public modules, staff dashboard and notifications configured.
Migration and review	Weeks 9-11	Content transfer, accessibility review and City testing.
Training and launch	Weeks 12-14	Staff training, corrections, final approval and domain cutover.

Work will commence within ten calendar days of written notice to proceed. Completion, including training, is planned within 12-14 weeks of kickoff. For a 09/28/2026 kickoff, the target completion date is 01/04/2027. This assumes content and access at kickoff and City feedback within five business days; approval or provider delays extend the schedule by agreement.

Training and launch assistance

Training for three staff includes two two-hour web conferences, one one-hour follow-up and three hours to prepare recordings, a staff guide and publishing checklists. The first 90 days after launch include correction of in-scope defects plus up to four hours of additional how-to assistance, separate from monthly support. The annual support service continues afterward.

Commercial terms and closeout

Billing and authorization

Milestone	Implementation invoice
Discovery and design approved	\$8,250 30%
Build ready for City acceptance testing	\$11,000 40%
Launch and training complete	\$8,250 30%

Proposed terms are net 30 from accepted milestone invoices, subject to the City's purchasing agreement. Annual service begins at public launch and is billed in advance at \$6,600; staging and development licenses are included in implementation. Recurring pricing is fixed for the first 12 months. Renewal pricing will be provided at least 60 days before the anniversary for City approval.

No additional consulting, travel or setup charges apply to the stated scope. Changes require written scope, price and schedule approval before work starts. Work outside this quote is billed only under an approved fixed fee or not-to-exceed authorization. Domain registration and existing third-party portal or identity-provider subscriptions remain City expenses.

City responsibilities and acceptance

The City will name a project owner and trained publisher, provide current-site and domain access, supply approved content and branding, identify record-retention requirements, and provide the identity-provider and messaging account approvals. Printable forms will remain available for residents who prefer paper and for offline contingency use.

Acceptance includes City testing of the agreed workflows, staff permissions, document search, schedules, notification delivery, forms and exports, SSO, responsive layouts and link redirects. Known WCAG A/AA failures in the included deliverables will be corrected before acceptance. Accessible versions of required service documents must be supplied or remediated before publication; additional remediation beyond the allowance requires a separate authorization.

At closeout, the City receives administrator access, a content and file export, custom source code, configuration and license documentation, training materials, and the accessibility findings and correction record. The City retains its domain and content. Paid custom deliverables may move to another host; third-party components retain their license terms. One export and up to two hours of handoff help are included at termination.

Project contact

Matthew Graff will serve as project lead and primary technical contact for discovery, design coordination, development, training and ongoing support. Contact: (602) 320-2520 or mg@graffx.com.

Technical references

These primary sources support our platform and testing approach. They do not certify the finished website.

[WordPress documentation on locked content editing](#)

[W3C Web Content Accessibility Guidelines 2.1](#)

[W3C guidance on selecting accessibility evaluation tools](#)

[miniOrange WordPress SSO integration documentation](#)

[Twilio messaging pricing and carrier fees](#)



RESPONSE TO

REQUEST FOR PROPOSAL (RFP)

City of Bruceville-Eddy, Texas

Website Redesign and
Content Management Services

Submitted To-

Lawrence Cutrone
City Administrator's Office
Bruceville-Eddy City Hall
144 Wilcox Drive, Eddy, TX 76524
Ph. No.- 510-305-1160
Email - lcutrone@bruceville-eddy.us

Submitted By-

Ritu Mangla - Founder and CEO
InfoStride, Inc.
7000 N Mopac Expressway, Suite
200 Austin, TX, 78731
Ph. No.- 510-305-1160
Email - govt@infostride.com





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COVER LETTER

September 16, 2026

City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Subject: Proposal Submission | Website Redesign and Content Management Services

For a community, a city website is more than a place to post information. It is where a resident looks for a meeting agenda, where a business owner searches for an opportunity, where a family finds a community event, and where someone who has never visited Bruceville-Eddy begins to understand the community.

InfoStride, Inc. is pleased to submit our proposal for the City of Bruceville-Eddy's Website Redesign and Content Management Services. We understand the City's vision for a website that is more appealing, easier to navigate, more interactive, and more useful to the people it serves. We also understand the equally important need behind the public experience: City staff need a website they can manage confidently, keep current, and use to bring more City services online.

About InfoStride

Based in Austin, Texas, InfoStride has spent more than 11 years helping government, higher education, nonprofit, healthcare, and public-serving organizations create digital experiences that are easier to use, manage, and maintain. Our broader experience includes [Harvard University](#), [SUNY Geneseo](#), [Georgia Institute of Technology](#), [Washington State University](#), [Pennsylvania State System of Higher Education](#), [California State University System](#), [SMUD](#), [Austin Energy](#), [U.S. House of Representatives](#), [U.S. Department of State](#), and [Department of Defense](#). Across these engagements, we have worked with diverse audiences, complex content environments, accessibility requirements, digital services, content migration, and ongoing website operations.

In Texas, our experience includes the [Texas Department of Information Resources](#), [Texas Historical Commission](#), [Texas Parks and Wildlife Department](#), [Texas Health and Human Services Commission](#), [Texas Education Agency](#), [Texas Facilities Commission](#), [Harris County](#), [San Antonio Water System](#), [New Braunfels Utilities](#), and [Houston Airports System](#). This work has given our team a practical understanding of Texas public-sector needs, from accessible public information and organized documents to online services, forms, community communications, responsive design, content management, and ongoing support.

Our delivery organization is supported by [CMMI Level 5](#), [ISO 9001:2015](#), and [ISO 27001](#) certified management systems. Since 2014, we have completed more than [527](#) digital transformation engagements and currently support [67+](#) active client partnerships across the United States. These established practices provide a disciplined foundation for quality, coordination, information protection, and timely delivery.

What We Bring to Bruceville-Eddy

- » [Designed for the community](#). - Clear pathways to services, information, meetings, documents, forms, and local resources.
- » [Organized for City staff](#). - A clear content structure that makes everyday updates easier to manage and maintain.
- » [Built on what the City already knows](#). - We will build on the existing WordPress foundation with a modern, accessible, and easier-to-manage experience.



- » [Accessibility from the start.](#) - ADA, Section 508, and WCAG practices integrated across design, development, migration, and testing.
- » [Greater staff independence.](#) - Simple CMS workflows for managing pages, documents, announcements, meetings, forms, and other content.
- » [A dependable technical foundation.](#) - WordPress on Pantheon with managed hosting, backups, security, performance, monitoring, and technical support.
- » [Support that continues after launch.](#) - Training, stabilization, technical assistance, and ongoing guidance to help the City manage the website with confidence.

Our Commitment to the City

We have reviewed the City's requirements and understand that this project brings together design, content, technology, accessibility, communications, and day-to-day City operations. Our proposed six-phase approach will guide Bruceville-Eddy from initial discovery and planning through design, development, content migration, testing, training, launch, and post-launch stabilization and closeout.

At every stage, we will work with City stakeholders to understand what matters, review progress, make decisions together, and resolve issues early. We will bring the expertise and delivery discipline, while the City remains closely involved in shaping the website.

Our proposal is a firm fixed, not-to-exceed fee of **\$24,500** for the complete website redesign, WordPress development, content migration, accessibility work, testing, and training, with ongoing hosting, maintenance, and support at **\$4,800 per year, flat for five years with no escalation**. We commit to a public launch on **January 22, 2027**, 16 weeks from Notice to Proceed, followed by 90 days of technical assistance at no cost. There are no licence fees, no per-module charges, and no travel expenses. The City will own the website outright.

I will serve as the primary contact for all proposal-related communications between the City of Bruceville-Eddy and InfoStride.

Authorized Contact Person	Contact Phone No.	Email Address
Ritu Mangla (Founder & CEO)	510-305-1160	govt@infostride.com

InfoStride has no known conflicts of interest related to this engagement and will provide the required documentation, certifications, insurance information, and other materials in accordance with the City's requirements.

Bruceville-Eddy has an opportunity to create a website that is a better reflection of the community it serves: welcoming to residents, useful to businesses, informative to visitors, accessible to everyone, and practical for the people who maintain it every day.

Thank you for the opportunity to submit our proposal and for considering InfoStride as a partner in this important effort.

SINCERELY,

Ritu Mangla, Founder & CEO

InfoStride, Inc.

Cell: 510-305-1160 | Email: ritu@infostride.com

FIRM QUALIFICATIONS & EXPERIENCE

ABOUT INFOSTRIDE

Founded in 2014, InfoStride, Inc. started with a straightforward belief: digital experiences should make information easier to find, easier to understand, and easier to manage. That belief shaped our early work with organizations serving broad and diverse audiences, where intuitive navigation, clear communication, responsive design, and ease of use were not optional. They were what made a digital experience work.

As our work moved deeper into government and other public-facing environments, the challenges became more familiar to the organizations we serve today. Websites had to bring together large volumes of content, multiple audiences, documents, forms, calendars, communications, and digital services, while remaining accessible and manageable for the teams responsible for keeping them current. That experience became the foundation for our work in accessible design, structured content, CMS modernization, WordPress development, content migration, integrations, and long-term website support.



Texas is a particularly important part of that experience. Headquartered in Austin, Texas, InfoStride supports organizations across the United States while maintaining a strong presence within the Texas public-sector community. Our work with Texas public-sector and public-serving organizations has given our team practical familiarity with the expectations that come with delivering information and services to Texas communities.

That experience is backed by more than **527** digital engagements and more than **67** active contracts across federal, state, and local government environments. Each engagement has brought its own stakeholders, requirements, compliance considerations, content structures, and operational realities. Together, they have taught us how to enter a new environment, understand what matters to its users and staff, and build a digital experience around those priorities.

Accessibility is part of that responsibility from the beginning, not something added immediately before launch. InfoStride integrates accessibility into design, development, content migration, testing, remediation, and ongoing support, with solutions aligned to [WCAG 2.1 AA](#), [ADA](#), and [Section 508 requirements](#). This approach helps create experiences that remain usable across devices and assistive technologies while giving content teams practical ways to maintain accessibility over time.

Behind that work is a multidisciplinary team of designers, developers, accessibility specialists, cloud engineers, security professionals, and project managers, supported by established delivery practices and quality standards. InfoStride is [CMMI Level 5](#) appraised and maintains [ISO 9001:2015](#) and [ISO 27001:2013 certifications](#), reinforcing the quality, security, consistency, and continuous improvement practices we bring to each engagement.

Our capabilities span the website lifecycle, from strategy and UX through WordPress development, CMS configuration, responsive design, content migration, accessibility, integrations, hosting, quality assurance, training, and ongoing technical support. This allows us to approach the City's website as a complete digital service rather than treating design, technology, content, and support as separate efforts.

We also maintain relationships with technology providers including [WordPress VIP](#), [IBM](#), [Amazon Web Services \(AWS\)](#), [Microsoft Gold Partner](#), [Kwanzoo](#), and [Kentico](#), giving our teams access to evolving technologies, enterprise infrastructure, and established technology ecosystems when they are appropriate to a client's needs.

The work does not end when the redesigned website goes live. Our goal is to leave Bruceville-Eddy with a digital platform that the City can use, manage, and continue to improve with confidence. By combining user-centered design, accessibility, structured content management, disciplined delivery, and long-term support, InfoStride brings the experience and capabilities needed to create a website that works better for the community using it and the City staff responsible for it.

AWARDS & RECOGNITIONS



INFOSTRIDE'S CORE SERVICES



Website Design & Development

- Website redesign & UI enhancements
- Responsive and mobile-first design
- Information architecture & navigation design
- Page design, updates, and template creation
- Forms, calendars, and interactive components



Website Support & Maintenance

- Ongoing updates, patching, and monitoring
- Issue resolution and troubleshooting
- Performance checks and optimization
- Helpdesk support with defined SLAs
- Routine maintenance and stability improvements



CMS & Content Management

- CMS maintenance and enhancements
- Content updates and publishing workflows
- User roles and permissions management
- Content migration and structuring
- Media and document management



System Integrations & Technical Capabilities

- Third-party system integrations
- API-based data connectivity
- Integration with external platforms and tools
- Social media and communication tools integration (Facebook)
- Custom technical enhancements



Accessibility & Compliance (ADA/WCAG)

- WCAG 2.1 AA compliance implementation
- Accessibility audits and evaluation
- Testing, validation, and remediation
- Ongoing monitoring and compliance support
- Accessible content and document guidance



Performance, Search & Analytics

- SEO and search optimization
- Site performance tuning and speed improvements
- Advanced search functionality
- Analytics tracking and reporting dashboards
- User behavior insights and optimization



Hosting, Security & Disaster Recovery

- Secure hosting support
- SLA management & response commitments
- 99.9%+ uptime assurance
- Security patching & system updates
- Backup & disaster recovery
- Data protection and system monitoring
- Ongoing technical maintenance & support



Training & Knowledge Transfer

- CMS Administrator & Editor Training
- Step-by-Step Documentation & User Guides
- Recorded Training Sessions for Staff
- Post-Launch Knowledge Transfer & Support

OUR EXPERIENCE

InfoStride has spent more than 11 years working alongside public-sector and enterprise organizations, delivering website modernization, CMS implementation, accessibility, content migration, cloud hosting, technology consulting, training, and ongoing support. That work has given us direct exposure to the realities of public-facing digital platforms: multiple audiences, large and evolving content environments, accessibility requirements, stakeholder coordination, compliance expectations, and the need for internal teams to manage their websites confidently after launch.

Our experience spans website redesign, WordPress development, CMS migration, ADA and WCAG 2.1/2.2 AA accessibility, responsive design, content modernization, third-party integrations, cloud hosting, quality assurance, staff training, and ongoing website support. We work across both traditional and decoupled WordPress environments, allowing us to select an architecture that fits the organization's requirements rather than forcing every engagement into the same technical model.

At the federal level, InfoStride has supported organizations such as the [U.S. House of Representatives](#), [Department of the Navy](#), [National Guard Bureau](#), and [Naval Supply Systems Command](#). These engagements required secure and scalable CMS environments, accessibility compliance, responsive design, performance considerations, and user-friendly digital experiences within highly regulated environments. The experience taught us to approach public-sector technology work with the same discipline required of the organizations we support, where security, accessibility, reliability, and accountability are part of the delivery itself.



That same discipline carries into our state-level work across [Texas](#), [Maryland](#), [California](#), [Colorado](#), [Florida](#), [Kansas](#), [Oklahoma](#), [Washington](#), [Iowa](#), [Missouri](#), [North Carolina](#), [New York](#), and other states. Our experience includes organizations such as the Texas Department of Information Resources, Maryland State Department of

Education, Georgia Department of Community Affairs, and Washington State Enterprise Services. Across these engagements, the work has included website redesign, CMS migration, cloud hosting, accessibility remediation, content restructuring, responsive web development, third-party integrations, accessibility testing, staff CMS training, documentation, and post-launch support.

Several of these relationships have also been established through cooperative purchasing programs, including Texas DIR, E&I Cooperative Services, GoodBuy, and BuyBoard. These vehicles have given public agencies and educational institutions an established procurement path to technology and professional services while allowing InfoStride to bring the same delivery discipline to each engagement.

Our county, municipal, transportation, and regional experience includes organizations such as the County of San Mateo, Harris County, Clark County, Williamson County, Wayne County Airport Authority, and Texas Historical Commission, along with other public-sector and educational organizations. We have also supported SUNY, Harvard University, Georgia Tech University, Pennsylvania State System of Higher Education, Baltimore County Public Schools, and Tucson Unified School District.

Across these engagements, the environment has never been exactly the same. A different organization brings different audiences, different content structures, different stakeholders, and different operational requirements. What has remained consistent is how InfoStride approaches the work: understand the environment first, establish a clear delivery path, build around the needs of the people using the platform, and leave the organization with a solution its own teams can manage.

That experience is particularly relevant to Bruceville-Eddy. The City's website must bring together resident services, business and community information, documents, agendas and minutes, calendars, alerts, forms, employment information, online payments, and other self-service resources while remaining accessible, responsive, and easy for City staff to maintain. InfoStride has worked in the kinds of environments where those requirements intersect, and we bring that experience directly into the proposed redesign.

PRESENCE IN TEXAS

InfoStride has built a strong presence across Texas through its work with public-sector, county, regional, and local organizations. This experience has given us a practical understanding of Texas government operations, compliance requirements, stakeholder coordination, and service delivery expectations, enabling us to provide responsive and scalable recruitment, staffing, and professional services support.



MUNICIPAL & GOVERNMENT EXPERIENCE

Municipal and local government organizations represent one of InfoStride's strongest areas of experience. For more than eleven years, we have partnered with cities, counties, public utilities, and government agencies across the United States to design, develop, and support digital platforms that improve public communication, enhance access to services, strengthen public engagement, and enhance service delivery. We understand the unique requirements of municipal websites, including accessibility, security, ease of content management, mobile responsiveness, and long-term sustainability.

CITY OF RICHMOND

Supported the modernization of the City's digital presence with a focus on improving how residents access municipal information, services, and community resources online. The engagement included restructuring user journeys, enhancing information architecture, and creating a more intuitive browsing experience that simplified access to announcements, departmental resources, and public-facing content across desktop and mobile devices.



MECKLENBURG COUNTY

Contributed to county-wide digital experience improvements designed to make government information easier to locate, understand, and maintain. Efforts focused on accessibility enhancements, content governance recommendations, and navigation improvements that supported efficient information discovery for residents, businesses, and visitors while reducing administrative complexity for internal teams.



HARRIS COUNTY, TEXAS

Supported large-scale government operations requiring structured processes, secure information management, and dependable service delivery. The engagement demonstrated experience working within complex public-sector environments where accountability, responsiveness, stakeholder coordination, and operational consistency are essential to serving a large and diverse community.



CITY OF CHARLOTTE

Supported digital experience initiatives focused on making municipal information and services easier for residents, businesses, and visitors to access. Work emphasized intuitive navigation, organized content structures, responsive experiences, and effective presentation of public-facing information across digital channels.



COUNTY OF SAN MATEO

Supported county-level digital experience initiatives focused on improving content organization, accessibility, navigation, and public information discovery. The work required consideration of diverse audiences and the need for sustainable content management practices across a complex government environment.



SACRAMENTO MUNICIPAL UTILITY DISTRICT (SMUD)

Assisted with digital platform enhancements that improved customer access to utility information, programs, and online resources. Work emphasized user-focused design improvements, clearer content presentation, and responsive experiences that enabled community members to interact more effectively with public-facing information and services.



MUNICIPALITY OF ANCHORAGE

Supported initiatives aimed at strengthening communication between local government and the community through improved digital experiences. Efforts focused on organizing high-volume content, improving mobile accessibility, and creating streamlined pathways to information, helping residents quickly locate resources and engage with municipal services online.



METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

Contributed to website and digital experience improvements that enhanced the accessibility, organization, and long-term manageability of public information. The engagement emphasized clear content structures, improved user navigation, and sustainable content administration practices that supported ongoing website maintenance and public transparency.



TEXAS HISTORICAL COMMISSION

Supported public-facing website modernization efforts focused on improving content discoverability, search effectiveness, and user engagement. Through stakeholder collaboration, content analysis, and information architecture recommendations, the project helped create a more intuitive digital experience for diverse audiences seeking educational resources, programs, and public information.



CHESTERFIELD COUNTY

Assisted with digital platform improvements focused on accessibility compliance, user experience optimization, and long-term sustainability. Efforts included refining navigation structures, improving content presentation, and supporting maintainable website practices that enhanced access to county information while enabling staff to manage content more efficiently.



NBU

Supported public-facing digital initiatives focused on making utility information and services easier for customers to find and use. Through content organization, user-focused information architecture, and improved digital pathways, the project helped create a clearer online experience for customers seeking utility services, resources, updates, and public information.



Case Studies

Case Study # 1 - STATE UNIVERSITY OF NEW YORK (Website URL: <https://www.geneseo.edu/>)

Client Overview

SUNY Geneseo is a public liberal arts college within the State University of New York (SUNY) system, serving students, faculty, staff, prospective students, alumni, and the broader campus community. Its digital environment spans a large number of departmental websites and content owners, making the website an important channel for accessing academic information, campus resources, services, and institutional communications.



GENESEO
THE STATE UNIVERSITY OF NEW YORK

Key Challenges

- ⇒ Migrating **7,000+ webpages and 300+** departmental subsites from Drupal to WordPress while maintaining content integrity and continuity.
- ⇒ Preserving URL structures, metadata, SEO value, and existing content relationships throughout the migration.
- ⇒ Establishing consistent content governance across distributed teams and reducing unnecessary administrative complexity.
- ⇒ Addressing legacy accessibility issues and establishing a platform aligned with **WCAG 2.2 AA and ADA requirements**.
- ⇒ Creating a scalable architecture that could support ongoing content management, secure access, and future growth.

InfoStride Solution

- ⇒ Conducted structured discovery, content assessment, and migration planning to identify content that needed to be migrated, reorganized, validated, or improved.
- ⇒ Rebuilt legacy content within WordPress using standardized templates and reusable components to create a more consistent editorial and user experience.
- ⇒ Implemented Pantheon WebOps, Git-based deployment, caching, image optimization, and role-based access to strengthen platform performance, security, and maintainability.
- ⇒ Integrated role-based governance and Microsoft Entra ID (SSO) to simplify user management across the decentralized environment.
- ⇒ Embedded accessibility into page structures, templates, navigation, forms, media, and editorial workflows to support accessible content beyond the initial launch.
- ⇒ Established an enterprise CMS foundation that supported centralized governance while giving departmental teams practical tools to manage their content.

Outcomes

- ⇒ Successfully migrated **7,000+ webpages and 300+ departmental sites** into a unified enterprise WordPress environment.
- ⇒ Reduced editorial users from **6,800+ to approximately 600** through SSO and role-based governance.
- ⇒ Improved page performance by **35%**, reduced duplicate content by **40%**, and maintained 100% URL preservation and SEO continuity.
- ⇒ Delivered a secure, accessible platform aligned with **WCAG 2.2 AA and ADA requirements**, supported by ongoing accessibility monitoring and governance.
- ⇒ Created a more sustainable CMS environment that improved consistency, editorial control, and long-term manageability.

1

MODERN, USER-FRIENDLY DESIGN

An engaging homepage with clear navigation, prominent search, and easy access for key audiences.

Save your spot for Fall Open House (Oct 3 or Nov 11) - [Register today!](#)

myG

Search



GENESEO
NEW YORK STATE
PUBLIC HONORS COLLEGE

[About](#) [Academics](#) [Admissions](#) [Campus Life](#) [Info For](#) [Athletics](#) [Give](#)

[Apply](#)

Largest Class in Seven
Years as Selectivity
Grows

2

EVENTS CALENDAR

A dynamic events calendar with filtering, categories, and intuitive event listings.

SUNY Geneseo Calendar of Events

Events

Filter



Upcoming

Trending



Blood Drive

Tue, Sep 15 8:30pm - Wed, Sep 16
2:30am IST

[MacVittie College Union,
*Ballroom](#)



Advanced Resumes

Tue, Sep 15 11:30pm - Wed, Sep 16
12:30am IST

[WELLES_123](#)



Advanced Resumes

Tue, Sep 15 11:30pm - Wed, Sep 16
12:30am IST

[WELLES_123](#)



B*tch & Stitch

Wed, Sep 16 12:30am to 2:30am IST

[LGBTQ+ Lounge, MCU 248](#)



Rock the Vote: A Conversation with...

Wed, Sep 16 2am to 3am IST

Virtual Event



Black Student Union: General Meeting

Wed, Sep 16 2:30am to 3:30am IST

[MacVittie College Union, Fireside
Lounge](#)

3

ACCESSIBILITY INFORMATION

A dedicated section with policies, resources, and contact information.

[Home](#) > [About SUNY Geneseo](#) > [Accessibility Information](#)

About

[About](#)

[Map](#)

[Local
Accommodations](#)

[Latest Rankings](#)

[Mission, Vision
and Values](#)

[Directions to Geneseo](#)

[Visit Campus](#)

[Campus Directory](#)

[Work at Geneseo](#)

Accessibility Information

Notice to Persons with Disabilities

SUNY Geneseo is committed to providing full access to all its programs and activities. If you become aware of a SUNY Geneseo program, service, activity, or online content that is not accessible to persons with disabilities, please report this to the ADA Coordinator, [Rodmon King](#). The College will promptly address such reports and provide the requested content in an accessible manner.

Employees with accessibility needs may also contact the Office of Diversity and Equity to request [reasonable accommodations](#). SUNY Geneseo is an equal access/equal opportunity affirmative action college.

Dr. Rodmon King

Chief Diversity Officer

[Office of Diversity and Equity](#)

Doty 303, 585-245-5020

[rking@geneseo.edu](#)

Office of Accessibility Services

4

FORMS AND DOCUMENTS

Organized forms and documents for easy access, supporting self-service and transparency.

[Home](#) > [Student Association](#) > [Forms and Documents](#)

Student Association

[About Student Association](#)

[Get Educated Resources](#)

[Get Involved](#)

[Event Promotion Form](#)

[Opportunities](#)

[Student Court](#)

[Weekly Meetings](#)

Forms and Documents

Funding and Budget Forms

[Non-SA Request Form](#) used by non-SA clubs to request SA funding for one event

[SA Budget Increase Form](#) used to request additional funding

[SA Budget Realignment Form](#) used to request permission to realign budget lines

[SA Conference Request Form](#) used to request permission and funding to attend a conference

[SA Permanent Equipment Request Form](#) used to request funds to purchase equipment with a value greater than \$499

[SA Permanent Equipment Surplus Form](#) used to discard old permanent equipment

[SA Mileage Reimbursement Forms](#)

Governing Documents

[SA Financial Policy](#)

Client Overview

The Texas Historical Commission (THC) is the state agency responsible for preserving and promoting Texas' historic places, communities, and cultural resources. Through its Texas Main Street Program, THC supports local communities with resources, guidance, and economic development initiatives that help revitalize historic downtowns and strengthen local economies. DowntownTX.org serves as a statewide digital platform connecting communities, property owners, businesses, investors, and visitors with information, programs, resources, and opportunities related to downtown development.



Key Challenges

- ⇒ Managing structured property, community, program, and development information across multiple Texas communities.
- ⇒ Improving content organization, search, filtering, and discoverability while preserving SEO and content integrity.
- ⇒ Modernizing legacy CMS structures and content without disrupting ongoing public services.
- ⇒ Supporting accessible, consistent, and manageable content across the platform.
- ⇒ Simplifying access to community resources, property information, and development opportunities for diverse audiences.
- ⇒ Preparing the platform for future enhancements while maintaining reliable day-to-day operations.

InfoStride Solution

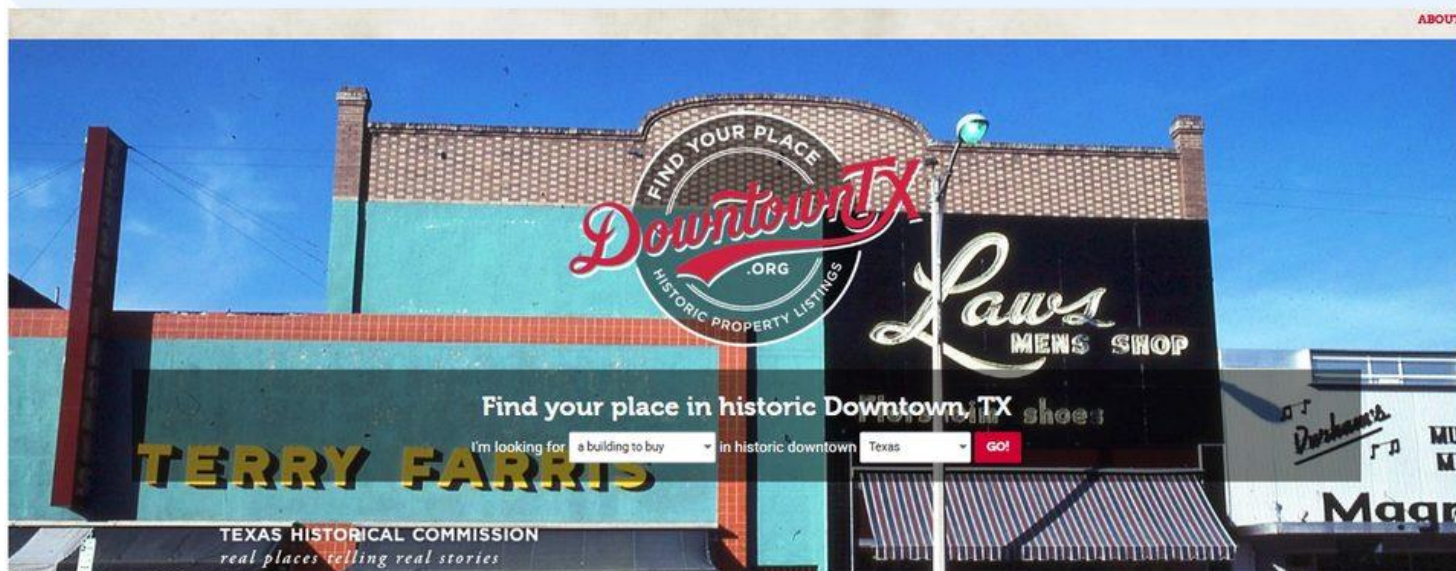
- ⇒ Assessed the CMS, content structures, taxonomies, metadata, and infrastructure to establish a structured modernization roadmap.
- ⇒ Redesigned key property and program modules using structured templates and reusable content patterns.
- ⇒ Implemented [dynamic filtering](#), [structured SEO metadata](#), [schema-aligned content](#), and integrations including [Google Maps](#) and [Mailgun](#).
- ⇒ Conducted [WCAG 2.1 AA and Section 508](#) assessment and implemented accessible navigation, alt-text governance, and color-contrast practices.
- ⇒ Migrated hosting to managed cloud infrastructure with 24/7 monitoring, nightly backups, disaster recovery, and performance optimization.
- ⇒ Improved content presentation and user pathways to make community, property, and development information easier to navigate and engage with.

Outcomes

- ⇒ Improved discovery and presentation of community, property, program, and development information.
- ⇒ Achieved [99.98% monthly uptime](#) with continuous monitoring and operational safeguards.
- ⇒ Strengthened accessibility through [WCAG 2.1 AA and Section 508](#) practices.
- ⇒ Established a scalable, migration-ready foundation supporting future WordPress, SSO, GIS, and interactive service enhancements.
- ⇒ Created a more consistent digital experience across participating communities and content areas.
- ⇒ Strengthened the platform's long-term maintainability through structured content, reusable components, and improved governance.

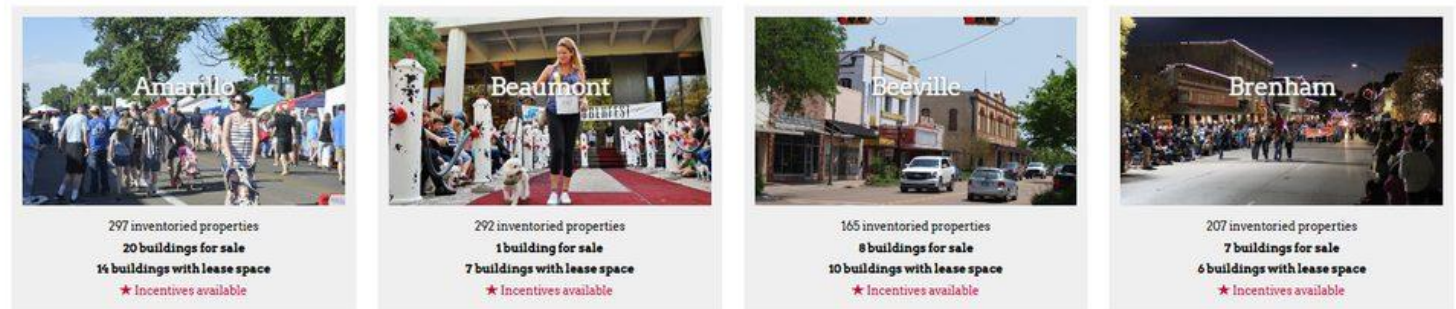
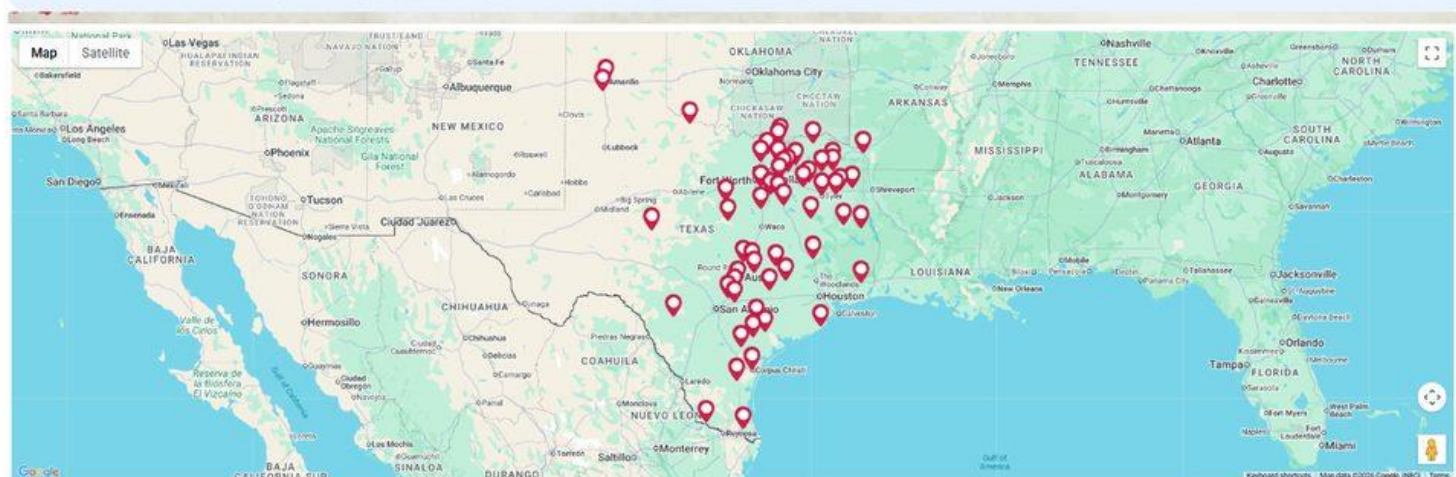
1 MODERN, USER-FRIENDLY DESIGN

Engaging public-facing experience with prominent search and clear visual presentation.



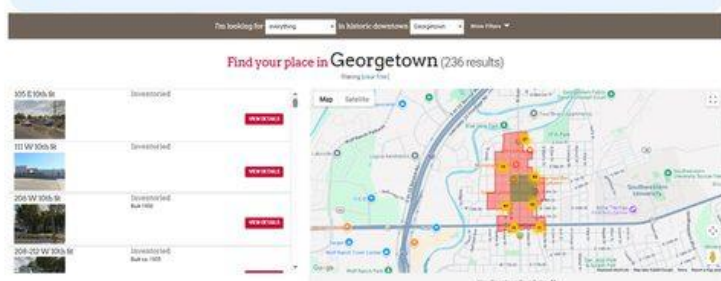
2 COMMUNITY & LOCATION DISCOVERY

Statewide community discovery supported by an interactive map and visual listings.



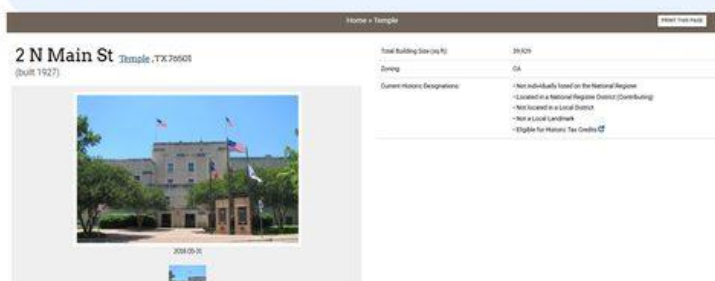
3 SEARCH & FILTERING

Structured property search with filtering, results, and map-based discovery



4 STRUCTURED PROPERTY INFORMATION

Detailed property records with key information and integrated location context



Client Overview

The Georgia Department of Community Affairs (DCA) supports communities and residents across Georgia through programs and services including housing assistance. Its digital environment must serve diverse audiences while making applications, documents, information, and program services easy to access across devices. InfoStride partnered with DCA to modernize housing assistance services through a secure, accessible, and scalable digital platform.



Key Challenges

- ⇒ Replacing fragmented, paper-based processes with streamlined digital workflows and online services.
- ⇒ Providing a mobile-first, accessible experience aligned with WCAG 2.1 AA and ADA requirements.
- ⇒ Simplifying application, document, and approval processes for a large and diverse user base.
- ⇒ Securing sensitive information while supporting reliable, scalable digital operations.
- ⇒ Making housing programs, applications, documents, and resources easier for users to find and access.

InfoStride Solution

- ⇒ Conducted stakeholder workshops and workflow assessments to align business, accessibility, and user requirements.
- ⇒ Developed responsive digital experiences with multilingual support and **WCAG 2.1 AA-compliant** user experiences.
- ⇒ Implemented secure document management, digital signatures, and automated workflows to streamline online submissions and approvals.
- ⇒ Embedded analytics and reporting dashboards to monitor applications, service performance, SLAs, and operational activity.
- ⇒ Established structured audit trails and governance practices to improve transparency, accountability, and ongoing administration.
- ⇒ Improved digital pathways for accessing program information, completing applications, submitting documents, and receiving services.
- ⇒ Designed workflows that reduced reliance on manual processes while giving administrators greater visibility and control.

Outcomes

- ⇒ Digitally processed **150,000+ housing assistance applications with** high platform availability.
- ⇒ Delivered a **WCAG 2.1 AA and ADA-compliant digital** experience across devices.
- ⇒ Improved mobile usability and simplified online access to services and submissions.
- ⇒ Streamlined document submission, verification, and workflow automation.
- ⇒ Strengthened transparency through dashboards, audit trails, and operational reporting.
- ⇒ Established a secure, scalable foundation supporting long-term service growth.
- ⇒ Improved the overall digital experience for residents accessing housing assistance programs and services.
- ⇒ Reduced dependence on paper-based processes through more efficient online service delivery.



1

MODERN, USER-FRIENDLY DESIGN

A clean, accessible, and intuitive homepage with clear navigation and easy access to key services.

An official website of the State of Georgia. How you know ▾ English Organizations



GEORGIA DEPARTMENT
of COMMUNITY AFFAIRS



About ▾ Community Assistance ▾ Financing Tools ▾ Affordable Housing ▾ Housing Choice Voucher ▾



Helping to build strong, vibrant communities.

We provide support to communities on their journey towards growth and prosperity.

2

FORMS & DOCUMENT MANAGEMENT

Comprehensive collection of forms and documents for easy public access and self-service.

Housing Choice Voucher
Housing Choice Voucher ▾
Waiting List
Landlords ▾
Participants ▲
Annual Recertification
New Members & Moving Assistance
Special Programs ▾

HCV Participant Information: Documents & Downloads

Participant Information - Forms

- Certification Form of the Family (PDF, 245.39 KB)
- Change of Income/Household Composition Packet (PDF, 1.45 MB)
- DCA Contribution Form (Child Support, Alimony, Gifts) (PDF, 185.92 KB)
- Debts Owed Form (PDF, 503.79 KB)
- Declaration of Citizenship Form (PDF, 123.72 KB)
- Declaration of Section 214 Status Form (PDF, 268.63 KB)
- HUD-5384 VAWA Emergency Transfer Data Collection Form (PDF, 341.79 KB)
- Housing Assistance Payment (HAP) Adjustment Form (PDF, 165.98 KB)
- Housing Assistance Payments Document (PDF, 148.6 KB)
- Live-in Aide Agreement Form (PDF, 185.65 KB)
- Notice to Vacate Packet (PDF, 3.66 MB)
- PBV Briefing

ON THIS PAGE:

- Participant Information - Forms
- Participant Information - Fact Sheets
- Participant Information - Tools

3

COMMUNITY & PROGRAM INFORMATION

Detailed information about programs and resources to support local communities.

Community Assistance > Community Development

Community Assistance

Community Development ▲

- Bond Allocation Program
- Downtown Development Assistance
- Regional Economic Business Assistance (REBA)
- Rural Downtown Redevelopment Grant Program



Community Development

DCA's Community Development programs offer numerous resources to prepare communities for economic development and create workforce housing.

Featured Programs



Georgia Initiative for Community Housing



OneGeorgia Authority



Georgia Main Street Program

4

PUBLIC SERVICE ACCESS

Quick links and contact information to help citizens easily access DCA services.

Housing Assistance



GEORGIA DEPARTMENT
of COMMUNITY AFFAIRS



How can we help?



CALL US
Primary: (404) 679-4840
Housing Choice Voucher

Quick Links

About Us
Employment Verification
Fair Housing Policy and Resources

State of Georgia

State Organizations
Elected Officials

(<https://stage.investorcatalysthub.org/>)

Client Overview

The Advanced Research Projects Agency for Health (ARPA-H), through its Investor Catalyst Hub managed by VentureWell, supports a nationwide health innovation ecosystem connecting researchers, innovators, academic institutions, healthcare organizations, investors, and other partners. The platform provides access to programs, events, resources, opportunities, and collaboration services for a diverse national audience.



Key Challenges

- ⇒ Supporting a **large, content-rich platform** serving diverse audiences across research, healthcare, academia, and industry.
- ⇒ Organizing substantial content and resources while preserving metadata, SEO, and content relationships.
- ⇒ Providing an accessible, responsive experience aligned with **WCAG 2.1 AA and Section 508** requirements.
- ⇒ Creating efficient editorial workflows that support ongoing publishing and platform growth.
- ⇒ Making complex information and resources easier for different audiences to discover and navigate.
- ⇒ Maintaining consistency across content while giving teams practical tools for day-to-day publishing.

InfoStride Solution

- ⇒ Developed a structured WordPress platform with reusable components and streamlined content management workflows.
- ⇒ Migrated **12,000+ content assets** while preserving metadata, SEO structure, and content relationships.
- ⇒ Implemented accessibility practices aligned with **WCAG 2.1 AA and Section 508**, supporting users with assistive technologies.
- ⇒ Optimized the platform for responsive performance, efficient media handling, and scalable hosting.
- ⇒ Implemented analytics and reporting capabilities to monitor usage, engagement, and content performance.
- ⇒ Established content structures capable of supporting multilingual publishing and inclusive digital experiences.
- ⇒ Improved navigation and content organization to help diverse audiences find relevant information and resources more efficiently.
- ⇒ Established reusable content patterns that supported consistent presentation and simplified ongoing editorial management.

Outcomes

- ⇒ Migrated **12,000+ content assets** with no reported data loss.
- ⇒ Improved platform performance by approximately **40%**.
- ⇒ Reduced publishing time by **30%** through improved editorial workflows.
- ⇒ Achieved **WCAG 2.1 AA compliance**.
- ⇒ Established a scalable platform capable of supporting diverse audiences and long-term growth.
- ⇒ Improved content discoverability and consistency across the digital experience.
- ⇒ Created a more efficient publishing environment for ongoing content management.

1 MODERN, USER-FRIENDLY DESIGN

A modern platform with clear navigation, search, and prominent calls to action.



Spoke Network About News & Events Opportunities

ARPA-H Sprint for Women's Health Awards

The Investor Catalyst Hub will disburse \$110 million in funding

Read More



2 AUDIENCE & SERVICE INFORMATION

Structured content connecting diverse audiences with programs, opportunities

Spoke Network

Join a nationwide network of spokes collectively working to speed the commercialization of groundbreaking health innovations. Members will be selected based on their ability to act with urgency in response to immediate health demands and deliver promising solutions into communities in every state and tribal nation.

Benefits of Becoming a Spoke

- Funding:** Eligibility to apply for funding to support Investor Catalyst Hub activities, projects, and efforts
- Speed:** Flexible contracting vehicles, resulting in award execution significantly faster than traditional government contracts
- Access:** Networking opportunities with consortium members, government, and other strategic stakeholders at membership meetings, conferences, and forums
- Influence:** Ability to provide feedback and input into ARPA-H challenge areas, problem identification, and priorities
- Information:** Access and contribution to an open library of resources and public goods that draw on the insights from ARPANET-H activities

Questions? Visit our [Frequently Asked Questions \(FAQ\)](#) page to learn more!

View a recording of our [Informational Webinar for Prospective Spokes](#) and download the [webinar slides](#).

View and download the [Consortium Membership Agreement](#).

Apply Now - United States

Apply Now - International

3 EVENTS & CALENDAR

Searchable events with list, month, day, and filter-based discovery.

Search for events Find Events List Month Day

< > Today Upcoming

There are no upcoming events.

Filters

Event Type
State/Province
Virtual Events

Latest Past Events

February 24 @ 2:00 pm - 3:00 pm EST

Investor Catalyst Hub Second Anniversary Celebration

All spokes are invited to join us for a virtual celebration of the IC Hub's second year!

January 8 @ 2:00 pm - January 9 @ 4:00 pm EST

Horizon—Altitude Lab Roadshow

San Francisco, CA San Francisco

Horizon is Altitude Lab's exclusive two-day event connecting early-stage life sciences companies with leading biopharma external innovation groups and Bay Area investors.

2020



4 NEWS & COMMUNICATIONS

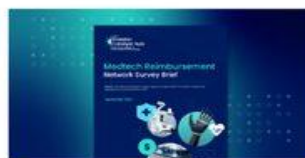
Organized announcements, publications, stories, and newsletter-driven updates.

Newsroom

To keep your finger on the pulse of what's happening with the Investor Catalyst Hub — from program announcements and funding opportunities to milestones and spoke stories — [sign up for our Investor Catalyst Hub newsletter](#).

For media inquiries, please email [Annie Harris](#).

All Announcement Impact Story Newsletter Publication



UNDERSTANDING OF SCOPE

InfoStride understands that the City of Bruceville-Eddy is looking for a website that makes it easier for people to find information, access City services, and stay connected with their community.

We see this project as an opportunity to make the City's website a more useful front door to City Hall. Instead of visitors having to know which department manages a service or search through multiple pages to find an answer, the new website will guide them to the information or service they need in a clear and straightforward way.

At the same time, the website needs to work well for the people maintaining it. City staff should be able to keep information current, add new content, manage documents and announcements, and make routine updates without needing technical assistance for everyday tasks.

Our approach will therefore focus on three simple outcomes:

Make the website easier for the public to use.

Make the website easier for City staff to manage.

Give the City room to grow.

UNDERSTANDING OF THE CITY'S GOALS

Based on the City's requirements, InfoStride understands that the redesigned website should:

- Present a modern, appealing, and welcoming experience that reflects the City of Bruceville-Eddy.
- Make information and services easier to find, regardless of whether someone is a resident, business owner, visitor, investor, or first-time website user.
- Make it possible for residents and other visitors to complete more routine activities online, while continuing to support paper-based alternatives when needed.
- Give City staff an easy way to maintain the website and keep information such as documents, meeting information, announcements, forms, bids, events, and other public content up to date.
- Provide a website that works well across phones, tablets, and computers.
- Support the City's accessibility goals throughout the website experience and help staff maintain accessible content over time.
- Provide flexibility for future services and connections as the City's needs change.

Understanding the City's Audiences

The website serves a diverse community, so one navigation approach will not work equally well for everyone. InfoStride will design the experience so visitors can quickly get to the information that is most relevant to them.

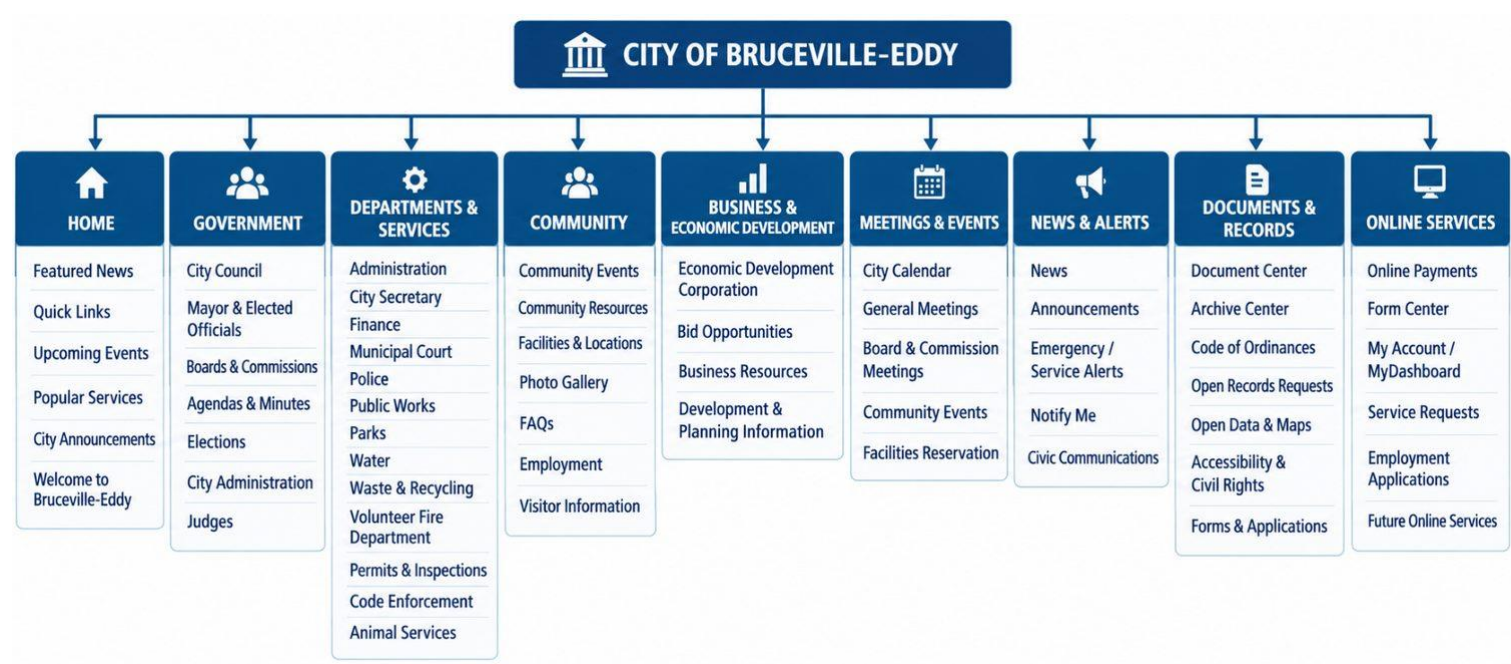
Audience	What They Need From the Website
Residents	Find services, payments, forms, meetings, documents, announcements, alerts, events, and City contacts

Businesses	Find bids, economic development information, business resources, forms, announcements, and contacts
Investors	Learn about the community, economic development, and opportunities within the City
Visitors	Find events, activities, facilities, locations, and community information
Other Visitors	Easily access public information, City records, ordinances, notices, services, and contact information

Current Website & Proposed Information Structure

InfoStride understands that the City's existing website already provides a broad range of information and services, including government and departments, community information, employment, elections, meetings, bids, payments, ordinances, notices, and open data. We will build on this foundation by reviewing existing content and determining what should be retained, reorganized, simplified, or presented differently.

The redesigned website will bring related information together and create clear paths to frequently used services. Residents, businesses, and visitors will be able to find what they need without having to understand which City department manages it. The new structure will also be flexible enough to accommodate new services and content as the City's needs evolve.



PROPOSED PLATFORM: WORDPRESS ON PANTHEON

InfoStride recognizes that the City of Bruceville-Eddy already uses WordPress for its current website. Our recommendation is therefore not to replace a platform that City staff already know, but to make the City's existing WordPress investment work better.

We propose to redesign and modernize the website using WordPress while moving the redesigned site to Pantheon as its managed hosting environment. This approach gives the City the familiarity of WordPress while providing a stronger foundation for performance, security, testing, backups, ongoing support, and future growth.

InfoStride will approach the transition as a controlled modernization of the City's existing website rather than a simple rebuild. During discovery, we will review the City's existing pages, documents, forms, images, navigation, and other website content to determine what should be retained, reorganized, updated, or retired. Approved content will be migrated into the redesigned WordPress environment and reviewed as part of the implementation process to help maintain content accuracy, working links, accessibility, and a consistent user experience.

The focus will be on improving what matters most to the City and its community: a better public experience, easier content management, a more reliable website, and a platform that can grow with the City's needs.

BUILDING ON THE CITY'S EXISTING WORDPRESS FOUNDATION

Because WordPress is already familiar to the City, the project can focus on improving the website rather than introducing an entirely different content management system.

InfoStride will use the existing WordPress environment as a starting point and modernize the areas that have the greatest impact on the City's website experience.



This includes:

- Creating a clearer and easier-to-navigate website structure.
- Redesigning the site around residents, businesses, visitors, investors, and City staff.
- Establishing consistent page layouts and visual styles.
- Making commonly requested information and services easier to find.
- Improving the way documents, forms, meetings, announcements, events, and other information are presented.
- Providing City staff with simpler editing and publishing experience.
- Making accessibility part of the design and content process.
- Ensuring the website works well across phones, tablets, and computers.
- Creating a foundation that can support additional services and integrations in the future.

The result will be familiar technology with significantly improved experience for both City staff and the public.

HOW THE SOLUTION WORKS

[The proposed solution has two connected experiences: the backend used by City staff and the frontend used by the public.](#) On the backend, authorized City staff will use WordPress to create, organize, update, and publish website content. The CMS will provide a central place to manage the information the community depends on, including pages, documents, forms, meetings, news, alerts, events, and media.

Behind the CMS, Pantheon will provide the managed hosting environment. The website will have separate development, testing, and live environments so that changes can be reviewed before they are released to the public.

On the frontend, residents, businesses, visitors, investors, and other website users will see a modern, responsive website organized around their needs. They will be able to find information, access services, stay informed, and connect with the City without needing to understand how the City's departments are organized.



PANTHEON AS THE CITY'S MANAGED HOSTING FOUNDATION

Pantheon is a managed hosting platform built specifically to support WordPress and other web applications. It allows InfoStride to manage the technical environment while the City focuses on its website content and services.



For Bruceville-Eddy, the value of Pantheon is not simply that it hosts the website. It provides several capabilities that support the City's need for a website that is reliable, secure, fast, and easier to maintain over time.

Pantheon Capability	How It Benefits Bruceville-Eddy
Development, Testing & Live Environments	Website changes can be developed and tested before being released to the public, reducing the risk of unreviewed changes affecting residents and visitors.
Automated Backups	Website content, files, and other important data are backed up, providing an additional layer of protection if information needs to be restored.
Built-In Performance & Global CDN	Caching and CDN capabilities help deliver website content efficiently, supporting a faster and more consistent experience for residents and visitors.
Security & HTTPS	HTTPS and hosting security protections help protect the City's website without requiring City staff to manage the underlying hosting security themselves.
Traffic & Growth Support	The hosting environment is designed to handle increases in website traffic, helping the site remain available when important announcements, events, alerts, elections, or other high-interest information brings more visitors.

Managed Hosting & Ongoing Management	Pantheon manages key hosting functions such as backups, caching, security, and development workflows, allowing City staff to focus on managing content and serving the community rather than managing hosting infrastructure.
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CONNECTING THE WEBSITE TO CITY SERVICES

The redesigned website will serve as a clear starting point for the City's online services while continuing to work with the systems and services the City already uses.

Where a service is provided through another system, InfoStride will make that service easy to find and use from the new website. Where integration is appropriate and supported by the City's selected system, we will provide the necessary connection.

Service / System	Proposed Approach
Online Payments	Provide a clear, easy-to-find path to existing payment services and support future payment capabilities
Code of Ordinances	Provide an easy-to-find connection to the City's ordinance resource
Website Analytics	Use Google Analytics or a similar service to understand website usage and improve content
My Account / My Dashboard	Support SSO where compatible with the City's selected system
Future Services	Allow additional City systems and services to be connected as requirements evolve

These integrations will be reviewed during discovery so that the final approach fits the City's existing systems and future plans.

WHY WORDPRESS + PANTHEON IS THE RIGHT CHOICE FOR BRUCEVILLE-EDDY

For Bruceville-Eddy, the strength of this approach is that it improves the City's existing foundation rather than replacing it unnecessarily.

Familiar for Staff - The City can continue working with WordPress while receiving cleaner and more organized editing experience.

Better for Residents - The redesigned website will make information and services easier to find and use.

More Reliable - Pantheon's managed hosting, backups, CDN, and controlled development workflow provide a stronger operational foundation.

More Secure - Automated HTTPS, security protections, controlled production environments, and backup capabilities provide multiple layers of protection.

Ready for Growth - The City can continue adding content, services, and integrations without having to replace the platform again.

Easier to Support - Separating content management from the underlying hosting environment allows City staff to focus on serving the community while InfoStride manages the technical aspects of the website.

Ultimately, our goal is not simply to deliver a new WordPress website. It is to take the City's existing WordPress foundation and turn it into a modern, accessible, reliable, and easier-to-manage digital front door for Bruceville-Eddy.

WEBSITE DESIGN & REQUIRED FUNCTIONALITY

InfoStride will design the new Bruceville-Eddy website around the people who use it every day. The goal is to make information easier to find, common tasks easier to complete, and City content easier for staff to manage.

The redesign will build on the City's existing WordPress foundation while improving the visual experience, information architecture, accessibility, mobile experience, and presentation of City services and information

CURRENT WEBSITE ASSESSMENT: KEY PAIN POINTS

InfoStride reviewed the City's current website to understand how residents, businesses, visitors, and other community members currently access information and services.

The current website provides important information and resources, but there are opportunities to make the experience more modern, intuitive, and task-focused. Our assessment focuses on improving the experience without losing the City's existing content and services.

The screenshot shows the current website layout with the following callouts:

- 1 Dated Visual Design**
The overall look and feel appears dated and does not fully reflect the City's brand or provide a modern, engaging experience.
- 2 Limited Use of Homepage Space**
The top of the page has minimal imagery and limited opportunities to highlight key services, events, or community information.
- 3 Complex Navigation**
The main navigation menu is large and spans multiple categories, which can be overwhelming for visitors to find what they need.
- 4 Search Not Prominent**
Search is available but not prominently positioned on the homepage, making it less noticeable for visitors.
- 5 Mobile Experience Could Be Improved**
The current design does not fully leverage modern, mobile-friendly design patterns to provide an optimal experience on smaller screens.
- 6 Generic Content Presentation**
News and announcements are presented in a basic format, making it harder for users to quickly scan and find important information.

Current Opportunity	Proposed Improvement
Dated visual presentation	Modern, City-branded visual design
Underused homepage areas	Stronger service, announcement, event, and community-focused content
Complex navigation	Simpler, task-oriented information architecture
Low search visibility	More prominent and accessible site search
Mobile usability opportunities	Responsive design optimized for phones, tablets, and desktop
Basic content presentation	Consistent layouts, visual hierarchy, and reusable content components

⇒ The objective is not simply to make the website look newer. It is to make the website easier to use, easier to maintain, and more effective as the City's digital front door.

User-Centered Design

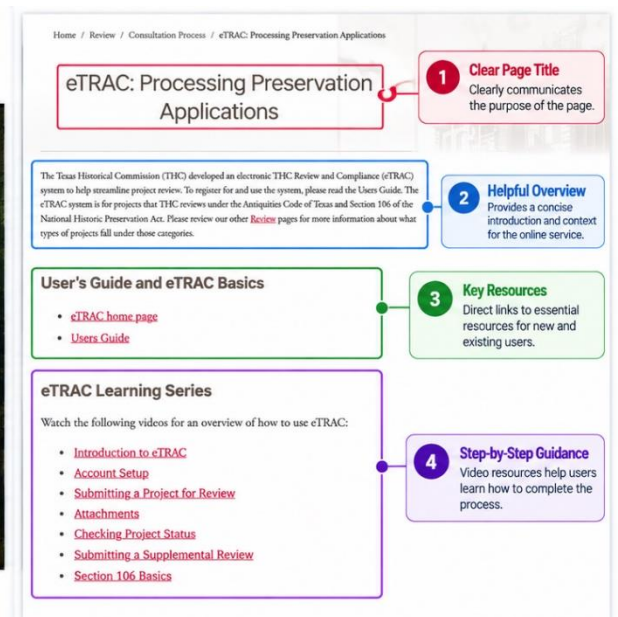
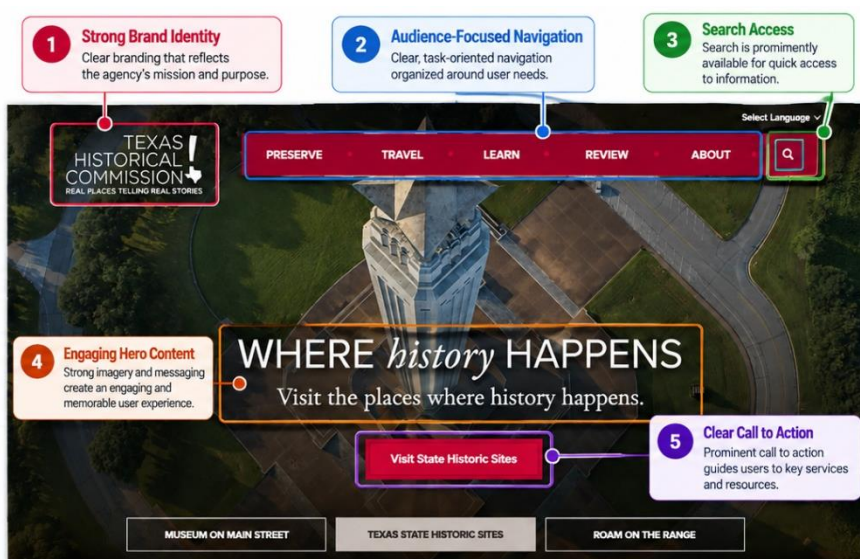
The redesigned website will provide consistent experience across the City's content and services. InfoStride will focus on:

- **Modern, City-branded design** that creates a welcoming and professional digital presence for Bruceville-Eddy.
- **Clear navigation and information hierarchy** that helps visitors understand where to go and what to do next.
- **Responsive design** that provides the same core experience across smartphones, tablets, laptops, and desktop computers.
- **Accessible interaction and content presentation** with readable typography, clear controls, meaningful structure, keyboard-friendly interactions, and accessibility considered throughout the design process.
- **Consistent page layouts and reusable components** so information looks and behaves consistently throughout the website.
- **Task-focused design** that makes frequently needed actions, such as finding a form, reviewing a meeting, locating a document, checking an announcement, or accessing an online service, easy to complete.
- **Clear calls to action** that guide visitors toward the next step without requiring them to understand the City's internal department structure.

Relevant Experience: Texas Historical Commission

InfoStride has applied this type of user-centered approach to the Texas Historical Commission website. The site brings together a substantial amount of public information, resources, programs, travel information, educational content, regulatory services, and online tools through clear user-oriented pathways.

The project demonstrates how complex public-sector content can be organized into intuitive pathways that help visitors move from **finding information to taking action**.



Required Functionality

InfoStride will configure the WordPress CMS to support the functionality identified by the City while presenting these capabilities through a cohesive public experience.

Rather than treating each requirement as an isolated website module, we will organize the functionality around three broad service areas.

⇒ Civic Engagement & Communication

The website will make it easier for the City to communicate with the community and for residents to stay informed.

- [Alert Center](#) for important notices and timely information.
- [News Flash](#) for City news and announcements.
- [Notify Me](#) subscriptions so visitors can choose the information they want to receive.
- [CivicSend or Similar](#) to support City communications and subscriber outreach, subject to the selected platform and integration requirements.
- [Calendar](#) for City events, meetings, board and committee activities, and other scheduled activities.
- [Photo Gallery](#) for community events, City activities, and visual content.
- [Activities and Community Information](#) to help residents and visitors discover what is happening in Bruceville-Eddy.
- [City Council Information](#) including Council information, contacts, meetings, and related materials.
- [Graphic Links and Quick Links](#) for frequently accessed services and resources.

⇒ Documents, Meetings & Records

The redesigned website will provide organized access to the documents and information the community regularly needs.

- [Agenda Center](#) for meeting agendas and related materials.
- [Archive Center](#) for organized access to historical documents and information.
- [Document Center](#) for forms, reports, publications, notices, and other City documents.
- [Bid Postings](#) for current and relevant procurement opportunities.
- [Code of Ordinances](#) with a clear connection to the City's ordinance resource.
- [Staff Directory and Resource Directory](#) to help visitors locate the right person, department, or community resource.
- [FAQs](#) to provide quick answers to commonly requested information.

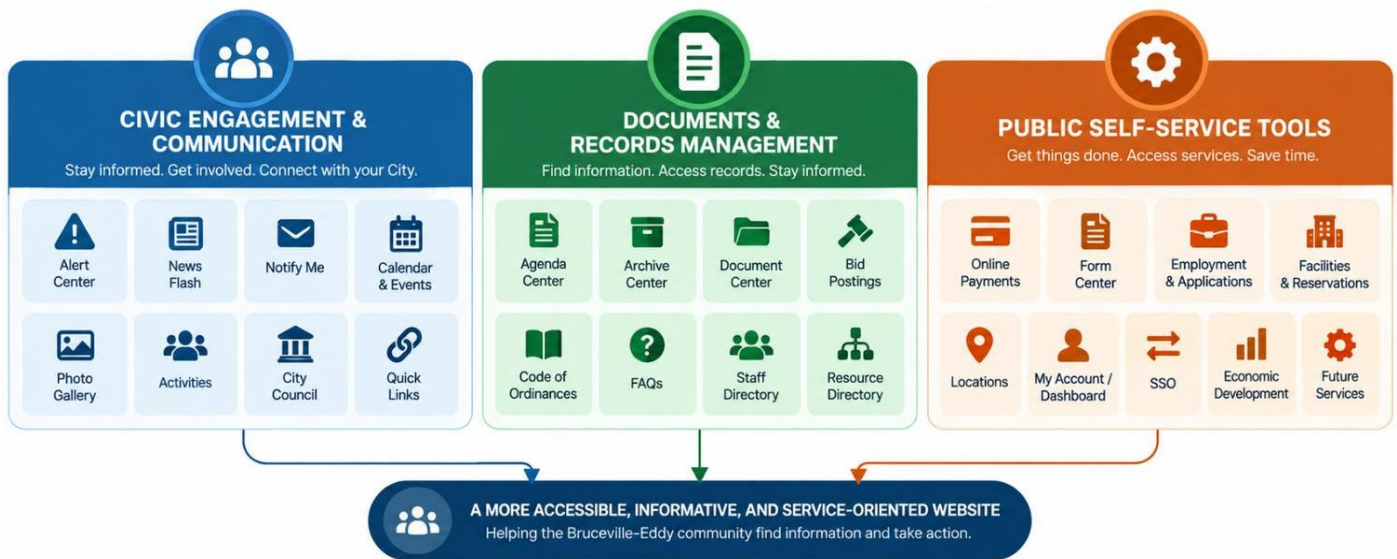
⇒ Public Self-Service Tools

The website will provide clear paths to services that allow residents and other visitors to complete common tasks online.

- [Form Center](#) for City forms and online submissions.
- [Online Payments](#) with an easy-to-find connection to the City's payment services.

- [Employment](#) with information about available positions and support for online applications.
- [Facilities and Locations](#) to help users find City facilities, locations, and related information.
- [My Account / My Dashboard](#) to support personalized services and SSO where compatible with the City's selected systems.
- [Future online services and integrations](#) as the City's digital service needs evolve.
- [Economic Development Corporation content](#) presented as a dedicated resource for businesses, investors, and the community.

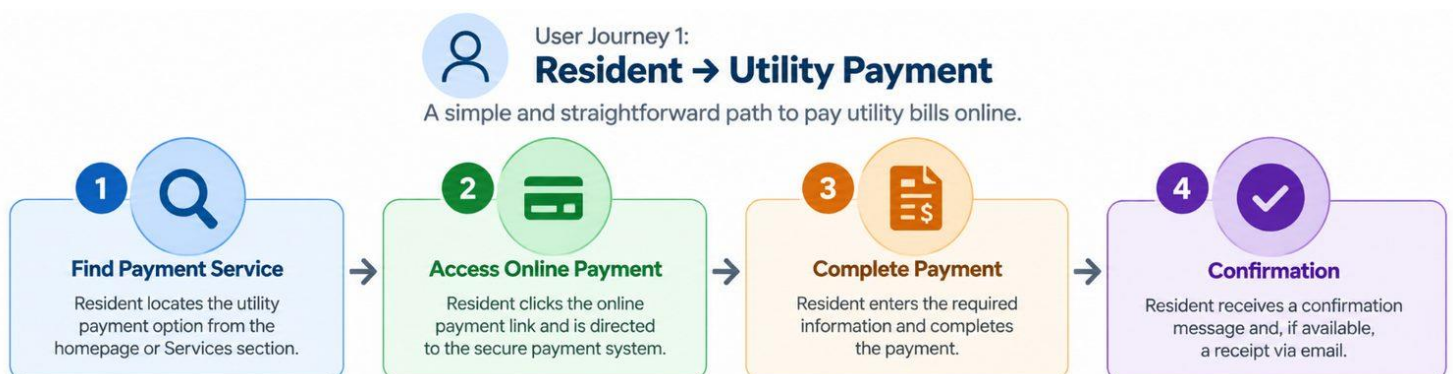
These capabilities will be organized into clear user paths so visitors can complete tasks without needing to know which City department manages the underlying service.



Representative User Journeys

The following examples demonstrate how the proposed functionality will come together to support common tasks.

⇒ User Journey 1:



The redesigned website will provide a clear and prominent path to the City's existing online payment service. The website will serve as the starting point for the transaction while the payment itself continues through the City's selected payment system.

The design will also provide a foundation for future credit-card payment capabilities for utility or accounts-receivable services, as identified by the City.

⇒ User Journey 2:



A business owner will be able to quickly locate current bid opportunities, review available information and requirements, and follow the appropriate instructions for responding.

Bid information will be presented in an organized format so users can understand the opportunity without searching through unrelated City content.

⇒ User Journey 3:



Residents will be able to find important alerts through the website and, where applicable, subscribe to notifications through the City's Notify Me functionality.

Alerts can provide timely information about community activities, road conditions, closures, emergencies, or other topics selected by the City.

Bringing the Experience Together

These journeys demonstrate the approach InfoStride will use throughout the website:

Make the service easy to find → Present the information clearly → Guide the visitor toward the next step → Provide a simple way to stay connected.

Behind the scenes, WordPress will give City staff the tools to manage the content supporting these experiences, while the redesigned frontend will present that information in a consistent, accessible, and responsive way.

*The proposed website mockups are provided in **Appendix 4**.*

CMS CAPABILITIES, ACCESSIBILITY & ANALYTICS

InfoStride will configure the City's WordPress environment to provide a practical, controlled, and sustainable content management experience for authorized City staff. The CMS will allow staff to manage website content without requiring specialized technical skills while supporting consistent presentation, controlled publishing, accessibility, document management, and ongoing website administration.

The approach is designed around three priorities:

Easy to Manage → Consistent and Controlled → Accessible and Sustainable

CMS Editing Experience

The redesigned website will provide authorized City staff with a familiar WYSIWYG editing experience for creating and maintaining website content. The editing environment will support routine content updates while using established templates, components, and permissions to maintain consistency across the website.

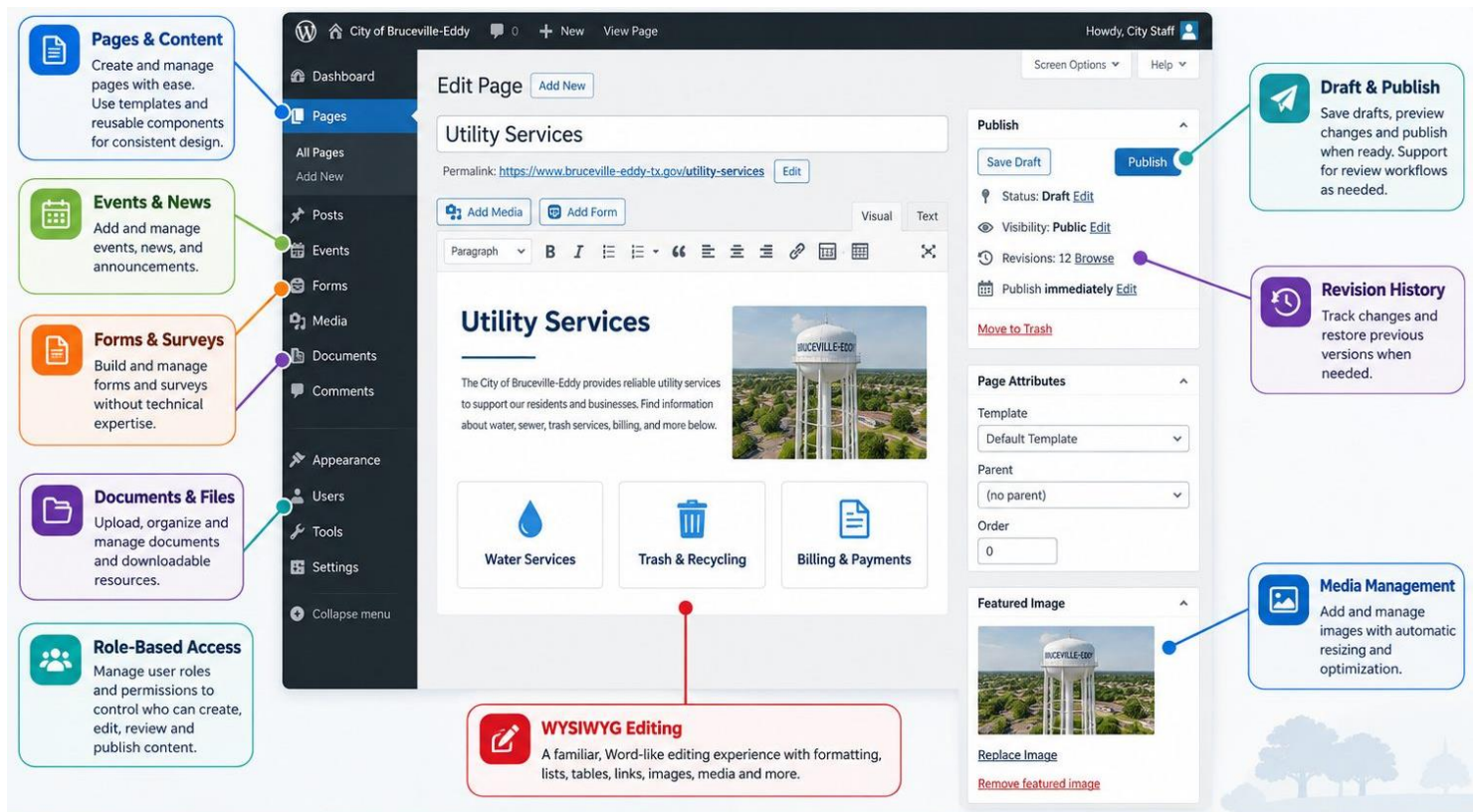
Word-Like WYSIWYG Editing

The CMS will provide a Word-like editing experience that allows authorized users to create and update content without requiring direct coding for routine changes.

Staff will be able to work with:

- ⇒ Text formatting and headings
- ⇒ Bulleted and numbered lists
- ⇒ Tables
- ⇒ Links to internal and external pages
- ⇒ Images and rich media
- ⇒ Documents and downloadable files
- ⇒ HTML editing for authorized users where appropriate
- ⇒ Undo and redo
- ⇒ Spell checking
- ⇒ Content imported from Microsoft Word, with unnecessary formatting cleaned where supported
- ⇒ Draft content before publication

These capabilities align with the City's requirement for a WYSIWYG editor supporting common formatting, links, images, media, documents, lists, tables, HTML editing, undo/redo, spell checking, user options, history, and drafts.



- ⇒ **Editing from the Website** - Authorized editors will be able to access and update applicable content through the CMS without requiring a separate technical development process for routine changes. This will allow City staff to keep pages current as information changes while maintaining the established design and structure of the website.
- ⇒ **Role-Based Content Management** - The CMS will support role- and user-based permissions so the City can control who can create, edit, review, and publish content. This provides a practical structure for distributing content responsibilities across departments while maintaining appropriate publishing control.
- ⇒ **Draft and Publishing Workflows** - Staff will be able to save content as drafts before publication. Where the City's workflow requires review, content can be prepared and reviewed before being made publicly available.
- ⇒ **Revision History and Version Restoration** - The CMS will maintain content history so authorized users can review previous versions and restore earlier content when necessary. This provides an additional safeguard when making frequent updates or correcting previously published information.
- ⇒ **Reusable Content and Consistent Styling** - Reusable components and established content patterns will help staff create pages that maintain the City's visual identity.

Common elements such as headings, buttons, alerts, cards, links, forms, and content sections can follow consistent styles across the website, allowing staff to manage content without unintentionally changing the overall design.

CMS Management Tools

Beyond page editing, the CMS will provide the management capabilities required for ongoing website administration.

CMS Management Area	Capabilities / Proposed Approach	Benefit
Navigation and Link Management	Menu Manager: Authorized staff can add, remove, and reorder navigation items while maintaining the overall information architecture. Link Manager: Supports creation and management of links within website content. Link Checker: Helps identify broken links so they can be corrected as part of ongoing website maintenance.	Supports consistent navigation and helps ensure visitors can reliably access internal and external resources. The RFP specifically identifies Menu Manager, Link Manager, and Link Checker capabilities, including reporting of broken external links.
Image and File Management	Image Manager: Supports image uploading, resizing, and optimization for appropriate website presentation. File Manager: Provides an organized way to upload, manage, and reference documents and downloadable resources.	Helps staff efficiently manage website images and files while supporting appropriate image sizing and organized document access. These capabilities address the City's requirements for image resizing/compression and file management.
Content and Document Management	The CMS will provide structured management of website information and documents, including: • Document Center • Searchable documents • FAQ content • Quick Links • Public notices • Meeting materials • Agendas and minutes • Forms and related resources • Department and community information	The Document Management Center will organize documents into logical categories and support search and retrieval of relevant resources, making important City information easier for both staff and visitors to manage and find.
Forms and Surveys	Authorized staff will be able to create and manage forms and surveys without requiring specialized technical skills. Capabilities will include: • Form creation and editing • Required fields • Basic validation	Supports the City's need for staff-managed forms and surveys. The RFP specifically calls for survey forms that can be managed by non-technical content editors and can provide collected information through email or Excel-compatible outputs.

	• Email notifications • Collection of submitted information • Supported data outputs, as applicable	
Automated Content Activation and Expiration	Time-sensitive content can be configured with activation and expiration dates so that it becomes available or is removed from public display at the appropriate time.	Can support: • Bid opportunities • Meeting notices • Public notices • Events • Temporary announcements • Application periods • Community alerts This supports the City's requirement for automated activation and expiration of content.
Events, Calendars and Photo Galleries	The CMS will support management of the City's events and calendars, including multiple calendars where required. Staff will also be able to manage photo galleries and other visual content while maintaining consistent presentation across the website.	Supports the City's need to manage meetings, events, community activities, calendars, and visual content through the CMS. The RFP specifically identifies multiple event calendars and photo gallery capabilities as required functionality.
Dynamic Content and Page Assembly	The website will use reusable content components to allow authorized staff to assemble and maintain pages without requiring custom development for every content update.	Provides flexibility for City staff while maintaining consistent design patterns and reducing the need for technical assistance for routine page updates.
Website Administration and Governance	The CMS will support ongoing website administration through: • Audit trail • User roles and permissions • Dynamic breadcrumbs • Page-level keywords and metadata • Content history • Version restoration • Site search • Content categorization • Consistent page templates • Reusable content components	These capabilities support controlled website administration, content accountability, easier navigation, search and discoverability, and consistent presentation. They correspond to the City's requirements for audit trails, dynamic breadcrumbs, page-level keywords and metadata, and site search.

Accessibility

Accessibility will be incorporated throughout the website lifecycle rather than treated as a final-stage activity.

InfoStride will align the website's design, development, content migration, testing, and publishing practices with the City's stated ADA, Section 508, and WCAG requirements.

The City identifies WCAG AA as the minimum target, with AAA where possible. InfoStride will establish WCAG AA as the baseline and apply higher-level accessibility practices where practical and appropriate.

⇒ **Accessibility by Design**

Accessibility considerations will be incorporated into templates, components, navigation, forms, content structures, and interactive elements from the beginning of implementation.

The approach will address:

- Accessible page structures
- Proper heading hierarchy
- Keyboard-accessible navigation and interactions
- Appropriate color contrast
- Meaningful link and button labels
- Accessible forms and instructions
- Appropriate alternative text for images
- Accessible tables
- Accessible presentation of documents
- Captions and accessible media practices where applicable
- Accessible interactive components
- Responsive presentation across devices

Accessibility Validation Throughout the Lifecycle

Accessibility validation will occur throughout implementation rather than relying only on a final review.

Design → Development → Content Migration → Quality Assurance → Pre-Launch → Ongoing Management

This approach allows issues to be identified earlier, addressed during implementation, and rechecked before launch.

⇒ **CMS Accessibility Guardrails** – The City specifically wants the CMS and website design to support workflows capable of producing accessible content and pages.

InfoStride will therefore configure templates, components, content structures, permissions, and publishing practices to make accessible content the expected path for City editors.

Where supported by the implemented CMS configuration, accessibility checks can help identify common issues before publication. These checks will complement staff knowledge and review processes rather than replace them.

The objective is to reduce the opportunity for inaccessible content to be introduced while giving City staff the tools and knowledge needed to maintain accessibility over time.

Relevant Experience: SUNY Geneseo Accessibility & ADA Compliance

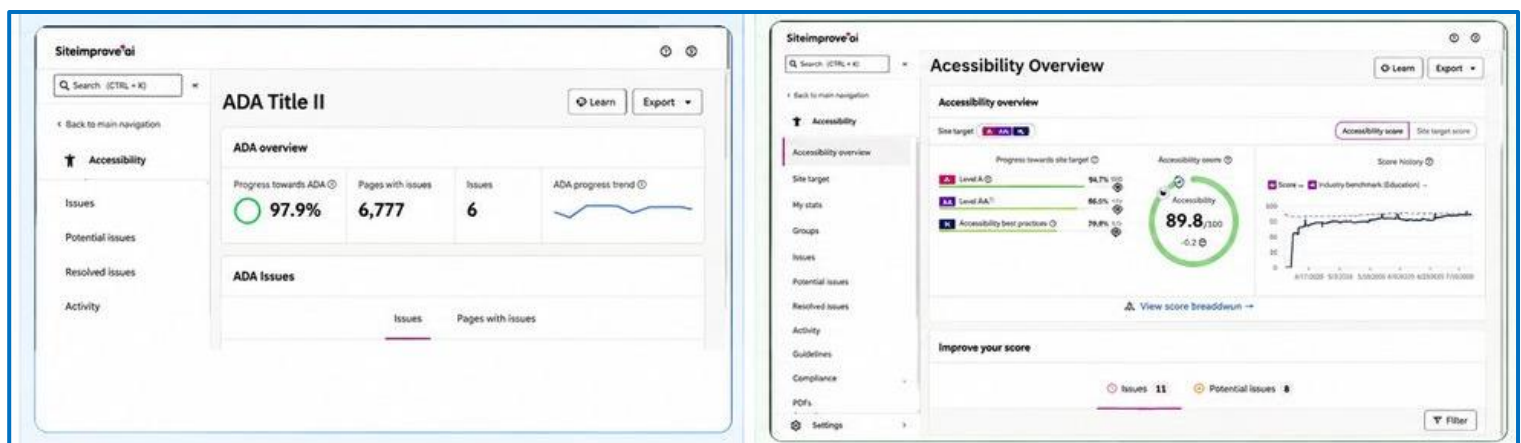
InfoStride has applied this accessibility-focused approach in a large-scale higher education modernization initiative for SUNY Geneseo, where the team supported the migration of more than [7,000 webpages](#) from Drupal 10 to a WordPress Enterprise platform hosted on Pantheon.

Accessibility and ADA compliance were treated as core requirements throughout planning, migration, design, development, and post-launch governance. InfoStride implemented [WCAG 2.2 AA and ADA](#) compliance practices across templates, navigation, page structures, media, forms, and dynamic content.

The implementation included standardized Gutenberg content blocks with semantic HTML, corrected heading hierarchies, accessible tables, optimized images, alt-text validation, keyboard-navigable menus, accessible form validation, ARIA roles and landmarks, improved focus states, skip navigation, and WCAG-compliant color contrast.

To support long-term governance, accessibility practices were embedded into reusable templates, structured content blocks, and editorial workflows within the CMS. Siteimprove was integrated for continuous accessibility monitoring, issue reporting, and compliance tracking, while editorial teams received structured guidance and accessibility best practices.

The initiative achieved over [90% WCAG 2.2 AA](#) compliance and [97% ADA compliance](#), while improving accessibility governance, usability consistency, and long-term compliance sustainability across the digital environment.



⇒ **Accessibility Review and Remediation** - Accessibility validation will be incorporated into:

1. Design review
2. Template and component development
3. Content migration
4. Functional and responsive testing
5. Accessibility testing
6. User acceptance testing
7. Pre-launch validation
8. Ongoing content management

Issues identified during testing will be documented, prioritized, remediated, and rechecked before the applicable release is approved.

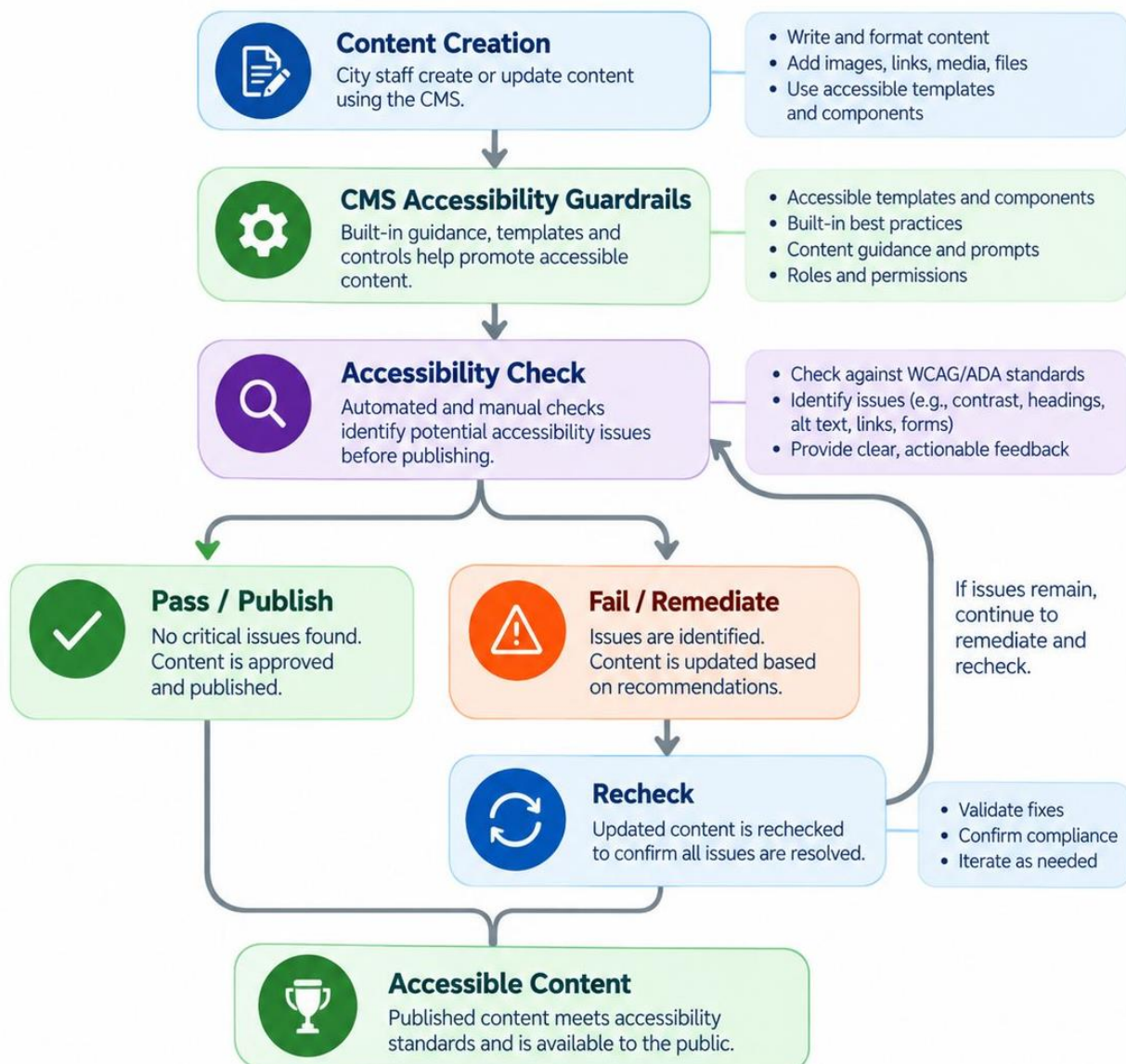
⇒ Staff Coaching and Governance

Sustaining accessibility requires more than an accessible website at launch. InfoStride will provide practical guidance to help City staff maintain accessibility as they create and update content.

Training and coaching will address:

- Creating meaningful headings
- Using descriptive link text
- Providing appropriate alternative text
- Creating accessible tables
- Managing accessible documents
- Creating accessible forms
- Presenting media appropriately
- Recognizing common accessibility issues
- Following established accessibility procedures

⇒ Accessibility Workflow



The workflow represents the intended publishing approach and emphasizes that automated checks complement, rather than replace, human review and accessibility-aware content practices.

Analytics & Search Optimization

The redesigned website will provide the City with greater visibility into website usage and help staff understand how visitors find and interact with information.

⇒ **Website Analytics**

The solution will support Google Analytics or a comparable website analytics platform, consistent with the City's requirement for website statistical usage.

Analytics can help the City understand:

- Overall website traffic
- Most frequently visited pages
- Popular services and resources
- Visitor engagement
- Traffic sources
- Device usage
- Popular documents and content
- Usage trends following announcements, events, or campaigns

⇒ **Site Search and Content Discovery**

Search will be an important part of the website experience, particularly for visitors who know what information they need but do not know which City department or section provides it.

The solution will support:

- Prominent site search
- Search across website content
- Searchable documents and resources where applicable
- Logical content categories
- Related content pathways
- Breadcrumbs
- Quick Links
- Structured content organization

The RFP specifically requires a site search capability and permits either a custom search engine or an integrated search solution.

⇒ **Search Optimization and Metadata**

InfoStride will configure the website to support search-friendly content and page-level metadata.

This will include:

- Appropriate page titles
- Page descriptions
- Keywords where applicable
- Descriptive URLs
- Logical heading structures
- Breadcrumbs
- Search-friendly content organization

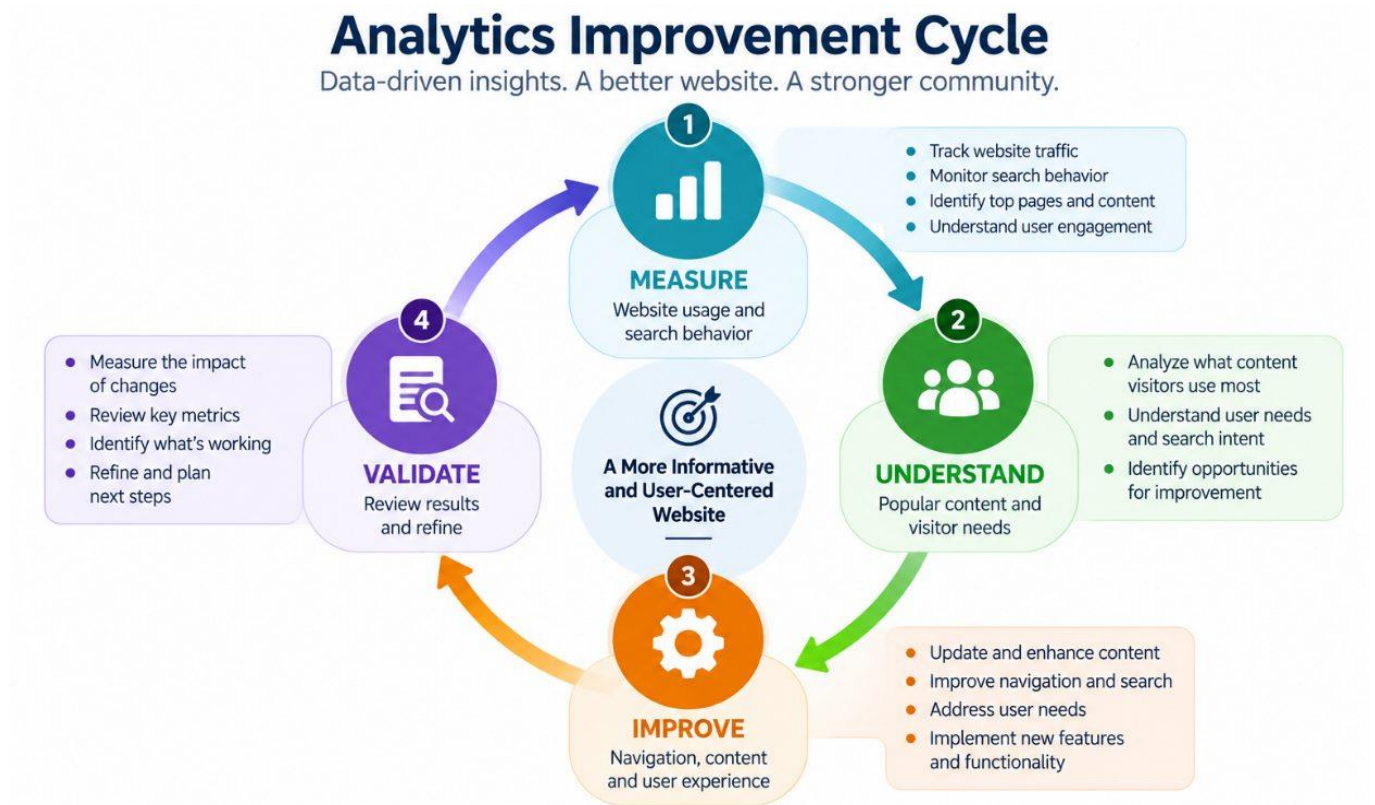
- Appropriate metadata controls for authorized staff

The CMS will provide staff with appropriate controls for managing page-level metadata while the site's information architecture will support both visitor discovery and search engine indexing.

This directly addresses the City's requirement for keyword and meta tag settings at the individual page level to support search engine discovery.

⇒ **Using Analytics to Improve the Website**

Analytics will provide more than basic traffic statistics. The City can use website usage information to understand which services and content receive the most attention and where improvements may be beneficial.



A Sustainable Content Management Approach

The combination of a structured WordPress CMS, controlled content management, accessibility practices, and website analytics provides the City with a sustainable approach beyond initial implementation.

The City will have the ability to:



This approach helps ensure that the redesigned website remains useful, accessible, current, and manageable as Bruceville-Eddy's information and service needs evolve.

PROJECT TEAM

InfoStride will bring together a focused team with hands-on experience across public-sector website modernization, WordPress, content strategy, accessibility, quality assurance, hosting, and ongoing support. Each team member has a defined role in moving Bruceville-Eddy from discovery and planning through design, development, migration, testing, training, launch, and post-launch support.

The team combines public-sector and enterprise experience with the practical skills needed to create a website that is easy for residents to use and easy for City staff to manage. Our approach brings project leadership, user experience, WordPress expertise, accessibility, content migration, and technical operations together throughout the engagement.



Team Member	Proposed Role	Experience	Relevant Experience
Ritu Mangla	Account Director	25+ years	Provides executive oversight for website modernization and digital transformation programs, with experience spanning government, accessibility, content governance, stakeholder coordination, and long-term client relationships.
Rohit Sood	Project Manager	18+ years	Leads projects from planning through launch, coordinating stakeholders, schedules, requirements, content migration, accessibility, testing, UAT, training, and post-launch transition across public-sector and enterprise environments.
Grace Yu	Business Analyst & Content Strategy Lead	10+ years	Leads discovery, requirements, content assessment, information architecture, governance, and migration planning, including large-scale content consolidation and modernization initiatives.
Kristen Henshaw	Lead UI/UX Designer & Information Architecture Specialist	15+ years	Brings extensive experience in user experience, information architecture, accessible design, usability, responsive interfaces, and content organization across government, higher education, healthcare, and nonprofit environments.
Amit Kaushal	Senior WordPress Solution Architect	15+ years	Provides WordPress architecture and implementation expertise across CMS configuration, content migration, integrations, governance, security, and deployment for public-sector and enterprise modernization programs.

Melissa S.	Accessibility & Quality Assurance Lead	8+ years	Provides expertise in WCAG 2.1/2.2 AA, ADA, and Section 508 accessibility testing, remediation, functional and regression testing, responsive validation, and launch readiness.
Rajiv Gautam	Application Support & DevOps Lead	12+ years	Supports hosting, WordPress deployment, infrastructure, monitoring, backups, security, disaster recovery, release coordination, and production support to maintain reliable website operations.

⇒ Key Personnel #1

Profile	Details
Name	Ritu Mangla
Proposed Role	Account Director
Professional Experience	25+ years
Professional Background	Strategic delivery leader with extensive experience in website modernization, digital transformation, accessibility, content governance, and technology initiatives across government, higher education, healthcare, research, nonprofit, and enterprise environments.
Relevant Public-Sector Experience	SUNY Geneseo, Harvard University, University of Texas System, ARPA-H Investor Catalyst Hub, Municipality of Anchorage, Sacramento Municipal Utility District, New Braunfels Utilities (NBU), Texas Department of Transportation, Texas Historical Commission
Core Expertise	Executive stakeholder engagement, program governance, digital transformation, website modernization, accessibility and compliance, content governance, risk and issue management, multidisciplinary team leadership, and operational readiness.
Bruceville-Eddy Responsibility	Provide executive oversight and strategic direction, support City leadership engagement, guide key decisions, and maintain alignment across project scope, accessibility, quality, delivery milestones, risks, and long-term website operations.
Education	MBA, Kellogg School of Management, Northwestern University
Certifications	Project Management Professional (PMP); DHS Certified Accessibility Engineer; Certified Big Data Analyst

⇒ KEY PERSONNEL #2

Profile	Details
Name	Rohit Sood
Proposed Role	Project Manager
Professional Experience	18+ years
Professional Background	Experienced Accessibility Program Manager and Project Manager specializing in website modernization, digital transformation, accessibility, and enterprise technology initiatives across government, higher education, nonprofit, and public-sector environments.
Relevant Public-Sector Experience	Texas Historical Commission, Texas Department of Information Resources, Georgia Department of Community Affairs, Investor Catalyst Hub, Municipality of Anchorage, SUNY Geneseo, Maryland State Department of Education
Core Expertise	Project governance, stakeholder management, accessibility coordination, WCAG and ADA/Section 508 coordination, remediation tracking, Agile delivery, milestone management, risk and issue management, quality assurance coordination, and operational readiness.
Bruceville-Eddy Responsibility	Lead day-to-day project delivery, coordinate City and InfoStride stakeholders, manage schedules and milestones, facilitate workshops and reviews, track risks and dependencies, coordinate accessibility and QA activities, and support UAT, training, launch, and post-launch transition.
Education	Bachelor of Engineering ; Advanced Studies in Information Systems and Digital Transformation

⇒ KEY PERSONNEL #3

Profile	Details
Name	Grace Yu
Proposed Role	Business Analyst & Content Strategy Lead
Professional Experience	10+ years
Professional Background	Business analyst and content strategy professional with experience supporting website modernization across healthcare, higher education, government, nonprofit, and public-sector environments. Specializes in translating stakeholder needs into clear requirements, content structures, navigation, governance practices, and migration strategies.
Core Expertise	Requirements analysis, content strategy and governance, content audits, information architecture, navigation and taxonomy, content migration, stakeholder workshops, editorial workflows, user journeys, and accessibility planning.
Relevant Project Experience	New Braunfels Utilities (NBU), Texas Department of Transportation, SUNY Geneseo, Pennsylvania State System of Higher Education (PASSHE), California State University, Texas Independent School Districts, and BrightPath Consulting Group.
Selected Experience	Led content strategy and information architecture for 7,000+ pages at SUNY Geneseo, including content audits, stakeholder engagement, taxonomy, navigation, governance, and editorial recommendations. Supported multi-campus content and information architecture for PASSHE and diverse, multilingual audience environments across Texas school districts.
Bruceville-Eddy Responsibility	Lead requirements discovery, content assessment, information architecture, navigation and taxonomy planning, content governance, and migration strategy. Grace will work with City stakeholders to organize departments, services, documents, forms, meetings, events, and other content into a structure that is intuitive for residents and practical for City staff to maintain.
Education	MBA, Business Administration

⇒ KEY PERSONNEL #4

Profile	Details
Name	Kristen Henshaw
Proposed Role	Lead UI/UX Designer & Information Architecture Specialist
Professional Experience	15+ years
Professional Background	Accessibility and user experience specialist with extensive experience designing intuitive, accessible, responsive, and user-centered digital experiences across government, higher education, healthcare, nonprofit, and enterprise environments. Her work spans accessibility-first UX, information architecture, responsive and mobile-first design, usability assessment, user journey mapping, and digital experience modernization.
Relevant Public-Sector & Institutional Experience	SUNY Geneseo, Maryland State Department of Education, Investor Catalyst Hub, Texas Historical Commission, Harvard Gazette, along with accessibility and digital experience initiatives across public-sector and institutional environments.

Core Expertise	WCAG 2.1/2.2, ADA, Section 508, accessibility audits, remediation validation, responsive and mobile-first design, information architecture, usability testing, keyboard and screen-reader accessibility, ARIA, accessibility documentation, and stakeholder/developer guidance.
Bruceville-Eddy Responsibility	Lead information architecture, UX/UI design, responsive layouts, user journeys, and accessibility-focused design for the City's website. Kristen will help translate City requirements into intuitive navigation, clear page structures, accessible interfaces, and a consistent experience across desktop, tablet, and mobile devices.
Education	B.S., Information Technology, University of Phoenix
Certifications	IAAP CPACC; DHS Trusted Tester; ICAgile Certified Professional; Accessibility Specialist Certification; NVDA Certified Expert Professional; JAWS Certification; ZoomText Certification; W3Cx Web Accessibility and HTML5/CSS Fundamentals

⇒ KEY PERSONNEL #5

Profile	Details
Name	Amit Kaushal
Proposed Role	Senior WordPress Solution Architect
Professional Experience	15+ years
Professional Background	Senior technical and accessibility engineering professional with 15+ years of experience supporting website modernization, enterprise CMS, digital transformation, and accessible digital experiences across government, higher education, nonprofit, and public-sector environments.
Relevant Project Experience	Sacramento Municipal Utility District, New Braunfels Utilities (NBU), ARPA-H National Research Hub, Maryland Judiciary, SUNY Geneseo, University of Hawai'i
Core Expertise	WordPress and enterprise CMS architecture, accessible HTML/CSS/JavaScript, semantic structure, ARIA, keyboard-accessible navigation and forms, responsive and mobile accessibility, reusable components, technical remediation, integrations, implementation validation, and technical documentation.
Bruceville-Eddy Responsibility	Lead WordPress architecture and technical implementation, including CMS configuration, reusable components, responsive functionality, integrations, accessibility-aware development, technical validation, deployment readiness, and long-term maintainability.
Education & Credentials	Bachelor of Technology ; Technology Strategy & Infrastructure Planning Specialist; Public-Sector Technology Advisory Consultant; 15+ years of technical advisory experience.

⇒ KEY PERSONNEL #6

Profile	Details
Name	Melissa Smeal
Proposed Role	Accessibility & Quality Assurance Lead
Professional Experience	8+ years

Professional Background	Accessibility and quality assurance professional specializing in website modernization, accessibility compliance, usability, and launch readiness across higher education, government, nonprofit, and public-sector environments.
Relevant Project Experience	SUNY Geneseo, ARPA-H National Research Hub, Texas Historical Commission – DowntownTX.org, Municipality of Anchorage, Sacramento Municipal Utility District, New Braunfels Utilities (NBU)
Core Expertise	WCAG 2.1/2.2 AA, ADA, Section 508, manual and automated accessibility testing, functional and regression QA, UAT, cross-browser and cross-device testing, responsive validation, screen-reader and keyboard testing, defect tracking, remediation validation, and launch readiness.
Bruceville-Eddy Responsibility	Lead accessibility and quality assurance activities across the project lifecycle, including WCAG/ADA validation, functional and responsive testing, browser and device testing, regression testing, defect tracking, remediation verification, UAT support, and final launch-readiness assessment.
Tools & Technologies	Axe DevTools, WAVE, Lighthouse, NVDA, JAWS, VoiceOver, keyboard accessibility testing, and cross-browser/device testing.
Education & Certifications	Certified WCAG Specialist

⇒ KEY PERSONNEL #7

Profile	Details
Name	Rajiv Gautam
Proposed Role	DevOps, Infrastructure & Application Support Lead
Professional Experience	12+ years
Professional Background	DevOps and application support professional with 12+ years of experience supporting WordPress, enterprise websites, cloud infrastructure, deployment, and production operations. His expertise includes performance, security, monitoring, backups, disaster recovery, release management, and operational readiness.
Core Expertise	Cloud infrastructure, DevOps, CI/CD, deployment automation, WordPress hosting, Linux, SSL/TLS, security, monitoring, backups and disaster recovery, performance optimization, and production support.
Relevant Project Experience	SUNY Geneseo, Georgia Tech, Texas Historical Commission, University of North Carolina at Pembroke, California State University, and GetDandy.
Selected Experience	Supported WordPress hosting and production operations for SUNY Geneseo, including monitoring, SSL, backups, disaster recovery, releases, performance, and security updates. Supported deployment, environment management, and production readiness for the Texas Historical Commission, with additional higher-education infrastructure experience across Georgia Tech, UNC Pembroke, and California State University.
Bruceville-Eddy Responsibility	Support the City's WordPress hosting and technical operations, including Pantheon environment management, deployments, performance monitoring, security, backups, disaster recovery, release coordination, and post-launch production support.
Education	Bachelor of Technology

PROJECT APPROACH

InfoStride's implementation approach is structured into six coordinated phases, each designed to progressively validate requirements, establish the user experience, develop and configure the WordPress platform, migrate and validate content, complete comprehensive testing, and transition the website into ongoing City operations.

Each phase builds upon the validated outputs of the previous stage, providing defined review points and reducing rework while maintaining alignment with the City's requirements, accessibility objectives, content needs, and service priorities.

DISCOVERY → DESIGN → BUILD → MIGRATE & VALIDATE → TEST → LAUNCH & SUPPORT



Phase 1: Discovery, Requirements & Content Planning

This phase establishes the strategic, functional, content, accessibility, and technical foundation for the website redesign before detailed design and development begin. InfoStride will work closely with City stakeholders to understand the current website, validate project requirements, identify priorities, and establish the content and functionality framework that will guide implementation.

Because the City is seeking more than a visual redesign, this phase will focus on how the website can better support residents, businesses, investors, visitors, and other audiences while making routine content management easier for City staff.

⇒ Journey Through This Phase

- **Project Kickoff & Stakeholder Alignment:** - Initiate the engagement with a structured kickoff meeting to confirm project objectives, stakeholder roles, communication expectations, review processes, decision-making responsibilities, project priorities, and success criteria.
- **Requirements Validation & Traceability:** - Review the RFP requirements and translate them into defined design, content, CMS, functionality, accessibility, hosting, training, and support workstreams. Requirements will be tracked throughout implementation to help ensure that agreed capabilities are not overlooked.
- **Existing Website & Content Assessment:** - Review the City's existing WordPress website, including pages, navigation, documents, images, forms, calendars, announcements, news, meeting information, department content, links, and other available resources. The assessment will identify opportunities to retain, reorganize, update, consolidate, or retire content.
- **Audience & Service Analysis:** - Evaluate the needs of the City's primary audiences and identify the information and services that should be most accessible from the website. Particular attention will be given to high-value tasks such as accessing documents, finding meetings and events, viewing bids, submitting forms, accessing employment information, receiving alerts, and using online services.
- **Functionality & Integration Review:** - Review current and required functionality, including online payments, Code of Ordinances access, forms and surveys, calendars, documents, alerts, news, search, analytics, employment applications, facilities, My Account/My Dashboard, and other required modules.

Existing and potential third-party connections will be reviewed to establish integration requirements and dependencies.

- **Accessibility Baseline & Planning:** - Review existing templates, page structures, content practices, forms, navigation, and interactive elements to identify accessibility considerations. Findings will inform the design and development approach and support the City's goal of WCAG AA compliance as a minimum, with AAA achieved where practical.
- **Hosting & Technical Planning:** - Confirm the proposed WordPress and Pantheon hosting approach, including development and production environments, security, HTTPS, backups, performance, deployment, monitoring, and operational considerations.
- **Content Migration Planning:** - Establish the approach for migrating approved existing content into the redesigned website. Migration planning will address content organization, documents, images, links, forms, page relationships, and other applicable content types.

By the end of Phase 1, the City will have a validated set of requirements, priorities, content considerations, technical dependencies, accessibility considerations, and implementation decisions that establish the foundation for design and development.

Phase 2: Information Architecture, UX/UI Design & Accessibility Planning

With requirements and content considerations established, Phase 2 translates the City's priorities into a clear information architecture and user-centered digital experience.

The focus will be on simplifying navigation, improving content discoverability, creating clear pathways to City services, modernizing the visual presentation, and establishing reusable design patterns that can be maintained consistently by City staff.

Accessibility will be incorporated during design rather than treated solely as a final testing activity. This helps reduce remediation effort later in the project and establishes accessibility expectations within the website's underlying design system.

⇒ Journey Through This Phase

- **Service Pathway & Navigation Planning:** - Restructure navigation around user needs and City services rather than relying solely on organizational hierarchy. Key pathways will support activities such as accessing payments, agendas and minutes, bids, forms, employment information, events, alerts, documents, and City contacts.
- **Sitemap Development:** - Develop and validate a sitemap reflecting the City's required departments, services, government information, community resources, economic development content, public notices, and other required website modules.
- **Content Organization & Taxonomy:** - Define logical content groupings and relationships for recurring content such as News, Events, Documents, Bids, Forms, Alerts, Departments, Staff, Resources, and other applicable content types.
- **Search & Findability Planning:** - Establish the information structures that will support site search, document discovery, categories, filtering, breadcrumbs, Quick Links, and related content.
- **User Journey Definition:** - Map representative user pathways for important tasks, such as a resident finding an online service, a business owner locating a bid opportunity, or a resident finding a community or road alert. These pathways will help validate that the proposed architecture supports task completion with minimal confusion.

- **Wireframing & Layout Planning:** - Develop representative page layouts to establish information hierarchy, content placement, calls to action, search access, service links, alerts, events, documents, and other high-priority elements before detailed visual design.
- **Visual Design & City Branding:** - Modernize the visual presentation while maintaining alignment with the City's identity. Design considerations will include typography, spacing, imagery, color hierarchy, calls to action, page layouts, and consistent presentation of recurring content.
- **Responsive Design:** - Design the website for phones, tablets, and desktop computers so that content, navigation, forms, documents, and interactive functionality remain usable across screen sizes.
- **Accessibility-First Design Validation:** - Address color contrast, heading hierarchy, link presentation, keyboard interaction, focus states, form structure, readable layouts, and other applicable accessibility considerations during design.
- **Prototype & City Review:** - Present representative designs and prototypes to City stakeholders for review. Feedback will be incorporated through controlled review cycles before development begins.

By the end of Phase 2, the City will have an approved information architecture, sitemap, navigation approach, representative user journeys, visual design direction, responsive layouts, and reusable design patterns ready for WordPress implementation.

Phase 3: WordPress Development & CMS Configuration

With the information architecture and visual direction approved, Phase 3 transitions the project from planning and design into implementation.

InfoStride will build the redesigned website within WordPress and configure the CMS to support the City's required content management, publishing, document, form, calendar, alert, search, and administrative capabilities.

The implementation will emphasize reusable components and consistent templates so City staff can maintain the website efficiently without requiring custom development for routine content updates.

⇒ Journey Through This Phase

- **WordPress Environment & Theme Configuration:** - Configure the WordPress environment and implement the approved visual system, navigation, page structures, templates, and reusable components.
- **Page Template & Component Development:** - Develop reusable layouts for the homepage, department pages, news, events, documents, bids, forms, government information, staff information, community resources, and other required content areas.
- **CMS Editing Experience:** - Configure the WYSIWYG editing environment to support Word-like content editing, formatting, links, images, media, documents, lists, tables, HTML editing where appropriate, undo/redo, spell checking, drafts, and publishing.
- **Content Management & Governance:** - Configure role-based access, permissions, publishing workflows, revision history, version restoration, and other administrative controls needed to support responsible content management.
- **Required Website Functionality:** - Configure the City's required capabilities, including Agenda Center, Archive Center, Bid Postings, Calendar and Events, Alert Center, News Flash, Notify Me, Document Center, Forms and Surveys, Photo Gallery, FAQs, Quick Links, Staff Directory, Resource Directory, Employment, Facilities and Reservations, Locations, and other applicable modules.
- **Forms & Surveys:** - Configure staff-managed forms with appropriate fields, validation, notifications, submission handling, and supported data outputs.

- **Documents & Files:** - Configure document and file management capabilities to support organization, search, uploading, linking, and presentation of City documents and public records.
- **Events, Calendars & Alerts:** - Configure calendar and event functionality, including multiple calendars or categories where required, along with news, announcements, alerts, and subscription capabilities.
- **Search & Content Discovery:** - Configure site search and supporting content structures to improve the discoverability of pages, documents, services, events, news, and other information.
- **Analytics Configuration:** - Configure Google Analytics or a comparable analytics solution as identified in the City's requirements, supporting measurement of website usage and user behavior.
- **Accessibility & Responsive Implementation:** - Implement approved templates and components with accessibility and responsive requirements incorporated into the underlying structures rather than relying solely on post-development remediation.
- **Pantheon Hosting Configuration:** - Configure the proposed Pantheon hosting environment and applicable development, testing, and production workflows to support controlled implementation and deployment.

By the end of Phase 3, the City will have a functional WordPress website with the approved design, CMS capabilities, required website functionality, administrative controls, analytics configuration, and hosting foundation ready for content migration and validation.

Phase 4: Content Migration, Integrations & Accessibility Validation

With the website structure and CMS capabilities established, Phase 4 focuses on moving approved content into the redesigned environment and validating that required functionality operates as intended.

InfoStride will approach migration as a controlled modernization rather than a simple transfer of existing pages. Existing content will be evaluated against the approved information architecture and presented using the new templates and content structures.

⇒ Journey Through This Phase

- **Content Inventory Reconciliation:** - Confirm the content identified during discovery and migration planning and establish the approved set of pages, documents, images, forms, events, news, meeting materials, and other content to be migrated.
- **Structured Content Migration:** - Migrate approved content into the redesigned WordPress environment using the new page structures, templates, navigation relationships, and content organization.
- **Content Normalization:** - Apply consistent formatting, headings, links, images, metadata, page structures, and other applicable content standards during migration.
- **Document & Media Migration:** - Migrate approved documents, images, and media while maintaining appropriate organization and ensuring that files remain accessible from their intended content areas.
- **Link & Redirect Validation:** - Review internal and external links and identify applicable redirects needed to support a smooth transition from the existing website structure to the redesigned website.
- **Required Functionality Configuration:** - Complete configuration and validation of forms, calendars, alerts, news, document management, search, employment information, facilities, online services, and other required capabilities.
- **Online Services & Integration Validation:** - Validate approved connections to existing or required City services, including online payment pathways and other third-party services identified during discovery. Specific integration approaches will be confirmed based on the City's existing systems and technical requirements.
- **Search & Analytics Validation:** - Confirm that search, page metadata, content organization, analytics tracking, and other applicable discoverability capabilities are functioning correctly.

- **Accessibility Review & Remediation:** - Review migrated content and implemented components for accessibility considerations, including headings, links, images, tables, forms, documents, navigation, contrast, keyboard access, and other applicable WCAG requirements. Identified issues will be prioritized and remediated before final acceptance.
- **Content Quality Validation:** - Review migrated content for accuracy, completeness, organization, formatting, working links, and consistency with the approved design and information architecture.

By the end of Phase 4, the redesigned website will be populated with approved content, configured with required services and functionality, and subjected to an initial accessibility and content validation cycle before formal QA and UAT.

Phase 5: Quality Assurance & User Acceptance Testing

Phase 5 provides the comprehensive validation cycle required before production launch. InfoStride will evaluate the website across functional, responsive, accessibility, content, browser, CMS, and integration requirements.

Testing will occur in a controlled environment so that issues can be identified and resolved before the production website is made publicly available.

⇒ Journey Through This Phase

- **Functional Quality Assurance:** - Validate page templates, navigation, menus, breadcrumbs, search, forms, document access, calendars, events, alerts, news, galleries, staff directories, publishing workflows, and other required functionality.
- **CMS & Publishing Workflow Testing:** - Test the staff editing experience, roles, permissions, drafts, publishing, revision history, content activation and expiration, and other applicable CMS workflows.
- **Responsive & Cross-Browser Validation:** - Test the website across desktop, tablet, and mobile screen sizes and supported modern browsers to confirm consistent presentation and reliable interaction.
- **Accessibility Testing:** - Validate templates, navigation, forms, content structures, interactive components, and representative migrated content against the City's accessibility objectives. Testing will include applicable keyboard, semantic, contrast, focus, and assistive technology considerations.
- **Content & Link Validation:** - Review migrated pages, documents, images, links, forms, and other content to identify inaccuracies, broken links, missing assets, or presentation issues.
- **Forms & Workflow Testing:** - Test form submission, required fields, validation, notifications, submission handling, and applicable output requirements.
- **Integration Testing:** - Validate approved third-party connections and online service pathways to confirm appropriate data flow and user access.
- **Search & Analytics Testing:** - Confirm that search returns appropriate content and that analytics tracking is functioning as configured.
- **User Acceptance Testing:** - Support designated City stakeholders during UAT. Findings will be documented, prioritized, addressed, and revalidated through controlled remediation cycles.
- **Defect Resolution & Revalidation:** - Track identified issues through resolution and conduct appropriate regression testing to ensure corrections do not introduce new problems.
- **Launch Readiness Review:** - Conduct a final readiness review covering content, functionality, accessibility, responsive behavior, integrations, analytics, hosting, and outstanding issues before launch authorization.

By the end of Phase 5, the website will have completed comprehensive QA and City UAT, with identified issues resolved or appropriately dispositioned and formal approval obtained to proceed to production launch.

Phase 6: Training, Launch, Stabilization & Closeout

The final phase manages the transition from implementation to ongoing City operations. InfoStride will prepare City staff to manage the website, complete final launch activities, monitor the production environment, provide post-launch technical assistance, and complete the project handoff.

The City's RFP calls for training for three staff members and technical assistance following implementation. InfoStride will structure this phase to support both immediate launch readiness and sustainable ongoing website management.

⇒ Journey Through This Phase

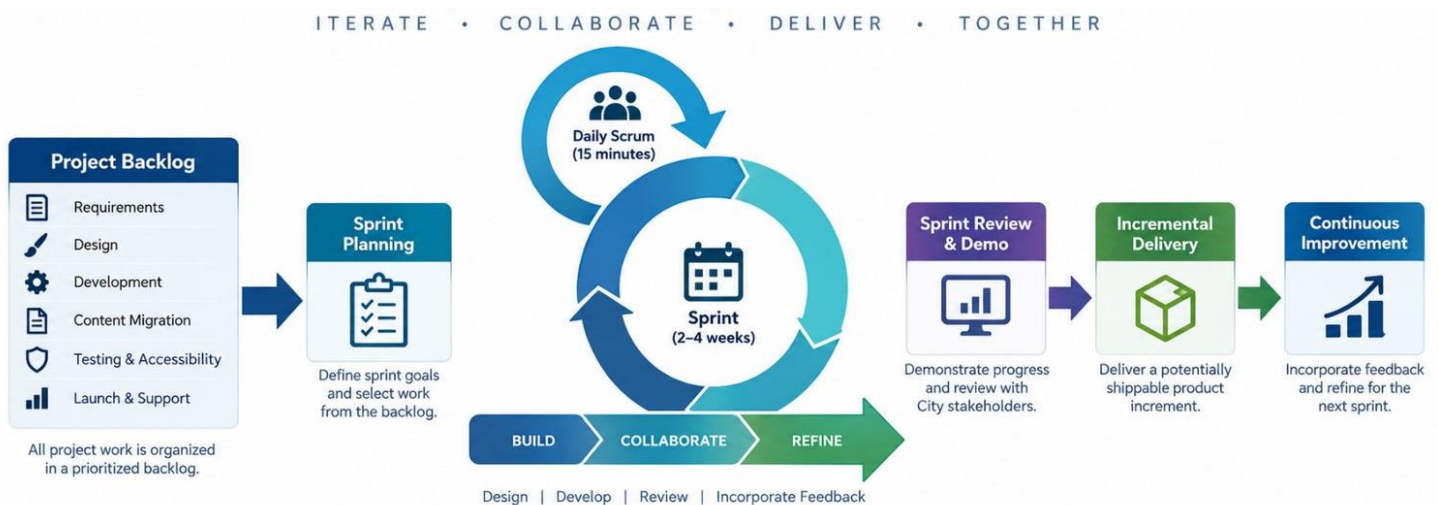
- **City Staff Training:** - Provide practical training for the three designated City staff members through web conference. Training will focus on the CMS activities staff will perform as part of routine website management.
- **CMS & Functional Training:** - Training will cover page editing, documents and files, images, forms and surveys, calendars and events, alerts, news, publishing workflows, revisions, and other applicable functionality.
- **Accessibility-Aware Content Management:** - Train staff on practical accessibility practices, including meaningful headings, descriptive links, alternative text, accessible tables, forms, documents, media, and appropriate content structure.
- **Publishing & Governance Training:** - Explain roles, permissions, drafts, approvals, publishing, revision history, content review, and routine governance practices that support consistent website management.
- **Training & Reference Materials:** - Provide appropriate reference materials to reinforce training and support future staff onboarding and routine administration.
- **Pre-Launch Readiness Review:** - Complete final checks of content, navigation, forms, documents, integrations, accessibility, responsive behavior, analytics, redirects, hosting, and other launch-critical items.
- **Production Deployment:** - Deploy the approved website to the production environment and complete applicable domain, hosting, security, and configuration activities.
- **Final Production Validation:** - Perform post-deployment checks to confirm that critical pages, forms, links, documents, search, analytics, and other required functionality remain operational in production.
- **Go-Live Monitoring & Stabilization:** - Monitor the website following launch and address launch-related issues or required refinements promptly during the stabilization period.
- **Post-Launch Technical Assistance:** - Provide the agreed technical assistance period to support City staff with CMS questions, content management, functionality, accessibility questions, and other applicable transition needs.
- **Knowledge Transfer & Handoff:** - Complete knowledge transfer and provide agreed documentation and configuration information necessary for the City to maintain the website after the implementation period.
- **Project Closeout:** - Conduct a final project review, confirm completion of agreed deliverables, document any remaining items if applicable, and formally transition the website into ongoing City operations.

By the end of Phase 6, the City will have a launched and stabilized website, trained staff, completed knowledge transfer, the agreed technical assistance, and the documentation needed to support sustainable ongoing website management.

PROJECT METHODOLOGY

InfoStride will utilize a structured, collaborative, and agile project management approach designed to ensure transparency, controlled execution, and continuous alignment throughout our partnership with the City of Bruceville-Eddy. Our approach is tailored to the City's website redesign, WordPress development, content migration, accessibility, testing, training, and post-launch support requirements, enabling efficient decision-making, clear accountability, and predictable project delivery while remaining flexible enough to accommodate evolving City priorities.

Our Agile approach will organize project activities into prioritized and manageable work cycles, allowing the InfoStride team and City stakeholders to review progress incrementally rather than waiting until the end of the project. Each cycle will have defined objectives, planned activities, expected outcomes, and review opportunities.



Agile Delivery Cycle

- **Prioritized Backlog:** - Organize project requirements and activities into a prioritized backlog covering design, development, migration, accessibility, testing, training, and launch.
- **Sprint Planning:** - Define sprint objectives, priorities, deliverables, dependencies, and required City inputs.
- **Build & Collaborate:** - Progressively design, develop, configure, migrate, and validate the website in collaboration with City stakeholders.
- **Review & Demonstration:** - Demonstrate completed work at defined checkpoints, enabling the City to review progress and provide feedback.
- **Feedback & Refinement:** - Incorporate, prioritize, and validate feedback and resolve identified issues before progressing.
- **Incremental Delivery:** - Deliver measurable progress throughout each sprint, including approved designs, templates, CMS functionality, migrated content, and validated features.
- **Continuous Improvement:** - Use feedback and lessons learned from each cycle to refine subsequent work and improve delivery.

Collaboration & Communication

Effective collaboration is essential to the success of the website redesign. InfoStride will establish structured communication channels that support timely decision-making, clear accountability, responsive issue resolution,

and continuous alignment with the City of Bruceville-Eddy. Our team will work closely with designated City stakeholders while adapting meeting cadence, review cycles, and reporting to the City's project needs.

Regular collaboration sessions will provide opportunities to review completed work, prioritize upcoming activities, discuss design and technical recommendations, evaluate emerging requirements, and address potential risks or dependencies before they affect project delivery.

Meeting Type	Purpose	Frequency
Weekly Status Meetings	Review active work, progress, priorities, risks, decisions, and action items	Weekly
Sprint Planning Sessions	Prioritize backlog items, confirm upcoming work, and define sprint objectives	Weekly
Sprint Review & Demonstration	Review completed work, demonstrate functionality, and gather City feedback	Bi-Weekly
Strategic Roadmap Reviews	Review upcoming milestones, priorities, enhancements, and project direction	As Needed
Technical Workshops	Discuss complex requirements, integrations, CMS configuration, accessibility, or technical decisions	As Required

Project Tracking, Visibility & Delivery Management

Successful website implementations require more than regular meetings, they require complete project visibility into requirements, priorities, delivery progress, approvals, dependencies, and overall project status. InfoStride leverages structured project management and collaboration practices to provide Bruceville-Eddy stakeholders with clear visibility into website redesign activities, sprint progress, deliverables, content migration, testing, and launch readiness throughout the engagement.

To ensure a seamless collaboration experience, InfoStride will use a combination of Asana, Airtable, and Google Workspace, as appropriate to the City's preferred working environment and project needs. These tools support our internal delivery processes and provide a structured environment for managing project tasks, requirements, sprint activities, documentation, meeting notes, stakeholder feedback, and project communications.



Bruceville-Eddy stakeholders will have visibility into ongoing work through project boards, dashboards, status reporting, and scheduled reviews. This allows the City to understand what has been completed, what is currently in progress, what is planned next, and where City input or decisions are required.

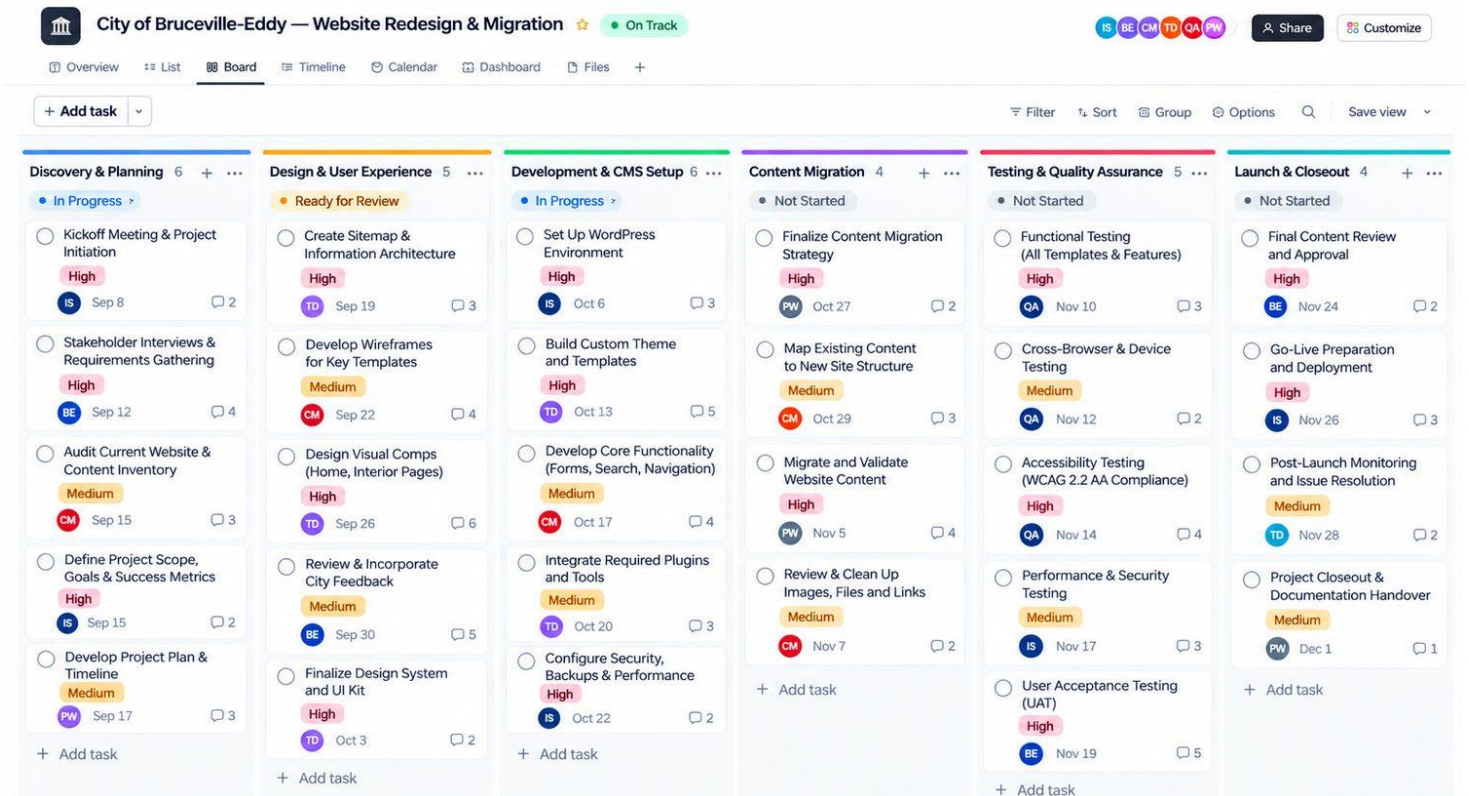
The project management environment will also serve as a system of record for project governance, maintaining requirements, sprint plans, stakeholder feedback, approvals, meeting outcomes, project decisions, risks, issues, and completed deliverables. This centralized approach supports informed decision-making while maintaining a clear history of project activities throughout the engagement.

Typical project tracking views provide visibility into:

- Active project tasks and deliverables
- Sprint backlog, work in progress, and planned activities
- Task ownership, priority, status, and target dates
- Requirements and deliverable progress
- City reviews, approvals, and outstanding decisions
- Content migration and accessibility activities
- Quality assurance and User Acceptance Testing progress
- Open risks, issues, dependencies, and mitigation activities
- Upcoming milestones and launch readiness
- Completed work and historical project information

This integrated delivery environment provides InfoStride and Bruceville-Eddy with a single source of truth for project execution, improving collaboration, accelerating decision-making, and ensuring transparency into project progress throughout the engagement.

The following representative project board illustrates how InfoStride organizes project activities into clearly defined workstreams, assigns ownership, tracks implementation status, and manages priorities across the delivery lifecycle.



City of Bruceville-Eddy — Website Redesign & Migration On Track

Navigation: Overview | List | **Board** | Timeline | Calendar | Dashboard | Files

Top Bar: Filter | Sort | Group | Options | Save view

Discovery & Planning (6)	Design & User Experience (5)	Development & CMS Setup (6)	Content Migration (4)	Testing & Quality Assurance (5)	Launch & Closeout (4)
In Progress - Kickoff Meeting & Project Initiation (High, IS, Sep 8, 2) - Stakeholder Interviews & Requirements Gathering (High, BE, Sep 12, 4) - Audit Current Website & Content Inventory (Medium, CM, Sep 15, 3) - Define Project Scope, Goals & Success Metrics (High, IS, Sep 15, 2) - Develop Project Plan & Timeline (Medium, PW, Sep 17, 3)	Ready for Review - Create Sitemap & Information Architecture (High, TD, Sep 19, 3) - Develop Wireframes for Key Templates (Medium, CM, Sep 22, 4) - Design Visual Comps (Home, Interior Pages) (High, TD, Sep 26, 6) - Review & Incorporate City Feedback (Medium, BE, Sep 30, 5) - Finalize Design System and UI Kit (High, TD, Oct 3, 2)	In Progress - Set Up WordPress Environment (High, IS, Oct 6, 3) - Build Custom Theme and Templates (High, TD, Oct 13, 5) - Develop Core Functionality (Forms, Search, Navigation) (Medium, CM, Oct 17, 4) - Integrate Required Plugins and Tools (Medium, TD, Oct 20, 3) - Configure Security, Backups & Performance (High, IS, Oct 22, 2)	Not Started - Finalize Content Migration Strategy (High, PW, Oct 27, 2) - Map Existing Content to New Site Structure (Medium, CM, Oct 29, 3) - Migrate and Validate Website Content (High, PW, Nov 5, 4) - Review & Clean Up Images, Files and Links (Medium, CM, Nov 7, 2)	Not Started - Functional Testing (All Templates & Features) (High, QA, Nov 10, 3) - Cross-Browser & Device Testing (Medium, QA, Nov 12, 2) - Accessibility Testing (WCAG 2.2 AA Compliance) (High, QA, Nov 14, 4) - Performance & Security Testing (Medium, IS, Nov 17, 3) - User Acceptance Testing (UAT) (High, BE, Nov 19, 5)	Not Started - Final Content Review and Approval (High, BE, Nov 24, 2) - Go-Live Preparation and Deployment (High, IS, Nov 26, 3) - Post-Launch Monitoring and Issue Resolution (Medium, TD, Nov 28, 2) - Project Closeout & Documentation Handover (Medium, PW, Dec 1, 1)

Quality Assurance & Testing

InfoStride considers Quality Assurance (QA) an integral part of the website redesign, development, content migration, and deployment lifecycle. Rather than treating testing as a final step, we embed quality validation throughout implementation to ensure the Bruceville-Eddy website is reliable, responsive, accessible, functional, and aligned with the City's requirements.

Our risk-based QA approach helps identify issues early, prevent regressions, validate critical user journeys, and support a consistent experience across desktop, tablet, and mobile devices. Quality validation will continue from development through content migration, User Acceptance Testing, and production launch.

Our quality assurance framework is organized into the following key areas:

⇒ **Functional Testing & Validation** - Every website feature, configuration, content structure, form, and integration will undergo functional validation to confirm that it performs as intended and does not negatively affect existing functionality.

Our functional testing activities will include:

- Validation of required website features and CMS functionality
- Verification of navigation, menus, breadcrumbs, and page templates
- Testing of forms, surveys, notifications, and submission workflows
- Validation of calendars, events, alerts, news, and document functionality
- Verification of search and content-discovery functionality
- Review of content rendering, images, documents, and interactive components
- Confirmation of approved third-party and online service integrations
- Post-deployment validation following production launch

⇒ **Cross-Browser, Device & Accessibility Testing** - InfoStride will validate website functionality, responsiveness, and accessibility across supported browsers and device types to provide a consistent experience for residents, businesses, visitors, investors, and other website users.

Accessibility testing will be incorporated throughout the implementation and will support the City's requirement for WCAG AA compliance as a minimum, with AAA achieved where possible.

Our validation approach will include:

- Cross-browser compatibility testing
- Responsive testing across desktop, tablet, and mobile devices
- Accessibility validation of templates, content, forms, navigation, and interactive components
- Keyboard navigation and focus-state validation
- Color contrast and semantic structure verification
- Validation of headings, links, images, tables, forms, and media
- Testing of critical user journeys across supported devices and browsers

Device Type	Devices / OS	Browsers Tested	Screen Resolution
iPhone	iPhone 14	Chrome, Safari	390 × 844
	iPhone X	Chrome, Safari	375 × 812
	iPhone 12	Chrome, Safari	390 × 844
Android	Samsung Galaxy S22	Chrome	360 × 780
	Galaxy S10	Chrome	360 × 760
Windows 11	Windows 11	Chrome (v107 latest, v81)	1440 × 900, 1920 × 1080
	Windows 11	Firefox (v107 latest)	1440 × 900, 1920 × 1080
	Windows 11	Edge (v107, v104)	1440 × 900, 1920 × 1080
Windows 10	Windows 10	Chrome (v107 latest, v81)	1440 × 900, 1920 × 1080
	Windows 10	Firefox (v107 latest)	1440 × 900, 1920 × 1080
	Windows 10	Edge (v107, v104)	1440 × 900, 1920 × 1080
Tablet	macOS Catalina	Chrome 91, Safari, Firefox 81	768 × 1024
	macOS Mojave	Chrome 90, Firefox 90	768 × 1024
Mac (Desktop)	macOS Sonoma	Safari 17 (latest)	1440 × 900, 1920 × 1080
	macOS Big Sur	Safari 14.1	1440 × 900, 1920 × 1080

⇒ **Regression Testing & Release Validation** - Changes made during development, content migration, configuration, or deployment can affect previously validated functionality. InfoStride will therefore perform structured regression testing to confirm that existing capabilities continue to operate correctly as the website evolves.

Regression testing will include:

- Validation of critical website functionality following updates
- Testing of reusable templates and components
- Verification of navigation, layouts, styling, and responsive behavior
- Validation of forms, search, calendars, documents, alerts, and other core functionality
- Review of approved integrations following configuration changes
- Validation of Dev/Test/Live deployment workflows within the Pantheon environment
- Post-deployment checks to confirm successful implementation

⇒ **Defect Management & Continuous Quality Improvement** - Quality assurance extends beyond identifying issues. InfoStride will maintain a structured process for documenting, prioritizing, resolving, and revalidating defects based on their impact on functionality, accessibility, usability, and project readiness.

Our quality management practices will include:

- Defect identification, tracking, and prioritization
- Assignment of issues to responsible team members
- Root-cause analysis for significant or recurring issues
- Corrective action and remediation
- Validation of issue resolution before closure
- Regression testing following significant corrections
- Documentation of recurring issues and preventive recommendations
- Continuous refinement of testing practices throughout implementation

Risk Management & Mitigation

Effective risk management is essential to maintaining project momentum and ensuring the website redesign remains aligned with the City of Bruceville-Eddy's requirements, schedule, accessibility expectations, functionality, and launch objectives. InfoStride will proactively identify, assess, track, and mitigate risks throughout the engagement rather than waiting for issues to affect project delivery.

Our approach will provide the City with clear visibility into potential risks, their potential impact, mitigation actions, ownership, and required decisions. Risks and dependencies will be reviewed throughout discovery, design, development, content migration, testing, and launch.

⇒ Risk Assessment & Mitigation Strategies

InfoStride will assess project risks based on likelihood and potential impact, allowing the team to prioritize risks that could most significantly affect website quality, schedule, functionality, accessibility, or launch readiness.

Impact	Likelihood			
	Rare	Unlikely	Possible	Likely
Minor	No interruption	Minor content mismatch	Delayed stakeholder feedback	Minor UI issue
Moderate	Slight performance impact	Browser compatibility issue	Search/SEO impact	Feature usability issue
Major	Limited content availability	Integration dependency	Significant accessibility remediation	Major design or navigation issue
Severe	No material impact	Brand or content governance concern	Extended downtime risk	Critical launch issue

➤ **Risk Identification & Monitoring** - InfoStride will maintain ongoing visibility into risks and dependencies across the project lifecycle, including:

- Requirements and scope dependencies
- City stakeholder availability and approval timelines
- Content review, approval, and migration dependencies
- Third-party systems and online service integrations
- Accessibility and content remediation requirements
- CMS configuration and development dependencies
- Documents, forms, images, and other content migration issues
- Testing and User Acceptance Testing findings
- Schedule and milestone dependencies
- Production deployment and launch readiness

Identified risks will be documented with their potential impact, likelihood, ownership, current status, and planned mitigation actions.

➤ **Proactive Mitigation** - InfoStride will address risks early through structured planning, incremental delivery, and continuous validation. Mitigation activities may include:

- Validating requirements and assumptions during Discovery
- Identifying dependencies before development begins
- Establishing clear City review and approval points
- Prioritizing high-impact functionality and user journeys
- Validating accessibility throughout design, development, and migration
- Conducting incremental content and functionality reviews
- Testing integrations before production deployment
- Performing regression testing following significant changes
- Maintaining controlled development, testing, and production environments
- Establishing launch readiness criteria and contingency actions

➤ **Risk Escalation & Resolution** - When a risk requires City involvement or a project-level decision, InfoStride will communicate the issue promptly, explain its potential impact, and provide recommended resolution options. The issue, decision, responsible party, and resulting action will be tracked through the established project management process.

This approach helps ensure that potential issues are addressed early, while sufficient time remains to resolve them without creating unnecessary schedule or launch impacts.

➤ **Continuous Risk Management** - Risk management will remain active from Discovery through Launch and Stabilization. Risks identified during one phase or sprint will inform planning for subsequent activities, while lessons learned will be used to reduce the likelihood of recurring issues.

Through proactive identification, transparent communication, defined ownership, and continuous mitigation, InfoStride will help Bruceville-Eddy minimize project risk and maintain a predictable path toward a functional, accessible, user-friendly, and launch-ready website.

Change Management & Scope Governance

The City's website will continue to evolve as municipal priorities, stakeholder feedback, accessibility requirements, content needs, and operational priorities change over time. InfoStride follows a structured yet flexible change management approach that enables new requests to be evaluated, prioritized, and implemented without disrupting ongoing project activities or affecting agreed project objectives.

Rather than treating every request as a formal change, our approach distinguishes between routine maintenance, planned enhancements, and larger strategic initiatives. This allows day-to-day requests to be addressed efficiently while ensuring changes that affect scope, schedule, budget, resources, or project commitments receive the appropriate level of review and approval.

⇒ Change Management Workflow

Stage	Description
Request Submission	City stakeholders submit maintenance requests, enhancement ideas, accessibility improvements, content changes, or new functionality through the agreed project management process.
Assessment & Impact Analysis	InfoStride evaluates the request for business value, technical effort, accessibility, dependencies, and potential impacts on scope, schedule, budget, and existing priorities.
Recommendation & Prioritization	InfoStride provides implementation recommendations, effort considerations, scheduling options, and delivery approaches before the request is prioritized within the project backlog, upcoming sprint, or proposed as a separate initiative.
Review & Approval	Requests that affect approved scope, budget, schedule, or project commitments are reviewed collaboratively with authorized City stakeholders before implementation proceeds.
Implementation & Validation	Approved changes are incorporated into the appropriate sprint or project work cycle, developed, tested, validated, and communicated through the established project governance process.
Closure & Documentation	Completed changes are documented, validated with City stakeholders, and reflected in project records to maintain visibility, accountability, and future reference.

⇒ Change Categories

Change Type	Examples	Governance Approach
Operational Maintenance	Content updates, minor fixes, configuration adjustments, routine maintenance	Managed through the project backlog and addressed within the applicable project or support allocation.
Planned Enhancements	New page templates, workflow improvements, accessibility enhancements, feature refinements	Prioritized through backlog refinement and sprint planning with City stakeholder input and approval.
Strategic Initiatives	Major functionality, new integrations, significant UX improvements, platform enhancements	Reviewed collaboratively to determine scope, effort, timeline, resource requirements, dependencies, and appropriate delivery approach.
Urgent Operational Requests	Security vulnerabilities, production incidents, compliance-related updates, critical functionality issues	Prioritized immediately through the established escalation and incident response process.

⇒ Governance & Change Control

All approved requests will be tracked using the agreed project management and collaboration tools, providing visibility into request status, ownership, priorities, implementation progress, approvals, dependencies, and delivery history. Regular governance activities will include backlog reviews, sprint planning, priority discussions, capacity considerations, and project status reviews.

Changes that may affect the approved scope, schedule, budget, or contractual commitments will be clearly identified and communicated to the City before implementation. This provides the City with the information needed to make informed decisions while maintaining control over project priorities and resources.

This structured governance model provides Bruceville-Eddy with the flexibility to respond to evolving website and operational needs while maintaining transparent decision-making, predictable delivery, and effective control over scope, schedule, and resources. By combining agile delivery with collaborative change governance, InfoStride will help the City evolve its website without compromising project stability or long-term objectives.

Service Level Management

Every support request follows a structured service management process designed to ensure timely acknowledgment, appropriate prioritization, transparent communication, and controlled resolution. Upon receipt, each request is logged within the agreed project management platform, assigned a priority based on business impact and urgency, acknowledged within the applicable service target, and routed to the appropriate technical resources. Progress is continuously monitored throughout implementation, with stakeholders receiving regular updates until the request has been validated, completed, and formally closed.

 Priority	 Typical Request	 Acknowledgment Target	 Response Target	 Management Approach
 Critical	Production outage, security incident, major website failure	Within 1 Business Hour	Within 4 Business Hours	Immediate assessment, stakeholder notification, continuous coordination until service restoration, with executive escalation as required.
 High	Major functionality unavailable, significant user impact	Within 4 Business Hours	Within 1 Business Day	Prioritized investigation and resolution through the active delivery queue with regular stakeholder updates.
 Medium	Non-critical defects, accessibility improvements, moderate enhancements	Within 1 Business Day	Within 2 Business Days	Scheduled according to business priority and incorporated into the appropriate sprint or maintenance cycle.
 Low / Routine	Content updates, minor configuration changes, planned enhancements	Within 2 Business Days	Scheduled Delivery	Reviewed during backlog refinement and prioritized according to institutional objectives and available capacity.

Performance Reporting & Governance

InfoStride will provide regular project reporting to promote transparency, support informed decision-making, and continuously evaluate project performance. These reports will provide City stakeholders with meaningful visibility into completed activities, work in progress, project health, and upcoming priorities, enabling proactive planning and effective governance throughout the engagement.

Typical reporting will include:

- Project activities completed, in progress, and upcoming
- Milestone and deliverable status
- Sprint progress and planned activities
- SLA performance and support metrics
- Open risks, issues, and dependencies
- Completed enhancements and upcoming planned activities
- Content migration, accessibility, and testing progress
- Recommendations for continuous improvement and website optimization

Regular reporting, combined with structured governance meetings, will ensure that Bruceville-Eddy maintains clear visibility into project delivery while enabling collaborative planning, proactive issue management, and continuous improvement of the City's website.

Ensuring Continuous Service Excellence

InfoStride's delivery approach combines disciplined governance, agile delivery, proactive project oversight, and continuous improvement to ensure the Bruceville-Eddy website continues to support the City's operational, accessibility, and community needs. By working collaboratively with City stakeholders, we provide responsive project and support services while delivering the guidance needed to strengthen the website over time.

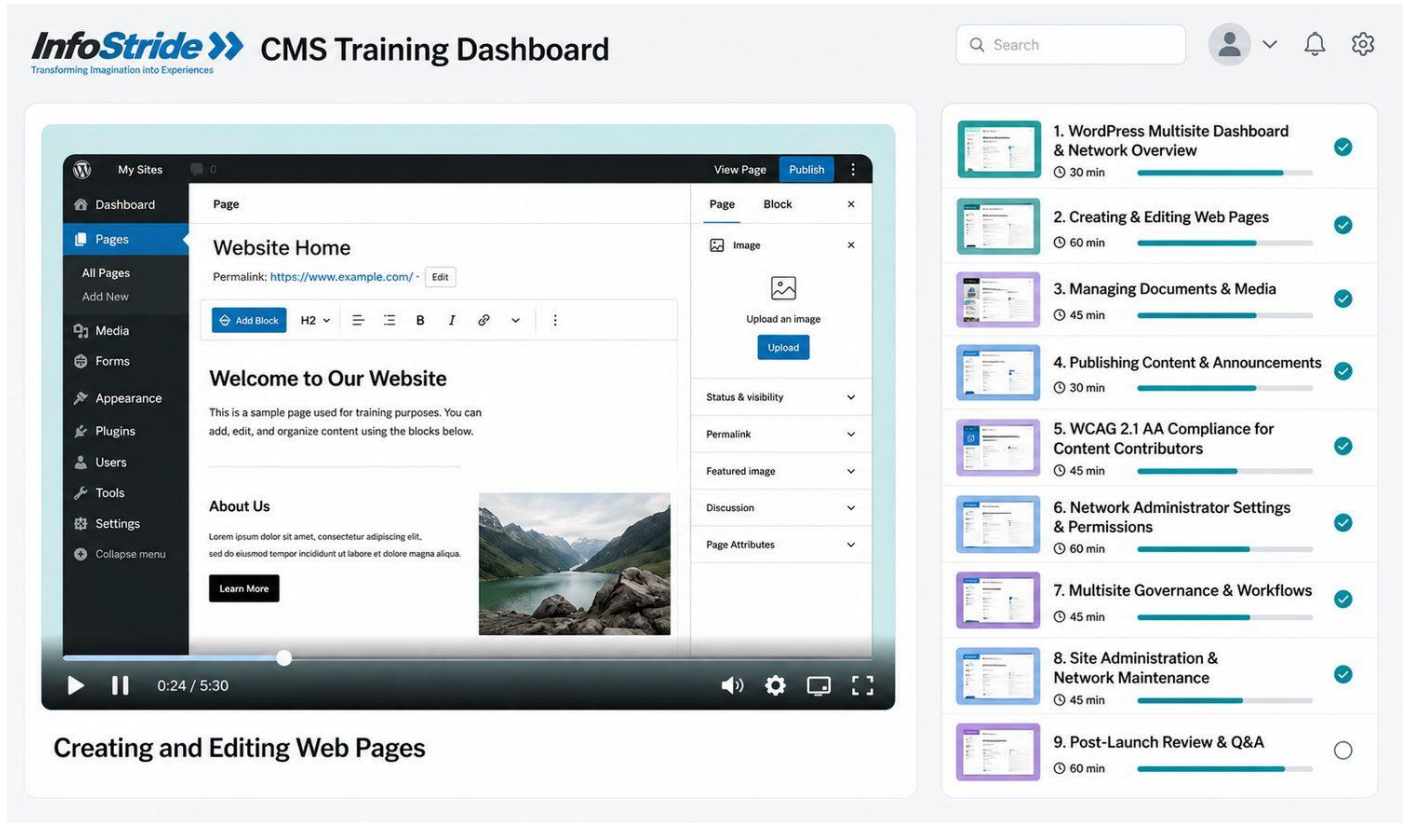
Key service management practices include:

- Clearly defined sprint objectives and delivery commitments
- Continuous backlog prioritization based on City priorities, business value, and urgency
- Proactive identification and resolution of issues before they affect users
- Regular stakeholder reviews, transparent communication, and performance reporting
- SLA-driven response and resolution management
- Comprehensive quality assurance, accessibility validation, and release verification
- Continuous website performance, usability, accessibility, and content improvements
- Strategic recommendations supporting user experience, accessibility, maintainability, and long-term website growth

Through disciplined governance, transparent collaboration, and agile delivery, InfoStride will provide Bruceville-Eddy with a dependable framework that balances responsive support with proactive improvement. This approach ensures that website maintenance, accessibility initiatives, enhancements, and future improvements are delivered efficiently while preserving the security, reliability, accessibility, usability, and long-term sustainability of the City's digital presence.

KNOWLEDGE TRANSFER AND DOCUMENTATION PLAN

The long-term value of the new WordPress website depends on the City’s ability to manage and evolve the platform confidently after implementation. InfoStride’s knowledge transfer approach is therefore designed around operational independence, ensuring the City’s designated staff receive practical knowledge appropriate to their responsibilities, supported by clear documentation and recorded training that can be used beyond the initial implementation.



InfoStride CMS Training Dashboard

Transforming Imagination into Experiences

Search

1. WordPress Multisite Dashboard & Network Overview (30 min) [Completed]

2. Creating & Editing Web Pages (60 min) [Completed]

3. Managing Documents & Media (45 min) [Completed]

4. Publishing Content & Announcements (30 min) [Completed]

5. WCAG 2.1 AA Compliance for Content Contributors (45 min) [Completed]

6. Network Administrator Settings & Permissions (60 min) [Completed]

7. Multisite Governance & Workflows (45 min) [Completed]

8. Site Administration & Network Maintenance (45 min) [Completed]

9. Post-Launch Review & Q&A (60 min) [Not Started]

Creating and Editing Web Pages

0:24 / 5:30

⇒ ROLE-BASED TRAINING

InfoStride will provide structured training sessions covering the capabilities required to manage the website after launch. Training will use the actual WordPress environment and representative City content and workflows wherever practical, allowing participants to learn within the environment in which they will operate.

Session	Focus	Primary Audience
1. WordPress CMS Overview & Dashboard	CMS orientation, dashboard navigation, user roles, and administrative workflows	All designated staff
2. Content Creation & Page Management	Creating and editing pages, managing media and documents, navigation, and publishing content	Content Contributors
3. Accessibility for Content Contributors	Accessible headings, links, alternative text, forms, documents, and content practices	Content Contributors
4. CMS Administration	User and role management, configuration, administrative workflows, and routine CMS management	Designated Administrators
5. Website Governance & Content Management	Content governance, publishing practices, site-level management, and maintaining consistency across the website	Site Administrators and Content Leads
6. Post-Launch Review & Q&A	Real-world questions, workflow reinforcement, and hands-on troubleshooting following initial website management	All trained staff

Each session will be approximately **60 minutes** and delivered virtually through **Microsoft Teams or Zoom**. Sessions will be recorded for future reference. InfoStride will tailor the training format and participant grouping to the City's needs, with hands-on exercises used where practical.

⇒ **TRAINING MATERIALS & DOCUMENTATION**

Training does not end when the live sessions conclude. InfoStride will provide clear, practical materials that allow City staff to reference common workflows independently and support the onboarding of future administrators and content contributors.

Documentation will include:

- Step-by-step guides for common content management and administrative tasks
- Recorded training sessions for future reference
- Quick-reference guides for frequently performed activities
- Accessibility guidance for content contributors
- WordPress CMS administration documentation
- User roles and permissions guidance
- Configuration and administrative reference documentation
- Security and maintenance procedures
- Content governance and publishing guidance

Documentation will reflect the final website configuration and established City workflows so that staff understand not only **how** to perform an action, but also which role or process is responsible for that activity.

⇒ **POST-IMPLEMENTATION SUPPORT**

Following launch, InfoStride will provide support during the agreed stabilization period so City staff can raise follow-up training questions, clarify workflows, and receive assistance as they begin managing the website in real-world conditions. Recurring questions or issues can be documented and incorporated into the knowledge base, helping transform individual support interactions into reusable institutional knowledge.

The included training sessions, recorded materials, and role-based documentation will provide the foundation for independent website management. Additional refresher or onboarding sessions can be provided when City staffing, responsibilities, or website requirements evolve.

The objective is straightforward: by the conclusion of knowledge transfer, Bruceville-Eddy staff will have the knowledge, documentation, and practical experience required to confidently operate and maintain the website without depending on InfoStride for routine activities.

PROPOSED PROJECT TIMELINES AND MILESTONES

InfoStride proposes a **16-week implementation schedule** for the website redesign, WordPress development, content migration, accessibility validation, testing, training, and launch. The schedule is sized to the City's actual environment - approximately 80 to 100 published pages, seven departments, the Government and Economic Development Corporation sections, and roughly ten years of City Council and EDC agendas, minutes, and recordings - rather than to a generic enterprise template. Phases deliberately overlap so that Bruceville-Eddy's small administrative team is never asked to review more than one major deliverable at a time.

Projected Notice to Proceed: October 1, 2026

Projected Website Redesign Completion, Training Complete & Public Launch: January 22, 2027

Post-Launch Technical Assistance: 90 days following launch, through April 22, 2027

Estimated City Staff Time Required: approximately 3 to 4 hours per week during Weeks 1 through 14, concentrated in five scheduled review and approval points

Phase	Key Activities	Primary Deliverables	Estimated Duration
1. Discovery, Requirements & Content Planning	• Conduct project kickoff and stakeholder alignment • Validate RFP requirements and priorities • Conduct the content and systems review • Establish content inventory and migration approach • Define navigation and content organization strategy • Identify integration, accessibility, and technical requirements • Establish governance, communication, and sprint cadence	✓ Discovery & Planning Summary ✓ Validated Requirements & Traceability Matrix ✓ Content Inventory & Migration Plan ✓ Information & Content Organization Strategy ✓ Integration Requirements ✓ Accessibility Baseline & Requirements ✓ Project Governance Plan	Weeks 1-2
2. Information Architecture, UX/UI Design & Accessibility Planning	• Develop revised sitemap and navigation structure • Define service pathways and audience-focused navigation • Develop wireframes for core page types • Design homepage and key content templates • Establish City-branded visual design system • Define reusable page components • Validate responsive and accessibility requirements during design	✓ Approved Sitemap & Navigation Model ✓ Core Page Wireframes ✓ High-Fidelity UI Designs ✓ Responsive Design System ✓ Accessibility Design Validation ✓ Approved Design Direction	Weeks 2-5

	• Conduct City stakeholder review and approval cycles		
3. WordPress Development & CMS Configuration	• Configure WordPress development, testing, and production environments • Develop responsive website templates and reusable components • Configure CMS editing capabilities and content structures • Configure user roles and permissions • Implement required website functionality • Configure forms, calendars, documents, alerts, news, search, galleries, and other required features • Configure approved integrations • Implement accessibility requirements within templates and components • Conduct iterative development reviews	✓ Configured WordPress Environment ✓ Responsive Website Templates ✓ CMS & Content Management Configuration ✓ Reusable Component Framework ✓ Required Functionality Configuration ✓ Integration Development & Validation ✓ Development Completion Summary	Weeks 5-10
4. Content Migration, Integrations & Accessibility Validation	• Execute approved content migration • Migrate and organize pages, documents, images, forms, and other applicable content • Validate content accuracy and completeness • Implement redirects where required • Validate navigation, links, metadata, and content structure • Complete integration validation • Conduct accessibility validation and remediation • Perform responsive and performance checks • Prepare migrated content for formal QA and UAT	✓ Content Migration Report ✓ Content Validation Summary ✓ Redirect & URL Validation ✓ Integration Validation Summary ✓ Accessibility Validation & Remediation Summary ✓ Migration Completion Review	Weeks 8-12
5. Quality Assurance & User Acceptance Testing	• Execute functional QA across templates and CMS workflows • Conduct cross-browser and responsive testing	✓ QA & Functional Testing Report	Weeks 11-14

	• Validate forms, search, calendars, documents, alerts, and other required functionality • Perform accessibility testing • Conduct regression testing • Facilitate structured UAT with City stakeholders • Document, prioritize, and remediate identified issues • Complete launch readiness review and obtain City approval	✓ Cross-Browser & Responsive Testing Summary ✓ Accessibility Testing Results ✓ Defect & Resolution Log ✓ UAT Feedback & Resolution Log ✓ UAT Approval / Sign-Off ✓ Launch Readiness Assessment	
6. Training, Launch, Stabilization & Closeout	• Deliver role-based WordPress training for three designated City staff • Provide accessibility-aware content management guidance • Deliver CMS and governance documentation • Complete final production configuration • Conduct Go/No-Go readiness review • Execute controlled production deployment • Validate production website, forms, integrations, links, and redirects • Provide post-launch stabilization and technical assistance • Complete project closeout and knowledge transfer	✓ Training Materials & Recorded Sessions ✓ CMS & Governance Documentation ✓ Production Deployment Package ✓ Production Validation Confirmation ✓ Post-Launch Stabilization & Technical Assistance ✓ Project Closeout Documentation	Weeks 13-16

HOW A 16-WEEK SCHEDULE IS ACHIEVABLE

A compressed schedule is only credible if the reasons for it are specific. Four conditions make 16 weeks realistic for Bruceville-Eddy, and each is a condition InfoStride controls.

- **No platform migration.** The City already runs WordPress. There is no platform conversion, no data-model translation, and no staff retraining on an unfamiliar CMS. Discovery starts from a known environment rather than a forensic one.
- **The content volume is modest.** Approximately 80 to 100 pages and roughly 250 documents is a two-week migration window, not a two-month one. For comparison, InfoStride migrated 7,000 pages and 300 departmental subsites for SUNY Geneseo.
- **The component library already exists.** The required modules - Agenda Center, Archive Center, Alert Center, News Flash, Notify Me, Document Center, Form Center, Bid Postings, Calendar, Photo Gallery, FAQs, Staff and Resource Directory, Employment, Facilities, Quick Links - are configured from InfoStride's existing municipal component library rather than built from zero.

- **Phases overlap by design.** Design runs into development from Week 5, migration begins before development closes, and QA begins before migration completes. Sequential phases would add ten weeks of waiting without adding a single deliverable.

CITY REVIEW AND APPROVAL POINTS

The schedule depends on timely City feedback, so InfoStride has limited the number of formal approvals to five and fixed the turnaround expectation for each. Each review window is built into the durations above; no phase assumes same-day response.

Approval Point	Week	City Decision Required	Review Window Allowed
Discovery & Requirements Sign-Off	Week 2	Confirm requirements, content inventory, and migration scope	3 business days
Design Direction Approval	Week 5	Approve sitemap, navigation, homepage and template designs	5 business days
Development Demonstration	Week 10	Review configured CMS, modules, and templates	3 business days
UAT Sign-Off	Week 14	Confirm defect resolution and accept the site for launch	5 business days
Go / No-Go Launch Authorization	Week 16	Authorize production deployment	2 business days

PROJECT CLOSEOUT AND TECHNICAL ASSISTANCE

In accordance with Section 8 of the RFP, InfoStride commits to a project completion date of January 22, 2027, inclusive of all training for the three designated City staff members. Technical assistance will be provided for 90 days following launch, through April 22, 2027, at no additional cost. During that period the City may raise CMS questions, content management issues, accessibility questions, defect reports, and configuration requests without drawing against any support allocation. Formal project closeout, including knowledge transfer, final documentation, and confirmation of completed deliverables, will occur at the conclusion of the assistance period. Ongoing hosting, maintenance, and support under the annual fee described in the following section begin at launch and run concurrently.

VALUE TO THE CITY & COMPETITIVE DIFFERENTIATION

The City will likely receive proposals of two very different kinds. Understanding the difference is relevant to Section 6 of the RFP, where the City has asked to weigh visual appeal, ease of use, ease of maintaining, City branding and layout, technical support, and proposal detail. InfoStride offers this comparison plainly so the City can evaluate what it is actually buying in each case.

TWO WAYS A CITY GETS A WEBSITE

Consideration	Proprietary Template Platform (Subscription Model)	InfoStride: Custom WordPress on Pantheon
Who owns the website	The vendor owns the platform. The City licenses access to it.	The City owns the code, content, database, and design outright.
Design	Selected from a catalogue of pre-built municipal templates, shared with other cities.	Designed for Bruceville-Eddy specifically, from the City's own identity, imagery, and priorities.
Content management system	Proprietary CMS. Staff learn a system used nowhere else.	WordPress - the CMS the City already uses today. No retraining on an unfamiliar system.
Feature and module fees	Common modules are frequently priced as separate annual add-ons.	Every module named in Section 2 of the RFP is included in the base fee. No per-module charges.
Annual price increases	Subscription escalators of 3% to 5% per year are typical in this market.	\$4,800 per year, flat, for five years. No CPI clause, no renewal re-pricing.
Accessibility	Template-level compliance; content accessibility remains the City's problem.	WCAG 2.1 AA baseline built into templates plus editor coaching and CMS guardrails, per Section 4 of the RFP.
If the City changes vendors	The site generally does not leave with the City.	The site is standard WordPress and moves to any host the City chooses.
Who does the work	Often a regional implementation team unfamiliar with Texas local government.	Austin-based firm, approximately 85 miles from Eddy, with Texas public-sector delivery history.

WHERE INFOSTRIDE IS MEASURABLY STRONGER

- **Texas delivery, not Texas marketing.** InfoStride is headquartered in Austin, roughly 85 miles from City Hall, and has delivered for the Texas Historical Commission, Texas Department of Information Resources, New Braunfels Utilities, Harris County, North Central Texas Council of Governments, and Texas Education Agency. On-site presence is available when the City wants it, at no travel charge.
- **Accessibility is staffed, not promised.** The City asked for WCAG AA at minimum and AAA where possible, and for CMS workflows that only produce accessible content. InfoStride's Accessibility and QA Lead is a Certified WCAG Specialist; the UX Lead holds IAAP CPACC, DHS Trusted Tester, NVDA and JAWS certifications. On SUNY Geneseo the team reached over 90% WCAG 2.2 AA and 97% ADA conformance across 7,000 pages. Few website vendors bring dedicated accessibility personnel to a city of this size.
- **A real hosting architecture.** Development, test, and production environments on Pantheon mean no change ever reaches residents without review. Automated backups, CDN, HTTPS, and 99.9%+ uptime are included in the annual fee rather than sold as a premium tier.

- **Delivery discipline that a small city rarely gets access to.** CMMI Level 5 appraised, ISO 9001:2015 and ISO 27001 certified, 527 completed digital engagements since 2014, 67+ active client partnerships, and four Texas cooperative vehicles (DIR, BuyBoard, GoodBuy, ESC Regions) already in place should the City prefer to contract through one.
- **Certified diverse supplier.** MBE, WBE, WOSB, and Small Business certified, supporting the City's supplier diversity position without any cost premium.

RESPONSE TO THE CITY'S EVALUATION FACTORS (RFP SECTION 6)

Factor	InfoStride Commitment	Where Addressed
6.1 Visual appeal	Custom City-branded design system with three homepage directions presented in Week 4; not a template selection.	Website Design & Required Functionality; Appendix 4 mockups
6.2 Ease of use	Task-based navigation organized around what residents need, not the City's org chart; site search, Quick Links, breadcrumbs, and mapped user journeys.	Understanding of Scope; Website Design & Required Functionality
6.3 Ease of maintaining	WordPress WYSIWYG the staff already know, reusable components, role-based permissions, drafts, revision history, six recorded training sessions, and written guides.	CMS Capabilities; Knowledge Transfer and Documentation Plan
6.4 Overall City branding and layout	Discovery-led brand work using the City's identity, imagery, and community character; consistent templates across every department and section.	Phase 2: Information Architecture, UX/UI Design
6.5 Technical support	90 days of no-cost post-launch assistance, then \$4,800/year covering hosting, patching, monitoring, backups, security, and helpdesk support with defined SLAs.	Budget & Compensation; Service Level Management
6.6 Proposal detail and submittals	Six-phase methodology, week-by-week schedule, fixed not-to-exceed pricing broken out by RFP line item, five references, key personnel biographies, and certifications.	This proposal in full; Appendices 1 through 4

BUDGET & COMPENSATION

InfoStride proposes a **firm fixed, not-to-exceed fee** for the website redesign, in accordance with Section 7 of the RFP. Every figure below is a ceiling, not an estimate. The City will not receive a change order for work described in this proposal, and no amount below is subject to escalation, indexing, or renewal re-pricing for five years. All pricing is exclusive of sales tax; the City is tax exempt.

SUMMARY OF FEES

	Fee	Basis
One-Time Implementation (Design, Development, Migration, Testing, Training, Launch)	\$24,500	Firm fixed, not to exceed
Annual Hosting, Maintenance & Support (begins at go-live)	\$4,800 / year	Flat, five years, no escalation
Total Year One (implementation plus first annual term)	\$29,300	
Total Five-Year Cost of Ownership	\$48,500	Years 1 through 5, all inclusive

6.7(a) BREAKDOWN BY DESIGN, WEB DEVELOPMENT, AND WEBSITE HOSTING

Cost Element	What It Covers	Fixed Fee
Design	Discovery and requirements validation, content inventory, audience and service analysis, information architecture and sitemap, wireframes for core page types, three homepage design directions, City-branded visual design system, responsive layouts for phone, tablet and desktop, reusable component design, and accessibility-first design validation.	\$7,200
Web Development & CMS Configuration	WordPress build and custom theme, page templates and reusable component library, WYSIWYG editing configuration, role-based permissions and publishing workflows, and configuration of every module named in Section 2 of the RFP: Agenda Center, Archive Center, Alert Center, News Flash, Notify Me, CivicSend-equivalent communications, Document Center, Form Center, Bid Postings, Calendar with sortable categories, Activities, Photo Gallery, FAQs, Graphic Links, Quick Links, Info Advanced widgets, Staff Directory, Resource Directory, Community Resources, Employment with online applications, Facilities, Locations, My Account/My Dashboard, Economic Development Corporation pages, site search, audit trail, dynamic breadcrumbs, automated content activation and expiration, page-level metadata, and Google Analytics.	\$10,900
Content Migration & Accessibility Remediation	Migration of up to 120 pages and 250 documents, including agendas, minutes, ordinance links, notices, budgets and forms; content normalization; link and redirect validation; alt-text and heading-structure remediation; media migration.	\$3,900
Quality Assurance, Accessibility Testing & UAT Support	Functional QA, cross-browser and responsive testing across the device matrix in this proposal, WCAG 2.1 AA manual and automated testing with NVDA, JAWS, VoiceOver, Axe and WAVE, regression testing, defect tracking and remediation, and facilitated User Acceptance Testing with City staff.	\$1,300
Training & Documentation	Six 60-minute web-conference sessions for the three designated City staff members, session recordings, step-by-step guides, quick-	\$1,200

	reference sheets, accessibility guidance for content contributors, and CMS administration documentation.	
Website Hosting during implementation	Pantheon development, test and production environments provisioned and operated throughout the build.	Included
TOTAL ONE-TIME, NOT TO EXCEED		\$24,500

6.7(b) MAINTENANCE AND SUPPORT - ONGOING COSTS

The RFP states that the City wishes to minimize external maintenance costs. InfoStride has priced ongoing service as a single flat annual fee with no module surcharges and no annual increase, and has designed the CMS so that routine content work stays in City hands rather than returning to the vendor as billable requests.

Ongoing Service	Included	Annual Cost
Pantheon managed hosting	Production, Test and Development environments, global CDN, automated HTTPS, daily automated backups, 99.9%+ uptime	\$1,560
WordPress core, theme and plugin maintenance	Security patching, version updates, compatibility testing in the Test environment before production release	\$1,080
Technical support and issue resolution	Email and portal helpdesk with defined SLAs, incident triage, defect correction, configuration assistance	\$1,320
Monitoring, backup verification and disaster recovery	Uptime, performance and security monitoring; backup integrity checks; documented recovery procedure	\$480
Accessibility monitoring	Automated scanning and one full WCAG 2.1 AA re-assessment each year with a written findings report	\$360
TOTAL ANNUAL, YEARS 1 THROUGH 5	Flat. No CPI clause, no renewal escalation.	\$4,800

For comparison against the subscription market: publicly reported municipal platform contracts for cities of comparable size run in the range of \$4,600 to \$4,800 per year with 3% to 5% annual escalators and separate per-module charges. InfoStride's \$4,800 is flat for five years, carries no module charges, and includes accessibility monitoring that subscription platforms typically price separately.

6.7(c) LICENSE FEES

Item	License Cost to the City
Content management system (WordPress)	\$0 - open source. No CMS licence, no per-editor seat fee, no per-module fee.
Hosting platform (Pantheon)	\$0 separately - included in the \$4,800 annual fee.
Page builder, forms, SEO, accessibility and security plugins	\$0 separately - all plugin licences required to operate the site as described are included in the annual fee and held in InfoStride's name on the City's behalf.

SSL / HTTPS certificate	\$0 - issued and renewed automatically by the hosting platform.
Domain (bruceville-eddy.us)	Retained by the City with its current registrar; typical registrar cost under \$50 per year, paid directly by the City.
Online payment gateway (future, per Section 1 of the RFP)	Processor fees are paid by the City directly to its chosen payment provider. InfoStride charges no markup and no referral fee.

The City requested a hosted CMS. A hosted CMS is provided. The distinction worth noting is that the City is not buying a licence to someone else's software: Bruceville-Eddy will own the website outright, and the platform underneath it is free and open source.

6.7(d) TRAINING

Training for the three designated City staff members is included in the one-time fee at \$1,200 and is delivered entirely by web conference, as the RFP permits. Six sessions of approximately 60 minutes each are provided, recorded, and accompanied by written guides that remain useful for onboarding future staff.

Session	Focus	Cost
1. WordPress CMS overview and dashboard	Orientation, navigation, user roles, administrative workflows	Included
2. Content creation and page management	Pages, media, documents, navigation, publishing	Included
3. Accessibility for content contributors	Headings, link text, alt text, tables, forms, accessible documents	Included
4. CMS administration	User and role management, configuration, routine administration	Included
5. Website governance and content management	Governance, publishing practice, site-level consistency	Included
6. Post-launch review and Q&A	Real workflow questions after the staff have used the site	Included
Additional or refresher sessions beyond the six included	Delivered on request by web conference	\$450 per session

6.7(e) OTHER CHARGE AREAS, CONSULTING FEES AND FUTURE WORK

The City asked to be told plainly whether any other expenses will arise. The complete answer is below. Nothing in the scope of this RFP requires any of these items; they are published so the City can plan future work with known numbers rather than requesting a quote later.

Item	Rate	Note
Change orders and out-of-scope work	\$85.00 per hour, blended	A single rate for every role, from developer to account director. No senior-rate escalation.
Page migration beyond the 120 included	\$38 per page	Inclusive of formatting, restructuring and redirect mapping
Document migration beyond the 250 included	\$12 per document	
PDF accessibility remediation	\$30 standard / \$55 complex	Only if the City elects to remediate legacy PDFs
Additional page template beyond those designed	\$1,600 each	

Third-party integration beyond those in scope	\$2,800 each	Scoped and quoted before work begins
Online credit-card payment integration (Section 1: desirable in the future only)	\$3,400 one-time	Gateway and transaction fees paid by the City directly to its processor
Online facilities reservations (Section 2: currently handled in person)	\$2,600 one-time	The reservations directory and facility pages are included; online booking is the optional element
Travel and per-diem	\$0	All work, meetings and training are delivered remotely. On-site visits, if the City requests them, are provided at no travel charge given the 85-mile distance from Austin.
Annual price escalation	\$0	No CPI clause and no renewal re-pricing for five years
Website redesign refresh fee	\$0	The City owns the design and may refresh it with any vendor, or with InfoStride at quoted cost

PAYMENT SCHEDULE

Payment is tied to accepted deliverables rather than to elapsed time. The City pays 15% at contract execution and the balance only as it accepts work.

Milestone	Timing	% of One-Time Fee	Amount
Contract execution and Notice to Proceed	Week 1	15%	\$3,675
Design direction approved by the City	Week 5	20%	\$4,900
Development and CMS configuration demonstrated and accepted	Week 10	25%	\$6,125
Content migration complete and validated	Week 12	15%	\$3,675
UAT sign-off	Week 14	15%	\$3,675
Go-live and closeout acceptance	Week 16	10%	\$2,450
TOTAL		100%	\$24,500

The first annual hosting, maintenance and support term is invoiced at go-live and annually thereafter. The City may terminate ongoing service at the end of any annual term, and InfoStride will transfer the site, database, and credentials to the City or its chosen vendor at no charge.

FIVE-YEAR COST OF OWNERSHIP

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
One-time implementation	\$24,500	-	-	-	-	\$24,500
Hosting, maintenance and support	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$24,000
Licence fees	\$0	\$0	\$0	\$0	\$0	\$0

Training	Included	-	-	-	-	\$0
Escalation	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$29,300	\$4,800	\$4,800	\$4,800	\$4,800	\$48,500

WHAT THE CITY IS NOT CHARGED FOR

- No CMS licence fee, no per-editor seat fee, and no per-module fee. Every module named in the RFP is in the base price.
- No annual price increase for five years. No CPI clause, no renewal re-pricing.
- No charge for the development and test environments, during the project or afterward.
- No travel, mileage, or per-diem for any meeting, training session, or on-site visit.
- No charge for the 90-day post-launch technical assistance period.
- No exit fee, data-extraction fee, or transfer fee if the City moves the site elsewhere. The City owns the code, content, database, and design.

InfoStride has no conditions or exceptions to the City's compensation terms. The fees above are offered as firm fixed, not-to-exceed amounts and are held open for 90 days from the submission date.

REFERENCES

Reference 1	
Client Name	Texas Historical commission
Contact Name	Anjali Kaul Zutshi
Contact Title	Chief Development Officer
Contact email	anjali.zutshi@thc.texas.gov
Contact phone	512-936-2241

Reference 2	
Project	State University of New York (SUNY) Geneseo
Contact Name	Kristy Barkan
Contact Title	Project Manager
Contact email	barkan@geneseo.edu
Contact phone	585-245-5535

Reference 3	
Project	Georgia Department of Community Affairs
Contact Name	Elizabeth Elliot
Contact Title	Project Manager
Contact email	elizabeth.elliott@dca.ga.gov
Contact phone	(404) 679-0604

Reference 4	
Project	ARPA-H Investor Catalyst Hub
Contact Name	Nick D'Amico
Contact Title	Project Manager
Contact email	ndamico@venturewell.org
Contact phone	(413) 587-2172 ext. 218

Reference 5	
Project	Harvard Gazette – Harvard Publication
Contact Name	Jodie Fiorenza
Contact Title	Project Manager
Contact email	jodie.fiorenza@automattic.com
Contact phone	267-625-0761

APPENDICES

APPENDIX 1 – BUSINESS DIVERSITY CERTIFICATIONS

MBE CERTIFICATION

Certificate Number

WR666883



Advancing Economic Impact Together

This certificate attests that the below mentioned company is an NMSDC-Certified Minority Business Enterprise(MBE)

InfoStride, Inc

02-05-2026

Issuance Date

02-28-2027

Expiration Date



Donald R. Cravins, Jr.
President and CEO
NMSDC

541511,541512

NAICS Codes

81111600,80151605

UNSPSC Codes

Regional Affiliate:

Southwest MSDC

SMALL BUSINESS CERTIFICATION

Contract #:	47QTC A23D00DK	Socio-Economic :	Small Business
Contractor:	INFOSTRIDE, INC		Women-Owned Small Business
Address:	3031 TISCH WAY STE 110PW SAN JOSE, CA 95128-2584		SBA-Certified Women-Owned Small Business
Phone:	415-360-1700		SBA Certified Small Disadvantaged Business
E-Mail:	ritu@infostride.com	Current Option Period End Date :	Sep 5, 2028
Web Address:	http://www.infostride.com	Ultimate Contract End Date :	Sep 5, 2043
SAM UEI:	VUM6KVLS7AF3		
NAICS:	541511		

WBE Certification



WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

hereby grants

National Women's Business Enterprise Certification

to

InfoStride, Inc.

who has successfully met WBENC's standards as a Women's Business Enterprise (WBE).

This certification affirms the business is woman-owned, operated and controlled and is valid through the date herein.

Certification Granted: August 22, 2019
Expiration Date: August 31, 2027
WBENC National Certification Number: WBE1901847

WBENC National WBE Certification was processed and validated by Women's Business Council - Southwest, a WBENC Regional Partner Organization.

Authorized by Bliss Coulter, President & CEO
Women's Business Center




NAICS: 541511, 541512, 561320, 561330, 611420
UNSPSC: 43230000, 43231505, 43232107, 43232400, 43232404, 43232406, 43232408, 80101507, 80111604, 80111716















WOSB Certification



WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

HEREBY GRANTS

WOMAN OWNED SMALL BUSINESS (WOSB) CERTIFICATION TO

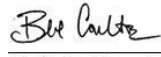
InfoStride, Inc.

The identified small business is an eligible WOSB for the WOSB Program, as set forth in 13 C.F.R. part 127 and has been certified as such by an SBA approved Third Party Certifier pursuant to the Third Party Agreement, dated June 30, 2011, and available at www.sba.gov/wosb.

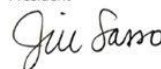
The WOSB Certification expires on the date herein unless there is a change to the SBA's regulation that makes the WOSB ineligible or there is a change in the WOSB that makes the WOSB ineligible. If either occurs, this WOSB Certification is immediately invalid. The WOSB must not misrepresent its certification status to any other party, including any local or State government or contracting official or the Federal government or any of its contracting officials.

Majority Female Owner: Ritu Mangla
NAICS: 541511, 541512, 561320, 561330, 611420 UNSPSC: 43230000, 43231505, 43232107, 43232400, 43232404, 43232406, 43232408, 80101507, 80111604, 80111716
Certification Number: WOSB201447
Renewal Date: August 31, 2027
WOSB Regulation Expiration Date: 8/31/2029





Bliss Coulter, Women's Business Center
President



Jill Sasso, WBENC Chief Operating Officer



LaKesha White, Sr. Vice President, Certification

APPENDIX 2 - LIST OF ACTIVE CLIENTS

Type	Client Name	Service Offered
Federal Contracts	US House of Representatives	Website modernization, content management, accessibility improvements, and ongoing support services
	US Department of State	CMS implementation, accessibility compliance, content governance, training, and website support
	US Department of Defense	Website design, UX/UI modernization, and digital experience improvements
Co-Operative Contracts	Texas Department of Information Resources (DIR)	Website modernization, CMS implementation, hosting, accessibility compliance, and managed support services
	State of Utah	Website enhancements, application support, user experience improvements, and platform modernization
	E&I Cooperative Services	Website redesign, multi-site CMS implementation, content migration, accessibility remediation, hosting, and digital modernization services
	BuyBoard Cooperative	Digital transformation, website modernization, consulting, and project management services
	GoodBuy	Technology modernization, digital services, website development, and support services
	ESC Region 1	Professional consulting, digital strategy, accessibility, and educational technology services
	ESC EPIC 6	Website modernization, technology solutions, systems integration, and digital platform services
	ESC Region 11	Program management, digital transformation, and web technology consulting services
	ESC Region 18	Website development, content management, accessibility, hosting, and support services
State & Local Contracts	Washington State Enterprise Services	Website modernization, project management, and digital services support
	Maryland State Department of Education	Enterprise website management, accessibility compliance, content governance, hosting, and continuous platform improvements
	Texas Education Agency	Responsive web design, content management, stakeholder communications, and digital platform support services
	Georgia Institute of Technology	Multi-site academic website redesign, accessibility implementation, CMS development, and user experience modernization
	North Central Texas Council of Governments	Website modernization, content management, public information delivery, and ongoing support services
	Texas City Independent School District	Website support, digital communications, content management, and accessibility improvements
	Baltimore County Public Schools	Digital services, web platform support, accessibility compliance, and technology consulting
	California State University	Website management, CMS support, accessibility compliance, training, and continuous improvements

Type	Client Name	Service Offered
	Dartmouth College	Website content management, digital publishing, platform support, and governance services
	Carroll College	Website redesign, CMS implementation, accessibility compliance, training, and support
	Maryville College	Website modernization, content management, accessibility, and maintenance services
	Pennsylvania State System of Higher Education	Multi-site website services, content migration, training, maintenance, and support
	University of Massachusetts	Website redesign, content strategy, accessibility, and digital experience modernization
Commercial Clients	SUNY Geneseo	Multi-site website consolidation, WordPress migration, content migration, accessibility remediation, and governance support
	Altasciences	Responsive website redesign, content management, UX/UI improvements, and support services
	NOCQUA Adventure Gear	Website redesign, e-commerce enhancements, and digital experience optimization

WORDPRESS EXPERTISE & DIGITAL LEADERSHIP

At InfoStride, our WordPress expertise is built on years of delivering public-sector websites that are easy to use, accessible, responsive, and simple for staff to manage. With 500+ successful implementations and 67+ active client partnerships, we bring experience across website redesign, content migration, information architecture, accessibility, integrations, search, analytics, hosting, training, and ongoing support.

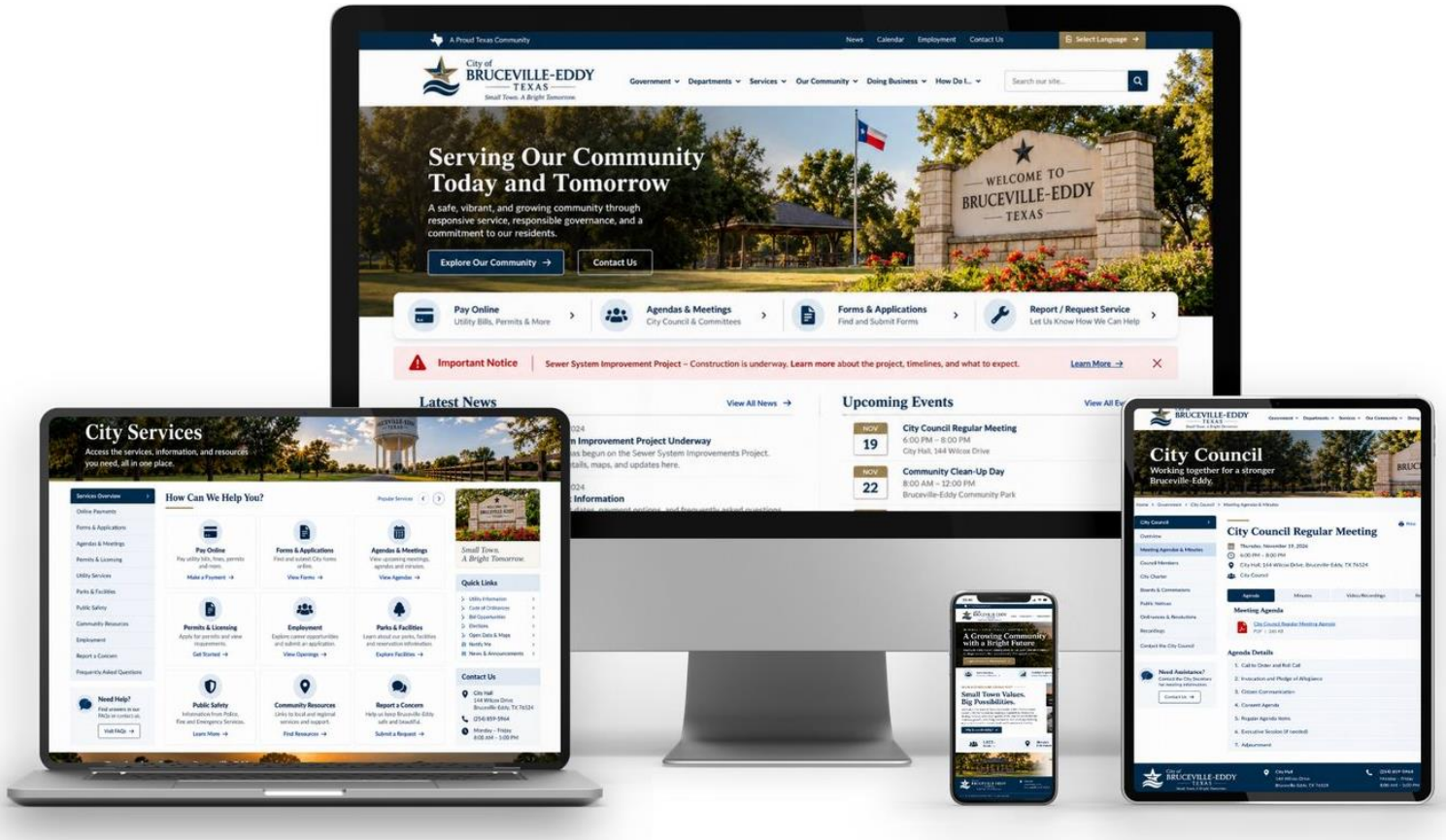
For Bruceville-Eddy, we will build on the City's existing WordPress foundation to create a more intuitive digital experience while giving City staff practical tools to manage pages, documents, agendas, minutes, calendars, announcements, forms, bids, alerts, and other frequently changing content.

Our approach uses structured content and reusable components to maintain consistency, simplify publishing, and support accessible content. The result will be a WordPress platform that works for the community and remains practical for the staff responsible for keeping it current.



APPENDIX 4 – SAMPLE MOCKUPS OF THE CITY’S WEBSITE

The following mockups provide an illustrative view of the proposed Bruceville-Eddy website experience and are intended to support the visual and functional direction presented in the proposal.



Corporations Section
P.O.Box 13697
Austin, Texas 78711-3697



Jane Nelson
Secretary of State

Office of the Secretary of State

Certificate of Fact

The undersigned, as Secretary of State of Texas, does hereby certify that the document, Application for Registration for InfoStride, Inc. (file number 803814067), a CALIFORNIA, USA, Foreign For-Profit Corporation, was filed in this office on October 28, 2020.

It is further certified that the entity status in Texas is in existence.

In testimony whereof, I have hereunto signed my name officially and caused to be impressed hereon the Seal of State at my office in Austin, Texas on June 10, 2026.



A handwritten signature in black ink that reads "Jane Nelson".

Jane Nelson
Secretary of State

APPENDIX 6 – SAMPLE CERTIFICATE OF INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

01/13/2026

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IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER		CONTACT NAME: Ali Raza	
Zain Jeewanjee Insurance Agency		PHONE (A/C, No, Ext): 408-703-4900 Ext. 4902	FAX (A/C, No): 408-997-7890
1494 Hamilton Ave, Ste 101		E-MAIL ADDRESS: ali.raza@insure123.com	
Ste 103			
San Jose CA 95128			
INSURED		INSURER(S) AFFORDING COVERAGE	
InfoStride, Inc		INSURER A: Trumbull Insurance Company	NAIC # 27120
3031 Tisch Way, 110 Plaza West		INSURER B: Chubb Group	20702
		INSURER C: united states liability insurance company	25895
		INSURER D: Federal Insurance Co	20281
San Jose CA 95128		INSURER E: United States Liability Insurance Company	
		INSURER F: Chubb Insurance Group	

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☒ POLICY ☐ PROJECT ☐ LOC OTHER:		BIP-00C3123538	12/28/2025	12/28/2026	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COM/PROP AGG \$ 4,000,000 DEDUCTIBLE \$ 1,000
A	AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ ALL OWNED AUTOS ☒ HIRED AUTOS ☐ SCHEDULED AUTOS ☒ NON-OWNED AUTOS		BIP-00C3123538	12/28/2025	12/28/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ DEDUCTIBLE \$ 1,000
A	☒ UMBRELLA LIAB ☒ EXCESS LIAB ☐ DED ☐ RETENTION \$		CUP-00C3123747	12/28/2025	12/28/2026	☒ PER STATUTE ☐ OTHER EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N/A	71819986	08/12/2025	08/12/2026	☒ PER STATUTE ☐ OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C	Cyber Liability		TK 1553656D	06/16/2025	06/16/2026	Limits: \$5,000,000/\$5,000,000
D	Crime (3rd Party)		8264-5333	11/12/2025	11/12/2026	Limits: \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

A Business Property BIP-00C3123538 12/28/2025 - 12/28/2026 Limits: \$50,000
 C Professional Liability TK 1553656D 06/16/2025 06/16/2026 Limits: \$5,000,000/\$5,000,000

CERTIFICATE HOLDER	CANCELLATION
	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE 

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ACORD 25 (2014/01)

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APPENDIX 7 – VENDOR PERFORMANCE REPORTS

Vendor Performance Report

General Contract Information:

Commodity/Service: Services

Contract Type: DIR Contract

Purchase Order Number:

0000380580

Purchase Order Amount: \$200,000.00

Purchase Order Date: 9/1/2025

Class/Item:

96269-*Personnel Services, Temporary;

Contract ID: 0000380580

Report Submission Reason: Contract/PO Completion

Vendor Information:

Vendor ID: 14727301856

Vendor Name: Infostride Inc

Contact Name: Deep Kumar

Address: 110 PLAZA WEST 3031 TISCH WAY

City/State/Zip: San Jose/California/95128-2541

Phone: (415) 360-1703

Email: deep.kumar@infostride.com

Agency Information:

Agency ID: 529

Agency Name: Health & Human Services Commission - 529

Contact Name: Maricella Perez

Address: 4601 W Guadalupe St.

City/State/Zip: Austin/Texas/78751

Phone: (512) 806-4349

Email: Maricella.perez@hhs.texas.gov

Performance Factors:

Delivery

Service completion significantly exceeded expectations completing services ahead of estimated date/time

Customer Service

Vendor staff demonstrated professionalism and competence that significantly exceeded expectations

Exceptional customer service was provided

Exceptional technical support, training and/or assistance was provided

Communication

Vendor established highly effective working rapport with agency

Vendor exceptionally communicative, available, and/or responsive to feedback

Vendor's response time to letter(s), phone call(s), or email(s) significantly exceeded contract requirements

Product

Product quality and/or service performance significantly exceeded requirements of contract

Administration

Invoice accuracy and submittal time exceeded some specifications

Report(s) and required documentation significantly exceeded specifications

Contract completed on budget; financial aspects significantly exceeded specifications

Scope

Vendor worked exceptionally with agency to meet all deadlines and milestones

Vendor's problem solving to achieve agency requirements was exceptional

Purchase order and/or service significantly exceeded requirements (performance, deadlines, report, invoices, etc)

Report Date: 9/15/2026

Date Published: 9/15/2026

Report Grade: A

Vendor Grade: A

Vendor Performance Report

General Contract Information:

Commodity/Service: Services

Contract Type: DIR Contract

Purchase Order Number:

0000380929

Purchase Order Amount: \$132,720.00

Purchase Order Date: 9/1/2025

Class/Item:

96269-*Personnel Services, Temporary;

Contract ID: 0000380929

Report Submission Reason: Contract/PO Completion

Vendor Information:

Vendor ID: 14727301856

Vendor Name: Infostride Inc

Contact Name: Deep Kumar

Address: 3031 Tisch Way

City/State/Zip: San Jose/California/95128-2541

Phone: (510) 305-1160

Email: deep.kumar@infostride.com

Agency Information:

Agency ID: 530

Agency Name: Dept Family And Protective Svc - 530

Contact Name: Angela Brooks

Address: 4900 N LAMAR BLVD

City/State/Zip: AUSTIN/Texas/78751

Phone: (737) 226-4610

Email: angela.brooks7@dfps.texas.gov

Performance Factors:

Communication

Vendor established effective working rapport with agency

Delivery

Service completed as scheduled to agency

Administration

Invoice accuracy and submittal time met specifications

Product

Product quality and/or service performance met requirements of contract

Customer Service

Exceptional customer service was provided

Scope

Vendor exceeded expectations with agency to meet deadlines and milestones

Report Date: 9/3/2026

Date Published: 9/3/2026

Report Grade: B

Vendor Grade: A

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524
Phone (254) 859-5964
Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (Note: The City of BE does not pay tax).

1. Base Bid Amount: \$39,500.00

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

Bid Documents**Proposal for Services Bid Form****6. WAGES AND SALARIES**

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: Jorden McDonald LLC

By: /s/ Jorden McDonald Jorden McDonald, Owner

Address: 1524 Maryclair Drive, Olivehurst, CA 95961

Telephone: (916) 546-0735

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, or delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Jorden McDonald LLC

Bidder Is: Individual () Partnership () Corporation ()

Other: Limited Liability Company (LLC)

Residence of Bidder (if individual): N/A

Date of Bid: September 13, 2026

Bid Documents**Proposal for Services Bid Form**

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A - Bidder is a Limited Liability Company

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of N/A - Limited Liability Company

Name and Home address of the President N/A

Name and Address of the Treasurer N/A

Qualifications and Experience

Company Overview

Jorden McDonald LLC is a Small Business that delivers custom software engineering, web application development, cloud deployment, database integration, modernization, and ongoing application support. We offer nationwide remote delivery and bring direct owner and lead-software-engineer involvement from requirements through deployment and support.

Capabilities Aligned to Your Needs

We combine accessibility-focused, responsive web delivery with the application engineering needed to help you extend City services online. Our core capabilities include custom web application development using React, Next.js, Node.js, and TypeScript; REST API design and systems integration; MySQL database design and development; AWS cloud deployment and optimization; authentication and role-based access control; application modernization and maintenance; Section 508/WCAG accessibility; and DevOps, CI/CD, and production support.

Accessible, Maintainable Digital Delivery

You receive a solution approach centered on maintainability, consistent user experience, and accessible public access. Our experience supports responsive interfaces for desktop, tablet, and mobile users; accessibility improvements; secure online forms; analytics; database-backed workflows; and role-based controls. We can apply these capabilities to create a public-facing web experience that supports your online service objectives while retaining paper alternatives for residents who need them.

Integration and Operational Support

We bring experience combining modern web development, databases, cloud infrastructure, and security controls. This enables an implementation approach that can accommodate integrations with external services and portal websites through secure API design and support the controlled access needs associated with administrative workflows. We will define the final platform and module configuration with you so that delivered functions align with your operational priorities and approved scope.

Relevant Experience

Healthcare Website Modernization

We designed, developed, deployed, and maintained responsive websites for skilled-nursing and post-acute-care organizations. These engagements included secure contact forms, analytics, accessibility improvements, and ongoing technical support. This experience is directly relevant to delivering an accessible public website that is easier for visitors to use and for staff to sustain.

Secure Workflow and Document Experience

We built a secure invoice-management application with authentication, role-based access, reporting, payment workflows, and automated PDF document generation. This work demonstrates experience with the secure, role-based application patterns that can support online processes, staff workflows, and document-oriented services.

Cloud and Third-Party Integration Experience

We implemented AWS-hosted applications and integrations with Stripe, reCAPTCHA, email platforms, and REST APIs using secure development practices. You receive a delivery team experienced in connecting web experiences to cloud infrastructure and third-party services while maintaining an emphasis on security, performance, and supportability.

Delivery Approach

We provide full lifecycle delivery from requirements and architecture through deployment and support. Our lean operating model is designed to give you clear communication, rapid decisions, and low overhead. Direct involvement from Jorden McDonald, Owner and Lead Software Engineer, gives you continuity across discovery, design, development, launch, and ongoing assistance.

Business Registrations and Classifications

Jorden McDonald LLC maintains an active SAM.gov registration. UEI: VNX6WCNQJ659. CAGE: 03J32. Relevant NAICS codes include 541511, Custom Computer Programming Services; 541512, Computer Systems Design Services; 541519, Other Computer Related Services; and 518210, Computing Infrastructure, Data Processing, Web Hosting and Related Services.

Brief Biographies of All Project Personnel

Proposed Project Personnel

Jorden McDonald LLC proposes Jorden McDonald, Owner and Lead Software Engineer, as the project lead and primary point of delivery for this engagement.

Jorden McDonald — Owner and Lead Software Engineer

Jorden McDonald is a Full Stack Developer based in Sacramento, California, with more than five years of web-development experience. He provides direct founder and lead-developer involvement from requirements and architecture through deployment and ongoing support.

Relevant Experience

Since 2020, Mr. McDonald has served as a Full Stack Developer for the California Department Technology, working with ReactJS and NextJS architecture to build scalable web applications and implement modern development practices. Since 2020, he has also built and maintained custom websites and web applications for small and mid-size businesses through Jorden McDonald LLC, delivering solutions from user experience through deployment with emphasis on performance, accessibility, and search-engine optimization. Previously, he served as a PHP/ReactJS Developer at SuiteAmerica from 2016 through 2020, where he led a PHP development team and managed front-end and back-end database integration.

Technical Qualifications

Mr. McDonald's skills include React, Next.js, JavaScript, HTML/CSS, responsive design, Node.js, Express.js, REST APIs, GraphQL, authentication, MySQL, PostgreSQL, MongoDB, database design, Git, Docker, AWS, CI/CD, testing, and performance optimization. He holds a Bachelor of Computer Science from The Art Institutes, completed from 2012 through 2016, with focused studies in design fundamentals and applied visual communication for the web.

Professional References

Relevant Experience

Jorden McDonald LLC's documented relevant experience provides a foundation for the professional references requested for this procurement.

Healthcare Website Modernization: Responsive websites for skilled-nursing and post-acute-care organizations, including secure contact forms, analytics, accessibility improvements, and ongoing technical support.

Business Invoicing Platform: Secure invoice-management application with authentication, role-based access, reporting, payment workflows, and automated PDF document generation.

Cloud and Third-Party Integrations: AWS-hosted applications and integrations with Stripe, reCAPTCHA, email platforms, and REST APIs using secure development practices.

Professional References

Mountain Manor Skilled Nursing & Assisted Living

Darrell Price, Business Administrator | (916) 212-0275 | darrell@sunstonehg.com | mountainmanorskillednursing.com. Website design, development, modernization, maintenance, content implementation, SEO, analytics, digital marketing integrations, and ongoing website support. Service dates: 2015–2019.

Richmond Post-Acute Care

Steven Baddley, Business Administrator | (916) 752-2443 | steve@sunstonehg.com | richmondpostacute.com. Website design and development, responsive user-interface implementation, content organization, website maintenance, performance improvements, and ongoing technical support. Service dates: 2019–2024.

Jackson Hills Assisted Living

James Jordan, Business Owner | (415) 250-2721 | jamesjordan3@icloud.com | jacksonhillsassisted.com. Public-facing website design and development, responsive interface development, content implementation, website modernization, maintenance, and ongoing web support. Service dates: 2020–2023.

PALTM Corp

Munish Kumar, Owner | (916) 296-2194 | mkumar@health.ucdavis.edu | paltmcorp.com. Website design and development, responsive front-end implementation, content architecture, website maintenance, and ongoing technical support. Service dates: 2022–2023.

Technical Proposal

Website Design and Development Approach

You receive a modern public website designed to make City services, information, and online processes easier to find and use for residents, businesses, investors, visitors, and other interested users. Jorden McDonald LLC will provide direct owner and lead software engineer involvement from discovery through deployment and post-launch support.

Discovery, Information Architecture, and Visual Design

We will begin by confirming your priority audiences, service pathways, content inventory, department needs, existing linked portals, and paper-process contingencies. We will organize navigation and page structures around the information and actions users need most, including City government, departments, meetings, employment, bid opportunities, community resources, calendars, notices, and payments or portal links.

We will develop a responsive visual system that carries City branding consistently across desktop, tablet, and mobile experiences. The design will use reusable styles, clear hierarchy, readable typography, meaningful calls to action, and accessible navigation so users do not need to zoom or rely on a separate text-only mobile site.

Accessibility and Quality Engineering

We will apply accessibility-focused design and development practices consistent with ADA, Section 508, and WCAG expectations. Our implementation approach emphasizes semantic structure, keyboard-accessible interactions, usable contrast, responsive layouts, accessible forms, descriptive content practices, and content-editor guidance intended to support your goal of WCAG AA compliance and progress toward AAA where practical.

We will use a staged review process covering design, responsive behavior, accessibility considerations, content workflows, and agreed integrations before launch. Jorden McDonald LLC brings experience in React, Next.js, Node.js, TypeScript, REST APIs, database development, authentication, role-based access control, AWS deployment, DevOps, CI/CD, and production support.

Hosting and Content Management System

You receive a modern headless CMS architecture that pairs a React and Next.js public website with a secure, open-source headless content management system such as Strapi, Directus, or an equivalent license-free platform selected during discovery to meet your security, workflow, integration, and operational requirements. The CMS will be hosted within the proposed managed cloud environment, avoiding a separate proprietary CMS license fee. This separation lets authorized City staff manage content through an intuitive administrative interface while the public-facing site delivers performance, scalability, accessibility, security, maintainability, and flexibility for future services.

We will configure structured content models for departments, pages, news, events, alerts, staff directories, documents, public notices, frequently asked questions, and other City content. Administrative controls will include role-based permissions, publishing workflows, revision history, scheduled publishing, auditability, media management, and separate development, staging, and production environments. Reusable components and a centralized design system will help you maintain a consistent digital experience while supporting future functionality. We will use server-side rendering, static generation, incremental regeneration, and API-based data retrieval where appropriate to optimize performance, search visibility, accessibility, and reliability.

We will use an integration-first approach for specialized municipal capabilities, preserving your existing systems where they are the authoritative source. We can integrate agendas, minutes, records, and archives; provide CMS-managed website alerts and connect to preferred emergency, email, and SMS notification platforms; create searchable staff, department, facility, and service directories; deliver accessible general inquiry and request forms; and connect specialized forms, reservations, employment, payment, permitting, licensing, CRM, case-management, and workflow functions to the applicable City platform. Standards-based REST APIs, GraphQL, webhooks, SAML 2.0, OpenID Connect, and Microsoft Entra ID or another City-designated identity provider can support future integrations and single sign-on where required.

Maintenance and Support

You receive ongoing technical support from the same team responsible for delivery. Jorden McDonald LLC provides short- and long-term website maintenance and support, including assistance with website or web-application training, content changes, and changes to website presentation.

Our production-support capabilities include cloud deployment and optimization, application modernization, security-conscious development, database integration, CI/CD, and issue resolution. We will document agreed support channels, issue prioritization, maintenance activities, and responsibilities in the resulting agreement so you can understand what is included and manage future work predictably.

Training

We will provide web-conference training for up to three City staff members, focused on the workflows your team will use to maintain the site. Training will cover authorized content editing, page and menu updates, document and image publishing, calendar and announcement updates, forms, accessibility-conscious content practices, publishing controls, and routine administration features included in the approved configuration.

Your staff will receive practical, role-appropriate instruction using the delivered environment so they can complete common updates with confidence. We will also provide post-training guidance that reinforces consistent branding, accessible content, and durable publishing practices.

Project Completion Date and Technical Assistance

We will establish the final completion date, training date, implementation milestones, acceptance activities, and post-completion technical-assistance period with you during project initiation. This ensures the schedule reflects the selected hosted CMS approach, approved scope, content readiness, integration needs, review availability, and the City's operational priorities.

Throughout delivery, you receive clear communication and rapid decision-making from a lean delivery model. We will coordinate requirements, architecture, design, development, deployment, and support as a connected lifecycle so your City can transition to the redesigned website with confidence.

Implementation Schedule, Training, and Post-Launch Assistance

We propose an approximately 17-week implementation schedule beginning upon anticipated contract award on October 15, 2026, with a target production launch of February 12, 2027. This schedule assumes timely access to existing website content, City stakeholders, third-party systems, and review and approval feedback.

Weeks 1-2 — Project Initiation and Discovery | October 15-30, 2026

We will conduct project kickoff, stakeholder meetings, technical discovery, an existing-site review, content inventory, requirements validation, integration assessment, accessibility planning, and confirmation of project governance, communication, and approval procedures.

Weeks 3-4 — Information Architecture and UX Planning | November 2-13, 2026

We will develop the revised sitemap, navigation structure, content hierarchy, page types, user journeys, wireframes, and content-migration strategy.

Weeks 5-7 — Visual Design and CMS Architecture | November 16-December 4, 2026

We will develop responsive visual designs, reusable design components, page templates, accessibility patterns, and CMS content models; present the designs for your review; and incorporate approved revisions.

Weeks 8-12 — Development and Integration | December 7, 2026-January 15, 2027

We will develop the Next.js website and CMS environment; implement reusable components, responsive layouts, search, calendars, forms, directories, alerts, analytics, translation functionality, and approved third-party integrations; and configure hosting, security, backups, deployment processes, and administrative roles.

Weeks 11-14 — Content Migration and Quality Assurance | January 4-29, 2027

We will migrate, consolidate, and organize approved City content and documents concurrently with final development. Testing will cover responsive behavior, major browsers and devices, links, forms, integrations, performance, search functionality, and accessibility.

Weeks 14–15 — City User Acceptance Testing and Staff Training | January 25–February 5, 2027

We will provide access to the staging environment for user acceptance testing and final review, then conduct approximately six to eight hours of instructor-led administrator and content-editor training. Training will address CMS navigation, page and content management, document publishing, calendars, alerts, directories, media management, accessibility practices, user administration, publishing workflows, basic troubleshooting, and written administrative documentation.

Week 17 — Production Launch | Target February 12, 2027

We will complete final acceptance review, production deployment, DNS coordination, analytics verification, final accessibility and functional checks, and production launch.

Post-Launch Technical Assistance

You will receive an enhanced 90-day post-launch stabilization and technical-assistance period immediately following launch, including priority assistance for implementation-related questions, troubleshooting, defect correction, CMS usage questions, configuration adjustments, and minor post-launch refinements. We will offer a follow-up CMS training and question-and-answer session approximately 30 days after launch and continue maintenance and support for the remainder of the first contract year. Support will be available during normal City business hours with a target initial response time of two hours or less; critical website availability or production issues will receive priority attention. Milestone dates may be adjusted by mutual agreement when City review periods, content delivery, third-party access, integration dependencies, or other circumstances outside our control materially affect completion.

Cost Proposal

We will provide a fixed fee or not-to-exceed fee for each aspect of the program, subject to mutually agreed conditions and exceptions.

Proposed Cost Categories

Design costs

Web development costs

Website hosting costs

Maintenance and support costs

License fees

Training costs

Other expenses and consulting fees

Scope and Cost Basis

Our public service offering includes professional web development, responsive design, hosting and domain setup, back-end integration, HTTPS, custom modules, database creation, API integration, authentication and authorization, website and web-application training and support, content changes, and ongoing website maintenance. The pricing below allocates the City's first-year project budget across the requested cost categories and is offered on a fixed, not-to-exceed basis.

Fixed Not-to-Exceed First-Year Pricing

Jorden McDonald LLC proposes a fixed, not-to-exceed first-year total of \$39,500 for your website redesign, development, implementation, hosting, maintenance and support, training, and related project services.

Website Design: \$7,500

Website Development: \$20,000

First-Year Website Hosting: \$2,400

First-Year Maintenance and Support: \$6,000

License Fees: \$0

Training: \$2,000

Other Project Expenses and Consulting: \$1,600

Total First-Year Project Cost: \$39,500

Website Design and Development Scope

Website design includes discovery, requirements analysis, information architecture, responsive UX/UI design, design-system development, page templates, accessibility-focused design, and revisions needed to establish your new digital experience.

Hosting and Support Scope

First-year hosting includes production website and CMS hosting, SSL/TLS, content delivery, deployment infrastructure, backups, monitoring, security configuration, and related hosting services. First-year maintenance and support includes dependency and security updates, troubleshooting, defect resolution, deployment assistance, minor configuration and content support, monitoring, and technical assistance.

License Fees and Training

We will use open-source and/or license-free core technologies wherever practical; no proprietary CMS software license fee is included. Training includes administrator and content-editor instruction, CMS usage, publishing and workflow guidance, documentation, and training materials.

Recurring Base Costs

Beginning in Year 2, website hosting will renew at \$2,400 annually and maintenance and support will renew at \$6,000 annually, subject to the agreed scope and service requirements. Anticipated recurring base costs are \$8,400 annually, with core CMS license fees of \$0.

Scope Authorization

Any material expansion of scope, custom functionality not included in the solicitation, additional third-party subscription services, or City-requested enhancements beyond the agreed project requirements will be performed only with your prior authorization and separately agreed pricing.



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Submission Due: September 18, 2026, 9:00 AM CT

Website Redesign and Content Management Services City of Bruceville-Eddy, Texas RFP Response

Submitted To:

City of Bruceville-Eddy,
Attn: Lawrence Cutrone, City Administrator
144 Wilcox Drive
Eddy, TX 76524
(254) 859-5964
lcutrone@bruceville-eddy.us

Submitted Via: Email

Submitted By:

KnackHook LLC

Address: 1420 156th Ave NE, Suite F, Bellevue, WA 98007-4421
POC Name: David Betz, Operations Manager & Authorized Signatory
Phone: (425) 548-6321
Email: bids@knackhook.com
CAGE: 20K40
UEI: M4N7EK7DWAM3
EIN: 92-3490378
E-Verify: 2261844



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September 17, 2026

Lawrence Cutrone
City Administrator
City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Re: Proposal for Website Redesign and Content Management Services

Dear Mr. Cutrone,

KnackHook LLC is pleased to submit its proposal to the City of **Bruceville-Eddy for Website Redesign and Content Management Services**.

We understand that the City seeks a modern, accessible, mobile-responsive website that improves public access to City information and services while enabling authorized staff to manage content efficiently. KnackHook proposes a secure WordPress content management system hosted in Microsoft Azure, supported by responsive design, content migration, accessibility testing, staff training, managed hosting, and ongoing technical support.

Our proposed solution includes the City's required departments and website functions, including notices, calendars, bid opportunities, employment, elections, documents, directories, news, forms, online-service links, open data, and maps. Accessibility will be incorporated throughout design, development, migration, testing, and training, targeting WCAG 2.1 Level AA and applicable ADA and Section 508 requirements.

KnackHook will commence work within 10 calendar days following written notice to proceed and anticipates completing design, development, migration, testing, training, and production launch within approximately 12 weeks. The proposed Year 1 not-to-exceed amount is \$21,400, consisting of a \$17,500 implementation cost and \$3,900 for annual hosting, maintenance, and support. The annual amount equals \$325 per month, holds flat for the initial three-year period, and carries no CMS license fee and no per-module licensing.

Based on KnackHook's review of the publicly available website, the City's current site appears to use WordPress. KnackHook will confirm the existing platform and migration approach during discovery. This proposal uses an open-source platform that the City can control rather than requiring a proprietary CMS subscription, reducing vendor lock-in and supporting a more efficient transition to another qualified service provider if needed.

KnackHook would welcome the opportunity to present this proposal to the Bruceville-Eddy Economic Development Committee and to the City Council at the September 24 meeting, in person or by web conference at the City's preference.

KnackHook appreciates the opportunity to support the City of Bruceville-Eddy. We are committed



KnackHook
DIGITAL • DATA • AI

*Website Redesign and
Content Management Services
City of Bruceville-Eddy, Texas*

Submission Due: September 18, 2026, at 9:00 AM CT

to delivering a dependable and maintainable digital platform that serves residents, businesses, visitors, and City staff.

Respectfully submitted,

David Betz

Operations Manager and Authorized Signatory

KnackHook LLC

(425) 548-6321

bids@knackhook.com



1 Company Information

1.1 Contractor and Organizational Information

Field	Information
Legal Name / Contractor	KnackHook LLC
Bidder Type	Limited liability company; Prime Contractor
Entity Type	Washington limited liability company with an S corporation tax election
Formation Date	April 13, 2023
Proposal Date	September 17, 2026
Headquarters	1420 156th Avenue NE, Suite F, Bellevue, WA 98007-4421
Telephone	(425) 548-6321
Proposal Email	bids@knackhook.com
Website	https://knackhook.com
Authorized Signatory	David Betz, Operations Manager and Authorized Signatory
SAM.gov UEI	M4N7EK7DWAM3
CAGE Code	20K40
Washington UBI	605 193 346
Washington ITPS Contract	No. 08215
E-Verify Employer Number	2261844
Business Certifications	Washington State Certified Small Business; Washington State OMWBE-Certified Minority/Women Business Enterprise, Certification No. M4F0031466

1.2 Company Overview

KnackHook LLC is a Bellevue, Washington-based digital transformation and software engineering company. KnackHook designs, develops, implements, hosts, and supports cloud-based applications, public-facing websites, content management platforms, data and analytics solutions, and artificial intelligence-enabled systems for public-sector and commercial organizations.

KnackHook supports the complete technology-delivery lifecycle, including discovery, requirements analysis, information architecture, user-experience design, software development, system integration, content migration, accessibility testing, quality assurance, training, deployment, hosting, maintenance, and production support. For the City of Bruceville-Eddy, KnackHook will serve as the prime contractor and single point of accountability for project management, website design and development, CMS implementation, content migration, accessibility, testing, training, hosting, launch, and ongoing technical support.

2 Qualifications and Experience

2.1 Firm Qualifications

KnackHook combines website development, cloud engineering, accessibility, content migration, system integration, quality assurance, and managed support capabilities within one delivery team. The proposed team has experience delivering responsive websites, administrative portals, content-management solutions, cloud-hosted applications, mobile platforms, document workflows, notifications, dashboards, analytics, and secure role-based systems.

Capabilities directly applicable to the City include:

- Responsive, mobile-first website design.
- WordPress CMS architecture and implementation.
- Microsoft Azure hosting and monitoring.
- Accessible user-interface and content design.
- WCAG and Section 508 testing and remediation.
- Content inventory, migration, reconciliation, and validation.
- Online forms, document libraries, calendars, alerts, news, directories, and galleries.
- Role-based publishing and administrative workflows.
- API and third-party system integration.
- Staff training, documentation, maintenance, and production support.

2.2 Signin Soft Group Website Portfolio Modernization

Attribute	Details
Client	Signin Soft Group of Companies
Classification	Comparable commercial website modernization
Role	Prime contractor
Period	January 2026- Present
Relevant Services	Responsive design, centralized content management, reusable components, accessibility, SEO, migration, testing, and deployment

KnackHook modernized multiple legacy websites using a shared design system, standardized technical architecture, reusable components, and centralized content management. The websites were designed for consistent branding, responsive performance, search visibility, maintainability, and independent publishing by nontechnical staff.

This project demonstrates capabilities directly relevant to Bruceville-Eddy, including information architecture, responsive templates, reusable content components, content administration, accessibility, SEO, migration, and ongoing maintainability.

The Signin Soft portfolio was delivered on a headless content platform. KnackHook selects the platform to fit the client's operating model rather than applying one product to every engagement. For Bruceville-Eddy, where a small number of non-technical staff must publish without developer

support, WordPress is the better fit, and it also appears consistent with the platform currently used by the City, subject to confirmation during discovery.



Figure 1 Signin Soft Group responsive website home experience



Figure 2 Signin Soft Group reusable content and service presentation

2.3 QuickAsyst Public-Facing Platform

Attribute	Details
Client	Tymelly LLC, doing business as QuickAsyst
Classification	Commercial public-facing digital platform
Role	Prime contractor
Period	January 2026- Present
Relevant Services	Responsive website, mobile applications, administrative portal, workflows, notifications, integrations, and support

KnackHook designed and launched a public-facing ticket-reselling ecosystem spanning a responsive website, mobile applications, and centralized administration. The solution supports real-time inventory, secure payment transaction workflows, automated communications, role-based administration, and production support.

The engagement demonstrates responsive public access, secure workflows, administrative controls, notifications, payment gateway integrations, integration patterns, and dependable production operations applicable to City forms, accounts, online-service links, and future digital-service capabilities.



Figure 3 QuickAsyst responsive public-facing website experience



Figure 4 QuickAsyst published iOS application and mobile experience



2.4 Spokane Public Facilities District Modernization

Attribute	Details
Client	Spokane Public Facilities District through Structured Communication Systems
Classification	Public-sector technology modernization
Role	Specialized subcontractor
Period	June 2025- Present
Relevant Services	Data migration, governance, reporting, validation, stakeholder coordination, and support

KnackHook supports the modernization of enterprise information and reporting across a multi-venue public-sector environment. The work consolidates more than 20 years of operational and financial information into governed Microsoft Fabric and Power BI solutions.

This engagement demonstrates public-sector delivery discipline, migration validation, data-quality controls, governance, stakeholder coordination, reporting, and dependable support across multiple facilities and users.

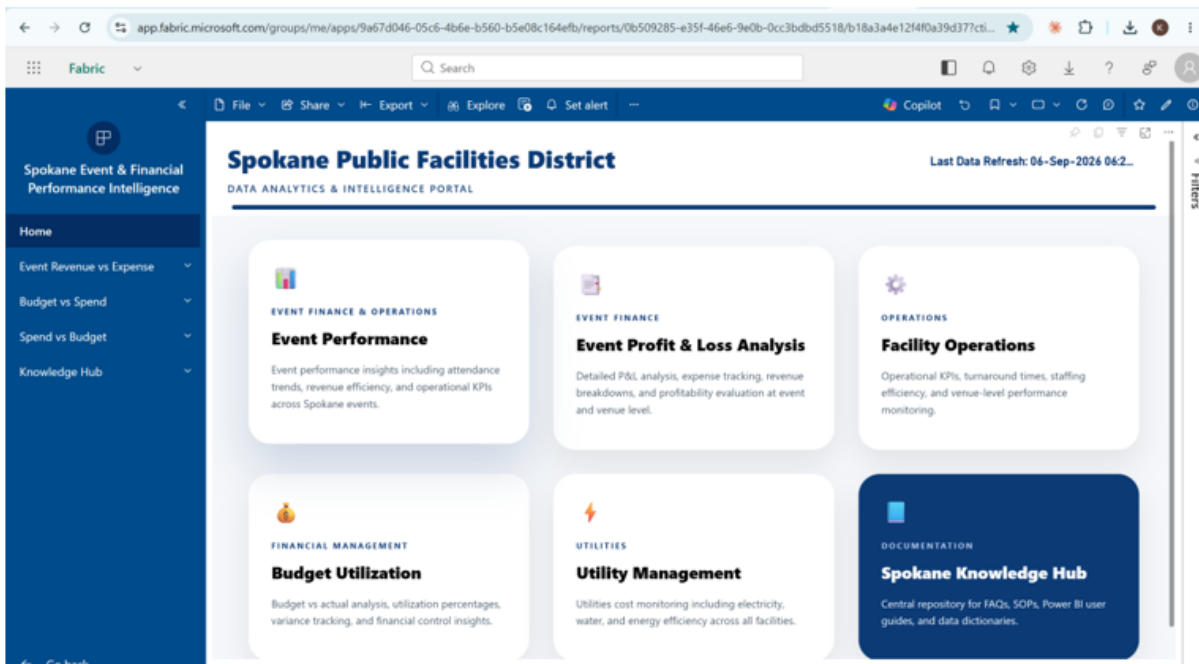


Figure 5 Spokane Public Facilities District information and analytics portal

2.5 Additional Relevant Experience

Project	Relevant Capability
---------	---------------------



Hummingbird Lending	Role-based portals, document management, forms, approval workflows, dashboards, audit trails, and secure administration
Grant Aviation	Cloud-hosted analytics, governed data, executive reporting, monitoring, and production support
SureAccess	Proprietary AI Accessibility Tool for accessibility testing for websites and common office-file formats, supporting WCAG and Section 508 review workflows.

3 Project Personnel

3.1 Proposed Project Team

Team Member	Proposed Role	Primary Responsibility
Madhuvu Vaddi	Executive Sponsor and Solution Architect	Architecture, CMS and cloud direction, security, integrations, technical governance, and executive escalation
David Betz	Project Controls and Financial Oversight	Contract coordination, budget monitoring, forecasting, administrative communication, and performance reporting
Olger Palma	Project Manager and Training Lead	Schedule, risks, decisions, City coordination, status reporting, training, and communication
Sowjanya Kopella	Full-Stack Technical Lead	Front-end, back-end, APIs, CMS integration, technical leadership, and code quality
Ayyappa Kovvuri	Quality Assurance Lead	Functional, responsive, browser, CMS, workflow, accessibility, integration, and regression testing
Surendra Pinninti	Senior Full-Stack Developer	Responsive templates, CMS modules, forms, services, APIs, and integrations
Manoj Nallamala	Cloud, DevSecOps, Security, and GIS Lead	Azure hosting, deployments, monitoring, backups, access controls, security updates, and mapping integrations
Vaibhav Piyushkumar Lodhiya	UX/UI Lead	Information architecture, wireframes, visual concepts, responsive layouts, branding, and usability
Vikram Kamble	Content Migration and Certified Accessibility Lead	Content inventory, migration, validation, links, document review, accessibility testing, and editor guidance

3.2 Brief Biographies

Madhuvu Vaddi - Executive Sponsor and Solution Architect

Madhuvu has 15+ years of experience leading technology consulting, cloud architecture, application development, and digital-transformation initiatives. Madhuvu's expertise includes CMS architecture, Microsoft Azure, systems integration, cybersecurity, data platforms, and technical governance. Madhuvu has provided executive and architectural leadership for



KnackHook's domain-specific AI-powered analytics products and cloud-infrastructure optimization initiatives. For this engagement, Madhuvu will oversee solution architecture, CMS, cloud, security, and integration decisions and provide executive escalation through launch and stabilization.

David Betz - Project Controls and Financial Oversight

David has 29+ years of experience in operations, contract administration, financial oversight, and project controls. He has supported the administrative and financial management of financial-process improvement, forecasting, analytics, and business-automation initiatives at Microsoft, Amazon Web Services, and SmarTek21. As KnackHook's Operations Manager and authorized signatory, David will oversee contractual compliance, project controls, financial reporting, and formal administrative communications.

Olger Palma - Project Manager and Training Lead

Olger has 33+ years of experience managing technology projects, stakeholder coordination, implementation schedules, training, and operational transitions. His relevant experience includes enterprise software implementations and business-development initiatives for higher-education and public-sector clients. Olger will serve as the City's primary delivery contact and manage meetings, schedules, risks, decisions, reviews, training, acceptance, and transition to ongoing support. He holds an MBA from the University of Oregon and a BS in Business Administration and Computing Science from Linfield College.

Sowjanya Kopella - Full-Stack Technical Lead

Sowjanya has 13+ years of full-stack software-development experience, with expertise in responsive web applications, CMS implementation, APIs, reusable components, front-end architecture, and back-end services. Her comparable experience includes leading UI development and framework-migration work for First Citizens Bank, GAP, Safeway, and Macy's. She will lead implementation of the public website and CMS, establish development standards, oversee code quality, and coordinate technical delivery.

Ayyappa Kovvuri - Quality Assurance Lead

Ayyappa has 8+ years of experience in software quality assurance, functional testing, regression testing, integration testing, and cross-browser and responsive validation. His relevant experience includes testing enterprise and public-facing applications across the telecommunications, banking, insurance, and energy sectors. He will lead the test strategy, defect management, CMS workflow testing, accessibility validation, integration testing, and production-readiness verification.

Surendra Pinninti - Senior Full-Stack Developer

Surendra has 6+ years of experience developing responsive websites and web applications using React.js, Next.js, TypeScript, JavaScript, Node.js, Express.js, RESTful APIs, GraphQL, SQL Server, PostgreSQL, and MySQL. His technical expertise includes user-interface development, reusable templates, forms, administrative workflows, APIs, and third-party integrations. He has contributed to SaaS platforms, enterprise HRM and CRM systems, data-intensive applications,

and a commercial ticketing and resale platform. For this engagement, Surendra will develop and configure the approved website components and integrations in coordination with the design, accessibility, and quality-assurance leads.

Manoj Nallamala - Cloud, DevSecOps, Security, and GIS Lead

Manoj has 7+ years of experience in cloud engineering, DevSecOps, application security, deployment automation, monitoring, backup and recovery, and access management. His technical expertise includes Microsoft Azure, AWS, Kubernetes, and CI/CD pipelines, vulnerability management, and GIS or mapping integrations. He has supported enterprise-grade AI, full-stack, and cloud-native production environments across AWS and Azure. Manoj will oversee the Azure environments, deployments, monitoring, backups, security controls, updates, and approved mapping integrations.

Vaibhav Piyushkumar Lodhiya - UX/UI Lead

Vaibhav has 5+ years of experience in user-experience design, user-interface design, information architecture, responsive design, and accessible digital experiences. His comparable work includes award-winning interactive dashboard and data-presentation solutions across Power BI, Tableau, QuickSight, Excel, and React.js. He will translate the City's identity and service priorities into navigation, wireframes, accessible visual concepts, reusable page designs, and mobile-responsive experiences. His technical expertise includes React.js, Next.js, Redux, Tailwind CSS, JavaScript, TypeScript, HTML5, CSS3, Power BI, Tableau, QuickSight, and responsive interface development.

Vikram Kamble - Content Migration and Certified Accessibility Lead

Vikram has 10+ years of professional experience. His expertise includes digital accessibility, content analysis, data validation, web analytics, and technology implementation. He is a **DHS Trusted Tester**, providing applicable qualifications for structured accessibility evaluation and remediation support. His technical experience includes WordPress, Microsoft Fabric, Power BI, SQL, Python/PySpark, Google Analytics 4, and Google Tag Manager. For this engagement, Vikram will coordinate content inventory and migration, reconciliation, link and document validation, accessibility review, remediation tracking, and guidance for City content editors.

3.3 Personnel Continuity

KnackHook commits to maintaining the proposed qualified personnel for the duration of their assigned responsibilities. Any necessary personnel substitution will require advance notice to the City and replacement with an individual possessing substantially equivalent or stronger qualifications.

The Project Manager will coordinate assignments, maintain knowledge-transfer documentation, and support continuity through implementation, launch, stabilization, and ongoing support.



4 Professional References

The City may contact the following references to verify KnackHook's delivery experience. KnackHook has confirmed that the listed contacts may be contacted regarding the referenced work.

Organization and Project	Contact	Performance Period	Relevant Scope
Tymelly LLC / QuickAsyst (Prime Contractor)	Blake Nethery; (713) 447-7222; bnethery@quickasyst.com	January 2026 - Present	Responsive web and mobile platform, administrative portal, transactions, notifications, and production support
Structured Communication Systems / Spokane Public Facilities District (Subcontractor)	Bridget Boodel; (509) 481-0449; bboodel@structured.com	June 2025 - Present	Public-sector data modernization, governance, migration, reporting, and multi-stakeholder delivery
Hummingbird Lending (Prime Contractor)	Josh King; (713) 252-8022; jking@hummingbirdlending.com	January 2026 - Present	Multi-role SaaS platform with secure portals, documents, forms, approvals, dashboards, and audit workflows
Signin Soft Group (Prime Contractor)	Sree Harsha; (302) 468-1357; sreeharsha@signinsoft.net	January 2026- Present	Multi-website modernization: reusable components, responsive mobile-first design, accessibility, SEO, centralized content management, and improved site performance
Structured Communication Systems / Grant Aviation (Subcontractor)	Cory Clark; (907) 444-7196; cclark@flygrant.com	June 2025 - Present	Cloud analytics platform with governed data, operational reporting, user access, monitoring, and support

5 Technical / Project Approach

5.1 Understanding of the City's Objectives

The City of Bruceville-Eddy requires more than a visual website refresh. The City needs an accessible, responsive, secure, and maintainable digital platform that allows residents, businesses, visitors, and prospective investors to find information and complete common tasks efficiently. The redesigned website must improve the City's public image while enabling authorized staff to create, update, schedule, archive, and manage content without relying on a developer for routine changes.

KnackHook's proposed solution will:

- Establish a modern and welcoming digital presence aligned with City branding.
- Organize information around public needs and common tasks.
- Support City departments, notices, elections, employment, bids, ordinances, payments, open data, maps, agendas, and minutes.
- Provide accessible forms, documents, calendars, alerts, directories, galleries, news, notifications, and archives.
- Give authorized employees secure, browser-based content-management capabilities.
- Target WCAG 2.1 Level AA and use AAA techniques where practical.
- Provide secure hosting, monitoring, backups, support, documentation, and training.
- Establish a foundation for expanded accounts, dashboards, reservations, payments, single sign-on, and multichannel communication.

5.2 Website Design and User Experience

KnackHook will use a mobile-first, task-oriented design approach. Discovery will review the current website, user needs, content priorities, department requirements, branding assets, and existing third-party services.

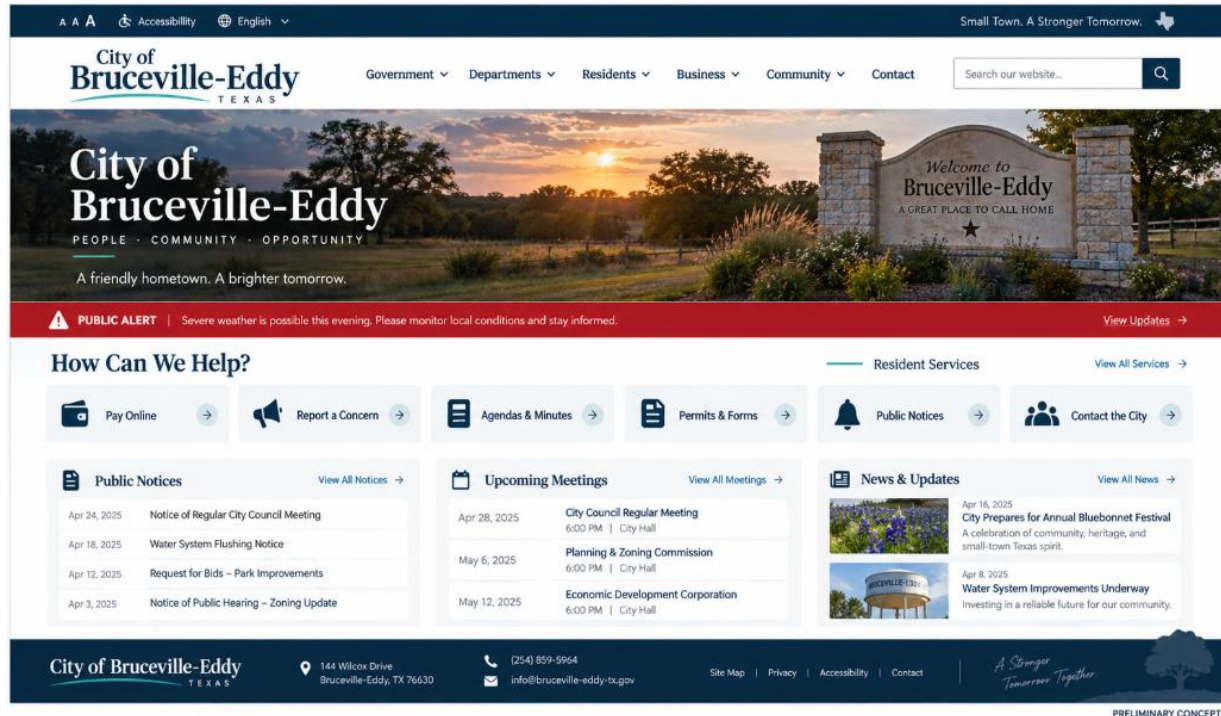
The design will include:

- Responsive layouts that do not require zooming or a separate text-only mobile website.
- Prominent search, quick links, breadcrumbs, and task-based navigation.
- Consistent department, service, document, form, calendar, bid, news, and alert templates.
- City-approved typography, colors, imagery, icons, and content hierarchy.
- Accessible contrast, visible focus states, keyboard usability, and responsive reflow.
- Preliminary website concepts followed by collaborative City review.
- Two consolidated design-review cycles before development of the approved direction.

The preliminary concepts included in the proposal are design directions for evaluation. Final information architecture, photography, colors, content, and page designs will be developed collaboratively during discovery and design.

The following preliminary concepts illustrate two potential design directions for the City's consideration. Concept 1 prioritizes resident services and public information, while Concept 2 emphasizes community identity and economic development. The final design, imagery,

information architecture, content, and functionality will be refined collaboratively with the City during discovery and design.



Concept 1 - Resident Services and Public Information



Concept 2 - Community Identity and Economic Development

These concepts are provided for evaluation purposes and are not final or City-approved designs.



Dates, notices, events, photographs, and other sample content are illustrative and will be replaced with City-approved information during implementation.

The table below sets out how the City moves from the two concepts above to one approved design, what the City sees at each stage, and what the City decides.

Stage	What the City sees	What the City decides	If the City wants changes
Discovery, weeks 1–2	Current-site assessment, content inventory, and a short summary of what residents actually come to the site to do	Which tasks and audiences the home page serves first	Findings are corrected and re-issued before information architecture begins
Information architecture, weeks 2–3	Proposed sitemap, navigation, and the list of page templates	Approves the structure before any visual design starts	One revision of the sitemap and navigation is included before development begins
Design concept, weeks 3–4	Home page and two interior templates, in the direction the City selected from the concepts in this proposal	Selects one direction and gives consolidated feedback	One full revision of the selected direction is included
Design refinement, weeks 4–5	Revised home page and the full template set, with accessibility review results	Approves the visual direction in writing	A second consolidated revision is included. This is the second of the two design-review cycles in the base scope
Build, weeks 4–9	A working staging site, updated as templates are completed	Reviews live pages in a browser rather than static images	Content and configuration adjustments continue through build. Structural changes to an approved design are handled by written change order
Acceptance, weeks 9–11	Complete staging site with migrated content	Written acceptance before launch	Defects against the approved design and the approved scope are corrected before launch at no additional cost

The City is not asked to approve a design it has not seen at full size in a browser. Front-end development of the approved visual direction will begin after the City approves the information architecture and design direction. Azure environment setup and non-design-dependent CMS configuration may proceed concurrently during the design phase. Reducing Paperwork and Maintaining Paper Parity

RFP Section 1 states that the City wants residents to be able to complete City business “without having to touch paper,” wants to reduce the paperwork staff must print, track, and archive, and wants to continue offering paper versions for residents who prefer them and as a contingency during a total internet outage. KnackHook treats that as a design requirement rather than an aspiration.

- Every online form is built as a digital-first submission that routes to the owning department, with confirmation to the resident and an exportable record for staff.
- Each online form is accompanied by an accessible, print-ready PDF version, published alongside the online form and updated together with it so the two stay aligned.
- Submissions are stored and exportable to Excel and CSV, so staff do not re-key information from paper into another system.
- Fee-bearing transactions link to the City’s approved payment portal, so residents complete the task online rather than at the counter.
- A printable directory of key forms, contacts, and department hours is maintained, so City Hall can continue to serve residents during an internet or power outage.
- Retention controls on form submissions and stored documents support the City’s records obligations.

5.3 Hosted Content Management System

KnackHook recommends WordPress as the base CMS, deployed and hardened within Microsoft Azure. WordPress provides a widely supported, browser-based editing environment without a separate annual core-CMS license.

The implementation will use the native WordPress block editor and purpose-built reusable components rather than a commercial page builder.

Capability	Proposed Solution
Editing	Browser-based WYSIWYG editing, reusable blocks, formatting controls, links, images, media, tables, and lists
Publishing	Role-based permissions, drafts, reviews, scheduling, expiration, revision history, and restoration
Administration	Configurable WordPress roles and capabilities supporting content administration across City departments
Navigation	Menu management, breadcrumbs, sitemaps, quick links, redirects, and broken-link review
Documents and Media	Uploads, metadata, categories, archives, image optimization, and accessible document linking
Search	Searchable pages, documents, news, bids, events, directories, and other indexed content
Auditability	Publishing history, user activity, revision tracking, and Azure Log Analytics operational logging
Portability	City content exports, approved source files, configuration records, and operating documentation



5.4 Why WordPress Rather Than a Proprietary Municipal CMS

Several capabilities named in this RFP use the product vocabulary of proprietary municipal platforms. KnackHook delivers every one of them, itemized in Sections 5.6 and 5.7. The comparison below is offered so the City can weigh the difference in ownership rather than in features.

Consideration	Proprietary municipal CMS	KnackHook on WordPress
Platform license	Annual platform subscription, frequently with per-module charges	No core CMS license fee and no per-seat charge. The modules in this proposal carry no per-module licensing.
Annual increases	Escalators of roughly three to five percent are commonly written into the subscription	Flat for the initial three-year period, capped at three percent per year thereafter.
Ownership of the build	Templates, configuration, and modules remain the vendor's property	The City owns its content, approved custom deliverables, source files, and configuration records.
Changing vendors later	Normally requires a full rebuild on the next platform	The City's content, approved source files, configuration records, and documentation can be transferred to another qualified service provider.
The City's current platform	Requires migrating the City off its existing site	The City's current website appears to use WordPress, subject to confirmation during discovery. If confirmed, this approach will reduce platform-transition effort and staff retraining.
Capability	Modules delivered as packaged products	The same modules delivered and named individually in Sections 5.6 and 5.7.

KnackHook's position is not that proprietary municipal platforms are poor products. They are well supported and many cities are well served by them. The point is narrower: for a city of this size, paying once for a website it owns costs less over five years than subscribing indefinitely to one it does not, while reducing vendor lock-in and supporting future portability.

5.5 Required Modules and Functionality

The base solution will support the modules and capabilities identified by the City.

Module	Proposed Functionality
Home Page	Responsive landing page with search, alerts, news, events, services, quick links, and contact information
Bid Opportunities	Bid category, title, issue date, closing date, status, documents, addenda, and archive



Calendar	Multiple calendars, categories, recurring events, locations, filters, and event-detail pages
Code of Ordinances	Accessible link or approved integration with the City's ordinance platform
Online Payments	Secure links to City-approved payment portals; future integration subject to authorization
Departments	Standardized departmental pages for Administration, City Secretary, Finance, Municipal Court, Police, Public Works, and Volunteer Fire Department
Community Events and Updates	News, articles, notices, events, community information, and categorized archives
Employment	Job postings, application instructions, forms, document uploads, and archival controls
Elections	Election notices, dates, polling information, forms, results, and archived information
Government	City Council, boards, commissions, agendas, minutes, members, schedules, and supporting documents
Notices	Time-sensitive notices with publication and expiration controls
Open Data and Maps	Approved datasets, maps, downloads, dashboards, and third-party mapping links
Economic Development	Business resources, development information, properties, incentives, contacts, and supporting content
Agenda and Document Centers	Searchable, categorized, and archived documents with metadata
News Flash	Easy creation and publication of City news and community updates
Notify Me	Topic- and category-based subscription capability using an approved notification service. KnackHook will carry forward or replace the City's current Savvy Citizen notification service at the City's direction, and will migrate existing subscriber topics where the provider permits export.
Photo Gallery	Accessible galleries with titles, captions, descriptions, and alternative text
Quick Links	Centrally managed links to high-priority services, documents, and external websites
Resource Directory	Searchable business and community-resource listings
Staff Directory	Searchable staff listings with department, title, telephone, and email information
Forms and Surveys	Accessible online forms, routing, confirmation, export, and retention controls
Facilities and Locations	Facility pages, addresses, maps, hours, contact information, and approved request workflows
My Account / Dashboard	Architecture ready for future accounts, dashboard functionality, and single sign-on integration



Activities	Create, organize, categorize, and publish City activities and programs with dates, locations, registration links, contacts, and archives
Alert Center	Sitewide emergency and important-notice banner with severity levels, scheduled start and end times, and accessible announcement markup
Archive Center	Designated archive area for recurring dated records including agendas, minutes, budgets, newsletters, and press releases, searchable by body, category, and year
Community Resources	Categorized directory of other local and regional agencies that provide aid, services, and community resources
Multi-Channel Communications	CivicSend-equivalent capability to compose once and distribute critical information to subscriber lists, with delivery and open reporting. Configuration and implementation of email-distribution functionality are included in the base scope. Any third-party provider subscription, message-volume, SMS, carrier, or usage charges require prior written City approval and will be billed at actual cost without markup.
FAQs	Categorized, searchable frequently asked questions. The selected answer is displayed at the top of the page, with focus moved to the answer for screen-reader users
Graphic Links	Centrally managed image and icon buttons used across the home page and interior pages, each carrying accessible alternative text
Info Advanced / Widgets	Reusable widget blocks that display important information on any page without editing page code
Pages and Live Edit	Back-end page management supporting in-context editing, drafts, scheduling, revision history, and restoration

5.6 Compliance with RFP Section 4 Tools and Functionalities

The following matrix responds to each tool and functionality named in Section 4 of the RFP, in the City's own words, with KnackHook's response beside it.

RFP Section 4 Requirement	KnackHook Response
Accessibility - ADA, Section 508, WCAG; "WCAG AA standards at minimum and AAA standards where possible"; coaching on policies and procedures; "workflows which can only produce accessible content"	Included. The site is delivered to WCAG 2.1 Level AA with Level AAA techniques applied where practical. KnackHook delivers a written City Accessibility Policy and Editorial Procedure, and configures editor roles and templates so that alternative text, heading structure, meaningful link text, and table headers must be supplied before content can be published. Accessibility coaching is included in training and in the stabilization follow-up session.
Responsive Website Design; "Text rendered mobile website is not acceptable"	Included. A single responsive codebase serves all devices. There is no separate mobile site and no text-only mobile rendering.
Word Like Editor (WYSIWYG) accessible from any page by	Included. The WordPress block editor provides in-page editing for authorized roles. Site CSS enforces consistent typography, color, and spacing across all content.



authorized content editors; site CSS enforces consistent look and feel	
"Content from Word is supported and automatically cleaned up and converted to web site styles"	Included. Content pasted from Word is stripped of inline styles and mapped automatically to approved site styles.
Links to new or existing pages; embedded images and rich media (YouTube, Flickr) via an image manager; documents via the file manager	Included. Link, image, media-embed, and document blocks are available. YouTube, Flickr, and other oEmbed providers embed by pasting the URL.
Lists, tables, formatting (color, size, indentation, alignment), HTML Editor, multilevel undo/redo, spell checker	Included. All listed controls are present, including a code/HTML view, multilevel undo and redo, and spell checking.
"available options can be set by role or user"	Included. Editor controls, blocks, and templates are enabled per role and per individual user.
"History" button for previously stored content; "save as draft"	Included. Revision history with side-by-side comparison and one-click restore. Save Draft and Preview are available at all times.
Menu Manager - add or edit sitewide top navigation and section-specific links; reorder menu items	Included. Drag-and-drop menu manager covering primary, secondary, departmental, and footer navigation, with reordering.
Link Manager - links created first, then content; automatic validity check; links to new pages not shown on live site until content is entered; external links open in a new page	Included. Links may be created ahead of content. Target pages remain in draft and are excluded from live navigation, sitemaps, and search until content is entered and published. Links are validated on save. External links open in a new window with an accessible indication.
Link Checker - validity on creation; broken-link report focused on external off-site links	Included. Validation on creation plus a scheduled crawl producing a broken-link report focused on external links. Internal CMS links update automatically on slug changes through managed redirects.
Image Manager - upload from computer or network folders; images automatically resized and compressed	Included. Media library with drag-and-drop upload, automatic generation of responsive sizes, and compression on upload.
File Manager - upload and link documents from the editor or menu manager; documents open in a new window	Included. Document library with categories and metadata. Document links open in a new window and are labeled with file type and size.
Content Manager - "any piece of content to be used on any page"	Included. Reusable synced blocks. Editing a block once updates every page that uses it.



FAQ - posts FAQs and "displays the clicked Answer at the top of the page"	Included. Categorized, searchable FAQ module. The selected answer is displayed at the top of the page and keyboard focus moves to it for screen-reader users.
Document Management Center - create and archive document categories; enhanced searchable capabilities	Included. Document Center and Archive Center with categories, metadata, full-text search of document contents, and filtering by body, category, and year.
Survey Form - non-technical editor builds any survey; output to email or Excel	Included. Drag-and-drop form and survey builder. Submissions are emailed, stored securely, and exportable to Excel and CSV.
History - archives all changes to a web page; any previous version can be restored	Included. Full revision history per page with restore to any prior version.
Quick Links - links to the most frequently accessed pages	Included. Centrally managed Quick Links block placed on the home page and on any interior page.
Automated activation/expiration of content by date and time	Included. Scheduled publication and scheduled expiration at page, block, notice, and alert level, applied automatically with no staff action required.
Events Calendar - multiple web calendars in an easy-to-use interface; residents can sort by category	Included. Multiple calendars with categories, recurring events, locations, resident-facing filtering and sorting, and iCal and Google Calendar subscription.
Photo Gallery - add or remove pictures in a photo slide show	Included. Accessible gallery and slideshow management with titles, captions, descriptions, and required alternative text.
"CMS must dynamically pre-assemble the web page upon content saving execution"	Included. On save, the CMS renders the complete page, writes it to the full-page cache, and warms the edge cache. Visitors are served pre-assembled static HTML rather than a page assembled on each request. Cache invalidation and warming run automatically on publish.
Site Search - custom search engine or integrated Google site search	Included. Native indexed site search across pages, documents, news, bids, events, and directories, with the option to substitute Google Programmable Search at the City's direction.
Audit Trail - report on content change activities of any webpage	Included. Per-page and per-user activity log recording who changed what and when, exportable and retained for the contract term.
Dynamic Breadcrumbs - navigation trail of the current page	Included. Breadcrumbs generated automatically from the live site structure, with accessible markup.
Keyword (meta tag) setting for each web page	Included. Per-page title, meta description, keywords, canonical URL, and social preview fields, plus automatic XML sitemap generation and submission.



Section 5 Reporting Needs -
"Website statistical usage. Google
Analytics or similar."

Included. Google Analytics 4 configured with City approval, plus a quarterly website usage report covering visits, top pages, site-search terms, devices, and referral sources.

5.7 Response to RFP Section 6 Evaluation Factors

RFP Section 6 identifies the factors the City will weigh in selecting a proposal. KnackHook responds to each factor directly below.

RFP Section 6 Factor	KnackHook Response
6.1 Visual appeal	Two preliminary design concepts are included in Section 5.2 so the City can react to real layouts rather than a description. The final design is developed with the City through two consolidated review cycles before any development begins, using City-approved typography, color, imagery, and photography.
6.2 Ease of use	Navigation is organized around the tasks residents actually arrive to complete, not around the City's internal org chart. Prominent site search, quick links, dynamic breadcrumbs, and consistent page templates appear throughout. The site is delivered to WCAG 2.1 Level AA, which makes it easier for every visitor, not only those using assistive technology.
6.3 Ease of maintaining	Staff publish through a browser-based block editor with reusable synced blocks, scheduled publication and expiration, and full revision history with one-click restore. Routine changes require no developer and no support ticket. Three City staff are trained, with written guides and recorded sessions they can reuse as staff change.
6.4 Overall City branding and layout	One design system carries the City's identity across every page, so departmental pages stay visually consistent without being built one at a time. Branding assets, color, iconography, and content hierarchy are approved by the City during design and enforced by site CSS thereafter.
6.5 Technical support	A named Project Manager is the City's single point of contact through launch. After launch, the annual plan provides monitoring, updates, backup verification, incident intake, and five support hours per month, against a 99.9% monthly availability target with the measurement method and any service-credit schedule defined in the negotiated SLA, as described in Section 5.11. Support is delivered by the same team that built the site.
6.6 Proposal Detail and Submittals	KnackHook has organized its response around the City's requested proposal elements and has included company information, qualifications and experience, personnel biographies, five professional references, a detailed technical approach, an RFP compliance matrix, schedule, completion date, training, technical-assistance period, and itemized fixed and not-to-exceed pricing



6.7 Budget	Section 7 breaks cost out by Design, Web Development, and Website Hosting as requested, and separately identifies maintenance and support, license fees, training, and any other charges. Every line is a fixed fee or a not-to-exceed amount. There are no other expenses required to complete the project as scoped.
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5.8 Accessibility and WCAG Compliance

Accessibility is built into design, development, migration, testing, training, and acceptance rather than tested at the end. KnackHook will deliver the website to WCAG 2.1 Level AA, which satisfies both Section 508 (which references WCAG 2.0 Level AA) and the ADA Title II web rule at 28 CFR 35.200, and will apply Level AAA techniques where practical.

The applicable compliance deadline has changed and much of the guidance still in circulation is out of date. The Department of Justice interim final rule published on April 20, 2026 extended the ADA Title II web accessibility compliance date for public entities serving fewer than 50,000 people to April 26, 2028. The City's new website will be delivered conformant well ahead of that date.

The accessibility approach includes:

- Keyboard access and visible focus indicators.
- Logical reading order and tab order.
- Skip links, landmarks, headings, labels, and instructions.
- Accessible validation and error handling.
- Color contrast, scalable text, responsive reflow, and reduced reliance on color alone.
- Alternative text, meaningful links, captions, and transcripts where applicable.
- Accessible templates and editor fields.
- Publish-time accessibility checks.
- Ongoing automated monitoring.
- Manual keyboard, screen-reader, zoom, responsive, and form testing.
- Documented findings, remediation, and retesting before acceptance.
- Training for City staff on accessible pages, documents, images, tables, links, and forms.
- A written City Accessibility Policy and Editorial Procedure, so City staff have documented standards to follow and to point to.
- Editor roles and page templates configured so that alternative text, heading structure, meaningful link text, and table headers must be supplied before content can be published.
- A WCAG 2.1 Level AA Accessibility Conformance Report on the delivered website, prepared by KnackHook on the current ITI VPAT 2.5Rev INT template and provided at launch. Automated coverage is produced by SureAccess, KnackHook's own accessibility testing platform, and is combined with manual keyboard, screen-reader, zoom, and form testing performed by a DHS Trusted Tester.

KnackHook's accessibility commitment covers the new website, its templates, and the content migrated under this contract. Third-party systems the City links to, and documents produced outside KnackHook's control, will be reviewed where practical, and any limitations or



remediation dependencies will be documented for the City. KnackHook's accessibility lead, **Vikram Kamble, is a DHS Trusted Tester.**

5.9 Content Migration

Based on KnackHook's review of the publicly available website, the City's current website appears to use WordPress. KnackHook will confirm the existing platform during discovery. If confirmed, the engagement will proceed as a redesign and re-architecture within WordPress, reducing platform-conversion effort and migration risk because pages, media, metadata, and URLs can be transferred within the same content-management environment. If discovery identifies a different current platform, KnackHook will apply an appropriate inventory, export, migration, and validation approach within the stated migration baseline.

KnackHook will inventory the current website and classify content for migration, consolidation, rewriting, archiving, or retirement.

The migration process will include:

1. Current-site crawl and content inventory.
2. City review and disposition decisions.
3. Content mapping to the approved information architecture.
4. Migration of approved pages, documents, images, metadata, and links.
5. Formatting and accessibility review.
6. Redirect planning and broken-link validation.
7. Migration reconciliation and City acceptance.

The fixed implementation price includes migration of all active pages on the City's current website together with up to 300 current documents, each reviewed and remediated to WCAG 2.1 Level AA. The approved discovery inventory will confirm these counts before development begins.

The City's current website carries agendas, minutes, budgets, and notices dating back to 2016. Rather than price a full remediation of that historical archive, which would add materially to the City's cost, KnackHook proposes to migrate those records into a clearly designated Archive Center. Under 28 CFR 35.201, the ADA Title II web rule provides exceptions for archived web content and for preexisting conventional electronic documents, where the material is retained only for reference, research, or recordkeeping, is kept in a designated archive area, and is not used to apply for or access a current City service. Records that remain in active use are remediated within the base scope.

The Archive Center will carry a published accessibility statement and a documented request process, so that an archived document can be requested in an accessible format at no charge to the requester. KnackHook will remediate requested documents using the included support hours in the annual plan, and beyond those hours on written City authorization. If the City prefers full remediation of the historical archive, KnackHook has included that as an optional item in the Pricing section, quoted once the discovery inventory establishes volume. KnackHook recommends the City confirm this approach with its legal counsel.



5.10 Hosting, Security, Backups, and Analytics

The website and CMS will be hosted in Microsoft Azure using separated environments, encrypted connections, monitored infrastructure, controlled access, and documented deployment procedures.

The hosting approach includes:

- SSL/TLS encryption.
- Least-privilege administrative access.
- Multifactor authentication for privileged accounts where supported.
- Routine WordPress, dependency, and security updates.
- Monitoring, operational logging, and alerting.
- Automated backups and documented restoration procedures.
- Security review and vulnerability management.
- Performance optimization and caching.
- Automated daily backups of database and files, retained for thirty days, with quarterly tested restores. Recovery point objective of 24 hours and a recovery time objective of 4 hours during KnackHook business hours.
- A web application firewall in front of the site, with rate limiting and automated bot filtering.
- Scheduled malware and file-integrity scanning, with alerting on any change to core files.
- A separate staging environment for changes and updates, so changes are tested before they reach production. Emergency security patches may be applied directly and are documented to the City.
- Uptime monitoring at one-minute intervals with automated alerting to KnackHook support.
- Google Analytics 4 configured with City approval, plus a quarterly website usage report covering visits, top pages, site-search terms, devices, and referral sources.
- Domain, DNS, SSL certificate, and email record cutover planned and executed by KnackHook, with a rehearsed cutover planned to avoid any interruption to public access, and a documented rollback path. The City's domain registration and DNS control remain with the City at all times.
- Redirect mapping from the current page addresses identified in the approved discovery inventory, so existing links, bookmarks, and search-engine results continue to work after launch.
- A 99.9% monthly availability target, measured excluding scheduled maintenance windows agreed with the City, City-directed changes, third-party services outside KnackHook's control, and events beyond reasonable control. Measurement method and any service-credit schedule to be defined in the negotiated SLA.

KnackHook can also deploy the solution within a City-controlled Azure tenant if the City prefers direct control of its cloud environment.



5.11 Project Approach and Schedule

KnackHook proposes a 12-week implementation beginning after contract execution or written notice to proceed. Work will commence within ten calendar days after notice to proceed.

Phase	Timing	Principal Deliverables
Initiation and Discovery	Weeks 1-2	Kickoff, stakeholder sessions, current-site assessment, content inventory, requirements, schedule, and governance
Information Architecture	Weeks 2-3	Sitemap, navigation, content model, module definitions, and migration mapping
Design	Weeks 3-5	Wireframes, responsive concepts, accessibility review, and approved visual direction
CMS and Development	Weeks 4-9	Azure environments, WordPress configuration, reusable block library, modules, forms, and approved integrations
Content Migration	Weeks 6-10	Content migration, formatting, metadata, redirects, document review, and reconciliation
Testing and Acceptance	Weeks 9-11	Functional, responsive, cross-browser, accessibility, security, integration, and acceptance testing
Training and Launch	Weeks 11-12	Administrator training, editor training, documentation, DNS cutover, production deployment, and launch
Stabilization	30 calendar days after launch	Monitoring, issue resolution, content corrections, and transition to ongoing support

5.12 Governance, Quality, and Risk Management

The Project Manager will maintain the schedule, decision log, action register, risk register, issue log, and deliverable-status report. Weekly meetings will address progress, upcoming activities, decisions, risks, issues, schedule impacts, and City actions. Quality assurance will include requirements traceability, peer review, functional testing, responsive and cross-browser testing, CMS workflow validation, accessibility testing, integration testing, regression testing, and user-acceptance support.

Changes to approved scope, quantities, integrations, schedule, deliverables, or acceptance criteria will be documented through a written change request before work begins.

The risks KnackHook actively tracks on an engagement of this type, and the mitigation carried in this proposal, are set out below.

Risk	Mitigation carried in this proposal
Content review slows the schedule	Consolidated City feedback within five business days is a stated assumption. The Project Manager tracks review turnaround weekly and raises slippage before it reaches the launch date, rather than after.



The document archive is larger than the inventory suggests	The migration baseline is stated and bounded at all active pages plus 300 current documents. Anything beyond it is handled by written change order at a price agreed with the City before that work begins, so the City is not surprised by an invoice.
Accessibility defects are found late	Accessibility testing runs continuously through design, development, and migration rather than as a final gate, and an Accessibility Conformance Report is produced before the City is asked to accept the site.
A third-party service becomes unavailable or changes terms	Payment, notification, and mapping services are linked or embedded rather than hard-wired into page templates, so replacing a provider does not require rebuilding pages.
Key personnel change during delivery	Section 3.3 commits to personnel continuity. Any substitution requires advance written notice to the City and a replacement of equal or stronger qualification, with knowledge-transfer documentation maintained throughout.
Problems during launch cutover	DNS cutover is rehearsed in staging with a documented rollback path. The existing site remains available until the City approves the switch, so the City is not left without a website during cutover.

5.13 Training

KnackHook will provide role-based remote training for three City staff members using the configured Bruceville-Eddy CMS.

Audience	Training Topics	Deliverables
Administrators	Users, roles, permissions, configuration, menus, templates, backups, and escalation	Administrator guide and recorded session
Content Editors	Pages, blocks, documents, images, news, events, bids, links, scheduling, and revisions	Editor guide and recorded session
Accessibility Publishers	Headings, alternative text, meaningful links, tables, documents, forms, contrast, and publishing checks	Accessibility checklist and practical examples

The base scope includes a follow-up question-and-answer session during stabilization.

5.14 Maintenance, Support, and Technical Assistance

Following launch, KnackHook will transition the website into managed operations. The annual plan includes hosting oversight, monitoring, backups, software and security updates, incident coordination, routine CMS assistance, and technical support.

The plan includes up to five support hours per month for content assistance, editor questions, and minor changes. Unused hours do not roll over. Work beyond the included hours requires prior written City authorization and is billed at the rates shown in the Pricing section. Service objectives and escalation procedures will be finalized in the contract or SLA.



5.15 Completion and Acceptance

KnackHook will complete design, development, migration, testing, training, and production launch within approximately 12 weeks after notice to proceed. Assuming a notice to proceed on or before October 15, 2026, KnackHook commits to a production launch on or before January 15, 2027, provided the City meets the review and decision turnaround described in the Assumptions.

Technical assistance is provided at no additional cost for thirty calendar days following launch. Thereafter technical assistance continues for the full term of the annual maintenance and support plan, renewable annually at the City's option.

Completion evidence will include:

- Approved information architecture and responsive designs.
- Configured production website and CMS.
- Implemented base-scope modules.
- Content migration and reconciliation report.
- Functional, responsive, accessibility, and security test results.
- Training materials and operating documentation.
- Backup and restoration procedures.
- Production-launch approval.
- Thirty-day stabilization and transition to ongoing support.

5.16 Assumptions

- The City will provide timely access to content, systems, credentials, branding assets, vendor contacts, and authorized reviewers.
- The City will designate content owners and provide consolidated feedback within five business days of scheduled reviews.
- The approved discovery inventory will establish the fixed-price migration baseline.
- Current payment portals will remain authoritative unless the City separately authorizes an integration.
- Third-party licensing, subscription, transaction, or usage fees require City approval.
- Remote delivery is included. City-requested travel requires advance approval and will be billed at actual cost without markup.
- Material scope changes will be handled through a written change order.
- Pricing is valid for 90 days from September 17, 2026.
- KnackHook takes no exception to beginning work within ten calendar days after written notice to proceed.
- The migration baseline is all active pages plus up to 300 current documents, confirmed in the approved discovery inventory.
- Records published before launch and retained only for reference, research, or recordkeeping will be moved into the Archive Center under the exceptions at 28 CFR 35.201, unless the City authorizes the optional legacy document remediation item.
- Google Analytics 4 will be used for website statistics unless the City directs otherwise.
- The City retains ownership and control of its domain registration and DNS.



- The annual hosting, maintenance, and support amount holds flat for the initial three-year period. Any subsequent adjustment is capped at three percent per year.

5.17 City Ownership and Portability

Upon payment and subject to the final contract, the City will own its content and approved custom deliverables. KnackHook will provide approved source files, configuration records, design assets, content exports, and operating documentation needed for continued management and transition.

Pre-existing KnackHook tools, reusable frameworks, general knowledge, open-source software, and third-party products remain subject to their existing ownership and licensing terms.

5.18 Options and Scenarios

The base bid in Section 7 is complete as proposed. The options below are presented so the City can see the cost of decisions it may foreseeably want to make, without carrying any of them in the base price. None is required, and none is performed unless the City authorizes it in writing. Indicative figures are estimates for planning and are confirmed before any work begins.



Scenario	What changes	Effect on cost
A. Base scope as proposed	Everything expressly identified as base scope in Section 5 and priced in Section 7. The site is designed, built, migrated, made accessible, staff trained, hosted and supported.	\$17,500 one-time and \$3,900 per year. This is the bid.
B. Hosting in a City-controlled Azure tenant	KnackHook builds and deploys into the City's own Azure subscription. The City holds the cloud contract directly with Microsoft. KnackHook continues to manage, monitor, patch, and back up the environment.	Hosting line falls from \$1,200 to \$0. Maintenance and support unchanged at \$2,700 per year. The City pays its Azure consumption directly to Microsoft. KnackHook will size the environment and provide a current Azure cost estimate for the City's review before the City commits to this option.
C. Full remediation of the historical archive	Pre-launch archived documents remediated to WCAG 2.1 Level AA rather than held under the archived-content exceptions at 28 CFR 35.201 described in Section 5.10.	Quoted at a fixed price once the discovery inventory establishes volume, on written City authorization. Not included in the base bid.
D. Content beyond the migration baseline	The base includes all active pages plus up to 300 current documents. Documents exceeding the 300-document baseline will be inventoried and quoted at a fixed price for City approval before additional migration work begins.	Quoted at a fixed price once the discovery inventory establishes volume, on written City authorization. No charge if the approved inventory comes in at or under the baseline.
E. Future phase: payments, reservations, resident accounts	The base build is architected for these. A later phase would add online payment integration, facility reservation with approval workflow, and single sign-on resident accounts with a dashboard.	Scoped and quoted as a fixed price when the City is ready to proceed. Not included in the base bid and carries no obligation on either party.
F. Earlier launch	Compressing the twelve-week schedule in Section 5.12.	Launch in approximately ten weeks is achievable if the City can commit to three-business-day review turnaround. No change in price.



6 Required Forms and Certifications

Section 10 of the RFP identifies documents the successful bidder must complete. KnackHook confirms below that it will execute each of them, and identifies related Texas requirements that apply because this award requires City Council action.

Requirement	KnackHook Response
Conflict of Interest Questionnaire (Form CIQ), Texas Local Government Code Chapter 176	KnackHook will complete, sign, and file Form CIQ with the City Secretary as required upon award. KnackHook is not aware of any employment or other business relationship between KnackHook and a local government officer of the City of Bruceville-Eddy, or a family member of such an officer, that would require disclosure.
IRS Form W-9	KnackHook will provide a completed and signed Form W-9 upon award, or earlier at the City's request.
Certificate of Insurance naming the City as Certificate Holder	KnackHook's Certificate of Insurance reflects the following coverage limits: Commercial General Liability \$1,000,000 per occurrence and \$2,000,000 aggregate; Automobile Liability \$1,000,000 combined single limit; Umbrella Liability \$5,000,000 per occurrence and aggregate; Professional Liability/Errors and Omissions \$1,000,000 per occurrence and \$2,000,000 aggregate; Cyber Liability \$1,000,000 per occurrence and \$2,000,000 aggregate; Workers' Compensation statutory limits; and Employers' Liability \$1,000,000. Upon award, or earlier at the City's request, KnackHook will provide a current Certificate of Insurance naming the City of Bruceville-Eddy as Certificate Holder, subject to the final contract requirements.
Form 1295 Certificate of Interested Parties, Texas Government Code Section 2252.908	If applicable to the resulting contract, KnackHook will file Form 1295 electronically with the Texas Ethics Commission and provide the certificate bearing its certification number to the City for acknowledgment before contract execution.
Non-discrimination in employment	KnackHook affirms that employees and applicants for employment are not discriminated against because of race, color, religion, sex, age, or national origin. KnackHook is an equal opportunity employer and complies with applicable federal, state, and local equal employment opportunity requirements.
Texas Government Code Sections 2271.002 and 2274.002 verifications	KnackHook will execute the applicable verifications if the City determines that these provisions apply to this contract.
Debarment and suspension	KnackHook is not debarred, suspended, proposed for debarment, or otherwise excluded from participation in federal, state, or local procurement. KnackHook is registered in SAM.gov under UEI M4N7EK7DWAM3 and CAGE Code 20K40.



Addenda	KnackHook acknowledges and has incorporated all addenda, if any, issued by the City and received by KnackHook before the proposal submission deadline.
Purchase order and contract forms	KnackHook will execute all City forms required prior to issuance of a purchase order or other form of purchasing agreement, and takes no exception to the City's requirement that all forms be approved by the City in advance.

7 Pricing / Budget

7.1 Base Pricing

Cost Element	Fee Type	One-Time Cost	Annual Cost	Scope
Website Design and Information Architecture	Fixed Fee	\$3,900	\$0	Discovery, stakeholder sessions, content inventory, information architecture, wireframes, responsive design concepts, City-brand alignment, and design approval
Web Development and CMS	Fixed Fee	\$8,400	\$0	WordPress configuration and hardening, responsive templates, reusable block library, all required base modules, forms, publishing workflows, approved integrations, testing, deployment, and stabilization
Content Migration	Not to Exceed	\$2,200	\$0	Migration of the active pages and up to 300 current documents identified in the approved discovery inventory, with metadata, images, redirect mapping, reconciliation, and City acceptance
Accessibility	Fixed Fee	\$2,100	\$0	WCAG 2.1 Level AA design review, automated testing using KnackHook's SureAccess platform, manual testing by a DHS Trusted Tester, remediation verification, written City Accessibility Policy and Editorial Procedure, and a KnackHook-prepared Accessibility Conformance Report on the delivered site
Training	Fixed Fee	\$900	\$0	Remote CMS and accessibility training for three City employees, written guides, recorded sessions, and a follow-up question-and-answer session during stabilization



Website Hosting	Annual Recurring	\$0	\$1,200	Managed Azure infrastructure, production hosting, automated backups, uptime and performance monitoring, SSL/TLS certificate management, and deployment oversight
Maintenance and Support	Annual Recurring	\$0	\$2,700	WordPress core, plugin, and security updates, backup verification, incident intake and resolution, technical support, and five included support hours per month
CMS License	Annual Recurring	\$0	\$0	WordPress core software is open source. There is no annual core CMS license fee and no per-seat licensing. The modules in this proposal carry no per-module licensing. Any optional third-party service the City later elects is handled under Third-Party Services below.
Third-Party Services	Pass-Through	\$0	\$0	Any City-approved transactional email, SMS messaging, or monitoring service is billed at actual cost without markup and only on prior written City approval. None is required for the base scope as bid.
Optional: Legacy Document Remediation	Quoted on Authorization	Not applicable	\$0	Remediation of archived pre-launch documents to WCAG 2.1 Level AA. Quoted at a fixed price once the discovery inventory establishes volume, on written City authorization. Not required for base compliance; see Content Migration.

7.2 Pricing Summary

Total	Amount
Base Implementation Fixed and Not-to-Exceed Total	\$17,500
Annual Hosting, Maintenance, and Support (\$325 per month)	\$3,900
Year 1 Not-to-Exceed Total / Base Bid Amount	\$21,400
Illustrative Three-Year Total Cost of Ownership	\$29,200
Illustrative Five-Year Total Cost of Ownership Assuming No Annual Increase	\$37,000

The annual operating plan equals \$325 per month. The annual amount remains fixed throughout the initial three-year period, and any adjustment thereafter is capped at three percent per year. The illustrative three-year total reflects the fixed annual amount. The illustrative five-year total assumes no annual increase after year three; any subsequent adjustment remains subject to the stated three-percent annual cap. These totals are provided for evaluation purposes only and do not obligate the City to a multi-year term. The City may terminate the annual plan at the end of any term and will retain its content, approved custom deliverables, and documentation.



In direct response to RFP Section 6.7(e): no additional expenses, consulting fees, setup charges, or license fees are required to complete the defined base scope. Optional services, quantities exceeding the stated baselines, and City-authorized future phases are excluded and will not proceed without written City authorization. The amounts above are complete. The only items that can add cost are the optional scenarios in Section 5.19 and work the City authorizes in writing outside the base scope at the rates in Section 7.4.

7.3 Payment Schedule

KnackHook proposes milestone invoicing tied to City acceptance. No milestone is invoiced until the City has accepted the corresponding deliverable, and ten percent of the implementation fee is withheld until the City approves production launch and the thirty-day stabilization period closes.

Milestone	Amount
Notice to proceed and project kickoff (15%)	\$2,625
Approved information architecture and design direction (20%)	\$3,500
CMS build and modules complete, staging site accepted (25%)	\$4,375
Content migration reconciled and accepted (15%)	\$2,625
Training delivered and production launch approved (15%)	\$2,625
Close of thirty-day stabilization period, withheld retainage (10%)	\$1,750
Implementation total	\$17,500
Annual hosting, maintenance, and support	Invoiced annually in advance, or monthly at \$325, at the City's option

7.4 Optional Out-of-Scope Labor Rates

Labor Category	Hourly Rate
Executive Sponsor / Solution Architect	\$120
Project Manager / Training Lead	\$100
Full-Stack Technical Lead	\$115
Senior Full-Stack Developer	\$110
Quality Assurance Lead	\$95
Cloud, DevSecOps, and Security Lead	\$110
UX/UI Lead	\$95
Content Migration / Accessibility Lead	\$90
Senior Technical Writer	\$70
Help Desk / Technical Support, Mid-Level	\$50

These rates apply only to City-authorized services outside the fixed base scope. No time-and-materials work will begin without prior written City authorization.

8 Conclusion

The City of Bruceville-Eddy is asking for a website that residents can actually use, that a small staff can maintain without a developer, and that the City can afford to keep running year after year. This proposal answers all three.

- The City owns what it pays for. The site is built on WordPress, the proposed open-source CMS platform. There is no CMS license, no per-module fee. The open-source architecture reduces vendor lock-in and supports an efficient transition to another qualified service provider if needed.
- Accessibility is delivered rather than promised. Every requirement in RFP Section 4 is answered item by item, the work is led by a DHS Trusted Tester, and an Accessibility Conformance Report on the delivered site is provided at launch, well ahead of the April 26, 2028 ADA Title II deadline.
- **The implementation cost is fixed, and the annual operating cost remains fixed for the initial three-year period, with subsequent annual increases capped at 3%.** The implementation fee is \$17,500, and the annual hosting, maintenance, and support fee is \$3,900, equivalent to \$325 per month. Invoicing is tied to City acceptance at each milestone, with 10% withheld until completion of the 30-day stabilization period.

KnackHook will begin work within ten calendar days of written notice to proceed and will launch the new website on or before January 15, 2027. We would welcome the opportunity to present this proposal to the Bruceville-Eddy Economic Development Committee and to the City Council at the September 24 meeting, in person or by web conference at the City's preference.

Questions regarding this proposal may be directed to **David Betz, Operations Manager and Authorized Signatory**, at (425) 548-6321 or bids@knackhook.com.



KnackHook
DIGITAL • DATA • AI

*Website Redesign and
Content Management Services
City of Bruceville-Eddy, Texas*

Submission Due: September 18, 2026, at 9:00 AM CT

Appendix A – Executed Proposal for Services Bid Form

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$21,400 - Twenty-One Thousand Four Hundred Dollars
Year 1 Not-to-Exceed Base Bid

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: KnackHook LLC

By: (Seal if Corporation) David Betz David Betz, Operations Manager and Authorized Signatory

Address: 1420 156th Ave NE, Suite F, Bellevue, WA 98007-4421

Telephone: (425) 548-6321

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: KnackHook LLC

Bidder Is: Individual () Partnership () Corporation ()

Other: Washington Limited Liability Company

Residence of Bidder (if individual): N/A - Bidder is an LLC

Date of Bid: September 17, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: _____ N/A - Bidder is an LLC

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of _____ N/A - LLC

Name and Home address of the President _____ N/A - LLC

Name and Address of the Treasurer _____ N/A - LLC

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: **\$14,700.00 (Fourteen thousand seven hundred dollars), fixed fee**

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: **Limited Lime Consulting LLC**

By: (Seal if Corporation)



Ryan Raiker, Principal — LLC, no corporate seal

Address:

447 Broadway, 2nd Floor, Suite #2637, New York, NY 10013 (office)

Telephone:

267-935-9240 · ryanraiker@limitedlimeconsulting.com

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: **Limited Lime Consulting LLC, by Ryan Raiker, Principal**

Bidder Is: Individual () Partnership () Corporation () **LLC (X)**

Residence of Bidder (if individual): **9619 Convent Avenue, Philadelphia, PA 19114 (residence)**

Date of Bid: **September 17, 2026**

If Bidder is a partnership, fill in the following blanks:

Name of Partners: Not applicable — bidder is a limited liability company

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Pennsylvania (limited liability company)

Name and Home address of the President Not applicable — bidder is a Pennsylvania limited liability company

Name and Address of the Treasurer Not applicable — bidder is a Pennsylvania limited liability company

LIMITED LIME CONSULTING

Web development · Accessibility · Managed hosting

PROPOSAL

Website Redesign and Content Management Services

Prepared for the City of Bruceville-Eddy, Texas

In response to the Request for Proposal for Website Redesign and Content Management Services

September 17, 2026

SUBMITTED TO

Lawrence Cutrone, MPA, CPM

City Administrator, City of Bruceville-Eddy
144 Wilcox Drive, Eddy, Texas 76524
lcutrone@bruceville-eddy.us

SUBMITTED BY

Ryan Raiker, MBA, Principal

Limited Lime Consulting LLC
447 Broadway, 2nd Floor, Suite #2637,
New York, NY 10013
267-935-9240 ·
ryanraiker@limitedlimeconsulting.com

September 17, 2026

Lawrence Cutrone, City Administrator
City of Bruceville-Eddy
144 Wilcox Drive
Eddy, Texas 76524

Re: Request for Proposal for Website Redesign and Content Management Services

Dear Mr. Cutrone,

Thank you for the opportunity to respond, and for an RFP that is clearer about what it wants than most I have read. Two things in it stood out. You asked for a site your own staff can run, without a developer on call. And you asked that accessibility be built into the way the site is edited, with guardrails that keep the common structural failures from being published, and coaching on the policies behind it. That second requirement is rare, it is the right way to think about it, and it is the reason I wanted to bid.

I found this RFP by accident. I had been looking for small government agencies I could help meet the WCAG standard ahead of the 2028 federal deadline, ran your site, found a home page that scores 12 out of 100 on an automated accessibility scan and fails seven basic checks, and then stumbled into an RFP in which the City had already asked for exactly the right fix. Before writing this I went through the site page by page, and everything I say about it in this proposal comes from what anyone can see there today. The content is there, and much of it is good: ten years of agendas and minutes, a water system serving three counties, a sewer project residents can follow, elections, budgets, a language access plan. What the site lacks is structure and care. It runs on WordPress, but it was never built out into a managed municipal system: no agenda center, no forms engine, no notification system, no support contract, no accessibility guardrails, and no one accountable when it breaks. The City is missing those things, not a different engine.

I will be honest about my first read. I got through the RFP, thought it might well be worth a submission, and then reached the module list in Section 2, where several of the names, Agenda Center, Notify Me, CivicSend, Info Advanced, are one vendor's product names. My first thought was that the City might already have a platform in mind. I decided to submit anyway, for two reasons. That vendor is a highly selected one, and there is nothing wrong with the City having looked at it; it does some things well. But it also means the City is weighing a ten-year decision inside one vendor's description of the choice, and the most useful thing I can offer is a second read from someone with nothing to sell you except the work. I am not proposing that vendor's product. I am proposing every outcome behind those names, item by item, so the City can judge this on what the site will do rather than what a module is called.

I have sat on both sides of this table. In enterprise software I built and led product, including the WCAG 2.1 AA conformance work and formal accessibility documentation for a global platform whose customers answered to regulators. In government, working for the City of Philadelphia and the Commonwealth of Pennsylvania, I was on the buying side of procurements like this one. I have seen what happens after the contract is signed, and I know what the year-three renewal letter looks like.

WordPress runs more than 40% of the web. A platform vendor's proposal asks you to leave it for a proprietary system, charges you to migrate onto it, and in at least one published contract charged a conversion fee to get the county's own agendas back out. I am asking you to keep what you have and finally build it properly: every structure on your list, delivered as a hosted, managed, City-owned system, with accessibility enforced in the editor rather than promised in a brochure. When I tell you in Section 3 what the guardrails can and cannot do, it is because I would rather you hear it from me now than from a complaint later.

The price is \$14,700 fixed for the build, then \$299 a month for hosting, support, updates, and accessibility monitoring, rising 2.5% a year. Over five years that is about \$32,700, and the City owns the site. Published CivicPlus contracts with entities of 15,000 to 85,000 people run roughly \$35,000 to \$52,000 over the same period; a town of Bruceville-Eddy's size would likely be quoted less, and I have said so in the proposal. What does not change with size is the structure: 3-5% annual escalators, automatic renewal, a fee to have the vendor export your data, thirty days without access after termination, and the City owning its content and design files but not the software that runs them. Every figure is drawn from public records and listed in Attachment A.

You asked for references, and I want to tell you why I chose these particular ones. Limited Lime is small. I have advised a Fortune 500 company, Regeneron, on digital transformation; reported to the chief executives of companies with hundreds of millions in revenue; and stood up software in some of the most heavily regulated industries there are: insurance, banking, finance, pharmaceuticals, and government. Alongside that, I have been the trusted digital advisor and implementer for T. Frank McCall's, a 150-year-old, \$10-million-a-year business the Philadelphia Inquirer profiled this June, and I have served clients as small as a neighborhood bakery. Every person listed will tell you the same thing about me: I am the first to tell them the truth. Call Larry DeMarco at The Law Center. He moved his site off my hosting once to save money, and I was the one he called when it broke; it has been with me since. Ask Andy Parker at T. Frank McCall's about the morning a staff-installed Google tracking code took their site down; it was back the same day. PIC Law came to me for maintenance, translation, and editing while keeping the team that originally built their site, because WordPress lets a client do exactly that. Which is the other half of the 40% figure: the City would not be dependent on me either. With the most widely supported platform in the world, thousands of vendors can maintain what I build, and the City can change its mind about me without changing its website.

You would be working with me directly, with specialist contractors brought in by name when a task warrants one. What I commit to, I can deliver.

I can start within ten days of a notice to proceed and have the site live, migrated, and your staff trained by January 29, 2027, with 90 days of support after that included. This is a firm fixed-fee offer, good for at least thirty days. I would welcome the chance to walk Council through it on September 24.

Sincerely,



Ryan Raiker, MBA

Principal, Limited Lime Consulting LLC

1. Understanding of the City's Goals

Your website is the front door for residents, local businesses, people deciding whether to open something here, and anyone passing through. It is also the front door for a service population much larger than the city itself: the City's water system serves an estimated 5,802 people across 45 square miles and three counties, roughly four times the population inside the city limits, according to the City's FY 2024-25 budget message. For utility billing, outage and boil-water notices, and payments, that larger service area is the website's real audience. Reading the RFP, five things stand out as what you actually want, and they shaped every decision in this proposal.

1. **A site that looks like a place worth investing in.** Modern, on-brand, and interactive enough that a prospective business does not quietly conclude the town is behind.
2. **Staff who can run it themselves.** Pages, documents, agendas and minutes, calendars, announcements, bids, photos, forms, all of it editable in-house, without touching code or waiting on a developer.
3. **A move toward paperless that does not strand anyone.** Residents should be able to finish any business with any department online, while the paper route stays open for people who prefer it and as a fallback when something breaks.
4. **Accessibility built into the system, not audited afterward.** WCAG AA at a minimum, AAA where it is reachable, with the editing environment itself keeping inaccessible content from being published, plus written policy and coaching, so the standard outlives whoever is in the chair today.
5. **Maintenance costs that stay down.** A hosted CMS, and one vendor responsible for hosting, backups, updates, and support.

The first three, most capable vendors can deliver. Four and five are where bids will genuinely differ, and they are the two I am strongest on.

2. Proposed Solution and Module Coverage

We will deliver bruceville-eddy.us as a **hosted, managed, City-owned system**: configured, hardened, and hosted by Limited Lime, meeting the RFP's preference for a hosted CMS. The engine underneath is open-source WordPress, chosen because it carries zero licensing cost, gives staff a familiar visual editor with drafts, revision history, and clean paste-from-Word, and leaves the City owning its design, code, content, and data outright. If the City ever changes vendors, the site moves with you.

Why not simply move to a platform? The City's current site is not on the wrong engine; it is on an unmanaged one. It has no structured agenda center, no forms engine, no notification system, no support contract, and no accessibility guardrails, which is exactly

what makes a platform vendor's catalog look attractive. But every module on that list is a structure, not a platform feature: an agenda center is a document type with a governing body, a date, and an archive rule; Notify Me is a subscription list tied to those same categories. We build each structure on the City's own site, then host, secure, update, and support it under one accountable contract. The City gets the platform experience (the modules, the managed hosting, the person to call) without renting it, and without a fee that compounds every year. It also avoids a migration it does not need: WordPress is the most widely used content management system in the world, running more than 40% of all websites, and the City already has it. A platform vendor's proposal asks the City to leave it for a proprietary system, pay to migrate onto that system, and, in at least one published contract, pay a conversion fee to extract its own agendas later. Keeping the engine and adding the structure is the lower-risk path, and the one the City controls. It also protects the City from us, and from anyone else: because WordPress is so widely used, thousands of qualified vendors can support the site we build, and the City can change vendors without changing platforms. A single-vendor platform offers no such protection if that vendor raises prices, changes its product, or is acquired. Our review found the existing site was assembled from off-the-shelf themes around 2017–2019, has been through at least two of them, and still carries one theme's demo pages, with placeholder text and unrendered code, publicly indexed today. Core pages sit on leftover routes: Municipal Court at /mesmerize/blog/, City Council agendas at /count-down-timer/, roll-off collection day at /2989-2/, and a misspelled /boards-and-comissions/. That is the signature of a template that was never finished or maintained, not of a platform that failed.

Because the existing site is already WordPress, pages, documents, and the media library move cleanly to the new build, and staff keep an editor they already know.

What we found on the existing site, and what it means for the build

We reviewed bruceville-eddy.us and the systems it links to before pricing this proposal. The City already runs several outside tools that a new site should connect to rather than replace. Where the current site's problem is structure, we build the structure; where the City already pays for a system that works, we integrate it and stop.

SYSTEM IN USE TODAY	WHAT WE FOUND	HOW THE NEW SITE HANDLES IT
Utility bill viewing: Tyler Municipal Online Payments portal	Residents can view bills here, but the City's own notices tell them they must pay elsewhere	One "Pay my water bill" path on the site, clearly signposted; in discovery we confirm whether Tyler's payment module can be enabled so viewing and paying happen in one place

SYSTEM IN USE TODAY	WHAT WE FOUND	HOW THE NEW SITE HANDLES IT
Utility and court payments: nCourt (trafficpayment.com) plus a phone line	The "City Hall Payment" option; residents need a full account number and are routed between two systems	Single payments page with plain instructions and account lookup guidance; consolidated when the City chooses a payments route (Section 2, future options)
Code of Ordinances: eCode360 (General Code)	Current through May 2025; well maintained	Direct links from department pages to the relevant chapter, and to the fee schedule from the permits and utilities pages
Notifications: Savvy Citizen app	Actively used for agendas, roll-off days, PD notices, and emergencies; push, text, and email with categories. The City's website calendar is already Savvy's embedded calendar widget	This is the City's Notify Me already, and its reach matters: water customers across three counties need outage and boil-water notices, not just residents inside the city limits. We link Savvy Citizen sign-up from every alert and utility page, keep and extend the Savvy calendar embed the City already uses, embed its feed where Savvy's tools permit, and align the site's notification categories with Savvy's so staff post once to each from a single checklist, rather than selling the City a second notification system. We confirm what Savvy exposes for embedding during discovery
Agenda packets	Posted as PDF uploads with hand-typed filenames back to 2016	Structured agenda center by body and year; the PDF is attached to a dated record, not linked from a page
Forms: water service agreement, ACH enrollment, open records, permits	Printable PDFs from 2019; ACH enrollment is in person only	Form Center: each becomes a digital form with the paper version still available, per the RFP
Third-party "bill pay" listings: doxo.com	Lists the City as a biller and charges residents fees; not affiliated with the City	We recommend the City claim or opt out of the listing; the new payments page states the official channels
Lookalike site: bruceville-eddy.org	A separate "community guide" site, not the City's, written in the City's voice	We recommend a .gov domain (free to U.S. local governments through CISA) so residents can tell the official site at a glance; we prepare the application and handle the DNS cutover, and an authorized City official submits it, as CISA requires. bruceville-eddy.us continues to work and redirects

SYSTEM IN USE TODAY	WHAT WE FOUND	HOW THE NEW SITE HANDLES IT
Navigation and URLs	62 pages in the global navigation; core pages on leftover routes (/mesmerize/blog/, /count-down-timer/, /2989-2/, /boards-and-comissions/); dated 2024 and 2025 event pages fixed in the menu; three different agenda-and-minutes structures	Reorganized information architecture (below), clean addresses for every page, and a redirect from every old address so no bookmark or search result breaks
Theme and structure	Off-the-shelf themes, circa 2017–2019, with one theme's demo pages still live	Replaced in full by the design system in this proposal

We could not run an automated link check against the live site; it blocks automated crawlers. That check is the first task of discovery, and broken external links are reported and corrected as part of content transfer.

Proposed information architecture. We will not reproduce the current hierarchy one for one. The content is largely there; the organization is what fails residents. The new site is organized around what people come to do rather than which office does it:

NEW SECTION	WHAT MOVES HERE
Pay, Apply, Request	Water bill, court payments, permits, open records, forms, code enforcement, facility requests: every action a resident takes, in one place
Residents	Trash, brush and bulky, recycling, roll-off days, water and sewer service, animal services, community events
Government	Mayor and Council, agendas and minutes, boards and commissions, elections, notices, budget and tax rate
Departments	Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department, each with its own landing page
Development and Permits	Building inspections, plats, zoning and maps, comprehensive plan, short-term rental applications, Economic Development Corporation

NEW SECTION	WHAT MOVES HERE
Transparency and Records	Open data catalog, Public Information Act, budgets by year, accessibility and civil rights, language access plan, notice of nondiscrimination
News and Events	City news, community events (current only; past events archived), Savvy Citizen sign-up

Historical agenda years and news archives stay accessible through search and archive pages but leave the primary navigation. Every current page is mapped old address to new address, marked keep, merge, or archive, and redirected. The City reviews and approves the full map at the end of discovery, before anything moves. A summary of the current site inventory we worked from is in Attachment B.

A note on the module names, and a statement of functional equivalence. Several requirements in Section 2 of the RFP (Agenda Center, Notify Me, CivicSend, Info Advanced, Archive Center) are one vendor's proprietary product names. We do not resell that product, so we cannot respond to those items as written. The RFP itself anticipates this: it asks for "CivicSend *or similar*," and the same standard reasonably applies to the other named modules. Limited Lime proposes an open-architecture solution that is the functional equivalent of each proprietary module named in the RFP. The table below states each requested module, the City's stated need for it in the City's own words, and the component we deliver to meet that need, so the City can evaluate the proposal on what the site does rather than on what a module is called. A structure is not a trademark; the City will own every one of these.

Every base-scope function below is delivered in the base bid. The two capabilities the City itself identified as future, online payments and the resident dashboard, are marked as such and quoted separately.

REQUESTED MODULE (RFP SECTION 2)	THE CITY'S STATED NEED	FUNCTIONAL EQUIVALENT WE DELIVER
Home page, departments, government, elections, notices, events, open data & maps	Provide the functionality of every module on the current site	Full rebuild of every current section (Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department, City Council, Boards & Commissions), plus an expanded Economic Development Corporation section
Agenda Center	Post and update agendas	Agenda and minutes library as a structured record type, organized by body and year, with the packet PDF attached to a dated entry. Posting an agenda is a two-minute form

REQUESTED MODULE (RFP SECTION 2)	THE CITY'S STATED NEED	FUNCTIONAL EQUIVALENT WE DELIVER
Archive Center	Store recurring dated documentation: agendas, budgets, newsletters, press releases	Document archive with categories and years; recurring document series auto-file into the right archive
Alert Center	Show an important or emergency notification as a banner across the top of the home screen	Site-wide emergency banner, activated or scheduled by staff in seconds, with severity styling
Bid Postings (revised)	Post and organize bids by category, title, or closing date	Bid record type sortable by category, title, and closing date, with automatic expiration and permanent archive
Calendar (revised) / Activities	Post meetings for different boards in one location; residents sort by category; organize activities for events	Multiple calendars in one filterable view (The Events Calendar), with activity records staff create and configure for each event
CivicSend or similar	Send multi-channel communications of critical information quickly	The RFP's own "or similar" language applies here. The City already runs Savvy Citizen for push, text, and email; we link and embed it where its platform permits, align categories so staff post once to each, and add email digests from the site. A platform with its own notification module would mean either paying for two systems or asking residents to re-enroll in a new one
Notify Me	Users sign up for notifications on any topic or category	Topic subscriptions tied to the same categories as agendas, alerts, news, bids, and jobs; residents choose email, and text where Savvy Citizen carries it
News Flash	Post updates important to the community; easy way to publish articles	News record type surfaced on the home page and department pages

REQUESTED MODULE (RFP SECTION 2)	THE CITY'S STATED NEED	FUNCTIONAL EQUIVALENT WE DELIVER
Form Center / Forms; Survey Form	Residents fill out and digitally submit forms; non-technical staff build any survey and output to email or Excel	Gravity Forms: accessible drag-and-drop builder, submissions by email and Excel export, paper versions retained
Document Center; File Manager; Image Manager	Store one-time documents and images; upload and link from the editor; auto-resize images; documents open in a new window	Searchable document and media libraries with categories; automatic image resizing and compression; document links open in a new window
Employment (revised)	Post jobs; residents submit applications through the website	Job posting record type with online application form, closing-date expiration, and routing to designated staff
FAQs	Display the clicked answer at the top of the page	Accessible accordion FAQ that surfaces the selected answer
Quick Links; Graphic Links; Info Advanced	Links to frequently accessed pages; buttons; important information shown as widgets	Managed quick-links, graphical button blocks, and reusable information widgets placeable on any page
Staff Directory; Resource Directory; Community Resources; Locations; Facilities	Staff contacts; a "white pages" of local businesses; aid agencies; facility list with future reservations	Directory record types for staff, businesses, community agencies, and facilities. Facility pages include an online reservation request form in the base bid, routed to staff for approval, so residents can request without visiting City Hall; automated booking and online deposits are the separately quoted option
Photo Gallery	Add or remove pictures in a slideshow	Staff-managed galleries and slideshows with enforced alternative text

REQUESTED MODULE (RFP SECTION 2)	THE CITY'S STATED NEED	FUNCTIONAL EQUIVALENT WE DELIVER
Pages / Live Edit; Word-like editor; Content Manager; Menu Manager; Link Manager; History	Editor reachable from any page; paste from Word; embed YouTube, Flickr, and other rich media; lists, tables, formatting, HTML editor, undo/redo, spell check; options set by role; reuse content anywhere; manage navigation; verify links; restore previous versions	An Edit link on every page for logged-in editors; the WordPress block editor with drafts, revision history and restore, clean paste-from-Word, one- line embeds for YouTube, Flickr, and 40 other media sources, lists, tables, and formatting within the approved styles, browser and editor spell check, multilevel undo/redo, HTML editor for administrators, options by role, reusable content blocks, menu management, link validation on save
Link Checker; Automated activation/ expiration; Audit Trail; Site Search; Dynamic Breadcrumbs; keyword settings	Report broken external links; schedule publish and removal; report who changed what; site search; breadcrumbs; per-page meta tags	Broken Link Checker reports; PublishPress scheduling and expiration; WP Activity Log audit trail; Relevanssi site search; breadcrumbs on every page; per-page titles, descriptions, and keywords
My Account / My Dashboard	Single sign-on and a customizable resident dashboard	Future option (below); the platform is SSO- capable from day one
Online Payments	Accept credit card payments for AR and utility billing, desirable in the future	Future option (below), with three integration routes

Future options: deliverable, quoted separately. Per the RFP's direction to separate initial scope from future capability, the following are not in the base bid, but each is work we perform and will quote as a fixed fee when the City is ready. None requires a new platform.

- **Online payments** for accounts receivable, permits, court fines, and utility bills. Spoken plainly, the City has three routes and we will build whichever it chooses: integrate directly with the City's existing Tyler system through Tyler's API, so payments post to the ledger without re-keying; use a payment solution we provide, with any processor the City selects and reconciliation exports to Tyler; or connect a processor the City has already chosen or prefers. In every case the payment rail belongs to the City, not to us and not to a platform. For reference, the platform

vendor's own payments product charges 3% + \$0.30 per card transaction; the City should be free to shop that rate. We confirm which route Tyler supports under the City's contract during discovery, then quote it as a fixed fee.

- **Online facility reservations**, with calendar availability, request approval by staff, and payment if the City chooses to collect deposits online. Facility pages are built reservation-ready in the base bid.
- **Single sign-on and a resident "My Account" dashboard**, so residents see their own requests, reservations, and notifications in one place. The platform is SSO-capable from day one.

Each of these is a scoped enhancement on a site the City already owns, not a re-platforming project.

Also within reach on this platform

The module list describes a website. The same platform can carry the services a city of Bruceville-Eddy's size usually ends up buying piecemeal from a platform vendor's catalog. The first group below is included in the base bid, priced as the resident services and transparency build-out line in Section 6; the second is quoted as fixed-fee work when the City wants it.

Included in the base bid

- **Code enforcement intake.** A public complaint form (address, issue type, photo upload) that routes to Public Works or the Police Department, with an automatic acknowledgment to the resident. Built on the same Form Center as everything else.
- **Open data page.** The City's current "Open Data and Maps" page becomes a catalog of what the City already publishes: adopted budgets, tax rate notices, meeting calendars, and similar records, as downloadable PDF and, where the source is tabular, CSV, each with a plain description. Additional datasets can be added by staff at any time. This is what the Texas Public Information Act encourages and what most small cities never get around to.
- **Maps.** Embedded maps for city limits, zoning, facilities, and public works projects, using the County's or TxDOT's published GIS layers where available, so the City is not maintaining map data by hand.
- **Meeting video.** Where the City records Council and board meetings, recordings are embedded on the matching agenda entry, with the agenda packet alongside.
- **Public information requests.** An online request form that replaces the printable PDF, with the statutory response clock explained in plain language on the page.

Recommended, quoted separately

- **Spanish-language vital documents package: \$1,800 fixed.** The City has already adopted a Language Access Plan and a Notice of Nondiscrimination, published under Accessibility and Civil Rights on the current site, and federal language-access guidance for recipients of federal funds calls for vital documents to be available in languages the community speaks. The website is where that commitment is or is not visible. The package covers the roughly twenty pages and forms a Spanish-speaking water customer, court defendant, or permit applicant actually needs (utility billing and payments, the water service agreement, boil-water and outage notice templates, open records, permits, court information, and the plan itself) plus Spanish versions of five vital PDF documents. Translations are machine-drafted (DeepL or equivalent) and reviewed by a person before publication, with a language switcher that meets the same accessibility standard as the rest of the site. The site is built bilingual-ready in the base bid; the translation software license is carried within Accessible Site Care. New pages after launch are translated at \$85 per hour. We recommend the City take this option; it is the one item in this proposal that turns a policy the City has already signed into something a resident can see.

Quoted separately when the City wants them

- **Code enforcement case status.** Residents look up a complaint by number and see where it stands; staff update status from the dashboard. Depends on how the City tracks cases today.
- **Ordinance and vote tracker.** A record of what Council voted on and when, linked to the agenda entry and, once codified, to eCode360.
- **Annual WCAG conformance re-audit with updated conformance report: \$850 per year.** The quarterly scans under Accessible Site Care monitor the site; this is the formal annual review, with manual testing and an updated written conformance report the City can hand to a complainant, an auditor, or a funding agency. It is conducted on a representative sample of templates, pages, and forms under the W3C's WCAG-EM evaluation methodology, which is how conformance audits are properly scoped; document-level remediation of uploaded PDFs is the separate option below. Recommended once the April 2028 compliance date is in view.
- **Legacy PDF remediation: \$85 per hour, quoted per batch.** Content transfer moves existing documents as they are. This option makes the ones that matter genuinely accessible, tagged, and readable by assistive technology, starting with the agenda packets, forms, and notices residents actually use, in batches the City chooses.
- **Annual staff accessibility refresher: \$100 per hour, typically a two-hour session.** Staff change; the training should not have to be rebuilt from scratch. A recorded refresher for new and returning staff each year keeps the publishing standard owned by the City.

- **Permit workflow.** The existing permit PDFs become online submission forms in the base bid, delivered to staff by email with the applicant's uploads attached. What is quoted separately is the workflow around them: online payment of permit fees once a payments route is chosen, applicant-visible status tracking, and routing between departments.

None of this requires a different platform, a different vendor, or a module license. It is the difference between a website that lists the City's departments and one that does their work.

3. Accessibility: ADA, Section 508, and WCAG

We accept full responsibility for accessibility conformance prior to launch. The RFP sets a higher bar than most: not just a compliant site on launch day, but a CMS in which staff "will be limited to workflows which can only produce accessible content," plus coaching on policies and procedures. Our approach has three parts.

A compliance date the City should have in view. Under the U.S. Department of Justice's ADA Title II web accessibility rule, as amended in April 2026, public entities serving fewer than 50,000 people must conform to WCAG 2.1 AA by April 26, 2028. Bruceville-Eddy is covered. A site launched in January 2027 will be live well past that date, so conformance has to be built in from the start and maintained as content changes, which is what the guardrails, the conformance report, and the quarterly scans in this proposal are for. Overlay tools that promise compliance by adding a script to an existing site do not, on their own, achieve conformance; the Federal Trade Commission fined one such vendor \$1 million in January 2025 over its compliance claims.

A word on the compliance requirement, because it is the part most often oversold. ADA Title II and WCAG 2.1 AA conformance are not a one-time certification. Automated scanning catches only a portion of the success criteria; the rest require manual testing against real assistive technology, and a single scanned PDF agenda or an untagged photo can reintroduce a failure after launch. Any vendor promising permanent compliance from a launch checklist is describing something that does not exist. What we will commit to is a site that conforms to WCAG 2.1 AA at launch, is documented so the City can show its work, is built on structures that carry forward to WCAG 2.2 AA, and is monitored on a recurring schedule with reports the City can put in front of a complainant, an auditor, or a funding agency.

Where the current site stands. An automated accessibility scan of the current home page, run in September 2026, scored it 12 out of 100 and failed it on seven basic checks: text and background combinations below the 4.5:1 contrast ratio; heading levels that skip in sequence; images without alternative text or a decorative designation; no main landmark region; links without discernible text; no level-one heading; and visible content

outside any landmark region. Automated scans find only a portion of WCAG failures, so the real count is higher, but these seven are the structural failures that generate most accessibility complaints, and every one of them is something the editing guardrails described below make impossible to publish. The City can reproduce this result with any free scanner in under a minute.

1. An accessible site at launch

Fully responsive on one codebase: the same pages rearrange for phones, tablets, and desktops, with no separate text-rendered mobile site, per RFP Section 4. Designed and built to WCAG AA as the minimum conformance target, achieving AAA success criteria wherever content and design permit, and satisfying ADA and Section 508 obligations. Semantic HTML, full keyboard operability, visible focus states, skip navigation, correct heading hierarchy, ARIA only where semantics fall short, and a palette locked to contrast-safe combinations. Testing at every milestone: automated scans (axe-core, WAVE, Lighthouse) plus manual keyboard and screen-reader passes (NVDA on Windows, VoiceOver on macOS/iOS), 200% zoom, and mobile checks. A written conformance report listing every success criterion, test method, and result is delivered before launch.

2. Workflows that can only produce accessible content

We configure the editing environment itself as the guardrail, so conformance does not depend on any individual remembering the rules:

- **A locked design system.** The site's approved colors, type sizes, and spacing are defined at the theme level, with custom color and font pickers disabled. A combination that fails contrast is not offered to the editor in the first place.
- **Restricted blocks and templates.** Editors compose pages from pre-approved, pre-tested patterns. The HTML editor the RFP asks for is available, but reserved to the administrator role, as the RFP's own provision that options be set by role allows; editor accounts cannot bypass page structure and semantics by pasting in markup.
- **Enforced alternative text.** Publication is blocked when an image has no alternative text and has not been explicitly marked decorative. This is a gate, not a warning.
- **In-editor accessibility checking.** As staff write, the editor flags skipped heading levels, vague link text such as "click here," empty links, and table-structure problems, with plain-English guidance on the fix.
- **A publishing checklist.** Items that cannot be detected automatically (heading order reviewed, document alternatives provided) must be confirmed before the Publish button becomes available.
- **Automatic clean-up of pasted Word content** into the site's accessible styles, per RFP Section 4.

- **Ongoing automated conformance monitoring** of the live site: monthly reports during the 90-day technical assistance period, then quarterly conformance scans with written reports under Accessible Site Care.

What this does and does not guarantee. These controls reliably prevent the structural failures that cause most accessibility complaints: contrast violations, missing alternative text, broken heading order, unlabeled links and tables. They cannot judge whether an alternative text is genuinely descriptive, or make an inaccessible PDF received from an outside agency accessible. No configuration can. That is precisely why the policy, standards guide, and staff coaching described below accompany the build: the system handles the mechanical failures, and trained staff handle the judgment. We would rather the City understand that division clearly than accept a promise no vendor can keep.

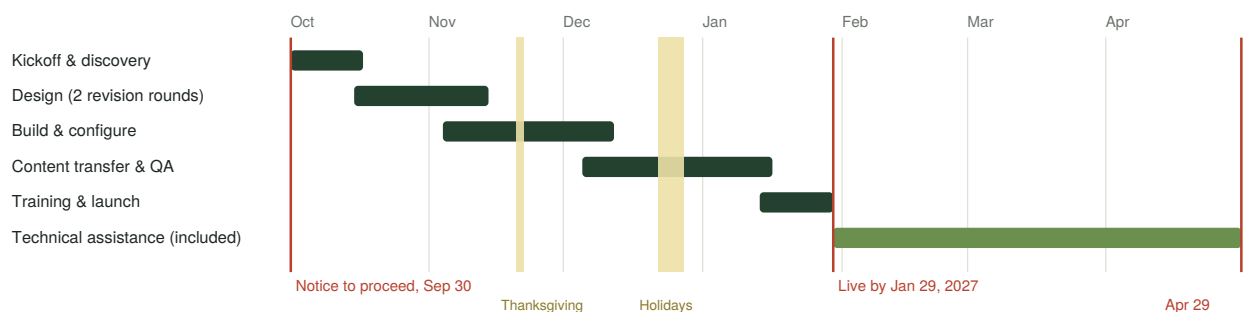
3. Policy and procedure coaching

Alongside the build we deliver a concise Web Accessibility Policy and Content Standards guide tailored to Bruceville-Eddy, covering document and PDF accessibility, plain-language writing, media captioning, and a publishing checklist, and coach staff on it during training, so the standard is owned by the City rather than the vendor.

Relevant credential. Ryan Raiker led WCAG 2.1 AA conformance and accessibility documentation (VPAT/ACR) for ABBYY Timeline, an enterprise process intelligence platform, to support global customers' European Accessibility Act (EAA) / EN 301 549 requirements.

4. Project Timeline

We commence work within ten (10) calendar days of written Notice to Proceed, per the Bid Form. Assuming award at the September 24, 2026 Council meeting and Notice to Proceed by September 30, 2026, the site is **complete and live no later than January 29, 2027**, followed by a 90-day technical assistance period included in the fixed fee.



STAGE	PERIOD	KEY ACTIVITIES
Kickoff & discovery	Weeks 1-2 (by Oct 16)	Kickoff, content inventory, sitemap and requirements sign-off
Design	Weeks 3-6 (by Nov 13)	Homepage and template designs in City branding, two revision rounds, City approval
Build & configure	Weeks 5-10 (by Dec 11)	CMS configured, all modules built, third-party integrations linked
Content transfer & QA	Weeks 9-14 (by Jan 15)	Transfer and restructuring of existing content and archives, accessibility audit and conformance report, City review
Training & launch	Weeks 15-16	Staff training, final approval, go-live on or before Jan 29, 2027
Technical assistance	Through Apr 29, 2027	90-day included post-launch support, tuning, monthly reports

Milestone dates assume the City reviews and approves each stage within ten business days; where a review takes longer, dates move by the same number of days. Two rounds of design revision are included; further rounds are scoped and quoted before they begin.

Content transfer and restructuring is performed by our team, not left to City staff. Because the existing site is WordPress, content exports cleanly; the real work is reorganizing it. The scope is all publicly accessible content identified in the discovery inventory as of the inventory date, which the City approves before transfer begins. Legacy PDFs move as they are and are catalogued and linked; remediation or recreation of documents that are themselves inaccessible, beyond ordinary transfer, is scoped and quoted separately if the City wants it. We inventory every page, document, agenda, minute, image, and archive year, move it into the new agenda, bid, directory, and archive structures, review each item for accuracy and accessibility, and put redirects in place so no existing bookmark or search listing breaks. The City reviews and approves the migrated site in full before launch.

Training covers up to three City staff via web conference per RFP Section 6.7(d), in two recorded sessions: an editor session (pages, documents, images, forms, calendars, agendas, news, alerts) and an administrator session (users and roles, audit trail, notifications, analytics, accessibility workflow). Recordings and a plain-English quick-reference guide are delivered to the City for onboarding future staff. Follow-up sessions are free for thirty days, and routine "how do I" questions stay covered under support for the life of the engagement.

5. Cost Estimate

Fixed-fee project total: **\$14,700**, broken down as directed by RFP Section 6.7. The first five lines are our standard municipal build for a city of this size; the sixth prices the resident-services and transparency work in Section 2 that goes beyond a standard build. Rates behind the estimate: development \$110/hr, project management \$100/hr, content and maintenance work \$85/hr. The City of Bruceville-Eddy pays no tax; none is included or applicable.

ITEM (RFP 6.7)	FEE (USD)
(a) Design: discovery, information architecture, branding-aligned design system, homepage and all page templates, two revision rounds	\$3,500
(a) Web development: CMS configuration, all modules above, integrations, notifications, forms, search, analytics	\$5,500
Content transfer and restructuring: export from the existing WordPress site, reorganization into the new agenda, bid, directory, and archive structures, redirects, review	\$1,500
Accessibility engineering & coaching: WCAG AA/AAA build-out, automated and manual testing, conformance report, guarded workflows, policy and standards coaching	\$1,500
(d) Training: two recorded web-conference sessions for up to three staff, quick-reference guide, 30-day follow-ups	\$500
Resident services and transparency build-out: information architecture restructuring and redirects; code enforcement intake; open data catalog; embedded GIS maps; meeting video on agenda entries; online public information request; bilingual-ready framework	\$2,200
Base Bid: total fixed project fee	\$14,700
(c) License fees: CMS and all modules	\$0
(e) Other charges: consulting fees, hidden costs, additional expenses	None

Ongoing services after launch. The first 90 days are included in the base bid as the technical assistance period required by RFP Section 8. Thereafter:

SERVICE	FEE (USD)
(a)(b) Accessible Site Care, CARE-300: managed municipal hosting, security, backups and recovery, staging, updates, ticketed support portal with direct principal response, quarterly accessibility conformance scans	\$299/mo (\$3,588/yr), adjusting 2.5% annually from year two
As-needed work beyond the care tier: content updates \$85/hr; development and technical work \$110/hr; project management and consulting \$100/hr; quoted in advance	Hourly, quoted in advance
Optional three-year term for Accessible Site Care: \$299/mo held flat for 36 months with no annual adjustment until year four, subject to annual appropriation under a standard non-appropriation clause so no future Council is bound	\$299/mo, flat
Recommended option, not in the base bid: Spanish-language vital documents package (see Section 2)	\$1,800 fixed

For comparison, published contracts for the government website platform whose module names appear in this RFP show setup fees of \$6,300 to \$12,600 and annual fees of \$4,300 to \$9,100 for entities of 15,000 to 85,000 people in Utah and Texas, escalating 3 to 5% annually on auto-renewing terms, and reported annual fees of about \$4,700 to \$4,800 for towns of 2,600 to 5,100 residents. Five-year cost of ownership for the cited entities: roughly \$35,000 to \$52,000, against approximately \$32,700 with Limited Lime. We note plainly that a town of Bruceville-Eddy's size may be quoted less than those entities were. What does not change with size is the structure of the arrangement: the annual escalator, automatic renewal, a vendor fee to export the City's own data, thirty days without access after termination, and a design the City owns but cannot move. Under a rented platform the City owns its content and design files but not the software that runs them, so neither can leave the platform. Sources for every figure in this paragraph are listed in Attachment A.

The unit prices behind a platform bid are instructive. In a 2024 CivicPlus agreement with the City of Manor, Texas, agenda and minutes migration was priced at \$637.50 per 100 meetings, roughly one year of meetings; content development at \$30 per page; training at \$562 per virtual session; and the annual bill included a \$2,573 line prepaying the next redesign. Bruceville-Eddy's ten years of agendas would run in the neighborhood of \$6,000 at that rate before any discount. In this proposal the entire content transfer is \$1,500, training is \$500, and there is no prepaid redesign fee: a future refresh is quoted only if and when the City wants one, on a site it already owns.

- Pricing is fixed-fee and not-to-exceed. No hourly charges, travel costs, or pass-through expenses in the base bid.

- The fixed fee covers the scope described in Sections 2 and 3. Work the City requests beyond that scope is quoted as a fixed fee, in writing, before it begins; nothing is billed by surprise.
- We encourage the three-year term. It gives the City three budget cycles at a known number, it gives us the certainty to keep the rate flat, and the non-appropriation clause means the City can still walk away if a future Council does not fund it.
- There are no CMS or module license fees at any point; the platform is open-source and the City owns the site outright.
- Text-message (SMS) notifications carry per-message carrier charges. The base bid includes email notifications in full; SMS can be enabled at the City's option, billed at cost with no markup, or omitted entirely.
- Future options (online payments, facility reservations, single sign-on, resident dashboard) are excluded from the base bid and quoted as fixed fees if and when the City requests them.

6. Comparable Experience and References

Limited Lime Consulting is a small, principal-led firm founded in 2008. I design, build, and host websites, and accessibility is the part of the work I know best, not from running scanner reports, but from leading WCAG 2.1 AA conformance and the formal documentation behind it for an enterprise software platform serving customers who had regulators to answer to. The discipline that job required, documenting every success criterion so the claim survives outside scrutiny, is the same discipline a city needs when a complaint arrives. Limited Lime's representative clients include T. Frank McCall's, Inc., PIC Law, The Law Center, Widener SBDC, and Haystac, shown in the table below. Separately, the principal's own professional experience includes public-sector technology work for the City of Philadelphia and the Commonwealth of Pennsylvania, and prior engagements with Widener University, IBEW Local 98, and Philadelphia Federal Credit Union; those are described as his experience, not as Limited Lime contracts.

I will be straight about scale, since you should know who you are hiring. On this project I am the one doing the work: design, build, screen-reader testing, migration, training, and support. Where a job genuinely calls for a specialist, such as additional assistive-technology user testing, I bring in a contractor I have worked with, name them to the City in advance, and remain the single point of accountability. That is why the City's total cost with me sits well below a rented platform's, and it is also why I have been careful in this proposal not to promise a 24-hour operations desk I do not staff.

Representative work

CLIENT / PROJECT	RELEVANCE TO THIS SCOPE	URL
T. Frank McCall's, Inc.	Website, hosting, and ongoing IT support for a 150-year-old regional business with about \$10 million in annual revenue (Philadelphia Inquirer, June 21, 2026). When a staff-installed Google tracking code took the site down, it was restored the same day	tfrankmccalls.com
PIC Law	Ongoing maintenance, translation, and content editing for a site built by another team, which the firm kept; an example of WordPress letting a client choose its vendors	piclaw.com
The Law Center	Hosting and site support for a law practice; the firm left for a lower-cost host and returned when the site broke	thelawcenter.net
Widener SBDC	Institutional site serving a public-facing advisory program; multi-audience content and resource directories	widenersbdc.org
Haystac	Technology company website and digital presence	haystac.com
Nassau Inn, Wildwood	Condominium rental marketing site with homeowners' association support, on WordPress	nassauinnwildwood.com

References. The RFP requires a minimum of four professional references. All may be contacted directly.

REFERENCE	ORGANIZATION	CONTACT
Bruce Orcutt, Chief Marketing Officer	ABBYY	bruce.orcutt@abbyy.com
Andrew Parker, Chief Operating Officer	T. Frank McCall's, Inc.	andy@tfrankmccalls.com
Anthony Macciola, Chief Executive Officer	Haystac	amacciola@haystac.com
Lawrence DeMarco, Founder	The Law Center	glawrence.demarco@gmail.com
Michela Sorano, Owner	Baked By Michela	bakedbymichela@outlook.com

7. Key Personnel

Ryan Raiker, MBA, Principal. Ryan is the City's single point of contact from kickoff through launch and beyond, and does the work himself. He founded Limited Lime in 2008 and has worked since then in web development, digital experience, and process improvement, including senior product and marketing leadership at enterprise software companies (ABBYY, AYR.ai). He led WCAG 2.1 AA conformance and accessibility documentation (VPAT/ACR) for ABBYY Timeline, an enterprise process intelligence platform, to support global customers' European Accessibility Act / EN 301 549 requirements. He has also worked in public-sector technology for the City of Philadelphia and the Commonwealth of Pennsylvania, which is where he learned how municipal procurement, council calendars, and department workflows actually run, context that rarely survives a vendor's first draft of a city website. He holds an MBA from Widener University and a degree in Business Analytics and Operations Management, with executive education from Columbia Business School and professional certifications from the American Marketing Association and the Digital Marketing Institute. He speaks publicly on digital presence, including at TEDx.

Ryan performs the design, development, accessibility testing, migration, training, and support on this engagement personally. Limited Lime deliberately works this way: the City deals with the person doing the work, not an account layer, and nothing is handed to a junior team or an outside queue. Where a specialist is genuinely warranted, for example additional assistive-technology user testing, we will name that person to the City in advance and remain the single point of accountability.

8. Hosting and Security

Limited Lime hosts the new website on **Accessible Site Care (CARE-300)**, our managed municipal hosting and care tier, in accordance with the RFP's requirement that the successful vendor host the site. City staff never perform technical maintenance, and the City deals with one vendor for hosting, updates, support, and accessibility monitoring.

ITEM	ACCESSIBLE SITE CARE (CARE-300)
Environment	Managed cloud WordPress hosting with CDN and a staging environment for tested updates. Pages are pre-assembled and cached when content is saved, so the public site serves finished pages rather than building them on each visit, as RFP Section 4 requires

ITEM	ACCESSIBLE SITE CARE (CARE-300)
Hosting provider	WP Engine (US data centers), managed by Limited Lime. WP Engine's platform is independently audited for SOC 2 Type II and certified to ISO 27001:2022, covering security, availability, and confidentiality; documentation available on request
Annual cost	\$299/mo (\$3,588/yr), adjusting 2.5% annually from year two; first 90 days after launch included in the fixed project fee
Location of hosted data	United States data centers
Infrastructure management	Full management including performance optimization and capacity for traffic spikes during emergencies and elections
Uptime monitoring	Continuous uptime monitoring with alerting; the City is notified of any outage we detect
Backup & recovery	Automated daily backups with off-site retention. Defined recovery objectives: Recovery Point Objective (maximum data loss) 24 hours; Recovery Time Objective (restoration of service) one business day from notification
Security	SSL/TLS on all traffic, least-privilege roles, 2FA available for administrators, malware scanning, brute-force protection
Software updates	WordPress core, theme, and plugin updates applied on a managed cadence after staging verification
Support	Direct email and phone access to the principal during business hours (Eastern), with a next-business-day response target; site-down events take priority over all other work and are addressed as soon as we are notified. Requests are logged through our ticketed support portal at limitedlime.com/help-desk , giving the City a unique ticket number, tracked status, and a full history of every request
Accessibility monitoring	Quarterly accessibility conformance scans with written reports, so the City can evidence ongoing conformance
Reporting	Google Analytics configured on the City's own account, with staff shown in training how to read it; the City accesses its reporting directly at any time

Application hosting, meaning databases and custom applications beyond the website, is outside this tier and is not part of this bid.

9. Ownership, Licensing and Compliance

Ownership. All website content, data, design files, custom code, and project deliverables are the property of the City of Bruceville-Eddy. The site is delivered on open-source WordPress (GPL): no proprietary CMS, no vendor lock-in. The City can maintain, move, or re-host the site with any WordPress-capable vendor at any time. On request, we provide a complete copy of the site, files and database, at no charge, at any time, including after the engagement ends; there is no export fee and no lockout period. If the City wants our help setting the site up with a new host, that is technical work billed at \$110 per hour and quoted in advance.

Licensing disclosure. A small set of premium plugins (forms, backups) carry annual licenses; each is itemized at discovery, registered in the City's name or transferable to the City, and replaceable with alternatives if the City prefers. For as long as Limited Lime hosts the site, these are covered within Accessible Site Care at no separate charge, alongside the hosting itself and the quarterly accessibility scans; that tier is the hosting the RFP requires, not an add-on to it. If the City ever moves the site to another host, the site goes with it and any such licenses transfer to the City at their published cost. No custom code we deliver carries licensing restrictions, and the CMS itself carries no license fee.

Insurance. Limited Lime Consulting LLC carries commercial general liability insurance on an occurrence basis with limits of \$1,000,000 per occurrence and \$2,000,000 general aggregate, \$2,000,000 products and completed operations aggregate, \$1,000,000 personal and advertising injury, and \$100,000 damage to rented premises. The current policy period runs through March 24, 2027, covering the full build and the post-launch technical assistance period, and will be renewed for the hosting term. On award we will furnish a Certificate of Insurance naming the City of Bruceville-Eddy as certificate holder and additional insured. Limited Lime has no employees; workers' compensation coverage is therefore not required under Texas law, and we will state that in writing if the City's attorney requests it.

Texas compliance. In addition to the items the RFP names, a council-approved contract triggers several Texas requirements. We are prepared for each:

- **Form 1295, Certificate of Interested Parties** (Gov't Code §2252.908): required for any contract that needs governing-body approval. We will file with the Texas Ethics Commission and deliver the certificate to the City Secretary before execution.
- **Conflict-of-Interest Questionnaire (Form CIQ)** and **IRS Form W-9**: completed on award, per the RFP.
- **Texas Prompt Payment Act** (Gov't Code Ch. 2252): invoices will be issued and payable under it.

- **Texas Public Information Act** (Gov't Code Ch. 552): for records we hold on the City's behalf, we will act as an agent of a governmental entity and comply with the Act's standards, including timely production on request.
- **Statutory verifications** (Gov't Code Ch. 2271, 2274, and §2252.152): the boycott and listed-company verifications apply by their terms to companies with ten or more employees on contracts of \$100,000 or more, so this engagement is below the threshold. We will nonetheless sign the City's standard verification forms if its attorney prefers them on file.

Compliance and assurances.

- Limited Lime Consulting does not discriminate against employees or applicants for employment on the basis of race, color, religion, sex, age, or national origin, per RFP Section 10.
- We acknowledge and will comply with prevailing wage rates for McLennan County as stated on the Bid Form.
- Upon award we will promptly complete the Conflict-of-Interest Questionnaire (Form CIQ) and IRS Form W-9, and furnish a Certificate of Insurance naming the City of Bruceville-Eddy as Certificate Holder upon request.
- We acknowledge the City's right to reject any or all proposals and to waive minor informalities.
- Within ten (10) days of written notice of acceptance we will execute and deliver the agreement and required insurance documentation.

Thank you for considering Limited Lime Consulting. Questions and proposal follow-ups: Ryan Raiker, Principal, Limited Lime Consulting LLC, ryanraiker@limitedlimeconsulting.com, 267-935-9240, limitedlime.com.

Attachment A: Sources for statements about the platform vendor

Every statement in this proposal about CivicPlus pricing, contract terms, or products is drawn from a public record or from CivicPlus's own published materials. They are listed here so the City can verify each one.

STATEMENT IN THIS PROPOSAL	SOURCE
Agenda Center, Notify Me, CivicSend, Info Advanced, Archive Center, Alert Center, News Flash, Form Center, and Document Center are CivicPlus product and feature names	CivicPlus help center and product documentation, civicplus.help
Setup fees of \$6,300 to \$12,600 on a template design	Magna, Utah (population about 30,000), 2024: \$6,300 setup at a 50% discount; Greater Salt Lake Municipal Services District, Utah (serving about 85,000), 2022: \$12,600 setup on a template chosen from five options. From published council and staff records, as compiled in public reporting on CivicPlus contract pricing
Annual fees of \$4,300 to \$9,100 for entities of 15,000 to 85,000 people; about \$4,700 to \$4,800 for towns of 2,600 to 5,100	Greater Salt Lake MSD, Utah: \$4,305 per year (2024); Magna, Utah: \$8,293 per year (2024); Manor, Texas: \$9,054.75 per year (2024); published council records for towns of 2,600 to 5,100 residents report approximately \$4,700 to \$4,800 per year (2025 to 2026)
Annual escalators of 3% to 5%	City of Edgewood, WA, Resolution 19-0453 (2019): "subject to a 5% annual increase beginning in Year 3." City of Odessa, TX, Council work session materials (2020): "subject to a 3% annual increase" and "subject to an annual 5% increase beginning with the second renewal term." City of Anoka, MN, CivicRec SOW (2024): "annual increase of 5% each Renewal Term." City of Kerman, CA, Resolution 25-__ (2025): renewal "with a 5% annual increase"
Automatic renewal	Edgewood and Odessa agreements: absent 60 days' notice before the end of the term, "this Agreement will automatically renew for an additional 1-year Renewal Term"
A conversion fee to extract the customer's own agendas	Powhatan County, VA, Board of Supervisors records (2015): a \$4,500 conversion fee for agendas to Word or PDF format, with agenda migration beyond the included amount billed separately
Recurring website cost rising from about \$2,000 to about \$10,000 per year on moving to the platform	City of Keizer, OR, City Council meeting of March 3, 2025, as reported in the council record; one-time implementation \$24,641.35
CivicPlus Payments fees of 3% + \$0.30 per card transaction	CivicPlus published fee schedule, civicplus.help/docs/fees-and-pricing

STATEMENT IN THIS PROPOSAL	SOURCE
Under a rented platform the City owns its content and design files but not the software; data export performed by the vendor is for a fee quoted at request; 30 days without access after termination, after which content may be deleted; support hours 7 a.m. to 7 p.m. Central with after-hours non-emergency support billed separately	CivicPlus Master Services Agreement, published at civicplus.help/legal-center/docs/master-services-agreement (last updated May 2024), sections 1, 2, 7, 9, 10, 27 to 29
City of Manor, Texas, 2024: Year 1 total \$32,042.25; annual recurring \$9,054.75 with 5% annual uplift from year 2; automatic one-year renewal absent 60 days' notice; agenda migration \$637.50 per 100 meetings; content development \$30 per page; training \$562 per session; \$2,573.25 per year toward the next redesign	City of Manor Website Services Agreement with CivicPlus and Statement of Work Q-78801-1 (June 30, 2024), Manor City Council agenda packet, published at mccmeetingspublic.blob.core.usgovcloudapi.net (manortx)
WordPress runs more than 40% of all websites	W3Techs usage statistics, continuously published; WordPress has exceeded 40% since 2021
ADA Title II web rule: WCAG 2.1 AA by April 26, 2028 for entities under 50,000 population	U.S. Department of Justice, 28 CFR Part 35 Subpart H, as amended by the April 2026 interim final rule extending compliance dates
FTC fined an accessibility-overlay vendor \$1 million over compliance claims	Federal Trade Commission order against accessiBe, January 2025
WP Engine platform is SOC 2 Type II audited and ISO 27001:2022 certified	WP Engine published security and compliance documentation

Limited Lime does not resell, represent, or have any relationship with CivicPlus. Statements about that company are made for the City's information in evaluating this proposal and are limited to what the cited records show.

Attachment B: Current-site inventory summary

The inventory below reflects the public navigation and discoverable archive pages of bruceville-eddy.us as reviewed in September 2026. The site's XML sitemap does not respond to automated requests, so orphaned pages with no inbound links may exist beyond this list; discovery includes a full crawl with the City's cooperation.

SECTION	PAGES AND COLLECTIONS FOUND
Global navigation	62 internal pages plus external links to eCode360 and the payment providers
Departments	Administration (Mayor, City Administrator); City Secretary (building inspections and permitting, open records); Finance (budgets FY 2021-22 through FY 2026-27, tax rate and certified worksheets); Municipal Court (on a leftover theme route, with a court-documents post category); Police (open records, emergency contact, close patrol, holiday security check, BE-WELL, animal services, code enforcement); Public Works (sewer project map and schedule, solid waste with five sub-pages, water and customer service inspections); Volunteer Fire Department
Government	City Council (members, meeting information, agenda request); Council agendas, minutes, packets, recordings, and handouts on ten annual pages from 2016-17 through 2025-26, in three different page structures; Boards and Commissions; Economic Development Corporation with its own agendas and minutes for 2023-24 through 2025-26
Elections	2026 elections: notices, dates, eligibility, candidate packet and application, filings, ballot-order drawing
Open Data and Maps	Public Information Act posting, GIS map, comprehensive plan, city limit and ETJ map, zoning map, child safety zone map, plat application and submittal calendar, landowners' bill of rights, zoning change and CUP application, Eagle Prairie PDD maps
Accessibility and Civil Rights	Discrimination complaints process, Language Access Plan, Notice of Nondiscrimination, reasonable accommodation procedure
Community Events	Four dated event pages (2024 and 2025) fixed in the navigation
Employment, Bid Opportunities, Notice	Current openings and application; current RFPs and bid form; public and possible-quorum notices

SECTION	PAGES AND COLLECTIONS FOUND
News	WordPress posts with monthly archives from May 2019 to the present; City News and Court Documents categories
Calendar	Savvy Citizen embedded calendar



Proposal

for

**WEBSITE REDESIGN AND CONTENT MANAGEMENT
SERVICES**

City of Bruceville-Eddy,



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Cover Letter

To

Sep 18, 2026

Lawrence Cutrone
City Administrator, City of Bruceville-Eddy
144 Wilcox Drive. Eddy, TX 76524

Dear Mr. Cutrone,

Motivity Labs Inc. is pleased to submit its proposal to the **City of Bruceville-Eddy for Website Redesign and Content Management Services**.

We understand the City's goal of developing a modern, accessible, responsive, and easy-to-maintain website that improves communication and expands digital services for residents, businesses, visitors, and investors.

Motivity Labs proposes a secure, hosted website and content management solution addressing the City's requirements for content management, department pages, bid postings, agendas, calendars, documents, forms, alerts, notifications, search, accessibility, analytics, and related functionality.

Our approach will include discovery, UX and information architecture, CMS development, responsive design, accessibility validation, testing, training, documentation, hosting, and post-launch support, with consideration for ADA, Section 508, and WCAG requirements.

Motivity Labs will work closely with City stakeholders to deliver a solution that is easy to maintain, intuitive for the community, and scalable for future digital services. We confirm our commitment to the RFP requirements and to commencing work within the timeframe specified in the Bid Form following the City's written Notice to Proceed.

Thank you for your consideration.

Sincerely,



Rajagopal Pavan Kumar Nair

VP, Strategy & Customer Success,
Motivity Labs Inc

Phone: 214-436-3828

Email: pavan.nair@motivitylabs.com

1. Executive Summary

Motivity Labs Inc. is pleased to submit this proposal to the City of Bruceville-Eddy for Website Redesign and Content Management Services. Motivity is based in Irving, Texas. We understand that for many residents, businesses and investors, the City's website is their first impression of Bruceville-Eddy. We also understand that it is becoming the main way people get City services done.

Our Understanding of the City's Goals

The city wants more than a new look. From the RFP, we understand the City's goals are to:

- **Raise awareness of City services** with a website that is attractive, interactive and easy to navigate for residents, visitors and prospective businesses.
- **Move services online** so residents can finish their business with any department without paper, while keeping paper options for residents who prefer them and for internet outages.
- **Reduce staff paperwork** by replacing printing, tracking and filing with digital forms, online job applications, and organized document and agenda archives.
- **Let City staff run the website themselves.** Staff should be able to publish agendas, minutes, bids, news, alerts and events without technical help or outside maintenance costs.
- **Make the website accessible to everyone.** It should meet ADA, Section 508 and WCAG AA, with AAA where practical, and include safeguards so staff can only publish accessible content.
- **Grow Economic Development** with a stronger page that supports business attraction and investment.

Our Proposed Solution

Motivity proposes a fully redesigned, mobile-friendly website on a secure, Motivity-hosted content management system (CMS) built for local government. The platform is proven, widely used by government organizations, and has no software license fees. The solution includes:

- All of the City's current website features.
- The new modules requested in Section 2, including Agenda Center, Alert Center, Notify Me, Document and Archive Centers, Form Center, Facilities, and Staff and Resource Directories.
- The staff tools listed in Section 4.

City staff will update the site with a familiar, Word-like editor. Page history, scheduled publishing and an audit trail keep content accurate and accountable. Future features such as online credit card payments and facility reservations are designed into the platform now. They can be turned on later without rebuilding the site.

Why Motivity

- **Texas-based partner.** Our headquarters in Irving puts us in the same time zone and state as the City, which helps with communication, responsiveness and accountability.
- **Accessibility built in.** In 2024 the U.S. Department of Justice issued a rule requiring state and local government websites to meet WCAG 2.1 Level AA. Cities under 50,000 residents must comply by April 26, 2028. Our design, CMS setup and staff training are built to that standard from day one, so the City is ahead of the deadline.
- **Low cost to own.** A hosted CMS with no license fees and staff training keeps the City in control of its content and minimizes ongoing outside maintenance costs, a stated priority in the RFP.
- **Clear, fixed pricing.** Costs are itemized as Design, Web Development, Hosting, Training, and Maintenance & Support, each as a fixed or not-to-exceed fee with no hidden charges.
- **Complete delivery.** We handle discovery, design, development, content migration, accessibility testing, training for three City staff by web conference, launch and post-launch support.

2. Company Profile

Company Overview and History:

Motivity Labs, established in **2010** and headquartered in **Irving, Texas**, is a global digital IT services company delivering enterprise-grade managed services across the USA, India, and Canada.

Motivity Labs has since evolved into a full-service technology partner, offering advanced capabilities in **Product Engineering, DevOps, Cloud Management, Infrastructure Operations, Security, and Data Analytics**.

Our rapid growth and client-centric approach have earned Motivity Labs national recognition. We have been named one of the **fastest-growing privately held companies in the U.S. for four consecutive years**, and have achieved distinguished rankings such as:

- **#11** on the Top 20 IT Services Companies,
- **#12** on the Top 20 Texas Companies, and
- **#8** in the Dallas Metro Service Area

In **2020**, the company was acquired by **Magellanic Cloud**, further strengthening its delivery capabilities and expanding its reach across regulated industries and the public sector. From **2020 through 2024**, Motivity Labs has been consecutively recognized as one of the **fastest-growing privately held companies** in the United States by **Inc. 5000**. With a workforce of over **550 professionals**, including certified cloud engineers, security specialists, ITIL experts, and DevOps professionals, Motivity Labs has become a trusted partner for organizations seeking co-managed, scalable, and secure IT solutions.

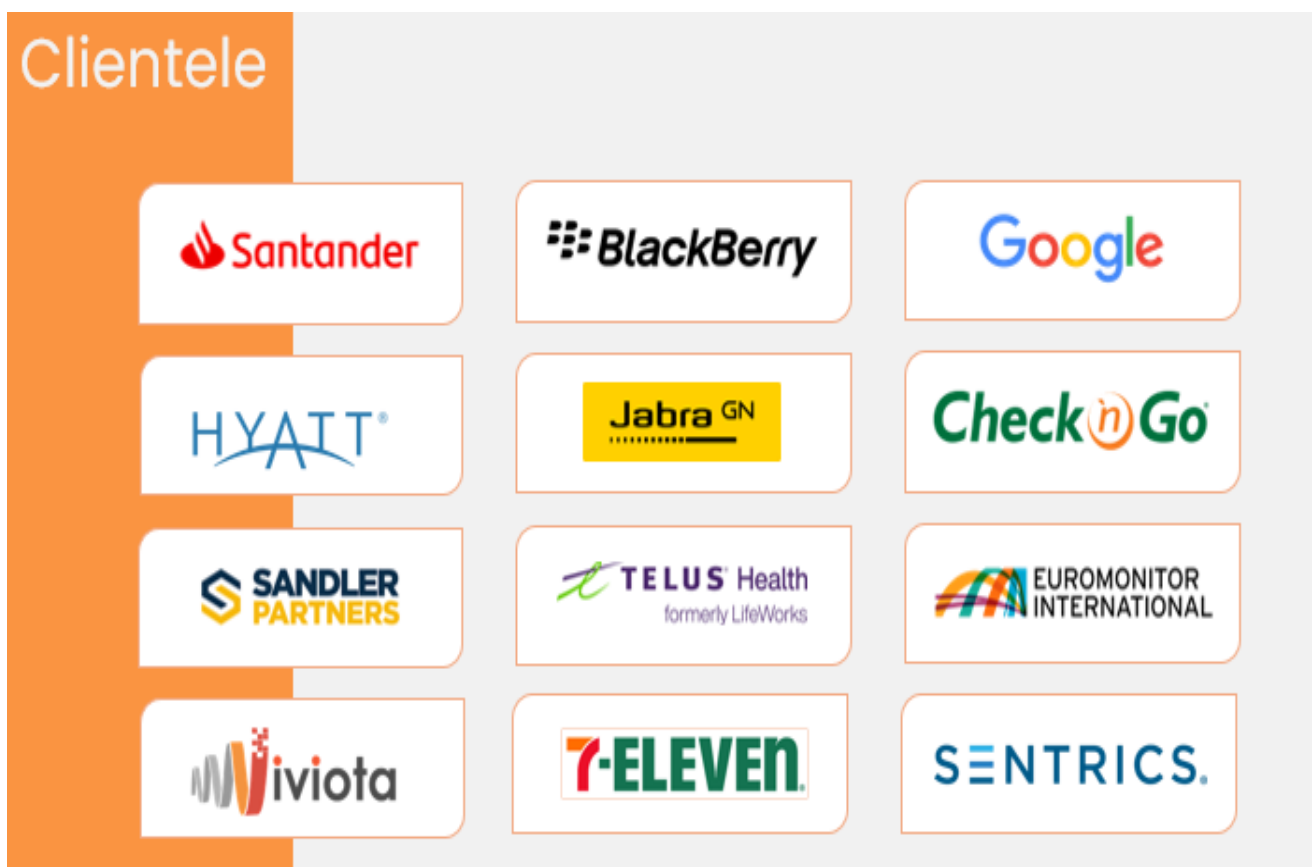
Motivity Labs provides capabilities across **Product Engineering, Digital Innovation, Process Automation, Agile Delivery, Cloud Services, Security, Data Analytics, and Quality Engineering.**

Motivity Labs combines these capabilities to deliver secure, scalable, and user-focused digital solutions. For the City of Bruceville-Eddy, our team will apply this expertise to deliver a **modern, responsive, accessible, secure, and easy-to-maintain website with a hosted Content Management System (CMS).**

Our delivery approach covers the complete project lifecycle, including:

- Discovery and stakeholder requirements gathering
- Information architecture and UX/UI design
- Responsive website design and CMS development
- Content and document migration
- Accessibility validation and testing
- CMS configuration and workflow setup
- User training and documentation
- Hosting, launch, and post-launch technical support

The proposed solution is designed to enable City staff to manage day-to-day website content independently while minimizing reliance on external technical support.



3. Proposal / Bid Form

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964
Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. *(Note: The City of BE does not pay tax).*

1. Base Bid Amount: \$ 21,200

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: MOTIVITY LABS INC

By: (Seal if Corporation)



Address: 5525 N MacArthur Blvd, Suite #690, Irving, TX 75038

Telephone: 214-436-3828

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: MOTIVITY LABS INC

Bidder Is: Individual () Partnership () Corporation ()

Residence of Bidder (if individual): N/A

Date of Bid: 18-Sep-2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A - Corporation

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of TEXAS

Name and Home address of the President Joseph Sudheer Reddy Thumma

5525 N MacArthur Blvd, Suite #690, Irving, TX 75038

Name and Address of the Treasurer Joseph Sudheer Reddy Thumma

5525 N MacArthur Blvd, Suite #690, Irving, TX 75038

4. Proposed Solution / Technical Response

Motivity will provide the City of Bruceville-Eddy with a modern, responsive, accessible and easy-to-manage website on a secure, Motivity-hosted Content Management System (CMS). The solution will improve the digital experience for residents, businesses, visitors and investors. It will also let City staff manage website content and digital services with minimal technical support.

The platform supports the City's goal of moving routine services and information from paper-based processes to online workflows. Paper alternatives will remain available for residents who need or prefer them.

4.1 Proposed Solution Overview

The solution brings together all the components the city needs for a complete, staff-managed digital presence:

- Modern Website Design and Information Architecture
- Hosted Content Management System
- Fully Responsive Web Experience
- Accessibility-Compliant Design and Content Workflows
- Department and Government Content Management
- Online Forms and Digital Submissions
- Document, Agenda and Archive Management
- Calendar, Events and Meeting Management
- Bid and Employment Posting Management
- Alerts, News and Resident Notifications
- Site Search and Navigation

- Staff, Resource and Community Directories
- Facilities, Locations and Photo Galleries
- Economic Development Tools
- My Account Dashboard with Single Sign-On
- Role-Based Administration and Audit Trail
- Analytics and Website Usage Reporting
- Future-Ready Integration for Online Payments and Reservations

City staff will be able to handle day-to-day content updates on their own, without development support for each change.

4.2 Website Redesign and User Experience

The redesigned website will offer a clear, intuitive and consistent experience across all City departments and services. Content will be organized around what residents, businesses, investors and visitors come to the website to do, so information is easy to find in just a few clicks.

The design approach will include:

- Clear primary and secondary navigation
- Department-specific navigation
- Prominent access to frequently requested services
- Quick Links to high-priority information
- Site search available from every page
- Breadcrumb navigation
- Consistent page layouts and visual components
- Accessible typography, forms and navigation
- Prominent emergency and important notifications
- Consistent City branding throughout the website

The website will be fully responsive and adjust automatically to smartphones, tablets and desktops. It will not be a separate text-only mobile website, as the City requires.

4.3 Hosted Content Management System

The website will run on a hosted CMS that authorized City staff manage through a simple, intuitive admin interface. Site-wide styles keep every page consistent, so staff can focus on content rather than formatting.

The CMS will provide:

- Word-like (WYSIWYG) editor available on any page
- Automatic clean-up of content pasted from Microsoft Word
- Tables, lists, formatting, spell check and multi-level undo/redo
- HTML editing for advanced users

- Menu Manager to add, edit and reorder navigation
- Link Manager to link to new or existing pages
- Image Manager with automatic resizing and compression
- File Manager for uploading and linking documents
- Embedding of rich media such as YouTube videos
- Reusable content that can appear on any page
- Save as Draft and content history
- Live Edit for making changes directly on the page
- Editor options configurable by role or user

Pages update automatically when content is saved, and external links and documents open in a new window.

4.4 Accessibility and Inclusive Digital Experience

Accessibility will be built into the website design, development, CMS configuration and content workflows. The solution will comply with:

- Americans with Disabilities Act (ADA)
- Section 508 of the Rehabilitation Act
- WCAG 2.1 Level AA, with AAA where practical

The CMS will be configured so staff are guided to publish only accessible content. Safeguards will include:

- Built-in accessibility checker before publishing
- Required alternative text for all images
- Editor limited to approved, accessible styles and headings
- Optional review and approval before content goes live

Accessibility will be addressed across navigation, page structure, headings, forms, links, images, documents, color contrast, keyboard navigation and multimedia. All pages will go through automated and screen reader testing before launch, and staff will receive coaching on creating accessible content and documents.

4.5 Content and Document Management

The CMS will provide one central place to manage the City's website content and documents, both one-time and recurring.

Key capabilities include:

- Document Center for one-time documents and images
- Archive Center for recurring documents such as agendas, budgets, newsletters and press releases
- Document upload and categorization

- Enhanced document search
- Document linking from any page or menu
- Content version history and restoration
- Reusable content components
- Scheduled publishing and expiration

Documents will be easy for staff to organize and easy for residents to find, which reduces requests to City Hall for copies of public records.

4.6 Forms and Online Resident Services

The solution will help the City move resident interactions from paper to digital. Staff will be able to build and manage online forms themselves, and residents will be able to submit them online at any time.

The Form Center will include:

- Easy form builder for non-technical staff
- Customizable form fields
- Required-field validation
- Online submission by residents
- Email notifications to staff
- Submission tracking
- Survey forms
- Export of results to Excel

Printable versions of forms will remain available for residents who prefer paper and in case of an internet outage.

4.7 Events, Calendar and Activities

The solution will provide one central calendar for City meetings, community events, boards and committees.

The calendar will support:

- Multiple calendars and categories
- City Council, board and committee meeting schedules
- Department-specific events
- Category-based filtering for residents
- Event details, locations and related documents
- Activities module to create, organize and manage event activities

Residents will be able to find all City meetings and community events in one place and filter by what matters to them.

4.8 Agenda, Bid and Employment Management

The solution will provide dedicated tools for managing key public information.

Agenda Center

Staff can publish and update meeting agendas and minutes, organized by board or committee.

Bid Postings

Bids can be posted and organized by:

- Category
- Title
- Closing date
- Bid details
- Supporting documents

Employment

The City can post open positions and accept job applications online, reducing paper applications.

4.9 Alerts, News and Resident Notifications

The solution will give the City several ways to share important information with the public quickly.

Alert Center

Emergency and important notices display as a banner across the top of the homepage.

News Flash

Staff can quickly publish news, articles and community updates.

Notify Me

Residents can subscribe to updates on topics or categories they choose.

Multi-Channel Communication

Critical information can be sent quickly to subscribers by email and text message, providing functionality comparable to CivicSend.

4.10 Search, Navigation and Content Discovery

The website will help residents find information quickly, whether they search or browse.

The solution will include:

- Site-wide search
- Enhanced document search
- Dynamic breadcrumbs

- Quick Links to popular pages and documents
- Graphic Links for image-based buttons
- Info Advanced widgets to highlight important information on any page
- Department-level navigation
- Related content links

4.11 Directories and Community Resources

The website will provide organized directories for City and community information.

The solution will include:

- **Staff Directory:** City staff and contact information
- **Resource Directory:** Local businesses and contact information
- **Community Resources:** Local and regional agencies providing aid and services
- **Locations:** City locations with address, hours and map directions
- **City Council Page:** Council member information and contacts
- **Department Contacts:** Contact details on each department page

4.12 Facilities and Reservations

The Facilities section will list all City facilities with descriptions, photos, amenities and contact information.

City facility reservations are currently made in person at City Hall. The solution includes an online reservation capability that can be turned on whenever the City decides to offer it, with no redesign required.

4.13 Media and Photo Management

The CMS will make it easy for staff to manage images and media across the website.

Authorized staff will be able to:

- Upload and manage images
- Add images to any page
- Create photo galleries and slideshows
- Remove or replace images
- Embed videos and other rich media
- Automatically resize and compress images for fast loading

4.14 Economic Development

The Economic Development page will be rebuilt with more functionality to attract new businesses and investors to Bruceville-Eddy.

The enhanced page will include:

- Community profile and key highlights
- Available sites and properties
- Business resources and incentives information
- Economic Development Corporation information and contacts
- News and success stories
- Interactive maps and supporting documents

4.15 Government, Departments and Public Information

The website will provide clear, well-organized information about City government and services.

The solution will include:

- **Departments:** Pages for Administration, City Secretary, Finance, Municipal Court, Police, Public Works and Volunteer Fire Department
- **Government:** City Council, and Boards & Commissions
- **Elections:** Election information, notices and results
- **Public Notices:** Posted with scheduled publish and expiry dates
- **Code of Ordinances:** Linked to the City's current code provider
- **Online Payments:** Linked to the City's current payment portal
- **Open Data and Maps:** Embedded interactive maps and data

4.16 My Account and Single Sign-On

The My Account dashboard gives users a personalized experience when logged in.

The solution will support:

- Single sign-on (SSO) integration
- Personalized user dashboard
- Saved subscriptions and preferences
- Access to submitted forms and applications
- Back-end configuration of dashboard content by City staff

4.17 Content Workflow, Versioning and Audit Trail

The CMS will provide controlled website governance, so content stays accurate and every change is accountable.

The solution will support:

- Draft content
- Review and approval workflows
- Full content history
- Restoration of previous versions
- Scheduled publishing
- Scheduled expiration
- Audit trail reports on content changes
- Role-based access and permissions

4.18 SEO and Website Discoverability

Every page will include settings that help residents and businesses find City information through search engines such as Google.

The solution will provide:

- Page titles
- Keywords and meta tags for each page
- Search engine descriptions
- SEO-friendly URLs
- Structured page content

4.19 Analytics and Reporting

The website will be integrated with Google Analytics to give the City clear insight into website usage.

Reporting will include:

- Visitor numbers and trends
- Most visited pages
- Search terms used
- Devices and browsers used
- Broken link reports
- Content change (audit trail) reports
- Form and survey submission reports

4.20 Hosting and Security

Motivity will host the website as a fully managed service, in line with the City's preference for a hosted CMS. The City will have no servers or infrastructure to maintain.

The hosting service will include:

- Secure, US-based cloud data centers
- SSL encryption across the website
- Web application firewall and DDoS protection
- Daily automated backups
- 24/7 uptime monitoring
- Regular security patches and platform updates
- Performance optimization for fast page loading

4.21 Future-Ready Platform

The solution is built to support the City's future digital services without a redesign.

Future capabilities can include:

- Online credit card payments for utility billing and accounts receivable
- Online facility reservations
- Additional digital forms and resident services
- Integration with external portals
- Additional notification channels
- Expanded self-service features

This supports the City's broader goal of letting residents complete City business online, while keeping paper alternatives available.

4.22 Technical Approach Summary

Our solution gives the City one central, hosted and easy-to-maintain digital platform, combining a modern public website with a staff-friendly CMS.

The solution delivers four core outcomes:

1. **Improved Resident Experience:** City information and services are easier to find and use.
2. **Efficient City Administration:** Staff manage website content and digital services independently.
3. **Accessible Digital Services:** Accessibility is built into the website, CMS and staff workflows.
4. **Future Digital Growth:** The platform grows as the City expands its online services.

This approach meets the City's goals for a more appealing, interactive and easy-to-use website, while supporting the move to digital services and less paper.

5. Project Team

Motivity has assigned a dedicated team with experience in website design, content management systems, accessibility, cloud hosting and client training. Each team member below will work directly on the City of Bruceville-Eddy project.

Name: Subrahmanyam Annavaram

Role on Project: Project Manager

Subrahmanyam Annavaram has more than 12 years of experience managing website, CMS and software projects from planning through launch. As the City's single point of contact, Subrahmanyam Annavaram manages the schedule, scope, communication and team coordination.

- 12+ years managing web and digital projects
- Delivered multiple website redesign and CMS implementation projects
- Skilled in stakeholder coordination, milestone tracking and risk management
- Leads weekly status updates and milestone review meetings

Certifications: Project Management Professional (PMP), Certified ScrumMaster (CSM)

Name: Phani Kumar Gongura

Role on Project: Solution Architect

Phani Kumar Gongura has more than 15 years of experience designing scalable, secure web platforms and enterprise solutions. Phani Kumar Gongura defines the overall technical approach for the City's website, including CMS setup, integrations, hosting and security.

- 15+ years in solution architecture and web platform design
- Designed CMS-based websites and public-facing portals
- Expertise in system integrations, single sign-on and third-party services
- Ensures the solution is secure, scalable and ready for future services

Certifications: AWS Certified Solutions Architect – Professional

Name: Kishor Guriti

Role on Project: UI/UX Developer

Kishor Guriti has more than 9 years of experience designing and developing modern, user-friendly and accessible websites. Kishor Guriti leads the design of the City's new website, including layout, navigation, page templates and visual branding.

- 9+ years in UI/UX design and front-end development
- Designed public-facing websites and service portals
- Expertise in wireframing, prototyping and responsive design
- Applies accessible design practices, including color contrast, readable typography and clear navigation

Tools: Figma, Adobe XD, HTML5, CSS3, JavaScript

Name: Venkateswara Reddy Tadi

Role on Project: Full Stack Developer

Venkateswara Reddy Tadi has more than 8 years of experience building complete web applications, from the user interface to the database. Venkateswara Reddy Tadi develops website features such as online forms, calendars, directories and resident-facing services.

- 8+ years in full stack web development
- Built responsive websites and web applications
- Development of online forms, search and interactive features
- Experience with performance optimization and cross-browser compatibility

Education: Bachelor of Engineering in Computer Science

Name: Uma Karthik

Role on Project: CMS Specialist

Uma Karthik has more than 10 years of experience implementing and configuring content management systems for content-heavy, multi-department websites. Uma Karthik sets up the City's CMS, including modules, workflows, user roles and content tools.

- 10+ years in CMS implementation and configuration
- Setup of content workflows, user roles and permissions
- Configuration of document centers, calendars, forms and archives
- Content migration and staff training on CMS tools

Education: Bachelor of Science in Computer Applications

Name: Charan Teja Saladi

Role on Project: Business Analyst

Charan Teja Saladi has more than 8 years of experience gathering requirements and turning client needs into clear project plans. Charan Teja Saladi works with City departments to understand their needs, organize website content and confirm all RFP requirements are met.

- 8+ years in business analysis for web and digital projects
- Stakeholder interviews, requirements gathering and documentation
- Content inventory, sitemap planning and user journey mapping
- Supports user acceptance testing and requirement sign-off

Certifications: Certified Business Analysis Professional (CBAP)

Name: Ramya Yeluri

Role on Project: Quality Assurance Engineer

Ramya yeluri has more than 8 years of experience in software quality assurance and accessibility testing. Ramya yeluri makes sure the website works correctly and meets ADA, Section 508 and WCAG 2.1 AA standards before launch.

- 8+ years in QA and accessibility testing
- Screen reader testing with JAWS, NVDA and VoiceOver
- Functional, regression, cross-browser and mobile device testing
- Automated accessibility and performance testing

Certifications: ISTQB Certified Tester, IAAP Certified Professional in Accessibility Core Competencies (CPACC)

Name: Ramalingeswara Rao Badi

Role on Project: Cloud Specialist

Ramalingeswara Rao Badi has more than 10 years of experience managing secure cloud environments. Ramalingeswara Rao Badi sets up and manages the City's hosting, security, backups and monitoring, and handles a smooth go-live.

- 10+ years in cloud infrastructure and security
- Hosting and managing high-availability websites
- Firewall, SSL, backup, disaster recovery and 24/7 monitoring setup
- Domain setup, DNS management and website go-live

Certifications: AWS Certified Solutions Architect – Associate, AWS Certified Security – Specialty.

6. Professional References

Motivity has delivered secure web platforms, digital workflows and enterprise solutions for organizations across hospitality, technology and telecommunications. The following clients can speak to our project delivery, technical expertise, communication and ongoing support.

Reference 1: Apple Leisure Group (Hyatt Group)

- **Project Name:** Public-Facing Hospitality Website
- **Project Duration:** 2024 – Present
- **Services Provided:** Website Design and Development, Responsive Design, Content Management, Quality Assurance and Testing, Ongoing Support

Project Summary:

Motivity built a public-facing website for Apple Leisure Group, part of the Hyatt Group and a leader in the hospitality and travel industry. The website gives visitors a modern, easy-to-use experience on any device. It also lets the client's teams keep content current without technical help. Motivity has continued to support and improve the website since launch.

Key Deliverables:

- Modern website design: A clean, attractive layout that reflects the brand and makes information easy to find
- Responsive design: A seamless experience on phones, tablets and desktops
- Content management: Easy tools for staff to update pages, images and announcements
- Quality assurance: Functional, browser and mobile testing before launch and with every update
- Performance and reliability: Fast page loads and a stable experience for high-traffic public audiences
- Ongoing support: Continued maintenance, updates and enhancements

Results:

- Delivered a modern, public-facing website for a global hospitality brand
- Improved the visitor experience across all devices
- Gave internal teams simple tools to manage content on their own
- Established a long-term support partnership for ongoing improvements

Relevance to the City:

This project is directly aligned with the City's needs. It shows Motivity's experience designing,

building, testing and supporting a public-facing website with responsive design and staff-managed content. These are the same core requirements as the City's website redesign.

Reference 2: Sandler Partners

- **Project Name:** Web-Based Document Automation and Validation Portal
- **Project Duration:** 2021 – Present
- **Services Provided:** Web Portal Development, Online Submission Workflows, Review and Approval Portal, System Integration, Web Dashboards and Reporting, Ongoing Support

Project Summary:

Motivity designed and implemented a web-based document automation platform that moved document-heavy business processes from manual handling to online workflows. Users submit documents through a secure web portal. The platform automatically sorts, reads and validates each submission, and staff manage exceptions and approvals through a dedicated review portal. The platform has been in continuous use and ongoing support since 2021.

Key Deliverables:

- **Online submission portal:** A central platform for document uploads, with support for connected systems and bulk submissions
- **Automated data capture:** Information is extracted from submitted documents automatically, reducing manual data entry
- **Automatic document sorting:** Each submission is identified by type and routed to the right workflow
- **Rule-based validation:** Completeness and accuracy checks are applied to every submission
- **Review and approval portal:** Staff review flagged submissions and manage approvals or corrections
- **Secure system integration:** Connected to backend business systems for automatic data sync
- **Real-time web dashboards:** Tracking of submission volumes, processing times, validation results and exceptions

Results:

- Reduced manual document verification work by more than 50%
- Improved accuracy and consistency across multiple business systems
- Faster processing through shorter manual review cycles

- Clear visibility for management through centralized dashboards
- A scalable platform that continues to support new document types and workflows

Relevance to the City:

This long-running engagement shows Motivity's ability to deliver and support secure web platforms that replace paper and manual processes with online workflows. It relates directly to the City's Form Center, online job applications, document management, staff approval workflows and reporting needs. It also reflects the kind of long-term hosting and support partnership the City is looking for.

7. Project Completion & Technical Assistance

Motivity will complete the full website redesign, including staff training, within **16 weeks** of the Notice to Proceed. After launch, Motivity will provide a **90-day technical assistance period** to help the City move smoothly to its new website. Ongoing hosting and support will continue after that under an annual agreement.

7.1 Proposed Completion Date

The project will be completed within 16 weeks of the Notice to Proceed. This includes design, development, content migration, testing, staff training and launch.

Phase	Weeks
Discovery & Planning	Weeks 1–2
Design	Weeks 3–6
Development & Setup	Weeks 5–11
Content Migration	Weeks 8–13
Testing & QA	Weeks 12–14
Staff Training	Weeks 14–15
Launch	Week 16
Project Completion	End of Week 16
Technical Assistance	90 days after launch
Ongoing Hosting & Support	Annual, after the technical assistance period

The project is complete when:

- The new website is live on the City's domain
- All RFP modules and features are delivered and tested

- Accessibility testing is complete
- Staff training is complete
- The City has received user guides and training recordings
- The City has signed off on project acceptance

7.2 Training

Motivity will train three City staff members through live, interactive sessions. Training is hands-on and designed for non-technical users, so staff leave confident managing the website on their own.

Training Sessions

- **Session 1: Website Administration.** Managing users, roles, permissions, menus and site settings.
- **Session 2: Content Editing.** Creating and editing pages, adding images and documents, and using drafts, history and scheduled publishing.
- **Session 3: Modules and Features.** Using the Agenda Center, Calendar, Bid Postings, Employment, Form Center, Alert Center, News Flash and Notify Me.
- **Session 4: Accessibility Best Practices.** Creating accessible pages, images and documents, and using the built-in accessibility checker.

Training Materials

- **Recorded sessions:** Every session is recorded so staff can review it any time and train new employees.
- **User guide:** A step-by-step guide covering all website tools and modules.
- **Quick-reference sheets:** One-page guides for common tasks such as posting agendas, alerts and news.
- **Accessibility checklist:** A simple checklist staff can follow before publishing content.

7.3 Post-Completion Technical Assistance Period

Motivity will provide 90 days of technical assistance after launch. During this period, our team is fully available to fix issues, answer staff questions and make sure the website runs smoothly.

What's Included

- **Issue resolution:** Fixing any bugs or technical issues found after launch

- **Staff support:** Help with questions on using the CMS and website features
- **Minor adjustments:** Small design and content layout refinements
- **Performance monitoring:** Close monitoring of website speed, uptime and security
- **Accessibility review:** A post-launch review to confirm new content stays accessible
- **Check-in meetings:** Review meetings at 30, 60 and 90 days after launch

Support Hours and Response Times

Support is available Monday to Friday, 8:00 AM to 5:00 PM Central Time, with 24/7 monitoring for critical issues.

Priority	Example	Response Time
Critical	Website down or major security issue	Within 2 hours, 24/7
High	Key feature not working	Within 4 business hours
Normal	General questions or minor issues	Within 1 business day

Transition to Ongoing Support

After the 90-day period, the website moves to ongoing hosting and support under an annual agreement. This includes hosting, security updates, backups, monitoring and continued help for City staff, so the City never has to manage the website's technical side alone.

8. Pricing

Motivity offers clear, fixed pricing for every part of the project. Pricing is split into one-time project costs and annual ongoing costs, so the city knows exactly what it will pay now and in the future. There are no software license fees and no hidden charges.

8.1 Pricing Summary

One-Time Project Costs (Fixed Fee)

Item	Fixed Fee
Design	\$4,500
Web Development	\$12,500
Staff Training	Included
90-Day Technical Assistance	Included
Total One-Time Cost	\$17,000

Annual Ongoing Costs (Fixed Fee)

Item	Annual Fee
Website Hosting	\$1,800
Maintenance & Support	\$2,400
Software License Fees	\$0
Total Annual Cost	\$4,200

First-Year Total: \$21,200

Annual costs begin at launch.

a) Design, Web Development and Website Hosting**Design: \$4,500 (Fixed Fee)**

- Discovery sessions and review of the current website
- Sitemap and navigation planning
- Wireframes for key pages
- Two homepage design concepts
- Interior page templates
- Two rounds of design revisions
- Accessibility review of all designs

Web Development: \$12,500 (Fixed Fee)

- Hosted CMS setup and configuration
- Development of all modules listed in Section 2 of the RFP
- Setup of all content management tools listed in Section 4 of the RFP
- Online forms, calendars, directories and document centers
- User roles, permissions and approval workflows
- Integrations with the City's current payment portal, Code of Ordinances, maps and Google Analytics
- Migration of existing website content and documents
- Accessibility, mobile, browser and security testing
- Website launch and domain setup

Website Hosting: \$1,800 per year (Fixed Fee)

- Secure, US-based cloud hosting
- SSL certificate
- Firewall and DDoS protection
- Daily automated backups
- 24/7 uptime monitoring

b) Maintenance and Support

To keep the City's outside maintenance costs low, City staff will manage all day-to-day content themselves. Motivity handles only the technical side.

Maintenance & Support: \$2,400 per year (Fixed Fee)

- Security patches and platform updates
- Bug fixes and technical issue resolution
- Staff support for CMS questions
- Performance and uptime monitoring
- Accessibility compliance updates
- Training for new City staff when needed

Price protection: Annual hosting and maintenance fees are fixed for the first three years.

c) License Fees**Software License Fees: \$0**

The hosted CMS has no software license fees, per-user fees or per-page fees. The City can add as many staff users and pages as it needs at no extra cost.

The only third-party cost is the City's domain name renewal (bruceville-eddy.us), which the City already pays today.

d) Training**Staff Training: Included at no additional cost**

- Training for three City staff members
- Four sessions covering administration, content editing, modules and accessibility
- Session recordings, user guide and quick-reference sheets

- One refresher session during the technical assistance period

e) Other Charges

Motivity's fixed fees cover everything needed to complete the project. There are no consulting fees, travel costs or hidden charges.

The following optional items are billed only if the city chooses them:

Item	Cost
Text message (SMS) notifications	Carrier charges passed through at cost, with no markup
Online credit card payments (future)	Quoted separately when the City is ready; payment processor fees are paid by the City to its chosen provider
Online facility reservations (future)	Quoted separately when the City is ready
Additional features or major new sections	\$85 per hour, with a written estimate approved by the City before any work begins

8.2 Pricing Assumptions

- The City will provide its logo, brand assets and any new photos.
- Existing website content will be migrated as-is. Rewriting content is not included.
- The City will provide timely feedback and approvals at each project milestone.
- The City will provide access to its domain and to existing third-party accounts, such as the payment portal and Code of Ordinances provider.

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: ~~\$12,425 fixed fee + \$99/month hosting~~

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: **MPISoft LLC**

By: (S) *Pedram Hesam*

Pedram Hesam, PhD, PSP — Chief Operating Officer & Authorized Signatory, MPISoft LLC

Address:

4841 S Tower Way, Aurora, CO 80015-3286

Telephone:

(714) 454-0832

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: **MPISoft LLC**

Bidder Is: Individual () Partnership () Corporation (X) (limited liability company)

Residence of Bidder (if individual): N/A — bidder is a limited liability company

Date of Bid: September 17, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Colorado

Name and Home address of the President Argam Poghosian, Chief Executive Officer

c/o MPISoft LLC, 4841 S Tower Way, Aurora, CO 80015-3286

Name and Address of the Treasurer Pedram Hesam, PhD, PSP, Chief Operating Officer

c/o MPISoft LLC, 4841 S Tower Way, Aurora, CO 80015-3286

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$88,000.00

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: Nikkio L.L.C.

By: (Seal if Corporation)



Address:

1705 Back Porch Way, Cary, NC 27519

Telephone:

(334) 322-5976

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Nikkio L.L.C.

Bidder Is: Individual () Partnership () Corporation ()

Bidder is a limited liability company - none of the three types above applies.

Residence of Bidder (if individual): N/A - Bidder is not an individual

Date of Bid: 09/17/2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A - Bidder is not a partnership

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Alabama

Name and Home address of the President Alonzo Tolver, authorized member

1705 Back Porch Way, Cary, NC 27519 - the LLC has no President A.T.

Name and Address of the Treasurer Alonzo Tolver, authorized member

1705 Back Porch Way, Cary, NC 27519 - the LLC has no Treasurer A.T.



PROPOSAL

Website Redesign and Content Management Services

Prepared for City of Bruceville-Eddy, TX.

SUBMITTED BY

Nikkio L.L.C. · Veteran-Owned Small Business

RESPONSE DUE

September 18, 2026

UEI

M8H8BGZ8CFJ4

CAGE

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Executive summary

The City of Bruceville-Eddy is not buying a brochure refresh. Section 2 names a complete municipal platform: agendas and archives, alerts and notifications, bid postings, employment applications, resident accounts with single sign-on, a resource directory, forms that replace paper, and open data and maps. Section 4 then asks that all of it be authored by non-technical City staff inside workflows that can only produce accessible content. That is a content management problem before it is a design problem, and it is the work Nikkio does.

Nikkio proposes to build the City a Drupal 11 platform and to host and operate it. Three things about that proposal are worth the Council's attention.

The City owns the platform, and the recurring cost is fixed. There are no platform licence fees in this bid, no per-module charge, no per-seat charge, and no renewal uplift. Section 6.7(c) asks what the City will have to pay to develop or host the site: the answer is the recurring lines quoted in the price proposal and nothing else. Section 6.7(b) asks us to help the City minimise ongoing external maintenance cost, so the combined recurring figure is set at \$800 per month, \$9,600 per year, deliberately below what a build of this size would normally carry. A subscription municipal CMS priced per seat or per module renews every year, escalates at renewal, and charges again for each module added from the Section 2 list. Over five years the Nikkio recurring cost is \$9,600 per year at the rates quoted, unchanged, and at the end of it the City still owns its code, its content and its data.

Accessibility is designed into the authoring workflow, not audited afterwards. Section 4 sets a higher bar than most solicitations: not just a conformant site at launch, but a CMS implementation in which City staff “will be limited to workflows which can only produce accessible content and web pages,” plus coaching on the policies and procedures behind it. We do that by constraining what the editor can do rather than by training people to be careful: restricted text formats, no raw HTML for content editors, required and prompted alternative text, heading levels generated by the template rather than chosen by hand, and colour and contrast fixed in the design tokens. Our accessibility lead, David Read, holds the IAAP CPACC credential and holds final approval authority: nothing is presented to a client as conformant without his sign-off. Nikkio completed 33 accessibility audits in the trailing 24 months to a WCAG 2.1 AA baseline.

One team builds it and one team runs it. The vendor that hosts this site under Section 1 is the vendor that wrote it. That is how we operate the Missouri Department of Transportation's multi-site Drupal estate on AWS, LabVantage's WordPress production hosting on AWS, and Duke Quality Network's Drupal 11 platform on Microsoft Azure, which Nikkio both built and hosts and which is in production today. When an agenda fails to post at 4:55 PM the day before a meeting, there is no boundary between the host and the developer to argue across.

Nikkio is a certified Veteran-Owned Small Business, founded in 2008 and operating for 17-plus years, led by Alonzo Tolver, a U.S. Navy veteran and principal engineer. We hold no municipal client, and we say so plainly below rather than letting an evaluator discover it. What we hold instead is state government .gov delivery at agency scale and federal delivery for the U.S. Air Force, described in Relevant experience.

Understanding of scope

The City’s website is, as Section 1 puts it, the first view residents, visitors and potential businesses have of Bruceville-Eddy. The stated objective is to make it more appealing, interesting, interactive and easier to use, to extend City services online, and to move City processes off paper while keeping paper available for residents who prefer it and for the contingency of an internet outage. We have read that as the organising goal of the project, not as preamble, and it drives three design decisions:

- Every module that collects something from a resident, an employment application, a facility request, a survey, a public comment, is delivered as a digital form that routes to the responsible department and produces a record staff can search, rather than a PDF the resident prints.
- Every module that publishes something, agendas, minutes, notices, bids, alerts, is built so a single staff member can post it in under a minute from any browser, with scheduled publication and automatic expiry so nothing has to be taken down by hand.
- Printable versions remain available throughout. Forms are designed so the same content prints cleanly for counter use, and documents remain downloadable.

We also note what the RFP explicitly places outside this engagement. Section 1 states that accepting credit card payments for accounts receivable and utility billing “is desirable in the future only,” so no payment gateway is built here and the Online Payments module links through to the City’s existing portal. Section 2 states that facility reservations are currently made in person at City Hall, so Facilities is delivered as a reservation request form routed to City Hall rather than as real-time booking. Both are straightforward to add later on the same platform.

Section 6 states that design parameters are not specified and are to be applied using our professional judgement, and that the City will determine the best overall fit. Our reading of factors 6.1 through 6.4 is that the City wants a site that looks like Bruceville-Eddy, that a resident can use on a phone without instruction, and that a staff member can maintain without calling a vendor. The approach below is built around the third of those, because it is the one that determines what the site looks like in three years.

What Nikkio understood the platform to be

ELEMENT	READING
Platform	Drupal 11, built by Nikkio, hosted and operated by Nikkio per Section 1
Hosted CMS preference (6.7c)	Satisfied: the City receives a fully hosted, vendor-operated CMS with no third-party platform licence to buy
Existing domain	bruceville-eddy.us, carried forward with DNS and SSL cutover and a full redirect map

ELEMENT	READING
Editors	City staff across seven departments, with three staff trained under 6.7(d)
Audience	Residents, businesses, investors, visitors and interested web visitors outside the local geography (Section 3)
Performance of work	Entirely offsite, onshore in the United States

About Nikkio

Nikkio L.L.C. is a technology consulting and software engineering firm founded in 2008 and operating profitably for 17-plus years. We deliver custom software, CMS platform delivery and migration, UX and visual design, accessibility, DevOps and cloud infrastructure, and system integration to government agencies, healthcare systems and enterprises.

The team is small, senior and stable, with 15-plus year working relationships. Three employees and a contractor pool of eight, all located in the United States, with 30-plus hours per week available per team member and 90-plus hours per week across the core team. Employee turnover in calendar years 2023, 2024 and 2025 was zero percent in each year. The person who writes the code on this project is the person the City talks to.

CMS platform work is roughly 60 percent of Nikkio's revenue, of which Drupal is about 55 percent. In the trailing 24 months, counted in July 2026, Nikkio completed 7 site migrations, each inside a three-month window, spanning Drupal 4 through Drupal 11 and both directions between Drupal and non-Drupal platforms, and 33 accessibility audits to a WCAG 2.1 AA baseline. More of both predate that window.

Registrations: UEI M8H8BGZ8CFJ4, CAGE 1LGS1, SAM.gov active through April 7, 2027, primary NAICS 541511, 541512, 541519 and 518210. Certified Veteran-Owned Small Business through SBA VetCert, certified June 3, 2026, renewing June 2, 2029.

Requirements mapping

Section 2 modules, mapped to the delivered platform

Section 2's module names follow a well-known proprietary municipal catalogue. Each is mapped below to the named component that delivers the same capability on the City's own platform, so the City can see that nothing in the list is lost by moving off a per-module product.

MODULE (RFP SECTION 2)	DELIVERED AS	STATUS
Home Page	Custom front page assembled from reusable blocks in Layout Builder: alert region, news, calendar, quick links, service shortcuts	Included
Bid Opportunities / Revise Bid Postings	Bid content type with category, title and closing date, sortable and filterable views, automatic expiry after closing	Included
Calendar / Revise Calendar	Event content type with board and committee categories, one posting location, resident-facing filtering by category, multiple calendar views	Included
Code of Ordinances	Landing page and persistent navigation link to the City's ordinance provider, with search integration where the provider supports it	Included
Online Payments	Link-through to the City's existing payment portal. No gateway build: Section 1 places card acceptance in the future	Included as link-through
Departments, with subpages for Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department	Department content type with a consistent subpage pattern, department contacts drawn from the Staff Directory so a contact is changed once	Included, all seven
Community Events and Updates	Combined view over Events and News Flash, filterable	Included
Employment / Revise Employment	Job Posting content type plus a digital application form with document upload, routed to the hiring department	Included
Elections	Election section with dated content, candidate and notice postings, scheduled publish and expiry	Included
Government, with subpages for City Council and Boards and Commissions	Governing-body content type linking each body to its members, agendas, minutes and calendar entries	Included

MODULE (RFP SECTION 2)	DELIVERED AS	STATUS
Notice	Public Notice content type with scheduled publication and automatic expiry, surfaced on the home page	Included
Open Data and Maps	Landing page with embedded map and open-data views. Priced as an allowance: the current data and mapping platform is not named in the RFP (see Disclosure)	Included as allowance
Revise Economic Development Corporation page	EDC section with expanded functionality: site and property information, incentives, contact and enquiry forms, resource listings	Included
Activities	Activity content type related to Events, so activities can be tracked, organised and configured against an event	Included
Agenda Center	Meeting content type by governing body and date, with agenda, packet and minutes attachments, published and archived automatically	Included
Alert Center	Site-wide alert banner across the top of every page, severity styling, scheduled start and end, announced to screen readers through an accessible live region	Included
Archive Center	Archive views over recurring dated documents: agendas, budgets, newsletters, press releases, organised by category and year	Included
Community Resources	Resource listing for other local and regional agencies providing aid and services, categorised and searchable	Included
City Council general information and contact page	Council page with member profiles, terms, contact detail and meeting information	Included

MODULE (RFP SECTION 2)	DELIVERED AS	STATUS
CivicSend or similar communication tool	Multi-channel send from the CMS to subscriber lists built from Notify Me topics. Delivery provider not yet selected (see Disclosure)	Included
Document Center / Document Management Center	Media library with document categories, metadata, and enhanced faceted search across documents	Included
Facilities	Facility listing with detail, photos and availability information, plus a reservation request form routed to City Hall, consistent with the City's current in-person policy	Included as request form
FAQs	FAQ content type by category, with the selected answer expanded at the top of the page	Included
Form Center / Forms	Form builder usable by non-technical editors: build, publish, receive digital submissions, route by department, export	Included
Graphic Links	Managed image-link blocks behind every button on the site, editable without code	Included
Info Advanced	Configurable widget blocks placed on any page through Layout Builder	Included
Locations	Location content type with address, map and hours	Included
My Account / My Dashboard	Resident accounts with single sign-on integration and a configurable back-end dashboard. Identity provider not named in the RFP (see Disclosure)	Included
News Flash	News content type with fast publishing, home-page placement and archive	Included
Notify Me	Topic and category subscription management, resident self-service opt-in and opt-out	Included

MODULE (RFP SECTION 2)	DELIVERED AS	STATUS
Pages	Basic page with in-place editing through Layout Builder	Included
Photo Gallery	Gallery media type with an accessible slideshow, add and remove by content editor	Included
Quick Links	Managed link blocks to the most frequently accessed pages and documents	Included
Resource Directory	Business and organisation directory, the site's white pages, with contact records and faceted browsing	Included
Staff Directory	Staff records with role, department and contact detail, reused across department pages	Included

Section 4 tools and functionalities

REQUIREMENT (RFP SECTION 4)	HOW NIKKIO DELIVERS IT
Accessibility: full compliance with ADA, Section 508 of the Rehabilitation Act, and WCAG standards; AA minimum, AAA where possible	WCAG 2.1 AA as the contractual conformance target, aligned to ADA and Section 508. AAA techniques applied where they do not conflict with AA, and not warranted as a conformance level. Audit and remediation across every template and component before launch
Coaching on policies and procedures so CMS users can meet the standard	Written accessible-authoring handbook, a recorded coaching session for the three trained staff, and a draft web accessibility policy and content-review procedure the City can adopt
CMS implementation such that staff are limited to workflows which can only produce accessible content	Restricted text formats with no raw HTML for editors, alternative text required and prompted at upload, heading hierarchy generated by the template, contrast fixed in design tokens, accessible components only, in-editor accessibility checking that blocks the common failures before save
Responsive design: SMART phone viewers see the site without zooming in on text or graphics	One responsive codebase at one URL, fluid layout with defined breakpoints, responsive images, minimum touch-target sizing, text that reflows without horizontal scrolling

Responsive design: rearranges to fit any mobile or PC tablet screen without zooming	Same codebase, tested across a phone, tablet and desktop device matrix at each phase
A text-rendered mobile website is not acceptable	Nikkio proposes no separate mobile site, no m-dot domain and no text-only variant. There is one site and one set of content
Word-like editor (WYSIWYG) accessible from any page by authorized editors	CKEditor 5 in the page, available to any role with edit permission
Website CSS styles enforce consistent look and feel	Editors select from named styles defined by the theme. Arbitrary inline styling is not available to content roles
Content from Word supported and automatically cleaned up and converted to site styles	Paste-from-Word filtering strips Word markup and maps the result to theme styles
Links to new or existing pages; embedded images and rich media via image manager; documents via file manager	Link autocomplete across existing content, media embedding for images, video and third-party rich media, document embedding from the media library
Lists, tables, formatting (colour, size, indentation, alignment), HTML editor, multilevel undo and redo, spell checker	All present in the editor. Note that colour and size choices are constrained to the accessible palette, which is what Section 4's accessibility requirement asks for
Available options can be set by role or user	Text formats and editor toolbars are assigned per role. A senior editor and a department contributor see different tools
History button giving access to previously stored content	Full revision history per page, with comparison and one-click restore of any prior version
Save as draft if the editor does not complete the update	Draft state through content moderation, with drafts invisible on the live site
Menu Manager: add or edit site-wide top navigation and section-specific links, reorder items	Drupal menu administration with drag-and-drop reordering, across main, department and footer menus
Link Manager: create links to new or existing pages, links created first then content added, link validity verified, new pages not shown live until content is entered, external links open in a new page	Link creation with autocomplete and validation; new pages are created unpublished and appear only when content is entered and published; external links open in a new window and are marked as such for screen-reader users
Link Checker: checks validity on creation, reports broken links, focused on external offsite links	Link checker module with scheduled crawling and a broken-link report. Internal links are maintained automatically by the CMS, so the report focuses on external links as the RFP describes

Image Manager: upload from computer or network folders, images automatically resized and compressed	Media library upload with automatic derivative generation, compression and responsive image variants
File Manager: upload and link documents from the editor or menu manager; documents open in a new window	Document media library, linkable from the editor and from menus, opening in a new window
Content Manager: any piece of content usable on any page	Reusable content blocks and referenced entities placeable on any page through Layout Builder
FAQ: posts FAQs and displays the clicked answer at the top of the page	FAQ component with the selected answer expanded at the top, keyboard operable
Document Management Center: create and archive document categories, enhanced searchable capabilities	Document categories and archive views, with document contents indexed in site search
Survey Form: non-technical editor builds any kind of survey form, output to email or Excel spreadsheet	Form builder with conditional logic; submissions emailed and exported to spreadsheet format
History: archives all changes to a web page, any previous version restorable	Revision archive per page with restore, retained for the life of the platform
Quick Links to the most frequently accessed pages	Quick Links block, editable by staff
Automated activation and expiration of content by date and time	Scheduled publish and unpublish on every content type, handled automatically by the platform
Events Calendar: multiple web calendars in an easy interface, post events in any calendar	Multiple calendars by category or body, from one event interface
Photo Gallery: content editor adds or removes pictures in a slide show	Gallery media with accessible slideshow controls
CMS must dynamically pre-assemble the web page upon content saving execution	Drupal's render cache is invalidated and rebuilt when content is saved, so visitors are served a pre-assembled cached page rather than a page composed from scratch on each request
Site Search: custom search engine for site search, or integrate Google site search	Site-wide search across pages, documents and directory records, with faceted filtering. Google Programmable Search can be used instead or in addition if the City prefers
Audit Trail: report on content change activities of any web page	Per-page change log showing user, timestamp and revision, with a site-wide activity report

Dynamic Breadcrumbs showing the navigation trail of the current page	Breadcrumbs generated from the menu hierarchy on every page
Keyword (meta tag) setting for each web page	Per-page meta title, description and keyword fields, with sensible defaults generated per content type

Sections 5 through 10

5. Reporting: website statistical usage, Google Analytics or similar	GA4 property configured, tag management installed, consent-aware, with a usage dashboard covering visits, top pages, devices, search terms and document downloads. Nikkio configures it in the City's own analytics account
6.1 Visual appeal	Homepage concept and 8 to 10 page templates by Hunter McPeak, Nikkio's lead designer, 10 years in design and UX, in-house and working in the same sprint cadence as engineering
6.2 Ease of use	Information architecture rebuilt from a content inventory and department workflow interviews, so navigation follows what residents are trying to do rather than the org chart
6.3 Ease of maintaining	The whole of Section 4's editor requirement is aimed here. Constrained, reusable components, one place to change a fact, scheduled publish and expiry so nothing has to be removed by hand
6.4 Overall City branding and layout	Branding treatment developed with the City in Phase 1, applied through a design system so it stays consistent as staff add pages
6.5 Technical support	Stated tiers, an operations retainer and a named principal contact: see Technical support below. This is a scored factor and is answered with specifics, not adjectives
6.6 Proposal detail and submittals	This document maps every module in Section 2 and every item in Section 4 individually, and includes the Section 6 attachments: qualifications and experience, biographies of all who will work on the project, and five professional references against the minimum of four
6.7(a) Break down cost by Design, Web Development and Website Hosting	Price proposal, by category

6.7(b) Maintenance and support costs, minimising external maintenance cost	Price proposal, recurring. Combined recurring is set deliberately low in response to this sentence
6.7(c) Licence fees to develop or host the site; hosted CMS preferred	Zero. Drupal 11 is open source with no licence fee, and hosting is provided by Nikkio as a hosted CMS
6.7(d) Training three staff, web conference acceptable	Two web-conference sessions for three staff, recorded, with a written editor handbook and accessible-authoring guide
6.7(e) Other charge areas, consulting fees, future work	Stated in full under Assumptions and exclusions. The only charge outside the base bid and the recurring lines is change-order work at \$100 per hour with written approval first
7. Fixed fee or not-to-exceed fee on each aspect	Base bid submitted as a not-to-exceed. Recurring hosting and maintenance are fixed monthly fees
8. Completion date, including training, and the period of technical assistance	Schedule and project closeout below. Technical assistance runs 180 days from launch acceptance under Nikkio's standing warranty
9. Submission to the City Administrator's Office by 9AM September 18, marked with RFP title and firm name	Confirmed. See Submission compliance
10. Conflict of Interest Questionnaire, IRS Form W-9, Certificate of Insurance on request, non-discrimination	Confirmed. See Submission compliance
Bid Form item 4: commence within 10 calendar days after written notice to proceed	Confirmed. Nikkio will commence within 10 calendar days of NTP
Bid Form item 6: prevailing wage rates for McLennan County	Accepted without qualification. Nikkio performs the work offsite with salaried professional staff and employs no laborer, workman or mechanic classifications on this project, and uses no subcontractor entity, so the schedule has nothing to apply to; that is an explanation, not a condition, and Nikkio's agreement to item 6 stands either way

Technical approach

Platform: Drupal 11, built and hosted by Nikkio

Section 6.7(c) states a preference for a hosted CMS. Nikkio delivers exactly that, with one difference that matters to a city of this size: the hosting is a service, and the software is the City's. Drupal 11 carries no

licence fee, no seat count and no module catalogue to buy from. Every module in Section 2 is built into the City's own platform once, and adding the twenty-seventh does not trigger a new line on a renewal invoice.

Drupal is also the right engineering fit for this specific module list. Agendas, notices, bids, facilities, staff, locations and directory records are all structured records with dates, categories and relationships. Building them as structured content rather than as pages is what makes the Section 4 requirements, scheduled expiry, faceted search, audit trail, reuse of a contact across every department page, work without staff effort.

Nikkio runs Drupal 11 in production today, including health.mo.gov for the Missouri Department of Health and Senior Services and ncbiotech.org. The portfolio is not Drupal-only, as the experience table below shows: Nikkio also maintains Drupal 10 and WordPress estates for other clients, and keeps each one on the version its owner has budgeted for. For a new build with no legacy to carry, Drupal 11 is the right starting point.

Method and cadence

Agile delivery in two-week sprints, with a weekly check-in with the City Administrator as the single named decision-maker. Acceptance criteria for every module are written jointly with the City before that module is built, and a module is complete only when every criterion is met. Work is tracked in a shared project tool, with weekly written status and immediate notification of anything that threatens a date.

Code is managed in Git with feature branches and a full audit trail, in a repository the City owns. Changes move through a continuous integration pipeline into a staging environment the City can review, and into production only after approval. Automated accessibility scanning runs in that pipeline, so a regression is caught at build time rather than at launch.

All code delivered to the City is written by human developers. Nikkio does not use AI tools to generate production code. We do use them for research, code review, code validation and testing, where the output is advisory and a human developer decides what to act on. This is stated in our standing policy and disclosed in writing before work begins.

Phase 1: foundation

Discovery and information architecture: audit of bruceville-eddy.us, a content inventory, mapping of every Section 2 module to a sitemap and content model, and workflow interviews with the seven departments so the forms and routing match how the City actually works. Then branding, homepage concept and 8 to 10 page templates through two consolidated revision rounds, the responsive theme build, CMS configuration with the full Section 4 editor toolset and role-based authoring controls, and hosting build-out with production and staging environments.

Phase 2: modules, content and launch

The civic content modules, the Form Center including the employment application and survey forms, site search and link checking, content migration from the existing site, the accessibility audit and remediation pass, analytics, training for three staff, QA across templates and modules, and the DNS and SSL cutover

with redirects. The City has a complete, accessible, responsive, fully editable site in production at the end of this phase.

Phase 3: resident services layer

My Account and My Dashboard with single sign-on, Notify Me subscriptions and the multi-channel notification tool, and the Open Data and Maps integration. This phase is deliberately separable. If the Council prefers to award within a smaller figure, Phase 3 can be deferred and Nikkio will issue a revised not-to-exceed with those line items removed, at no charge for the re-quote, without changing anything in Phases 1 and 2.

Responsive delivery

Section 4 says twice, in the notice and in the specification, that a text-rendered mobile site is not acceptable. It is not what we build. The City gets one codebase serving one set of content at one URL, laid out fluidly with defined breakpoints so the page rearranges itself for a phone, a tablet or a desktop. Images are served at appropriate sizes per device. Body text meets minimum sizing and reflows without horizontal scrolling or pinch-zoom. Touch targets meet minimum size on the phone layout. Every template is tested on a device matrix at the end of the phase in which it is built and again before launch.

Accessibility

WCAG 2.1 AA is the contractual conformance target, aligned to ADA requirements and Section 508. AAA techniques are applied where they do not conflict with AA, and are not warranted as a conformance level, because a blanket AAA warranty is not deliverable on a site with community-submitted photos, embedded maps and third-party content.

Testing combines four scanners with two manual passes, because different rule engines disagree at the edges and combining them raises detection rather than repeating one tool's blind spots:

- **Siteimprove** for scheduled estate-level crawls and conformance tracking over time
- **Pa11y** scripted into the build pipeline, so regressions fail at build
- **Lighthouse** per page, covering performance alongside accessibility
- **axe DevTools** in the browser during development
- **NVDA** manual screen-reader verification, covering what no scanner reaches: whether alt text is meaningful, reading order, heading hierarchy against real page structure, whether a component announces its state
- **Keyboard-only traversal** as a distinct pass, which catches focus order, focus visibility, keyboard traps, skip links and pointer-only controls

David Read, IAAP CPACC, holds final approval authority. Nothing is presented to the City as conformant without his sign-off. His credential is verifiable in one click in IAAP's public Certified Professional Directory, which lists only current certificants.

For the Section 4 coaching requirement the City receives a written accessible-authoring handbook, a recorded coaching session, and a draft web accessibility policy and content-review procedure ready for adoption. The authoring constraints described in the mapping table above are what make the policy enforceable rather than aspirational.

Content migration

Content is migrated from bruceville-eddy.us into the new content model: pages mapped to content types, documents into the Archive Center and Document Center with category and date metadata, and a full redirect map so existing links and search results continue to work.

No page or document count appears in the RFP, the advertisement or the bid form, so migration is priced as an allowance of approximately 120 pages and 300 documents. Nikkio delivers a counted inventory during discovery, before any migration work begins. If the actual inventory differs from the allowance by more than 20 percent, the migration line is re-priced by change order at \$100 per hour against that counted inventory, with written City approval first. Nothing else in the base bid moves.

Structuring content for retrieval after a migration is a discipline, not a chore. David Read holds an M.S. in Library and Information Science with an Archives Management concentration, the formal discipline behind information architecture, controlled vocabularies, metadata and retention, which is to say deciding what survives a migration and how it is found afterwards.

Hosting and operations

Section 1 makes the successful vendor the host, so this is a service the City is buying and paying for monthly, and it is stated here in the same terms the City would hold us to.

Platform. Amazon Web Services, in a United States region, operated by Nikkio rather than resold. The specific region is agreed with the City at kickoff and does not change without the City's written agreement. This is not a new capability for us: Nikkio operates the Missouri Department of Transportation's multi-site Drupal estate (modot.org, savemolives.com) on Nikkio-run AWS behind CloudFront, and LabVantage's WordPress site on AWS. Both were verified live on 26 July 2026 and both are references the City may call. Nikkio also operates Drupal 11 on Microsoft Azure for the Duke Quality Network, so the City is not buying a single-platform shop.

What the City gets, in numbers:

COMMITMENT	FIGURE
Availability target	99.9% monthly uptime
Monitoring	24/7 automated monitoring with alerting, and a 24/7 emergency contact for the City's designated administrators
Backups	Nightly, encrypted, retained 30 days, with restores tested rather than assumed

COMMITMENT	FIGURE
Recovery time	4 business hours
Recovery point	The previous night's backup, so at most one day of content changes
Security patching	Critical advisories applied within 24 to 72 hours
Environments	Separate production and staging, with SSL provisioning and renewal and a CDN in front

These are commitments, not aspirations, and Nikkio will write them into the contract. The City retains ownership of its code, content, data and domain throughout, and we will transition all of it to any successor on request. Nikkio does not hold client work hostage.

Technical support (Section 6.5)

Support is provided by the people who built the platform, through Nikkio's standing response tiers: standard inquiries acknowledged within 2 business days with resolution based on scope; urgent issues acknowledged within 1 business day and targeted for resolution within 2 business days; critical or emergency issues acknowledged within 4 business hours and resolved as soon as possible. Every inquiry receives an acknowledgement within its tier even when full resolution takes longer. Security patching for critical advisories runs to the 24 to 72 hour window above. Channels are email, the shared project tool, and Microsoft Teams, Slack or the City's preferred platform. Alonzo Tolver is the City's named contact and is directly reachable.

Security

Secure coding practices throughout, role-based authorization with least-privilege editor roles, enforced HTTPS, credential handling under Nikkio's confidentiality policy with client credentials deleted at project close, and security patching under the SLA above. All Nikkio personnel, employees and contractor pool alike, are located in the United States, and all hosting and data services run in United States cloud regions. No one outside the United States accesses City systems or data. Nikkio has completed background checks on personnel covering criminal history and identity verification through Checkr, and will screen any individual through Checkr before they are scheduled on a City site or given access that warrants it. Nikkio will sign a City-provided non-disclosure agreement on request.

Schedule and project closeout

Award is anticipated at the September 24, 2026 City Council meeting. Nikkio will commence work within 10 calendar days of written notice to proceed, per item 4 of the Proposal for Services Bid Form.

MILESTONE	TARGET
Notice to proceed	On or about September 28, 2026
Work commences	Within 10 calendar days of NTP
Phase 1 complete: IA, design approved, theme and CMS configured, environments live	Approximately week 7 from NTP
Phase 2 complete: modules built, content migrated, accessibility remediated, staff trained, site launched	Approximately week 16 from NTP
Phase 3 complete: resident accounts and SSO, notifications, open data and maps	Approximately week 20 from NTP
Project completion	Within 20 weeks of notice to proceed: on or about February 19, 2027 if NTP issues September 28, 2026
Technical assistance period (Section 8)	180 days from launch acceptance, under Nikkio's standing warranty

The completion date above is the date Nikkio proposes and will confirm in the first week of discovery once City review turnaround and department availability are known. Training is included within the completion date, as Section 8 requires.

The RFP states that the bid tabulation is presented for award at the regular City Council meeting on September 24, 2026 at 6PM. If the City would like a Nikkio representative in the room for that meeting, or for the Economic Development Committee's consideration beforehand, Alonzo Tolver will attend in person at Nikkio's own expense and at no cost to the City. We would rather answer the Council's questions face to face than have distance decide the matter. Once the work is under way, project meetings run by web conference as priced, and travel to routine project meetings is not included.

Deliverables

Phase 1 - Content inventory and audit of bruceville-eddy.us, with a counted page and document inventory - Information architecture and sitemap mapping every Section 2 module - Content model: content types, fields, taxonomies, roles and permissions - Branding treatment, homepage concept and 8 to 10 page templates, through two consolidated revision rounds - Responsive front-end theme - Configured CMS with the full Section 4 editor toolset and role-based authoring controls - Production and staging environments

Phase 2 - Every civic content module listed in the Section 2 mapping table - Form Center with the employment application, facility reservation request and survey forms - Site search, faceted document search, and link checking with broken-link reporting - Migrated content and documents, with a full redirect map - WCAG 2.1 AA audit report and remediation, signed off by the CPACC-credentialed accessibility lead - GA4 property, tag management and a usage dashboard - Two recorded web-conference training sessions

for three staff - Editor handbook, accessible-authoring guide, and a draft web accessibility policy and content-review procedure - DNS and SSL cutover and launch

Phase 3 - My Account and My Dashboard with single sign-on integration - Notify Me topic subscriptions and multi-channel notification sending - Open Data and Maps integration and landing page

Ongoing - Managed hosting and operations as described above - Monthly summary of completed and in-progress work, submitted with the invoice - Quarterly site health review covering security status, accessibility spot-checks, performance, broken links and content hygiene, with prioritised recommendations

Price proposal

The base bid below is submitted as a **not-to-exceed** figure under Section 7, covering all specifications outlined in the RFP, and is the figure entered at item 1 of the City's Proposal for Services Bid Form. Prices exclude tax; we note the City of Bruceville-Eddy does not pay tax.

Base bid

ITEM	AMOUNT
Base bid, all specifications in the RFP, not to exceed	\$88,000

Nikkio will never bill above a written estimate. If the work takes longer than we projected, that is ours to absorb, not the City's to fund.

Scope basis

The base bid is built from the following scoped work, totalling **671 hours**:

WORK ITEM	HOURS
Discovery, IA and content inventory: audit bruceville-eddy.us, map existing sections and requested modules to a sitemap and content model, department workflow interviews	24
UX and visual design: City branding, homepage concept, 8 to 10 page templates, two revision rounds	50
Responsive front-end theme build, 8 to 10 templates, mobile, tablet and desktop reflow with no zoom	55

WORK ITEM	HOURS
CMS configuration: content types, roles and permissions, WYSIWYG with enforced CSS styles and Word paste cleanup, menu, link, image, file and content managers, revision history and save as draft, scheduled publish and expiry, audit trail, dynamic breadcrumbs, per-page meta keywords	50
Civic content modules on the CMS: Agenda Center, Archive Center, Document Center, Alert Center banner, News Flash, Community Events, Bid Postings, Elections, Employment, FAQs, Quick Links, Graphic Links, Info Advanced widgets, Photo Gallery, Facilities, Activities, Locations, Community Resources, Resource Directory, Staff Directory, City Council and Boards and Commissions, EDC page	70
Form Center: form builder for non-technical editors, digital submission, employment applications, survey output to email or spreadsheet	24
Notify Me subscriptions and multi-channel notification tool	16
Site search and link checker: site search or Google site search, enhanced document search, broken-link reporting	10
My Account and My Dashboard: resident accounts, single sign-on integration, back-end dashboard customisation	14
Open Data and Maps: GIS and open-data embed and landing page	8
Online Payments: link-through to the City's existing payment portal, single sign-on aware where possible	6
Content migration from bruceville-eddy.us: pages, documents and PDFs into the Archive and Document Centers, metadata and template mapping, redirect map	40
Accessibility: WCAG 2.1 AA audit and remediation across templates and components, accessible-by-default authoring constraints, policy and procedure coaching for City CMS users	36

WORK ITEM	HOURS
Analytics and reporting: GA4 property, tag management, usage dashboard	4
Hosting build-out, environments, DNS and SSL cutover, redirects and launch	16
Training and documentation: three City staff by web conference, recorded sessions, editor handbook and accessible-authoring guide	12
QA: functional, cross-browser and device testing across templates and modules, accessibility regression testing, migration spot-checks, UAT support	110
Project management and meetings: weekly City check-ins, department coordination across seven departments, EDC Committee and City Council presentations, status reporting	110
Post-launch technical assistance and warranty window: defect fixes, editor support through the first agenda and alert cycles	16
Total	671

Cost breakdown by aspect, per Section 6.7(a)

Section 6.7(a) asks for cost broken out by Design, Web Development and Website Hosting, and Section 7 asks for a fixed or not-to-exceed fee on each aspect. Each aspect below carries its own not-to-exceed sub-ceiling in dollars, as Section 7 asks. The three sub-ceilings sum exactly to the \$88,000 base bid and are allocations within it, not additions to it. Website Hosting is given twice: the one-off build-out inside the base bid, and the ongoing managed service quoted separately as a recurring fee, as the RFP asks.

ASPECT	SCOPE	NOT-TO-EXCEED
Design	Discovery, information architecture and content model (24 h); UX, branding, homepage concept and page templates (50 h)	\$9,705 not-to-exceed (74 of the 671 hours)

ASPECT	SCOPE	NOT-TO-EXCEED
Web Development	Responsive theme build, CMS configuration, all civic modules, forms, notifications, search, resident accounts, open data, payments link-through, migration, accessibility, analytics, training, QA, project management and post-launch assistance	\$76,197 not-to-exceed (581 of the 671 hours)
Website Hosting: build-out	Environments, DNS and SSL cutover, redirects and launch	\$2,098 not-to-exceed (16 of the 671 hours)
Website Hosting: ongoing	Managed hosting and operations	\$350 per month, recurring

$\$9,705 + \$76,197 + \$2,098 = \$88,000$. Nikkio will not bill above any of the three sub-ceilings without the City's written approval in advance, and will not bill above \$88,000 in total under any circumstances.

Recurring costs, per Section 6.7(a), (b) and (c)

RECURRING ITEM	MONTHLY
Managed hosting. Vendor-hosted CMS per Section 1: production and staging environments, SSL, CDN, daily backups, 24/7 uptime monitoring, core and module security patching to a 24 to 72 hour critical service level	\$350
CMS maintenance and support retainer. 4 support hours per month with rollover within the contract year, editor help desk, accessibility spot-checks, content and module updates. Overage at \$100 per hour with written approval first	\$450
Combined recurring	\$800 per month, \$9,600 per year

Licence fees, Section 6.7(c): none. Drupal 11 is open-source software with no licence fee, no seat count and no per-module charge. Nikkio includes no proprietary municipal SaaS licence and resells none. The recurring figure above is the entire ongoing external cost of the platform.

Section 6.7(b) asks us to identify ongoing maintenance costs and states that the City would like to minimise them. The combined recurring figure is set deliberately below the proportion of build cost that a maintenance retainer on a project this size would normally carry, in direct response to that sentence.

Recurring rates are firm for the first 12 months. Any adjustment after that would be proposed in writing at renewal and would not exceed 3 percent per year. There is no CPI linkage, no automatic renewal uplift and no mid-year adjustment.

Training, Section 6.7(d)

Included in the base bid: two web-conference sessions for three City staff, recorded and retained for future staff, with a written editor handbook and accessible-authoring guide. No separate charge.

Other charge areas, Section 6.7(e)

The only charges outside the base bid and the recurring lines are change-order work at \$100 per hour, and only with the City's written approval in advance. Nikkio provides a written impact assessment within 2 business days of any change request, covering hours, cost, timeline impact and risks, before any such work begins. There are no consulting fees, no setup fees, no per-user fees and no charge for the warranty period.

Payment

Invoiced at milestones: 30 percent on design approval, 30 percent at development complete, 30 percent at launch, 10 percent at post-launch acceptance. Recurring hosting and maintenance are invoiced monthly beginning at launch. Payment Net 30, no deposit required. Check, ACH, credit card or PayPal. This bid remains open for acceptance for thirty (30) days after the date for opening of bids, and thereafter until Nikkio withdraws it in writing, exactly as Bid Form item 1A3.9 provides.

Assumptions and exclusions

- Platform is Drupal 11, built by Nikkio and hosted by Nikkio on managed cloud infrastructure. No proprietary municipal SaaS licence is included or resold.
- Content migration is an allowance of approximately 120 pages and 300 documents. If the counted inventory delivered in discovery differs by more than 20 percent, the migration line is re-priced by change order at \$100 per hour against that count.
- The City writes and approves all new copy. Nikkio migrates, formats and structures existing content. Agency-written copy is not included.
- Two consolidated revision rounds per deliverable, a round being one set of feedback from the City Administrator as the single named decision-maker. EDC Committee and City Council presentations are included as reviews, not as additional revision rounds.
- WCAG 2.1 AA is the contractual conformance target, aligned to ADA and Section 508. AAA techniques are applied where they do not conflict with AA and are not warranted as a conformance level.
- Legacy PDF remediation is limited to a City-named priority list of current documents. The historical archive of agendas, minutes, budgets and newsletters is triaged first, the ADA archived-content exception is expected to apply to most of it, and any bulk PDF remediation is quoted separately.
- Credit card and utility billing payments are excluded, per Section 1's statement that they are desirable in the future only. The site links to the City's existing payment portal.
- Facility reservations are delivered as request forms routed to City Hall, not real-time booking with payment, consistent with Section 2.
- Training is three staff across two web-conference sessions, with recorded video and a written handbook.

- 180-day warranty on every deliverable from launch acceptance, offered as the Section 8 period of technical assistance.
- All work is performed offsite in the United States. Project meetings during delivery run by web conference and routine travel is not priced. The September 24, 2026 Council meeting is the exception: if the City would like us there in person, Alonzo Tolver attends at Nikkio's own expense, at no charge to the City.
- Insurance: General Liability of \$1,000,000 each occurrence and \$2,000,000 general aggregate is in force through February 5, 2027, and the City would be added as Certificate Holder per Section 10. Professional liability, workers' compensation, commercial auto and cyber are not carried today and would be bound before contract execution if the City requires them.

Policies and commitments

STANDING POLICY

The estimate is the price. If we got it wrong, that is our problem to absorb.

Estimate guarantee. Nikkio has never billed above a written estimate and will not on this project. The \$88,000 is a ceiling, not a starting point, and it is offered as a not-to-exceed under Section 7 for exactly that reason.

Acceptance criteria. Criteria for every module are written jointly with the City before work on that module begins. Each is specific, testable and unambiguous. A module is complete only when every criterion is met.

Quality assurance. Every deliverable is reviewed against its acceptance criteria, tested across supported browsers and the device matrix, and checked for accessibility before it is presented. QA is a funded line in this bid, not an afterthought.

Warranty and technical assistance. 180 days from launch acceptance, covering any defect in functionality that was part of the agreed acceptance criteria, at no additional charge and treated as a priority item. This is the Section 8 period of technical assistance, and it is six times the 30-day period common in this market.

Change management. Change requests in writing, impact assessment within 2 business days, written City approval before any out-of-scope work begins.

Confidentiality. City information is not shared with third parties. Credentials are stored securely and deleted at project close. Nikkio will sign a City-provided NDA on request.

Transition. The City owns its code, content, data and domain from the first commit. If the relationship ends, for any reason, everything is documented, handed over and walked through with whoever comes next. Prorated final invoice, prepaid amounts for undelivered work refunded.

Key personnel and biographies (Section 6 attachment b)

These three people will perform the work. Nikkio uses no subcontracting entity on this project.

PERSON	ROLE ON THIS PROJECT	EDUCATION	EXPERIENCE	CREDENTIALS
Alonzo Tolver	Principal engineer, project lead, City's named contact. Architecture, CMS configuration, module development, integrations, hosting operations	B.S., Computer Science, University of Maryland, 1998	17-plus years with Nikkio, founded October 2008; 20-plus years total	Listed co-maintainer of the Quick Exit Button module on drupal.org, username tolvr_oom; U.S. Navy veteran
David Read	Accessibility lead. Audit, remediation direction, authoring-constraint design, staff coaching, and final approval authority on conformance	M.S., Library and Information Science, Archives Management concentration, Simmons College Graduate Studies, 1999 to 2001	12-plus years in accessibility; 6 years with Nikkio	IAAP CPACC, verifiable in IAAP's public Certified Professional Directory
Hunter McPeak	Lead designer. City branding, homepage concept, page templates, design system	New Media, Design and Business, University of Maine, 2011 to 2015	10 years in design and UX; 5 years with Nikkio	None held; design and UX carry no licensure

Alonzo Tolver founded Nikkio in 2008 after a career in software engineering and service in the U.S. Navy. He was lead engineer on Duke Health's multi-site clinical Drupal platform, built the Epic MyChart patient-portal integration on DukeWELL, and configured Shibboleth authentication on the Duke Cancer Network. He wrote the code, configuration and DevOps for the Missouri Department of Health and Senior Services and Department of Commerce and Insurance Drupal portfolio, and he operates the Missouri Department of Transportation's production estate on AWS. He will be the City's day-to-day contact and will personally perform the CMS and module work.

David Read is Nikkio's accessibility lead. He is a member of Nikkio's 1099 contractor pool and works under Nikkio's direction; Nikkio carries the accessibility obligation to the City. He has led the accessibility work on 33 audits in the trailing 24 months to a WCAG 2.1 AA baseline. Beyond accessibility, his graduate training in

library and information science is the discipline behind the information architecture, metadata and retention decisions in this project’s content migration.

Hunter McPeak is Nikkio's in-house lead designer, working in the same sprint cadence as engineering rather than handing designs across a wall. Brand identity, visual design and design systems are delivered in house with no partner allowance.

Relevant experience (Section 6 attachment a)

ENGAGEMENT	SCOPE, SIZE AND COMPLEXITY	RECENCY	WHY IT IS RELEVANT TO BRUCEVILLE-EDDY
Missouri Dept. of Health and Senior Services and Dept. of Commerce and Insurance (state government; subcontract to Portland Webworks)	Nikkio wrote all code, configuration and DevOps. health.mo.gov on Drupal 11 on Acquia with public-health data dashboards, county data tools and GovDelivery, Qualtrics and Siteimprove integration. Plus a five-agency Drupal 10 multisite on one codebase for cu.mo.gov, dci.mo.gov, finance.mo.gov, insurance.mo.gov and opc.mo.gov, carrying regulatory licensee search, a roughly 14,000-entity insurance-company directory, enforcement-action records and Webforms	June 2024 to July 2026, maintenance ongoing	This is the closest analogue in the record to Section 2. Faceted directory search at 14,000 records is the Resource Directory requirement at far larger scale; the licensee search is the search and filtering pattern; Webforms is the Form Center; GovDelivery is subscription notification; Siteimprove is one of the four scanners proposed here

ENGAGEMENT	SCOPE, SIZE AND COMPLEXITY	REGENCY	WHY IT IS RELEVANT TO BRUCEVILLE-EDDY
Missouri Dept. of Conservation (state government; subcontract to Portland Webworks)	Built the agency's public Drupal platforms: mdc.mo.gov, education.mdc.mo.gov and research.mdc.mo.gov, all live .gov properties. Separately, two custom Drupal modules on the ArcGIS Maps SDK for JavaScript 4.29: an interactive conservation-areas map with proximity search by address, radius and county, and a REST integration with the agency's own ArcGIS Server FeatureServer services, live at mdc.mo.gov/conservation-areas-search	MDC estate January 2023 to June 2026, maintenance ongoing	Public-facing government content estate for a general-public audience, plus the GIS work behind Section 2's Open Data and Maps module. An evaluator can visit all four URLs today
Washington State Public Disclosure Commission (state government; subcontract to Portland Webworks)	Campaign-finance open-data browser inside Drupal 10 on Pantheon: candidates, committees, contributions, expenditures and financial-affairs statements, fed by the Socrata data.wa.gov API, with DataTables, d3 and CSV export. Custom module and DevOps by Nikkio. Live at pdc.wa.gov/political-disclosure-reporting-data	June 2024 to July 2026, maintenance ongoing	Direct evidence for Section 2's Open Data and Maps module: a public open-data browser built into a CMS, fed by an agency data API, with export

ENGAGEMENT	SCOPE, SIZE AND COMPLEXITY	RECENCY	WHY IT IS RELEVANT TO BRUCEVILLE-EDDY
Missouri Dept. of Transportation (state government; subcontract to Portland Webworks)	Operates the agency's multi-site production Drupal 10 estate on AWS, including modot.org and savemolives.com served via CloudFront: provisioning, scaling, monitoring, patching, backups and incident response	June 2024 to July 2026, ongoing	Direct evidence that Nikkio can be the host under Section 1, on a public safety estate where availability matters. Across years of operation there has been no notable failure or escalation, which on a hosting engagement is the result
Duke Quality Network (health system, community-hospital affiliate network; subcontract to DesignHammer)	Built and operates the network's Drupal 11 platform on Microsoft Azure, covering the build through production hosting operations. In production today	March 2023 to November 2025	A multi-organisation Drupal 11 platform that Nikkio both built and hosts, on a second cloud. Verifiable live: affiliations.dukehealth.org/quality-network returns a Drupal 11 generator header and an Azure reference header
North Carolina Center for Nonprofits (statewide association; subcontract to DesignHammer)	Nikkio wrote all code and DevOps. Drupal 10 with Drupal Commerce 3 on Pantheon: member dues and renewal, a members-only resource library of 1,000-plus items behind login, a paid job board with tiered pricing and faceted search, priced event registration, a 2,100-event calendar and a vendor Business Finder	June 2024 to July 2026, maintenance ongoing	Registered user accounts with gated content and a personal dashboard is the My Account module; the 2,100-event calendar is the Events Calendar at scale; the Business Finder is the Resource Directory; and the priced registration work is the path to Section 1's future credit-card capability

ENGAGEMENT	SCOPE, SIZE AND COMPLEXITY	RECENCY	WHY IT IS RELEVANT TO BRUCEVILLE-EDDY
North Carolina Biotechnology Center (life-sciences economic development nonprofit; subcontract to DesignHammer)	Nikkio wrote all code and DevOps. Two Drupal 11 properties on Acquia behind Cloudflare with HubSpot CRM integration: the main site with events carrying schema.org markup, funding and grants, news and careers, plus directory.ncbiotech.org, a faceted company directory with an interactive SVG region map and a Drupal Commerce 3 store selling sponsored listings with Stripe checkout	June 2024 to July 2026, maintenance ongoing	Economic development content, a faceted business directory, a careers section with applications, and demonstrated payment processing on Drupal if the City later pursues Section 1's future card acceptance
PIDC, Philadelphia Industrial Development Corporation (economic development; subcontract to Yes&)	Full site build for Philadelphia's economic development corporation, delivered over three years on WordPress. PIDC provides business lending, grants administration, business support services, contract opportunities for small businesses, commercial real estate, tax-exempt bonds and New Markets Tax Credits. Nikkio built the email-marketing form integration, cross-site content synchronisation, faceted search across a large programme and resource corpus, and analytics tag management	February 2023 to January 2026	The closest sector match to Section 2's Economic Development Corporation page, and evidence of the exact integration classes this RFP asks for: form-to-email-marketing, faceted search, and tag management for Section 5 reporting

ENGAGEMENT	SCOPE, SIZE AND COMPLEXITY	RECENCY	WHY IT IS RELEVANT TO BRUCEVILLE-EDDY
Vertical Aviation International (membership association; subcontract to Yes&)	Refresh, updates and ongoing maintenance of the association's WordPress estate. Maintains the site's membership, gated-content and user access-control integration, and its faceted search and filtering	June 2026 to December 2026, currently active	The only currently active engagement in Nikkio's record, and the cleanest evidence that Nikkio sustains a platform after launch rather than only building it
U.S. Air Force, Tinker AFB (subcontract to General Dynamics Information Technology under prime contract FA8101-12-C-0145, with later work ordered under GSA schedule order 47QFWA20F0012)	Built both halves of a custom warehouse inventory tracking system for Air Force logistics: native iOS and Android scanner applications distributed by MDM, and the custom server software moving inventory data from the scanners into the Air Force logistics system	Nikkio period of performance Q1 2016 to Q3 2021, on a GDIT program that began in 2012	Nikkio's federal past performance, and evidence of delivery under public-sector procurement, documentation and compliance requirements

Delivery record

- 7 site migrations in the trailing 24 months, each completed inside a three-month window, spanning Drupal 4 through Drupal 11 and both directions between Drupal and non-Drupal platforms. The most recent named example is NPI Financial, migrated to Pantheon with a refresh between April and July 2026, carrying the client's live Salesforce integration through the migration intact.
- 33 accessibility audits in the trailing 24 months to a WCAG 2.1 AA baseline.
- On-time delivery on the multi-site engagements above, including four Duke Health sites held to a single launch schedule and a strict accessibility standard, and 12 concurrent Drupal and WordPress builds across the Yes& portfolio.

Open-source contribution

Alonzo Tolver is a listed co-maintainer of the **Quick Exit Button** module on drupal.org, username tolvr_oom. It adds an emergency exit control to sites holding sensitive information, sending the visitor away and scrubbing the page from browser history. Relevant to a city site carrying police, victim-services or safety content, and verifiable on drupal.org in one click. It is currently at release 1.0.0-alpha1.

References (Section 6 attachment c, minimum of four)

Five are provided. Each has been advised that a call may come, and each can speak to Nikkio’s delivery on the named engagement. Note that these contacts sit at the delivery agency rather than at the end client; each contact’s own organisation is stated.

- 1. **Kevin Ferguson** Portland Webworks kevin.ferguson@portlandwebworks.com · 978-331-0314 *Missouri Department of Health and Senior Services and Department of Commerce and Insurance, Missouri Department of Conservation, Missouri Department of Transportation, and the Washington State Public Disclosure Commission. The state-government .gov reference: content platforms, faceted directory and licensee search, open data, GIS, and Nikkio-operated AWS hosting.*
- 2. **Stephen Pashby** DesignHammer stephen@designhammer.com · 919-636-4987 *Duke Quality Network. Nikkio built the Drupal 11 platform and operates its hosting on Microsoft Azure. In production today. The build-and-operate reference.*
- 3. **Dave Shepley** DesignHammer dshepley@designhammer.com · 919-636-4985 *North Carolina Biotechnology Center and North Carolina Center for Nonprofits: faceted directories, member accounts and gated content, priced event registration and Drupal Commerce with Stripe. Also LabVantage, WordPress production hosting operated by Nikkio on AWS.*
- 4. **Teresa Stonelake** Yes& tstonelake@yesandagency.com · 703-338-6992 *PIDC, Philadelphia Industrial Development Corporation. Three-year full site build for an economic development corporation, including form integrations, faceted search and analytics tag management.*
- 5. **Beth Yezzi** Yes& byezzi@yesandagency.com · 203-253-4119 *Yes& portfolio, 12 Drupal and WordPress builds, and Vertical Aviation International, a currently active ongoing maintenance engagement. The ongoing-support reference.*

Additional references are available, including Thomas Smith, Lead Software Engineer at GDIT, for the U.S. Air Force engagement at Tinker AFB.

Submission compliance and certifications

Nikkio has read and conforms to the submission instructions as written.

INSTRUCTION	CONFORMANCE
Deadline: 9:00 AM CT, Friday, September 18, 2026; later responses not accepted	Submitted before the deadline
Submit to the City Administrator’s Office, ATTN: Lawrence Cutrone, Bruceville-Eddy City Hall, 144 Wilcox Drive, Eddy, TX 76524	Submitted by email to the City Administrator under Section 9. Nikkio asked Mr. Cutrone on September 17 whether a sealed hard copy was also required, and he confirmed that email is acceptable

Email submissions are acceptable at lcutrone@bruceville-eddy.us (Section 9)	Emailed as a PDF to that address, as Section 9 expressly permits and as the City Administrator confirmed on September 17
Clearly mark the submittal with the title of this RFP and the name of the responding firm	The email subject line reads "Website Redesign and Content Management Services: Nikkio L.L.C."
Bids submitted on the Bid Form provided	The Proposal for Services Bid Form is completed and signed, with the Base Bid Amount entered and the entity type shown as a limited liability company, since none of the form's three options applies. State of organization: Alabama. Nikkio L.L.C. has no President or Treasurer, so both officer blocks are filled in with Alonzo Tolver, authorized member, 1705 Back Porch Way, Cary, NC 27519, annotated to that effect rather than left blank. He is the signatory
Attachment (a): qualifications and experience	Provided under About Nikkio and Relevant experience
Attachment (b): brief biographies of all who will work on the project	Provided under Key personnel and biographies. Three people, all named
Attachment (c): professional references, minimum of 4	Five provided with name, organisation, email and direct phone
Section 7: fixed fee or not-to-exceed fee on each aspect	Base bid submitted as a not-to-exceed; hosting and maintenance as fixed monthly fees
Section 8: completion date including training, and period of technical assistance	Both stated under Schedule and project closeout
Bid Form item 4: commence within 10 calendar days of written notice to proceed	Agreed
Bid Form item 5: furnish written evidence of qualifications if requested	Agreed
Bid Form item 6: prevailing wage rates for McLennan County	Accepted without qualification. All work is performed offsite by salaried professional staff; no laborer, workman or mechanic classifications are employed on this project and no subcontractor entity is used, so the schedule has nothing to apply to. That is an explanation, not a condition: Nikkio's agreement to item 6 is unconditional
Section 10: Conflict of Interest Questionnaire and IRS Form W-9 on award	Agreed, will be completed on award

Section 10: Certificate of Insurance with the City listed as Certificate Holder, if requested	Agreed. General Liability of \$1,000,000 each occurrence and \$2,000,000 general aggregate is in force through February 5, 2027; a certificate naming the City as Certificate Holder will be furnished on request
Section 10: no discrimination in employment on the basis of race, colour, religion, sex, age or national origin	Agreed and affirmed
Eligibility: onshore, USA organisation only	Nikkio L.L.C. is a United States company at 1705 Back Porch Way, Cary, NC 27519. All personnel and all hosting and data services are located in the United States
Work performance: offsite	All work is performed offsite
Format, page limit, font, section ordering	Not stated in the RFP, the advertisement or the Bid Form. Nikkio has followed the RFP's own section order and imposed no page limit on itself. If the City has a format preference we will re-issue to it on request
Evaluation weights	Not stated. Section 6 lists factors 6.1 through 6.7 without weights. This response addresses each factor explicitly and in order
Questions and answers	No Q&A deadline or channel is published. The twelve scope questions this RFP raised have been carried as priced allowances and disclosed below rather than left as gaps

Nikkio is a certified Veteran-Owned Small Business, UEI M8H8BGZ8CFJ4, CAGE 1LGS1, EIN 26-2442866, SAM.gov registration active through April 7, 2027.

DISCLOSURE

Six things the City should weigh, stated here rather than left to be discovered.

Nikkio holds no municipal, city, county or town client. This is our first city website. What we hold instead is public-sector delivery at a larger scale than this project: four Missouri and Washington state agency engagements including live .gov properties and a five-agency multisite on one codebase, and federal delivery for the U.S. Air Force at Tinker AFB as a subcontractor to GDIT. A municipal reference would be a nicer sentence; state-agency content platforms with faceted directories, open-data browsers, licensee search and Nikkio-operated hosting is the more relevant experience.

Content migration is the largest unpriced variable. No page or document count appears in the RFP, the advertisement or the Bid Form, so migration is an allowance of approximately 120 pages and 300 documents. We deliver a counted inventory in discovery before any migration begins, and re-price only that line, only if the count differs by more than 20 percent, only at \$100 per hour, and only with the City's written approval.

Four scope items are priced as allowances because the RFP does not name the underlying system. The identity provider behind My Account and My Dashboard single sign-on is not named; the delivery provider for CivicSend-style multi-channel notifications, particularly whether SMS is required, is not named; the platform behind Open Data and Maps is not named; and the number of forms the Form Center must carry at launch is not stated. Each is priced at a reasonable band. If the City's answers put any of them materially outside it, we will say so in discovery before the work starts rather than at the end.

Insurance and bonding. General Liability is held at \$1,000,000 each occurrence and \$2,000,000 general aggregate through February 5, 2027. Professional liability, workers' compensation, commercial auto and cyber are not carried today; Nikkio will bind any of them before contract execution if the City requires them. No bonding capacity has been established. The RFP states no bond requirement, and item 1A3.9 of the Bid Form refers to surety bonds only "if required"; if the City does require one, that needs to be raised before award.

Texas status. Nikkio is a North Carolina-based, Alabama-organised LLC with no Texas HUB certification and no Texas in-state presence. Section 10 states no in-state or HUB preference, and Nikkio takes no exception to any term in the RFP.

Two clerical items in the City's own documents. The RFP gives the City Hall address as 144 Wilcox Drive and the published advertisement gives 143 Wilcox Drive. We raised this with the City Administrator on September 17 along with the submission-method question; he confirmed email is acceptable, so the discrepancy does not affect this submission, but the City may wish to correct it on the next posting. The Bid Form is a construction template carrying items that do not apply to an offsite professional services contract, including site and subsurface investigation, surety bonds and references to Instructions to Bidders that are not part of this package. Nikkio has executed the form as provided and notes the inapplicable items here rather than altering the City's form.

How we deliver

100%

On-estimate record; no overages, ever	180-day Warranty on every deliverable	2 days Standard response · 1 day urgent · 4 hrs critical	Net 30 No deposit to start, no retainer
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Nikkio L.L.C. welcomes the opportunity to discuss this requirement. Point of contact: Alonzo Tolver, Founder & Principal Engineer, atolver@nikkio.net.

Website Redesign and Content Management Services

A redesigned, hosted, accessible bruceville-eddy.us that residents can use on any phone, that three City staff can run without calling a developer, and that meets the federal web accessibility rule with more than a year to spare. One fixed price, and the City owns everything.

SUBMITTAL

REQUEST FOR PROPOSAL

Website Redesign and Content Management Services, City of Bruceville-Eddy, Texas. Proposals due September 18, 2026, 9:00 AM Central.

SUBMITTED TO

Lawrence Cutrone, City Administrator · Bruceville-Eddy City Hall, 144 Wilcox Drive, Eddy, TX 76524 · lcutrone@bruceville-eddy.us

SUBMITTED BY

Nuclearflare, the design studio of Web of Orange, LLC · 424 3rd Street, # 74106, Davis, CA 95617 US · nuclearflare.com

CONTACT

Maxwell Gail, Chairman · contact@nuclearflare.com

BASE BID AMOUNT

\$23,300.00 fixed fee, including design, development, migration, training, launch, and the first twelve months of hosting, software licenses and support. Ongoing cost from year two: \$4,200 per year, fixed for three years.

COMPLETION

Launch on or before Friday, January 15, 2027, with staff training complete before launch, assuming written notice to proceed by October 1, 2026.

BID VALIDITY

Ninety days from the bid opening.

ENCLOSURE

Proposal for Services Bid Form, completed.

01 Cover letter

Dear Mr. Cutrone and Members of the City Council,

Nuclearflare is pleased to submit this proposal for the redesign and hosting of the City of Bruceville-Eddy's website. We read the RFP as a request for three things: a website that looks like Bruceville-Eddy and works on a phone; a content system that City staff can run with confidence, including the accessibility obligations that now apply to every local government website in the country; and a hosting and support arrangement with a modest, predictable annual cost.

This proposal delivers every module listed in Sections 2 and 4 of the RFP for a fixed base bid of \$23,300. It includes the first twelve months of hosting, software licenses and support, and it launches on or before January 15, 2027. We reviewed the current site page by page before pricing this work: 98 pages, 346 news posts and 1,212 documents dating back to 2016 are in scope for migration, and the price reflects that.

Nuclearflare is a small senior studio: strategy, writing, design and code stay with one team from the first idea to the live site. In 2026 we designed and built the public websites for six companies, most with private, access-controlled areas and accessibility support built in. The studio combines design, development, accessibility, security, migration, training and ongoing support in one accountable team.

We also make the City an offer we make every client. Our studio's standing offer is a working home page in five business days, free, before anyone commits. If the City would like to see the work before it decides, we will build a working home page concept for bruceville-eddy.us at no cost and with no obligation.

We confirm that we will commence work within ten calendar days of written notice to proceed; that our fees are fixed for the scope described here; that upon award we will complete the Conflict of Interest Questionnaire, the applicable IRS tax form, and provide a Certificate of Insurance naming the City of Bruceville-Eddy as certificate holder; and that we do not discriminate in employment on the basis of race, color, religion, sex, age or national origin.

We would welcome the opportunity to present to the Economic Development Committee and the City Council, in person or by video conference, on September 24 or any date the City prefers. Thank you for your consideration.

Nuclearflare • A DBA of Web of Orange, LLC

SIGNED /s/ Maxwell Gail

NAME Maxwell Gail, Chairman

DATE September 18, 2026

02 Executive summary

At a glance

ITEM	OUR COMMITMENT
Base bid (fixed)	\$23,300, including the first twelve months of hosting, licenses and support
Annual cost from year two	\$4,200 per year, fixed for three years (years two through four); increases capped at 3 percent per year thereafter
Launch	On or before Friday, January 15, 2027
Accessibility	WCAG 2.1 AA at launch, verified by manual audit; AAA criteria adopted where practical; conformance report delivered at launch
Hosting	Managed WordPress hosting in US data centers, Cloudflare edge network, daily backups, staging environment
Support	Help desk by email and phone, 8 AM to 5 PM Central; same-business-day response; 24/7 incident response within two hours
Training	Three staff, three recorded sessions by web conference, quick-reference guide, annual refresher
Ownership	The City owns the site, design, content and domain outright; no proprietary lock-in, no termination fee

What the City receives

- > **A new bruceville-eddy.us** with its own City branding, a task-first home page, and a fully responsive layout that reads on a phone without zooming. Built to WCAG 2.1 Level AA, with Level AAA criteria adopted wherever they are practical.
- > **Every module in the RFP:** Agenda Center, Alert Center, Archive and Document Centers, Bid Postings, a category-filtered Calendar, Notify Me, News Flash, Form Center, Facilities, FAQs, Staff and Resource Directories, Photo Gallery, Quick Links, Employment with online applications, Community Resources, and an expanded Economic Development Corporation section.
- > **Full migration of the current site:** 98 pages, 346 posts and about 1,200 documents, with redirects from every old address so no bookmark, printed link or search result breaks.
- > **A hosted content management system your staff already know**, hardened and locked down so that only accessible content can be published, with a live accessibility checker inside the editor.
- > **Managed hosting in United States data centers** with a web application firewall, content delivery network, daily backups retained thirty days, and a 99.9 percent uptime commitment.
- > **Training for three staff** by web conference, recorded, with a written quick-reference guide, ninety days of post-launch hypercare and an annual refresher.
- > **One fixed price.** No hourly surprises, no add-on license fees, and no charge for help posting an emergency alert at nine o'clock on a Friday night.



SEE THE WORK, THEN DECIDE

On request, Nuclearflare will design and build a working home page concept for bruceville-eddy.us before award, at no cost and with no obligation. The City judges a real page, not a slide.

03 Our understanding of the City's needs

The RFP states the goal plainly: the website is the first view residents, visitors and prospective businesses have of the City, and it should let a citizen accomplish anything they need without touching paper, while staff print, track and archive less. We reviewed the current site on September 17, 2026 to ground this proposal in what is actually there.

What the current site tells us

- > **Platform.** WordPress 6.8 on a free general-purpose theme with a commercial slider plugin. The site was started in June 2016 and has grown by accretion since.
- > **Scale.** 98 pages, 346 news posts and 1,707 media files, of which 1,212 are documents (almost all PDF) and 427 are images.
- > **Agendas and minutes.** Posted as lists of PDF links on ten separate year pages, from 2016-2017 through 2025-2026. There is no filter by board, no search inside the documents, and the Economic Development Corporation keeps a second, parallel set of agenda pages.
- > **Accessibility.** On the home page, none of the five images carries alternative text, the page has no top-level heading, and four links read only "Read more". The full navigation is rendered twice, once for desktop and once for mobile, so a screen reader announces every menu item twice.
- > **Navigation.** The Departments menu holds more than thirty items in one drop-down, and the label "Agendas and Minutes" appears under two different parents.
- > **Integrations to keep.** The Code of Ordinances on eCode360, Municipal Court payments through the existing payment portal, and Savvy Citizen for resident alerts all work today. We will link them cleanly and consistently rather than rebuild them.

Obligations the new site must meet

- > **ADA Title II web accessibility rule.** The Department of Justice rule requires the web content and mobile apps of state and local governments to conform to WCAG 2.1 Level AA. Under the compliance dates as extended in April 2026, public entities serving fewer than 50,000 people must comply by April 26, 2028. Our build reaches conformance at launch, leaving the City more than a year of margin and a documented conformance report.
- > **Texas Open Meetings Act.** Government Code Section 551.056 requires a city that maintains a website to post notice of each meeting on that website, concurrently with the physical posting. The Agenda Center records and displays the posting time of every notice and keeps agenda, packet and minutes together, so the record is on the page itself.

- > **Texas Tax Code Section 26.18.** Every taxing unit must post on its website the names and contact information of its governing body, its budgets for the current and two preceding years with the year-over-year change, its property tax rates for the preceding two years, and its most recent audit. We give each item a permanent, findable home and a staff checklist.
- > **Local Government Code Section 140.008.** The annual debt obligation report must be posted on the City's website or linked from it. The Finance page carries a standing, dated slot for it.
- > **Texas Public Information Act.** An Open Records Request form with routing to the City Secretary, an automatic acknowledgement to the requester, and a log of receipt.

We are not attorneys and this proposal is not legal advice. The City Attorney remains the authority on what must be posted; our job is to make it easy to post and hard to miss.

04 Our approach

Visual appeal and City branding (RFP 6.1 and 6.4)

We will develop a light brand system for the City rather than drop content into a template: a refined treatment of the City seal, a palette drawn from Central Texas and tested for contrast, and a typeface built for government use. Our default recommendation is Public Sans, the typeface designed by the U.S. General Services Administration for federal websites, which reads clearly at small sizes on a phone and is free of license cost. Photography will be of Bruceville-Eddy, its people and its places, not stock imagery.

The City will see three home page concepts, choose one, and refine it through two rounds of revisions. From the chosen concept we build a family of interior templates: department, document listing, meeting, form, news article, event, directory and general content page. Every template is designed once and reused, which is what keeps the site consistent as staff add pages for years to come.

Ease of use for residents (RFP 6.2)

- > **Task-first home page.** An "I want to" strip above the fold: pay a bill, see agendas, report an issue, apply for a job, reserve a facility, sign up for alerts. Residents rarely come to a city site to browse; they come to do one thing.
- > **Search that reads inside documents.** Site search indexes the text of every PDF and Word file, so a resident can search for "roll-off" or "2025 tax rate" and find the notice, not just the page it hangs on.
- > **One calendar, many views.** Council, boards, court dates, community events and collection days live in one calendar that residents filter by category and subscribe to from their own phone calendar.
- > **Consistent department pages.** Every department page carries the same structure: contact and hours, services, forms, documents and news. Once a resident has used one, they can use them all.
- > **Alert banner.** A site-wide banner for boil-water notices, closures, weather and elections, scheduled to appear and disappear on its own.
- > **Plain language.** A writing pass on the twenty-five most visited pages: shorter sentences, headings that answer questions, links that say where they go.

- > **Built for phones.** A single responsive layout, touch targets of at least 44 pixels, no pinch-to-zoom, and pages that load in under 2.5 seconds on a mobile connection.

Ease of maintaining for staff (RFP 6.3)

- > **Blocks, not blank pages.** Staff assemble pages from City-specific blocks: Alert, Meeting, Document List, FAQ, Staff Card, Facility, Quick Links, Photo Gallery. Each block is accessible by construction and styled by the theme, so a page cannot drift off-brand.
- > **Roles and review.** Contributors draft, Editors review and publish within their department, Administrators manage users and menus. Every option in the editor is set per role.
- > **Publish later, expire on time.** Any page, notice, bid or alert carries a publish date and an expiration date. The system handles both.
- > **History and undo.** Every save is versioned; any prior version can be compared and restored with one click, and the audit trail records who changed what and when.
- > **Word in, clean HTML out.** Content pasted from Word is converted to clean, styled HTML automatically; stray fonts, sizes and colors are stripped on paste.
- > **The site checks itself.** Broken links, missing alt text and untagged PDFs are reported monthly to staff and to us.

05 Platform, hosting and security

A hosted content management system the City already knows

We recommend hosted WordPress, professionally configured and managed by us, for four reasons that follow directly from the RFP's priorities.

- > **Continuity.** City staff already publish in WordPress. Training time goes to the new modules and to accessible content practice, not to relearning how to edit a page.
- > **Native migration.** Pages, posts, media, dates and authors migrate with their history intact, which is why we can commit to a full migration inside the fixed price.
- > **Maturity, not custom code.** Each function in the RFP is delivered by a widely deployed, actively maintained component that we configure and support, rather than by custom software only we can fix. This directly serves the RFP's aim to minimize external maintenance cost: the City is never dependent on a single developer's availability.
- > **Ownership.** The City owns the site, the content, the design and the domain. A complete export is available at any time. There is no proprietary lock-in and no termination fee.

The specific components, all licensed and paid for within the annual fee: Gravity Forms for the Form Center, surveys, job applications and reservation requests, with email notification and Excel export; The Events Calendar for multiple category-filtered calendars with subscription feeds; Document Library Pro for the Document, Archive and Agenda Centers with search, sort and filter; SearchWP for site search inside PDF and Word files; PublishPress for scheduled expiration, revision comparison and editorial workflow; Simple History for the audit trail; Broken Link Checker; Yoast SEO for per-page keywords, descriptions, breadcrumbs and the sitemap; Editoria11y for the in-editor accessibility checker; MailPoet for Notify Me subscriptions by topic; and Wordfence with two-factor authentication for security.

Hosting (RFP 6.7c)

- > Managed WordPress hosting on a top-tier provider in United States data centers, with a 99.9 percent uptime service level.
- > Cloudflare in front of the site: global content delivery network, web application firewall, DDoS protection and bot filtering. TLS certificates issued and renewed automatically. Nuclearflare's own site runs on Cloudflare's edge; we operate this stack daily.
- > Daily backups retained for thirty days, plus a weekly off-site copy retained for twelve months. Restore tested annually.
- > A staging copy of the site where updates and new features are tested before they reach the public site.
- > Uptime and performance monitoring around the clock, alerting our on-call engineer.
- > Performance targets: a Lighthouse mobile performance score of 90 or better and largest contentful paint under 2.5 seconds on the home page.

Security

- > Two-factor authentication on every staff account; role-based access with least privilege; automatic logout on repeated failed logins.
- > Core and component updates applied weekly, tested on staging first, with security patches applied within one business day of release.
- > Malware scanning, file integrity monitoring and security headers configured and reviewed quarterly.
- > Incident response around the clock: a security incident or outage receives a response within two hours, and the City is informed in plain language of what happened and what was done.

Domain, email and redirects

The site stays at bruceville-eddy.us. We manage DNS through Cloudflare at no charge, City email is unaffected, and every existing address on the current site is redirected to its new home so that printed links, bookmarks and search results keep working.

Reporting (RFP 5)

Google Analytics 4 configured with privacy-respecting defaults, a usage dashboard inside the CMS for staff, and a monthly emailed report covering top pages, searches that returned no results, form submission volumes, document downloads and the results of the monthly accessibility scan. Searches with no results are a standing to-do list for content improvements.

Online payments (desirable in future, RFP 1)

Today the site will link consistently to the existing Municipal Court payment portal. When the City is ready, we can connect utility billing to the payment gateway offered by the City's utility billing vendor, or add hosted card checkout for permits, facility deposits and fees through the Form Center. In every option, card data is entered on the processor's hosted page and never touches the City's website, which keeps the City's PCI scope minimal. We will provide a fixed quote at the time; typical cost is \$1,500 to \$2,500 one-time.

06 Accessibility program

The RFP asks for WCAG AA at minimum, AAA where possible, and for a CMS in which staff are limited to workflows that can only produce accessible content. This section is our answer to each part.

Standard

WCAG 2.1 Level AA across every success criterion at launch, tested also against WCAG 2.2 Level AA. We adopt the following Level AAA criteria by default: enhanced contrast of 7:1 for body text; no time limits on any interaction; section headings that organize content; link purpose clear from the link text alone; reading-level guidance for the most visited pages; and consistent placement of help and contact information.

Design and build

- > Semantic HTML with a correct heading outline, landmarks and a skip link on every page; full keyboard operation with a visible focus indicator.

- > Forms with programmatic labels, clear error messages and no reliance on color alone; data tables with proper headers; reduced-motion preferences respected.
- > Agendas published as HTML meeting pages with the PDF packet attached, so the primary notice is always accessible even when a packet is not yet tagged.
- > A written PDF policy and a tagging workflow for documents that must remain PDF.

Workflows that can only produce accessible content

- > **Required alternative text.** An image cannot be placed on a page without alt text or an explicit "decorative" choice.
- > **Heading guardrails.** The editor offers only heading levels that keep the outline valid; the top-level heading is reserved for the page title.
- > **Live checker in the editor.** Editorially flags empty links, vague link text such as "click here", missing table headers, skipped headings, all-caps and low-contrast text as the page is written. Editors cannot publish with unresolved errors; Administrators can override with a logged reason.
- > **Locked palette and typography.** Staff choose from the approved, contrast-tested palette only. Custom colors, fonts and sizes are disabled.
- > **Word paste cleanup.** Pasted content is converted to clean, styled HTML automatically.
- > **Document uploads.** Every upload prompts for a title and description; the monthly scan lists untagged PDFs for follow-up.
- > **Forms.** Built only from accessible field types, so every field carries a label and an error message by design.

Verification

- > Automated scan of every page each month, with a report to staff and to us.
- > Manual audit before launch with screen readers (NVDA, JAWS and VoiceOver) and keyboard-only navigation, and a conformance report delivered at launch.
- > Annual manual re-audit included in the support plan.
- > A public accessibility statement page with a route for residents to report a barrier, and a commitment to respond within two business days.

Coaching on policies and procedures

We deliver a written Web Accessibility Policy and Content Standards suitable for adoption by the City, dedicate one of the three training sessions to accessible content, provide a one-page quick reference card, and answer accessibility questions under the support plan at no charge for as long as we host the site.

07 Module-by-module response

Every item in RFP Sections 2 and 4, and how we deliver it. All items marked included are part of the base bid.

RFP ITEM	HOW WE DELIVER IT	BASE BID
SECTION 2 · MODULES ON THE CURRENT SITE		
Home page	Task-first design with alert banner, "I want to" strip, news, upcoming meetings and events, quick links, and a Savvy Citizen sign-up.	INCLUDED
Bid Opportunities	Bid postings by category, title and closing date with attachments, addenda and automatic move to "closed" after the deadline.	INCLUDED
Calendar	One calendar with categories for Council, boards, court, community events and collection days; filter, list and month views; subscribe by feed.	INCLUDED
Code of Ordinances	Consistent link to the City's eCode360 code, with a search box that opens the code directly.	INCLUDED
Online Payments	Payments page linking the Municipal Court portal; integration path for utility billing and fees described in Section 5.	INCLUDED
Departments	Standard department template for Administration, City Secretary, Finance, Municipal Court, Police, Public Works and the Volunteer Fire Department, with sub-pages migrated.	INCLUDED
Community Events and Updates	Events feed from the calendar plus a news category, replacing the separate per-event pages.	INCLUDED
Employment	Job postings with open and close dates and an online application form with resume upload; applications emailed and stored securely.	INCLUDED
Elections	Elections page with the next election date and location, candidate requirements and filing deadlines, results and notices.	INCLUDED
Government	City Council and Boards and Commissions pages with members, terms, meeting schedules and links into the Agenda Center.	INCLUDED
Notice	Public notices as a dated, categorized list with automatic expiration and a subscription topic.	INCLUDED
Open Data and Maps	Open data page with embedded maps and downloadable datasets, migrated and reorganized.	INCLUDED
SECTION 2 · NEW MODULES REQUESTED		
Economic Development Corporation	Expanded EDC section: board, agendas and minutes in the Agenda Center, incentives, available sites, a business inquiry form and a business directory feed.	INCLUDED
Activities	Activity and program listings with dates, locations and registration forms, organized by category.	INCLUDED
Agenda Center	Meetings by board and date with agenda, packet, minutes and recording links, posting timestamp, and an "add to calendar" action; ten years of existing meetings migrated.	INCLUDED
Alert Center	Site-wide banner with severity levels, start and end times, and a history of past alerts.	INCLUDED
Archive Center	Recurring dated documents (agendas, budgets, newsletters, press releases) organized by type and year with search and sort.	INCLUDED

Bid Postings	See Bid Opportunities above; includes a category taxonomy and a notification topic for vendors.	INCLUDED
Community Resources	Directory of local and regional agencies and services with categories and contact details.	INCLUDED
City Council information	Council page with members, contact information, terms, meeting schedule and how to address Council.	INCLUDED
Calendar with categories	Residents sort by board, committee or event type in one place; each category has its own subscribable feed.	INCLUDED
CivicSend or similar	Multi-channel publishing from one screen: post to the site, email subscribers by topic and share to the City's social media with one action. Savvy Citizen remains the City's alert channel and is linked from every alert. SMS text messaging is available as an option (Section 10).	INCLUDED
Document Center	One-time documents and images in categories with search, filter and sort; every document carries a title, description and date.	INCLUDED
Facilities	Facility listings with photos, capacity, rules and fees, and an online reservation request form; the page states that reservations are confirmed in person at City Hall until the City chooses otherwise.	INCLUDED
FAQs	Accordion FAQ block usable on any page, with the open answer shown in place and search engine markup.	INCLUDED
Form Center	Staff build and modify forms without a developer; submissions by email and stored in the CMS; export to Excel; file uploads; conditional fields; a printable version of every form for residents who prefer paper.	INCLUDED
Graphic Links	Button and icon-link blocks with an approved icon set and accessible labels.	INCLUDED
Info Advanced	Widget blocks for important information (hours, contacts, callouts, notices) that staff place on any page.	INCLUDED
Employment with applications	See Employment above.	INCLUDED
Locations	City facilities and points of interest on a map with addresses, hours and directions.	INCLUDED
My Account / My Dashboard	Staff dashboards customized by role: pending submissions, expiring content, accessibility flags and quick actions. Single sign-on with the City's Microsoft 365 or Google Workspace accounts if the City uses either.	INCLUDED
News Flash	Simple article publishing with categories, featured images, scheduled publish and expiration, and a home page feed.	INCLUDED
Notify Me	Residents subscribe by topic (agendas, news, alerts, bids, jobs, notices) and manage their own preferences; automated emails when new items are posted.	INCLUDED
Pages and Live Edit	Any page is editable in place by authorized staff from a bar at the top of the page.	INCLUDED
Photo Gallery	Galleries and slide shows that staff add to any page; alt text required on every image.	INCLUDED
Quick Links	Managed quick link sets for the home page and for each department.	INCLUDED
Resource Directory	Searchable "white pages" of local businesses and organizations with categories and contact information, maintained by staff or through a submission form.	INCLUDED
Staff Directory	Staff listing by department with title, phone and email, powering the contact blocks on department pages.	INCLUDED

SECTION 4 · TOOLS AND FUNCTIONALITIES

Accessibility (ADA, Section 508, WCAG)	WCAG 2.1 AA at launch with AAA criteria where practical; enforced workflows, monthly scans, annual audit and policy coaching (Section 6).	INCLUDED
Responsive design	One responsive layout for phones, tablets and desktops; no separate text-only mobile site.	INCLUDED
Word-like editor (WYSIWYG)	Visual editor available from any page for authorized editors; theme styles enforce a consistent look; Word content cleaned on paste; links, images and documents via managers; lists, tables and formatting; HTML view; multilevel undo and redo; spell check; options set per role; history and save-as-draft.	INCLUDED
Menu manager	Drag-and-drop management of site-wide and department navigation with reordering.	INCLUDED
Link manager	Links to new or existing pages created first and filled in later; unpublished pages hidden from the live site; external links open in a new window; validity checked on creation.	INCLUDED
Link checker	Links verified when created; scheduled reports of broken external links; internal links update automatically when pages move.	INCLUDED
Image manager	Upload from computer or network folder; automatic resizing, compression and modern formats; alt text required.	INCLUDED
File manager	Upload and link documents from the editor or the menu manager; document links open in a new window.	INCLUDED
Content manager	Reusable content blocks placed on any page and updated in one place.	INCLUDED
FAQ	See FAQs above.	INCLUDED
Document management center	Categories, archives and full-text search across documents (Document and Archive Centers).	INCLUDED
Survey form	Non-technical staff build any survey; results by email and exported to Excel; charts inside the CMS.	INCLUDED
History	Every change archived; compare and restore any prior version.	INCLUDED
Quick links	See Quick Links above.	INCLUDED
Automated activation and expiration	Publish and unpublish dates on pages, posts, notices, bids, jobs and alerts, handled automatically.	INCLUDED
Events calendar	Multiple calendars in an easy interface; see Calendar above.	INCLUDED
Photo gallery	See Photo Gallery above.	INCLUDED
Pre-assembled pages on save	Pages are generated and cached at save time and served from the edge network, so public pages load fast and stay up even under heavy traffic.	INCLUDED
Site search	Custom search across pages, posts, events and inside documents, with "no results" reporting; Google site search available as an alternative.	INCLUDED
Audit trail	Report of content change activity for any page, with user, time and what changed.	INCLUDED
Dynamic breadcrumbs	Breadcrumb trail on every page, generated from the site structure.	INCLUDED
Keywords and meta tags	Per-page title, description and keywords, social sharing previews and an XML sitemap submitted to search engines.	INCLUDED
Reporting (Section 5)	Google Analytics 4, in-CMS dashboard and monthly report.	INCLUDED

08 Project plan and timeline

Dates assume written notice to proceed by October 1, 2026 and City feedback within five business days at each review point. If notice to proceed arrives earlier or later, every date moves by the same amount.

PHASE	DATES	WHAT HAPPENS	CITY INVOLVEMENT
1. Kickoff and discovery	Oct 1 to Oct 14	Kickoff call; interviews with the City Administrator, City Secretary, EDC, Police and Public Works; content and document inventory; analytics and accessibility baselines; brand inputs. A working home page concept is shown by the end of this phase.	Two meetings; provide seal, logo files and any existing photography.
2. Architecture and design	Oct 15 to Nov 4	Sitemap and navigation; wireframes; three home page concepts; chosen concept refined; interior templates; design sign-off.	Choose a concept; two rounds of feedback.
3. Build and configure	Nov 2 to Dec 2	Theme, blocks and modules; forms, calendars, directories, alerts and notifications; integrations; staging site available for City review from the third week.	Review staging site; confirm form recipients and staff directory.
4. Migration	Nov 23 to Dec 16	Migrate all pages, posts and media; rebuild ten years of agendas into the Agenda Center by board and year; categorize documents; redirect map; plain-language pass on the top twenty-five pages.	Review migrated content; flag anything to retire.
5. Audit, QA and training	Dec 14 to Jan 8	Manual accessibility audit and fixes; cross-device and browser testing; performance tuning; security hardening; three training sessions; content freeze; launch checklist.	Three staff attend training; final approval.
6. Launch and hypercare	Week of Jan 11, 2027	Off-hours cutover of bruceville-eddy.us; monitoring; search engine re-indexing; conformance report delivered. Hypercare through April 15, 2027.	Announce the new site; report anything that needs attention.

Project closeout (RFP 8)

- > **Completion date:** the redesigned site is live on or before Friday, January 15, 2027.
- > **Training:** all three sessions are complete before launch, and the recordings and quick-reference guide are handed over at launch.
- > **Technical assistance:** ninety days of hypercare after launch with unlimited fixes to anything delivered under this proposal, followed by continuous support under the hosting and support plan, of which the first twelve months are included in the base bid. Support continues for as long as the City renews the plan.

09 Training and support

Training (RFP 6.7d)

Three City staff, with additional attendees welcome at no charge, in three ninety-minute sessions by web conference, all recorded for the City's use:

- > **Session 1, editing essentials and accessible content:** pages, blocks, images, documents, links, drafts and scheduling; alt text, headings, link text and the in-editor checker.
- > **Session 2, the modules:** Agenda Center, Document and Archive Centers, calendar, forms and surveys, alerts, notices, bids, jobs, Notify Me and multi-channel publishing.
- > **Session 3, administration:** users and roles, menus, redirects, the dashboard, reports, backups and what to do in an emergency.

Each attendee receives a written quick-reference guide, short screen-recorded how-to clips for every module, and check-in calls at thirty, sixty and ninety days after launch. An annual refresher session is included in the support plan.

Support and maintenance (RFP 6.5 and 6.7b)

- > Help desk by email and phone, 8 AM to 5 PM Central Time on business days. Routine requests are acknowledged the same business day and resolved within two business days.
- > Urgent issues (site down, security incident, help publishing an emergency alert) are answered around the clock with a response within two hours.
- > Four hours per month of content assistance, for example posting a large agenda packet, building a new form or restructuring a page. Hours beyond that are quoted in advance at \$110 per hour and never billed without written approval.
- > Included maintenance: weekly updates tested on staging, monthly accessibility and link scans with reports, a quarterly performance and security review, the annual manual accessibility audit and the annual training refresher.

10 Pricing (RFP 6.7 and 7)

All fees are fixed for the scope in this proposal and are stated in United States dollars. The City of Bruceville-Eddy pays no tax and none is included. There are no travel costs, consulting fees or future work required to complete this project.

A. One-time project fees, fixed

ITEM	SCOPE	FEE
Design	Discovery, information architecture, City brand system, three home page concepts, interior templates, two revision rounds	\$4,800
Web development	Theme and City-specific blocks, all modules in Section 7, forms, calendars, directories, integrations, staging environment	\$9,600
Content and document migration	98 pages, 346 posts, about 1,200 documents and 400 images; Agenda Center rebuild; redirects; plain-language pass on the top 25 pages	\$2,900
Accessibility audit, QA and launch	Manual WCAG audit with fixes, cross-device testing, performance tuning, security hardening, cutover, conformance report	\$1,200
Training and documentation	Three recorded sessions for three staff, quick-reference guide, how-to clips, check-in calls	\$600
Subtotal, one-time		\$19,100

B. Hosting, licenses, maintenance and support, per year

ITEM	SCOPE	PER YEAR
Website hosting	Managed hosting in US data centers, Cloudflare edge network and firewall, backups, TLS, monitoring, staging	\$1,800
License fees	Forms, calendar, document library, search, workflow, security and accessibility components, all held in the City's name	\$900
Maintenance and support plan	Help desk, updates, monthly scans, four hours per month of content help, quarterly review, annual audit and refresher	\$1,500
Annual total (year one included in the base bid; years two through four fixed; later years capped at 3 percent)		\$4,200

Base Bid Amount

One-time project fees (A)	\$19,100
First twelve months of hosting, licenses, maintenance and support (B)	\$4,200
Base Bid Amount, as entered on the Proposal for Services Bid Form	\$23,300

Budget context

We priced this work against the market before we priced it against our costs. Published 2026 surveys and council records for towns under 5,000 residents show three tiers. Subscription template platforms start near

\$100 to \$300 per month, but supply a shared template rather than a City brand, and usually exclude document migration and a manual accessibility audit. Enterprise municipal platforms, the class whose module names appear in this RFP, run roughly \$4,700 to \$13,000 per year for towns of comparable size, plus a setup fee, on multi-year contracts with 3 to 5 percent annual escalators and vendor-owned software. Custom agency builds for towns this size run \$5,000 to \$20,000 to build plus \$1,000 to \$3,000 per year for maintenance, before hosting and licenses. This proposal sits at the top of the custom tier on the build, because the scope is the full enterprise module list and ten years of documents, and below the enterprise tier on the annual cost, with no escalator for three years and everything owned by the City. Five-year cost of ownership, all inclusive: \$40,100.

C. Other charge areas (RFP 6.7e), optional and not in the base bid

OPTION	DESCRIPTION	FEE
Online payments integration	Utility billing or fee payments through a hosted payment page, when the City is ready; fixed quote provided at the time	\$1,500 to \$2,500 one-time
SMS text alerts	Text message channel for alerts and notices through Twilio, in addition to email and Savvy Citizen	\$25 per month plus carrier fees at cost
Spanish language layer	Site-wide machine translation with human review of the twenty most visited pages, supporting the City's Language Access Plan	\$600 setup, \$240 per year
Photography	One day of professional photography in Bruceville-Eddy for the site	\$900
Additional development	Work outside this scope, quoted in advance and approved in writing	\$110 per hour

Payment schedule

MILESTONE	SHARE	AMOUNT
Written notice to proceed	35 percent	\$8,155
Design approval	35 percent	\$8,155
Launch acceptance	30 percent	\$6,990
Total		\$23,300

From year two, hosting, licenses and support are invoiced annually in advance on the anniversary of launch. Changes to scope are handled by written change order with a fixed price agreed before work begins. Should the City ever choose to leave, we hand over a complete export and the domain with no termination fee.

11 Qualifications and experience (Attachment a)

About Nuclearflare

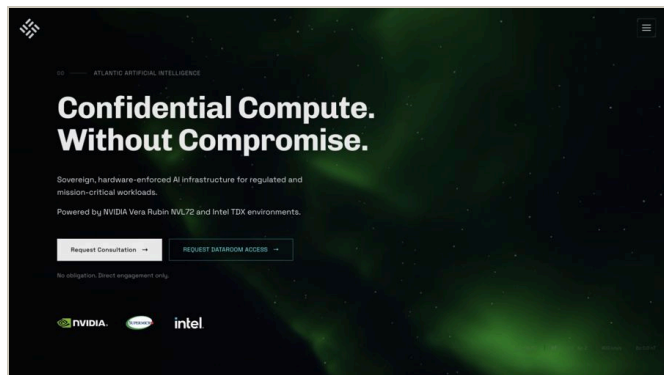
Nuclearflare is an independent design studio and a DBA of Web of Orange, LLC, a Delaware limited liability company (file 10608725, formed May 4, 2026) operating from Davis, California. One small senior team handles strategy, writing, design and code, so nothing is lost in hand-offs and the people who scope the work are the people who ship it. The studio's public site, nuclearflare.com, is built on Cloudflare's edge network with automated rendered-page regression tests, the same discipline we bring to a city website.

Three principles guide every engagement. **Show work early:** clients judge a working page, not a long presentation. **Keep one owner:** strategy, copy, design and code stay connected. **Use plain language:** the reader should understand the offer quickly. Each one maps directly onto what a resident needs from a city website.

Why we fit this project

- > **Civic fluency.** The cluster's Chief Executive is an elected City Councillor. He reads agendas, packets and minutes every month and knows what residents ask for and what staff struggle to post.
- > **Central Time coverage.** Help desk hours are 8 AM to 5 PM Central on business days, urgent issues are answered around the clock, and the Chairman is one call away for escalation.
- > **Security and data protection.** Our Chairman's background is in cryptography and data protection. A city website is public infrastructure and we treat it that way.
- > **Senior people, fixed price.** The people in this proposal are the people who do the work. There is no hand-off to a junior team after award.
- > **Accessibility as a design discipline.** WCAG AA conformance and reduced-motion support are written into our design systems before a line of layout is drawn; every 2026 site below shipped with both.

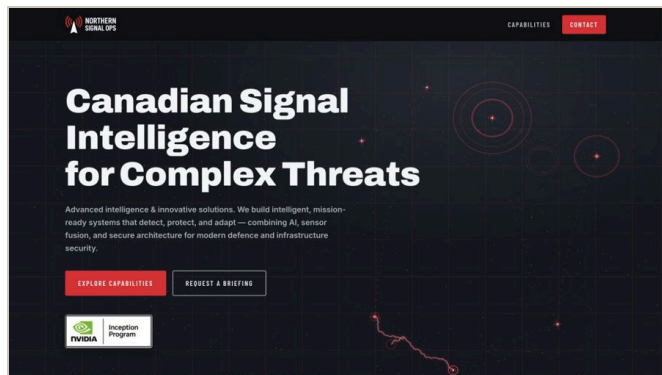
Selected work, 2026



SOVEREIGN COMPUTE · ATLAI.CA

Atlantic AI

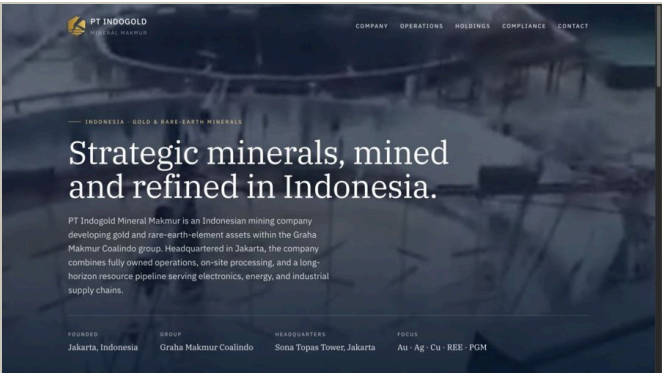
Brand identity, public website and a gated investor portal with manual approvals and embedded NDA signing.



DEFENSE TECHNOLOGY · NS-OPS.CA

Northern Signal

Restrained identity and public website for sensitive work, with reduced-motion, legal and accessibility support and a briefing request system.



RESOURCES · PTINDOGOLD.COM

IndoGold

Claim audit against permits and records, brand identity, six-page website and motion system for an Indonesian mining company.



TECHNOLOGY CLUSTER · AC-DC.CA

AC|DC

Creative direction, identity, responsive website and motion system, with an expandable map of cluster companies by sector.

ALSO IN 2026

WHAT WE DELIVERED

Cloud City (cloudcitycap.com)	Positioning, cinematic website, investor materials and a secure data room with NDA flow and live financial pages.
Confidential Capital (confidentialcapital.ca)	Request-only website, identity capture, manual approvals, NDA access and a private investor portal with scheduling and alerts.
Josh Hambrook for Ward 7 (vote4hambrook.ca)	Municipal campaign website using Public Sans and a civic navy and gold palette, with a sign-up form routed directly to the campaign.
Infinity Deep Compute	Company website with an animated hero, reduced-motion controls and graphics fallbacks so the site remains usable on any device.

We build in WordPress, Next.js and static frameworks and choose the platform per client. For Bruceville-Eddy we recommend hosted WordPress for the continuity and maintenance reasons set out in Section 5.

12 **Project team (Attachment b)**

Maxwell Gail leads this project and is the City’s executive contact.



Maxwell Gail

CHAIRMAN, NUCLEARFLARE · PROJECT LEAD AND TECHNICAL LEAD

Maxwell leads Nuclearflare’s software practice, signs for Nuclearflare on this engagement, and is responsible for the contract, invoicing and insurance documentation. His background spans several programming languages, cryptography, artificial intelligence and data protection, and on this project he leads design, build, migration and training and is responsible for architecture, security and accessibility governance. He is the City’s executive point of contact.

13 **Professional references (Attachment c)**

Four references follow. Each may be contacted directly at the address shown; telephone numbers for each contact are available from Nuclearflare on request.

REFERENCE 1	
ORGANIZATION	Atlantic AI (Atlantic Artificial Intelligence), atlai.ca
CONTACT NAME AND TITLE	Matt McCarthy, President
EMAIL	connect@atlai.ca
PROJECT AND YEAR	Brand identity, public website and gated investor portal with manual approvals and embedded NDA signing, 2026.

REFERENCE 2	
ORGANIZATION	Citrate Inc. (Citrate Network), citrate.ai · United States
CONTACT NAME AND TITLE	Larry Klosowski, President, Citrate Inc.; Founder and Architect of the Citrate Network
EMAIL	larry@citrate.ai
PROJECT AND YEAR	Professional reference for our engineering, security and delivery practice, 2026.

REFERENCE 3

ORGANIZATION	AC DC, ac-dc.ca
CONTACT NAME AND TITLE	Joshua Hambrook, Founder and Chief Executive; City Councillor, City of Fredericton
EMAIL	connect@ac-dc.ca
PROJECT AND YEAR	Creative direction, identity, responsive website and motion system for ac-dc.ca; identity and website for Northern Signal (ns-ops.ca), 2026.

REFERENCE 4

ORGANIZATION	PT Indogold Mineral Makmur, ptindogold.com · Jakarta, Indonesia
CONTACT NAME AND TITLE	Dr. Henry Salim, President Director
EMAIL AND TELEPHONE	info@ptindogold.com · +62 21 250 6677
PROJECT AND YEAR	Claim audit, brand identity, six-page website and motion system, 2026.

14 Acknowledgements and compliance

- > We have read the Request for Proposal, the Advertisement and Invitation for Bids, and the Proposal for Services Bid Form, and this proposal responds to all of them. The completed Bid Form is enclosed.
- > We will commence work within ten calendar days of the date of written notice to proceed.
- > Our fees are fixed, and not-to-exceed, for each aspect of the program as set out in Section 10, subject only to written change orders agreed by both parties.
- > We will furnish written evidence of our qualifications on request, and we acknowledge the Bid Form's provisions on prevailing wage rates for McLennan County.
- > Upon award we will complete the Conflict of Interest Questionnaire, provide the applicable IRS tax form, and deliver a Certificate of Insurance with the City of Bruceville-Eddy listed as certificate holder, at the limits the City requires.
- > We do not discriminate against employees or applicants for employment because of race, color, religion, sex, age or national origin.
- > We understand that the City may reject any or all proposals, waive minor informalities, and award to the lowest responsive responsible bidder or to the bidder providing the best value to the City.
- > This proposal remains valid for ninety days from the bid opening.

Nuclearflare · A DBA of Web of Orange, LLC

SIGNED /s/ Maxwell Gail

NAME Maxwell Gail, Chairman

DATE September 18, 2026

PROPOSAL TO THE CITY OF BRUCEVILLE-EDDY, TEXAS · WEBSITE REDESIGN AND CONTENT MANAGEMENT SERVICES · SUBMITTED SEPTEMBER 18, 2026 · ENCLOSURE: PROPOSAL FOR SERVICES BID FORM

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964
Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (Note: The City of BE does not pay tax).

1. Base Bid Amount:

\$23,300.00 (Twenty-three thousand three hundred dollars), fixed fee

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: Nuclearflare, a DBA of Web of Orange, LLC

By: (Seal if Corporation)

/s/ Maxwell Gail, Chairman

Address:

424 3rd Street
74106
Davis, CA 95617 US

Telephone: +1 (925) 785-3960

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, or delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Nuclearflare, a DBA of Web of Orange, LLC

Bidder Is: Individual () Partnership () Corporation (X)

Residence of Bidder (if individual): N/A (bidder is an LLC)

Date of Bid: September 18, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A (bidder is an LLC)

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of

Delaware

Name and Home address of the President

Jonathan Ng, President

424 3rd Street

74106

Davis, CA 95617 US

Name and Address of the Treasurer

Jonathan Ng, Treasurer

424 3rd Street

74106

Davis, CA 95617 US

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: **\$18,900.00**

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: **Stoa Works LLC**

By: (Seal if Corporation)



Address:

126 South 1st Street, Campbell, CA 95008

Telephone:

408.340.3562

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: **Stoa Works LLC**

Bidder Is: Individual () Partnership () Corporation (x) limited liability company

Residence of Bidder (if individual): Not applicable; the bidder is a limited liability company.

Date of Bid: September 7, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: Not applicable; the bidder is not a partnership.

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of California

Name and Home address of the President Stephen Stanwood, sole member and manager

126 South 1st Street, Campbell, CA 95008

Name and Address of the Treasurer Stephen Stanwood, sole member and manager

126 South 1st Street, Campbell, CA 95008

PROPOSAL

Website Redesign & Content Management Services

Prepared for

The City of Bruceville-Eddy, Texas

ATTN: Lawrence Cutrone, City Administrator
144 Wilcox Drive, Eddy, TX 76524

Submitted by

Primo Motif Ad & Design Agency, LLC

700 E. Sonterra Blvd, Ste. 1210, San Antonio, TX 78258
(210) 865-1810 | hello@primomotif.com | www.primomotif.com

Date of Submission: September 17, 2026

Response to: Request for Proposal — Website Redesign and Content Management Services

Proposal Due: September 18 at 9:00 AM CT

Contents

1. Letter of Transmittal
2. Executive Summary
3. Understanding of the City's Needs & Objectives
4. Our Approach & Proposed Solution
5. Requirements Compliance Matrix
6. Project Plan, Timeline & Closeout
7. Training & Ongoing Support
8. Cost Proposal
9. Qualifications & Experience (Attachment A)
10. Project Team & Biographies (Attachment B)
11. Professional References (Attachment C)
12. Assumptions, Clarifications & Required Forms

1. Letter of Transmittal

September 17, 2026

Lawrence Cutrone, City Administrator

City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

RE: Proposal for Website Redesign and Content Management Services

Dear Mr. Cutrone and Members of the Economic Development Committee and City Council,

Thank you for the opportunity to respond to the City of Bruceville-Eddy's Request for Proposal. **Primo Motif Ad & Design Agency, LLC** a San Antonio–based digital design studio is pleased to submit this proposal to redesign the City's website at bruceville-eddy.us and deliver a fully hosted, accessible content management system (CMS) that City staff can maintain themselves, with minimal ongoing external cost.

Having familiarized ourselves with the requirements of the RFP, we hereby propose to furnish all design, development, migration, hosting, training, and support services described in the RFP and in the pages that follow. We understand the City's goals: a modern, welcoming, mobile-first website that spreads awareness of City services; empowers residents, businesses, and visitors to complete tasks online without paper; and gives staff simple, guard-railed tools that produce accessible content every time.

Design and branding are our core discipline, which speaks directly to the factors the City has prioritized — visual appeal and overall City branding. We have built our response around the exact modules and features named in the RFP, from the **Agenda Center, Alert Center, Notify Me, News Flash, and Form Center** to a revised Economic Development Corporation page, sortable calendars, and an online employment application. Our Requirements Compliance Matrix (Section 5) confirms our response to every item.

This proposal is a firm offer and remains valid for **thirty (30) days** from the proposal opening date. We are prepared to commence work within ten (10) calendar days of a written notice to proceed, and upon award we will promptly execute the required agreement and furnish a completed Conflict-of-Interest Questionnaire, IRS Form W-9, and a Certificate of Insurance naming the City of Bruceville-Eddy as Certificate Holder.

We would welcome the opportunity to present our approach to the Committee and Council. Please direct any questions to the undersigned.

Respectfully submitted,

Aroldo Alvarez

CEO, Primo Motif Ad & Design Agency, LLC
(210) 865-1810 | hello@primomotif.com

2. Executive Summary

The City of Bruceville-Eddy's website is often the first impression residents, visitors, and prospective businesses have of the community along the I-35 corridor south of Waco. As a design-led studio, our proposal delivers a website that reflects the City's identity, makes information effortless to find on any device, and moves routine City business online while preserving paper options for residents who prefer them and for internet-outage contingencies.

What we are proposing, in brief:

- **A complete, custom redesign** — modern, visually appealing, and consistent with City branding, built mobile-first (a true responsive site, never a text-only mobile version).
- **A fully hosted CMS** — a modern, fully-hosted content management system — so there are no servers for the City to maintain, and staff edit pages through a simple word-processor-style editor.
- **Every module the RFP names** — Agenda Center, Alert Center, Archive Center, Bid Postings, Calendar, Document Center, Facilities, FAQs, Form Center, Info Advanced, News Flash, Notify Me, Photo Gallery, Quick Links, Resource Directory, Staff Directory, My Dashboard, and more — plus a rebuilt Economic Development Corporation page.
- **Accessibility built in, not bolted on** — targeting WCAG 2.1 AA at minimum and AAA where feasible, with staff coaching and editor guard-rails so City content stays compliant with the ADA and Section 508 by default.
- **Low total cost of ownership** — a hosted, self-service site built on standards-based technology, with no proprietary vendor lock-in, clear fixed / not-to-exceed pricing, and minimal external maintenance.
- **A local Texas partner** — based in San Antonio, roughly two hours away, for responsive, accountable service.

3. Understanding of the City's Needs & Objectives

The RFP sets a clear vision. We have distilled it into the objectives below and designed our solution to meet each one.

Primary objectives

- **Spread awareness of City services** and present the City as appealing, interesting, interactive, and easy to use.
- **Empower self-service.** Residents, businesses, investors, and visitors should be able to accomplish nearly anything they need from the City — across every department — without touching paper.
- **Reduce staff paperwork.** Move printing, tracking, and archiving to streamlined digital processes, while continuing to offer paper versions for residents who prefer them and as an internet-outage contingency.
- **Give staff control.** Staff must be able to add images, agendas, and minutes; update calendars; post announcements, RFPs, and bids; change photos; and create and modify online forms — without a web developer.
- **Plan for online payments.** The ability to accept credit-card payments (e.g., utility billing, accounts receivable) is desired as a future capability, and our architecture is ready for it.

The audience

Residents, local businesses, investors, visitors, and interested web visitors outside the local geography — with the site fully accessible to the general public.

How the RFP shaped our response

The RFP specifies a detailed set of named modules and content tools. Rather than offer a generic template, we mapped our solution to that exact list so the Committee can verify, line by line, that nothing is missing (Section 5). We also accounted for the City's specific pages — Departments (Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department), Government (City Council; Boards & Commissions), Elections, Notice, Open Data & Maps, and a revised Economic Development Corporation page — in our information architecture and migration plan.

4. Our Approach & Proposed Solution

Every project follows our proven five-phase process: **Discovery & Strategy, Creative Direction, Smart UX & Custom UI Design, Build with Precision, and Launch & Optimize.**

4.1 Design & City Branding

Design parameters are left to our professional expertise, and we treat that as an invitation to make the City proud. We will develop the look and feel collaboratively:

- Discovery of City brand elements (seal, colors, photography) and goals, with a short stakeholder conversation.
- **3** homepage design concepts for City review, then refinement to a single approved direction.
- A clean, welcoming homepage that surfaces the most-used services, emergency alerts, news, calendar, and quick links above the fold.
- Consistent, CSS-enforced styling so every page looks professional regardless of which staff member edits it.

4.2 Responsive, Mobile-First Design

The site will automatically rearrange itself to fit any phone, tablet, or desktop screen without requiring the visitor to zoom in on text or graphics. As the RFP requires, a text-rendered mobile site is not acceptable to us either — this is a single, fully responsive website.

4.3 Hosted CMS Platform

The City's new website will be hosted and managed by us on a modern, fully-hosted content management system. A hosted CMS is the City's stated preference, and it means:

- No servers, patching, or infrastructure for City staff to manage.
- **A Word-like (WYSIWYG) editor** available from any page to authorized editors; content pasted from Word is automatically cleaned up and converted to site styles.
- Role- and user-based permissions, draft/save, and a full content history so any previous version of a page can be restored.
- **Secure, managed hosting** with SSL/HTTPS, monitoring, and regular backups.

4.4 Accessibility & Compliance

Accessibility is a first-class requirement in this RFP, and it is central to our build. We will:

- Design and develop to comply with the **Americans with Disabilities Act (ADA), Section 508 of the Rehabilitation Act, and WCAG** — targeting **WCAG 2.1 AA at minimum and AAA where feasible.**
- **Coach City staff on policies and procedures** so every CMS user understands accessible-content standards.
- **Build guard-rails into the editing workflow** — enforced styles, required image alt-text prompts, heading structure, and automated accessibility checks — so staff are steered toward workflows that can only produce accessible pages.
- **Provide ongoing accessibility monitoring** so issues are caught as content changes over time.

4.5 Future-Ready Capabilities

- **Online payments (future):** architecture ready to add credit-card payments for utility billing, accounts receivable, and other fees when the City is ready.
- **Facility reservations:** a public facilities directory with optional online reservation requests — configured to the City's current policy of in-person reservations at City Hall, and ready to enable online booking later.
- **My Account / My Dashboard:** optional single sign-on with a customizable resident dashboard.

4.6 Analytics & Reporting

We will integrate Google Analytics (or an equivalent) so the City has clear, ongoing visibility into website usage and the pages residents rely on most.

5. Requirements Compliance Matrix

The table below confirms our response to every module and feature named in Sections 2 and 4 of the RFP. Items marked ✓ are included in our proposed solution. ✓* denotes a capability the City requested as future/desirable, which our architecture is ready to support.

Requirement (per RFP)	Provided	How we deliver it
Core CMS & Design		
Responsive, mobile-first design	✓	Single responsive site that adapts to phone, tablet, and desktop; no text-only mobile version.
Hosted CMS (hosting by vendor)	✓	Fully hosted and managed by us; City's domain bruceville-eddy.us pointed to the new site. Hosted CMS is the City's stated preference.
Word-like WYSIWYG editor	✓	Edit any page from the page itself; CSS styles enforced site-wide; Word content auto-cleaned; links, images, rich media (YouTube, etc.), tables, lists, formatting, HTML editor, undo/redo, spell-check; options by role/user; save-as-draft and history.
Menu Manager	✓	Add/edit and reorder top and section navigation without code.
Link Manager & Link Checker	✓	Create links to new/existing pages; new pages stay hidden until content is added; external links open in a new window; automatic validation and broken-link reporting.
Image Manager	✓	Upload from computer/network; images auto-resized and compressed.
File / Document Manager	✓	Upload and link documents; document links open in a new window.
Content Manager (reusable content)	✓	Any content block can be reused on any page.
Automated publish / expiration	✓	Schedule content to publish and to be removed automatically by date/time.
Version history & restore	✓	All page changes archived; any prior version can be restored.
Audit Trail	✓	Report of content-change activity for any page.
Dynamic breadcrumbs	✓	Navigation trail shown on every page.
Site Search	✓	Custom site search (or integrated Google site search).
SEO meta / keyword per page	✓	Per-page keyword/meta-tag settings to improve search visibility.

Requirement (per RFP)	Provided	How we deliver it
Dynamic page assembly on save	✓	Pages are pre-assembled upon save for fast, consistent delivery.
Accessibility & Reporting		
ADA / Section 508 / WCAG	✓	Targeting WCAG 2.1 AA minimum, AAA where feasible; staff coaching; editor guard-rails that steer staff to accessible-only workflows; ongoing monitoring.
Website usage analytics	✓	Google Analytics (or equivalent) integrated for statistical usage reporting.
Content Modules — Existing Site (to be provided)		
Home Page	✓	Redesigned homepage surfacing services, alerts, news, calendar, and quick links.
Bid Opportunities / Bid Postings	✓	Post and organize bids by category, title, or closing date (revised per RFP).
Calendar (sortable)	✓	Multiple calendars in one place; residents can sort by category (boards, committees, events).
Code of Ordinances	✓	Integrated page/links to the City's code (e.g., hosted codifier link).
Online Payments	✓*	Present now; credit-card payment processing is future-ready per the City's stated timeline.
Departments + subpages	✓	Administration, City Secretary, Finance, Municipal Court, Police, Public Works, and Volunteer Fire Department, each with subpages.
Community Events & Updates	✓	Dedicated section tied to Calendar and News Flash.
Employment (online applications)	✓	Post jobs and accept applications submitted through the website (revised per RFP).
Elections	✓	Elections information page.
Government + subpages	✓	City Council and Boards & Commissions, with general info and contact pages.
Notice	✓	Public notice posting.
Open Data & Maps	✓	Open data / maps section and links.
Content Modules — New / Enhanced		
Economic Development Corporation page	✓	Rebuilt with expanded functionality to attract businesses and investors.
Activities	✓	Create, organize, and configure activities for events.

Requirement (per RFP)	Provided	How we deliver it
Agenda Center	✓	Post and update agendas and minutes; searchable.
Alert Center	✓	Emergency banner across the top of the homepage for critical notices.
Archive Center	✓	Store recurring dated documents — agendas, budgets, newsletters, press releases.
Community Resources	✓	Notice of local/regional agencies and community services.
CivicSend or similar	✓	Multi-channel mass communication (email / text / social) for critical information.
Document Center + search	✓	Store one-time documents and images with enhanced searchable categories.
Facilities (+ reservations)	✓	Facilities directory; online reservation requests configurable to the City's in-person policy, ready to enable later.
FAQs	✓	Post FAQs; clicked answer displays at the top of the page.
Form Center / Forms	✓	Non-technical staff build forms; residents complete and submit online; email + database of submissions.
Survey Form	✓	Build surveys and output results to email or Excel.
Graphic Links	✓	Managed graphic buttons across the site.
Info Advanced (widgets)	✓	Show important information on pages via widgets.
Locations	✓	Location listings/maps.
My Account / My Dashboard	✓	Optional single sign-on with a customizable back-end dashboard.
News Flash	✓	Publish updates, articles, and press releases quickly.
Notify Me	✓	Residents subscribe to notifications by topic/category.
Pages / Live Edit	✓	Back-end Pages module supporting live in-page editing.
Photo Gallery	✓	Add/remove photos in a slideshow.
Quick Links	✓	Fast links to the most-used pages and documents.
Resource Directory	✓	The site's 'white pages' — businesses and contact information.

Requirement (per RFP)	Provided	How we deliver it
Staff Directory	✓	Staff listing with contact details by department.

6. Project Plan, Timeline & Closeout

We will commence work within **ten (10) calendar days** of a written notice to proceed, consistent with the City's Bid Form. We deliver the completed redesign — including staff training — in approximately **ten (10) weeks** from the Notice to Proceed. Assuming award at the September 24 Council meeting and an early-October start, our target completion date is **on or about December 12, 2026**.

Phase	Timing	Key activities & deliverables
1. Discovery & Strategy	Weeks 1–2	Notice to proceed; kickoff; brand/content review; sitemap and information architecture confirmed.
2. Creative Direction	Weeks 2–4	Three homepage concepts; City review; one approved design direction; interior page templates.
3. UX / UI & Build	Weeks 4–8	CMS configured; all modules stood up; existing content migrated; forms built; accessibility guard-rails applied.
4. Review & QA	Weeks 8–9	City staff review; accessibility audit (WCAG AA); link check; cross-device/browser testing; revisions.
5. Training	Week 9	Web-conference training for up to three (3) City staff; admin/editor guides provided.
6. Launch & Optimize	Week 10	Domain cutover to bruceville-eddy.us; go-live; post-launch monitoring and tuning.
Warranty & Support	Post-launch	Included 60-day support/warranty period, then ongoing support per Section 8.

Project closeout & technical assistance. Following launch we provide a **60-day** support and warranty period at no additional charge, during which we correct any defects and assist staff as they take ownership of the site. Ongoing technical assistance thereafter is described in Sections 7 and 8.

7. Training & Ongoing Support

Training

We will train up to **three (3) City staff members** via web conference, as anticipated in the RFP. Training covers everyday tasks — editing pages, posting agendas/minutes, updating the calendar, posting announcements and bids, changing photos, and building/modifying forms — plus accessible-content practices. Recorded sessions and written admin/editor guides are provided so staff can onboard new users later.

Ongoing support

The City has asked to minimize external maintenance costs. Our approach is built around that goal:

- **Self-service by design** — because staff can maintain nearly all content themselves, routine updates carry no per-change fee.
- **Included hosting support** — platform updates, security patching, backups, and uptime monitoring are handled by us as part of hosting.
- Direct help-desk support 9am–5pm, via Slack channel or by phone for staff questions and issues.

8. Cost Proposal

Pricing is presented as a **fixed / not-to-exceed** fee for each aspect of the program, per Section 7 of the RFP, and is broken down by Design, Web Development, and Website Hosting per Section 6.7. The City of Bruceville-Eddy does not pay tax.

One-time project costs

One-time item	Amount (USD)
Design (concepts, branding, page templates)	\$4,500
Web Development & CMS configuration (all modules)	\$7,500
Content migration from current site	\$1,500
Staff training (up to 3 users, web conference)	\$1,500
Setup, onboarding & domain configuration	\$500
Total one-time (not-to-exceed)	\$15,500

Recurring annual costs

Recurring item (per year)	Amount (USD)
Website hosting (managed, secure, daily backups)	\$1,200
CMS software / license (open-source — no license fee)	\$0
Support & maintenance (updates, patching, monitoring)	\$1,800
Total recurring (per year)	\$3,000

License fees. The site is built on open-source, standards-based technology, so there are **no proprietary platform license fees and no vendor lock-in** — directly supporting the City's goal to minimize external maintenance costs. Managed hosting is included above.

Other charges. None. The pricing above is comprehensive for the scope defined in this RFP. Optional future enhancements — for example, online credit-card payment integration for utility billing or accounts receivable — can be quoted separately when the city is ready.

Summary. Total first-year cost (one-time + first-year recurring): \$18,500. Estimated annual cost thereafter: \$3,000 per year.

9. Qualifications & Experience

(Attachment A)

Primo Motif Ad & Design Agency, LLC is a San Antonio–based digital design studio specializing in custom websites, brand identity, eCommerce, and digital marketing. We craft digital experiences that are visually distinctive, easy to navigate, and built to perform the same qualities the City of Bruceville-Eddy is seeking for its residents, businesses, and visitors.

Located roughly two hours south of Bruceville-Eddy, we offer responsive, local partnership and a design-led approach that national government-software vendors rarely match. **In business since 2010, we have supported many large organizations and government entities.**

Why Primo Motif is the right fit

- **Design and branding are our core discipline** — squarely addressing the City's top-weighted priorities of visual appeal and overall City branding (RFP 6.1 and 6.4).
- **One accountable local partner** — we design, develop, and host, so the City has a single point of contact rather than a support ticket queue.
- **No vendor lock-in, lower recurring cost** — we build on modern, standards-based technology rather than a proprietary platform, directly supporting the City's goal to minimize external maintenance costs.
- **A proven process** — Discovery & Strategy, Creative Direction, Smart UX & Custom UI, Build with Precision, and Launch & Optimize — that keeps projects on schedule and on budget.

Selected work

Recent projects demonstrate our range across organizations with public-facing content, events, and service information similar to the City's needs.

10. Project Team & Biographies

(Attachment B)

Brief biographies of the individuals who will work on the City's project:

Aroldo Alvarez, Creative Director and Lead Designer

Aroldo Alvarez is a senior UX, digital product, and web designer with nearly 20 years of experience helping organizations create effective digital experiences and brands. As Creative Director and Lead Designer for the Bruceville-Eddy project, Aroldo will lead the overall creative direction, UX strategy, information architecture, visual design, and design system, ensuring the website is intuitive, accessible, and aligned with the City's goals and community needs.

Les Brown, Lead Developer

Les Brown is an experienced web developer with over 20 years, specializing in the development of modern, responsive, and high-performance digital experiences. As Lead Developer for the Bruceville-Eddy project, Les will be responsible for technical architecture, front-end and back-end development, CMS implementation, integrations, performance optimization, accessibility, testing, and deployment.

Glenda Guajardo, Project Manager

Glenda Guajardo is an experienced project and client-services professional focused on coordinating teams, managing project details, and keeping complex initiatives organized and on schedule. As Project Manager for the Bruceville-Eddy project, Glenda will oversee day-to-day project coordination, timelines, deliverables, communication, meetings, approvals, and stakeholder coordination to ensure the project progresses efficiently from discovery through launch.

11. Professional References

(Attachment C — minimum of four)

We are pleased to provide the following references. Confirm each contact and, where possible, feature clients with public-facing or community-oriented sites. Additional references are available on request.

#	Organization	Contact (name, title)	Project & date
1	Global Evangelism Inc.	Justin Morin, Lead Designer	Website Re-design for both Church and Private school
2	Steves Doors Inc.	Samantha Pena, Director of Marketing	Website Re-design of Corporate Website
3	Imagine Therapies, Inc.	Leticia Gonzalez, CEO	Website Re-design of Corporate Website
4	Southwest Motor Transport	Robert Bernal, Director of IT	Website Re-deisgn of Corporate Website

12. Assumptions, Clarifications & Required Forms

Assumptions

- Pricing assumes the City provides existing content, logos, and photography, and designates a primary point of contact for timely reviews and approvals.
- Training is delivered by web conference for up to three (3) staff, as anticipated in the RFP.
- The Bid Form's standard clauses regarding prevailing wage, subsurface/site conditions, and surety bonds appear to be general public-works boilerplate. As this is a professional software and web-services engagement, we will comply with all **applicable** federal, state, and local requirements, and are glad to discuss any clause the City wishes to apply specifically to this contract.

Non-discrimination

We ensure that employees and applicants for employment are not discriminated against because of race, color, religion, sex, age, or national origin.

Required forms upon award

Upon award, we will complete and submit the **Conflict-of-Interest Questionnaire (CIQ)**, **IRS Form W-9**, and, if requested, a **Certificate of Insurance** listing the City of Bruceville-Eddy as Certificate Holder, and will execute the City's agreement prior to issuance of a purchase order.

Enclosed

- This proposal (Sections 1–12, including Attachments A–C).
- Completed **Proposal for Services Bid Form** (submitted with this proposal).

— End of Proposal —

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: _____**\$16,500** - base implementation - \$1,680 CMS Search & Hosting license for year one.

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: _____

By: (Seal if Corporation) _____ Symspace LLC _____

Address: _____ 1758 NW 73rd Pl Ankeny, IA 50023 _____

Telephone: _____ 515-203-9582 _____

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, or delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: _____ Joy Dayton ____ S-Corp LLC _____

Bidder Is: Individual () Partnership () Corporation ()

Residence of Bidder (if individual): _____ IA _____

Date of Bid: _____ 09/16/2026 _____

If Bidder is a partnership, fill in the following blanks:

Name of Partners: _____

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of _____

Name and Home address of the President _____

Name and Address of the Treasurer _____

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$28,000.00 (Twenty-eight thousand dollars and 00/100)

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: ClearView Studios, LLC ("Clearview")

By: (Seal if Corporation)

Chase Anderson, Chief Revenue Officer - limited liability company, no corporate seal

Address:

447 Sutter Street, Suite 506 - #1232, San Francisco, CA 94108

Telephone:

+1 (813) 701-9579

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: ClearView Studios, LLC

Bidder Is: Individual () Partnership () Corporation (x) (limited liability company)

Residence of Bidder (if individual): N/A

Date of Bid: September 17, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of California

Name and Home address of the President Brett A. Kistler, Sole Member and CEO

447 Sutter Street, Suite 506 - #1232, San Francisco, CA 94108

Name and Address of the Treasurer N/A - single-member LLC

Financial officer: Brett A. Kistler, address as above

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$29,300

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: Infostride, Inc.

By: (Seal if Corporation)
Ritu Mangla, Founder & CEO



Address:
7000 N Mopac Expressway, Austin, TX, 78731

Telephone:
510-305-1160

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: Infostride, Inc.

Bidder Is: Individual () Partnership () Corporation ☒

Residence of Bidder (if individual): _____

Date of Bid: 09/16/2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: _____

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Texas

Name and Home address of the President Ritu Mangla

2024 High Lonesome, Leander, TX, 78641

Name and Address of the Treasurer _____



PROPOSAL · SEPTEMBER 2026

Two towns, one water system, one City Hall.

Website Redesign and Content Management Services

For the City of Bruceville-Eddy, Texas

Submitted by Stoa Works LLC

Eddy Main Street under the Eagles water tower



Stoa Works LLC

CAMPBELL, CALIFORNIA · [STOA.WORKS](https://stoa.works)

September 2026

Lawrence Cutrone

City Administrator

City of Bruceville-Eddy

144 Wilcox Drive, Eddy, TX 76524

Dear Mr. Cutrone,

Attached is Stoa's proposal for the City's website redesign and hosted content management service. The site it proposes is built and running at stoa.works/brucevilleeddy.

It is a WordPress theme. The RFP asks for a hosted CMS and the City already runs WordPress, so what is on the screen is what staff would be editing.

Nearly a third of the City's posts since 2019 are about the water, so the water comes first: a status line sits under the navigation on every page.

The City's boil water notices name specific roads across two counties, so the status line names roads rather than the whole city. And the public record is spread across twelve differently-named year pages, roughly half of it scanned with no text layer at all. Text recognition makes 985 of the 1,074 searchable by their contents, so a phrase from inside a budget worksheet is findable. The other 89 are found by title, date and kind.

The base bid is **\$18,900**. That is the complete first year: \$16,500 to design, build, migrate and train, and \$2,400 for hosting, licensing and support. There is no CMS license fee, no per-module charge, and no per-seat charge, now or later.

We are a small firm. You would work with the person who wrote this. If it is useful to walk the site with the Council or the EDC before the September 24 meeting, we are glad to.

Sincerely,

Stephen Stanwood

Founder, Stoa Works LLC

stephen@stoa.works

Other work

stoa.works/prototypes

What the City publishes, and what the new site changes

1,074

documents published since 2019

152

Council meetings, across 12 year pages

108

of 346 posts are about the water

~half

of the documents are scans with no text layer

Water is the City's most published subject

The 108 water posts are boil water notices, leaks, outages, chlorine conversions and bill notices, each naming the water system in its title. The water status line runs under the navigation on every page. When no notice is active it carries the date staff last confirmed the water.

A notice here names roads, not the city

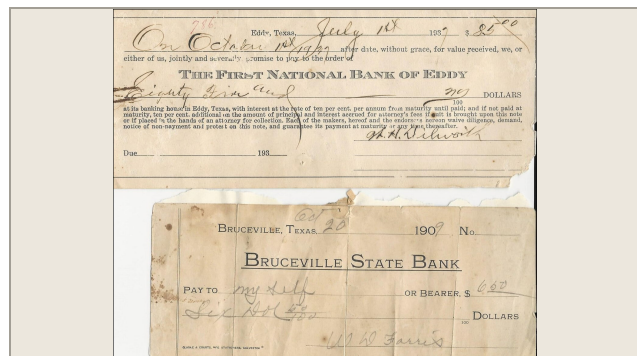
The City's water lines run from Bruceville through Eddy and across the county line into Falls. A break on one main rarely touches the whole system. Your own notices say so: "Old Bethany Rd ... several streets in the surrounding area." So a notice on the new site names the roads it covers, and the status line shows them.

A meeting's papers are filed in three places

Agendas, packets, minutes and recordings live in three parallel columns spread over twelve year pages, several of which duplicate each other. On the working site each meeting is one record holding all four. A row marks anything the City never published.

Text recognition opens the scanned half

A scan with no text layer is invisible to a site search and gives a screen reader nothing to read. Text recognition makes 985 of the 1,074 searchable by their contents. The archive marks which documents are still scans.



Notes issued by the Eddy and Bruceville banks

What changes, task by task

What the site does with the material the City already publishes. It is running at stoa.works/brucevilleeddy.

WHAT A RESIDENT WANTS	ON THE CITY'S SITE TODAY	ON THE RUNNING SITE
Find out whether the water is safe	A boil water notice is a post in the news feed. The news feed also carries lawn mower races. Nothing on a page says the current state.	A status line under the navigation on every page, in one of two states, naming the roads a notice covers, with the date staff last confirmed a quiet system.
Read what the Council decided	Agendas, packets, minutes and recordings sit in three parallel columns spread over twelve differently-named year pages, several of them duplicates.	One record for each of 152 meetings, holding its agenda, packet, minutes and audio together, with the recording playing in the row.
Find something inside a document	Search returns page titles only. About half of the 1,074 published documents are scans with no text layer. Nothing in them is searchable at all.	One box in the header of every page reads inside 985 of the documents. Every archive row says whether the file behind it can be searched inside.
Pay a water bill	The payment link sits under a menu. The due date, the late fee and the cut-off date sit on three separate pages.	The two dates and two fees are the first thing on the water page, ahead of anything about the department, with the payment link beside them.
Reach the right office	Eight departments share one contacts page. Several list no direct number.	Each department has its own page with its duties, its own number and email, and the meetings and documents that office brings to Council.
Use the site on a phone	The current theme reflows but keeps the desktop menu and full-width tables.	Built mobile-first: every page passes a WCAG 2.2 AA audit at 390 pixels as well as at desktop width, with 24-pixel touch targets.

ONE SEARCH FOR "GRINDER PUMP" RETURNS ALL THREE OF THESE

PAGE	The Sewer Project — who maintains a grinder pump
MEETING	City Council, April 9, 2020 — item 16, Sewer: grinder pump expense
SCANNED DOCUMENT	14 residential grinder pumps, priced — filed by the City as Scan-Docum06147420200305200650.pdf

The last is an image of paper with no text layer, so today nothing can find it by what it says. Recognition over all 1,074 documents is in the base bid.

SECTION 2

The modules the City uses today

Every module named in the RFP, and what carries it on the new site.

MODULE	HOW IT WORKS
Home Page	Task-first home: eight everyday errands above the news feed, with the full twenty on the services page.
Bid Opportunities	Bids and Proposals, with each solicitation holding its own documents, question deadline, closing date and addenda, and staying visible as closed until the Council awards it.
Calendar	One calendar, categorized by body, so a resident can filter to Council or to the EDC without reading past the other.
Code of Ordinances	Linked to the City's codification. The ordinances the City publishes as PDFs are indexed by the text inside them.
Online Payments	The current utility payment route, carried across unchanged, with the City's warning about third-party billing sites made a standing panel rather than a paragraph.
Departments and subpages	Seven pages, each with its own duties and direct contact: Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department. A number or an address is changed once and is correct everywhere it appears.
Community Events and Updates	City events are listed apart from service notices, with their own page and their own calendar entries.
Employment	A careers section: openings posted by staff, applications received through a form or an attached resume, per the City's September 4 response.
Elections	The election calendar, the eligibility requirements, and the seats whose terms expire that November.
Government, City Council, Boards and Commissions	Council roster with terms, how to be placed on an agenda, how to speak at a meeting, and the EDC with its seven seats.
Notice	Sitewide notices for boil water orders, outages and closures: posted once, shown on every page, and filed in the notice archive.
Open Data and Maps	The City's published maps and datasets, in the document archive, searchable by what is written inside them.

The modules the City is seeking

MODULE	HOW IT WORKS
Economic Development Corporation	The BEEDC's own page: its seven directors and seats, its quarterly meeting, and the five priorities the corporation has adopted.
Activities	Event records with dates, locations and categories, created and configured by staff.
Agenda Center	Agendas posted and updated by staff, and shown against the meeting they belong to.
Alert Center	A status strip below the navigation on every page: either the date staff last confirmed the system is normal, or a red banner naming the roads a notice covers.
Archive Center	Agendas, packets, minutes, budgets and notices, filed by date and by kind.
Bid Postings	Organized by category, title and closing date.
Community Resources	A page for the other agencies residents are sent to: the county, the school district, the water supply corporation, USDA Rural Development.
City Council information and contact	Council members with their terms and contact, the meeting schedule, and the agenda, packet and minutes filed against each meeting.
Calendar	One calendar, sortable by body.
CivicSend or similar	Subscription lists by topic, sending email and SMS from the CMS, so a boil water notice goes out to everyone subscribed to water notices as soon as staff post it.
Document Center	One-time documents and images, held apart from the dated archive.
Facilities	City facility addresses, hours and contact at launch. Online reservations are not in the base bid; the City put them in the future in its answers of September 4.
FAQs	Question-and-answer records staff write, with the answer opening in place.
Form Center	A form builder for staff. A resident can start and finish a request without coming in or printing anything. Submissions arrive by email and export to a spreadsheet, so less of what comes in has to be printed, filed and re-keyed. Every form also produces a printable version staff can keep at City Hall, hand across the counter or mail.

The modules the City is seeking

MODULE	HOW IT WORKS
Graphic Links	Button and link blocks staff place on any page.
Info Advanced	Reusable content blocks placed on any page as a widget.
Employment	Open positions with how to apply, and what the City offers a full-time employee.
Locations	Addresses and hours for City Hall, the Police Department, the fire station and the treatment plant.
My Account / My Dashboard	A resident account with one sign-on at launch, and a dashboard linking to the City's services. Showing a balance or a case status inside the dashboard requires integrating the system that holds it, which is not in this bid.
News Flash	Announcements published from the CMS to the home page and the news index.
Notify Me	Topic subscriptions by email or text, sent from the same notices.
Pages	The page tree, with drafts, scheduled publication and version history.
Photo Gallery	Galleries staff add to and reorder.
Quick Links	The task board is the City's quick links. Staff maintain it.
Resource Directory	A directory of local businesses and organizations with their own records.
Staff Directory	Staff records feeding both the directory and the department pages, so a change is made once.

Not in the base bid

Online facility reservations, credit-card payment acceptance, and a full applicant-tracking system. The City's own answers on September 4 put reservations "in the future". The RFP calls card payments "desirable in the future only". The City asked for "a dedicated career employment section" rather than an HR platform.

Who the site is for

A resident looking for the water, a bill, a meeting or a record starts at the task board. When a notice is running, the status line under the navigation carries it on every page. A business or an investor finds the EDC's own page, the bid postings and the resource directory. A visitor finds the calendar, the parks and facilities, and the addresses and hours. Someone outside the city, checking an ordinance or reading a meeting's minutes, opens the same pages a resident does, and needs no account. The resident account exists only for the services that require one.

Tools and functionality

Each item in the RFP's list, and how it is delivered.

FEATURE	DELIVERED AS
Accessibility	WCAG 2.2 AA across the site, AAA where the content allows. The editor refuses an image without alt text and a heading out of order, so a staff member cannot publish either. Written policy and a checklist go to the City with the training.
Responsive design	One responsive site, laid out mobile-first. There is no separate mobile version and no text-rendered fallback.
Word-like editor	Block editor with pasted Word content cleaned to site styles, links, images, embedded media, lists, tables, formatting, source view, undo and redo, spell check, and per-role availability. Drafts save; history restores.
Menu manager	Site navigation and section navigation edited and reordered by staff.
Link manager and link checker	Links are verified when they are created and swept on a schedule, with a broken-link report. Internal links follow a page when it moves. External links open in a new tab.
Image manager	Uploads resized and compressed automatically, with the alt-text field required.
File manager	Documents uploaded and linked from the editor or the menu, opening in a new tab.
Content manager	Any block of content reusable on any page.
FAQ	Questions listed, answer opening in place.
Document management center	Categories, dated archive, and full-text search that reads inside the documents.
Survey and forms	A non-technical builder; results to email and to a spreadsheet.
History	Every change to a page is stored and any earlier version can be restored.
Quick links	Maintained by staff on the home page and in section navigation.
Scheduled publish and expiry	Any page or block can be given a publish date and a removal date.
Events calendar	Multiple calendars in one interface, filterable by body.

SECTION 4

Tools and functionality

FEATURE	DELIVERED AS
Photo gallery	Slideshows staff add to and reorder.
Pre-assembled pages	Pages are built on save and served as static HTML.
Site search	Search across the site and inside 985 of the City's published documents, from one box in the header of every page. Described overleaf.
Audit trail	Every content change recorded and reportable: the account, the page, the timestamp.
Dynamic breadcrumbs	On every interior page, generated from the page's place in the tree.
Meta and keywords	Title, description and keywords per page, with the editor showing how the page will appear in a search result.
Analytics	Google Analytics 4, or a privacy-preserving alternative if the City prefers one, with a quarterly report.



Schoolchildren and two adults on the porch of the old Eddy school

Reporting

The City receives a written report each quarter: what people searched for, what they could not find, which documents were opened, and which pages failed an accessibility check.

Accessible now, and after staff start publishing

The RFP asks for ADA, Section 508 and WCAG compliance, and for coaching so that City staff are limited to workflows which can only produce accessible content.

What is measured

Every page of the working site passes an automated WCAG 2.2 AA audit with zero violations, at desktop and at phone width. Contrast is checked at rest and under hover and keyboard focus, so a control stays legible when it is pointed at. Interactive targets are at least 24 by 24 pixels. Every page declares its language and carries its headings in order.

What the editor checks before publishing

An image cannot be published without alternative text. A heading cannot skip a level. A link cannot be published as "click here". A PDF uploaded without a text layer is flagged at upload, and text recognition is offered before it is published. Each of these is a setting in the CMS.

Where AAA is reachable, and where it is not

The City aspires to AAA where possible. Body text on the working site already meets the AAA 7:1 contrast ratio. The site works at 200% zoom without horizontal scrolling. AAA also asks for sign-language interpretation of pre-recorded video, which is not included here. It asks for a reading level below lower secondary education, which is not claimed for ordinances or certified tax worksheets. We will name, page by page, which AAA criteria are met.

The scanned documents

Roughly half of the City's 1,074 published documents are images of paper, and a screen reader announces nothing at all from them. Recognition over the whole corpus is in the base bid. The City's accessibility page says plainly which documents remain scans, and offers to read any of them aloud.

Policy and coaching

The City receives a written accessibility policy, a publishing checklist, and the training session recorded so a new staff member can watch it. The quarterly scan under the maintenance agreement reports any regression to the City in writing.

What it is like to run this site

Adding a document

A staff member uploads a PDF, chooses its kind and its date, and saves. It appears in the archive, in the year filter, and in the meeting record if it belongs to one. If the file carries a text layer, its words go into the search; if it is a scan, text recognition is run over it first.

Posting a notice

Writing a water notice sets the status strip on every page of the site, names the roads it covers, sends it to the subscription list, and files it in the notices archive.

Paper

Every form has a printable version, and staff keep those at City Hall. A resident who would rather use paper can be handed one across the counter or sent one in the mail, and the counter keeps working on a day the site or the City's connection does not. The hosted site is restored from its latest off-site backup; text and email notices resume when service does.

Training

Three staff members, by web conference as the RFP allows, recorded, with a written guide. We cover posting, uploading, the calendar, forms, notices, and accessible publishing. A follow-up session is included during the warranty period, once staff have been using the site.

Full-text search inside the document archive

One box in the header of every page searches the site and the readable text inside the City's published documents. Type "grinder pump" and it returns the sewer page, the April 2020 meeting it was discussed at, and the scanned bid tabulation that priced it.

The scans that text recognition cannot read are still found by their title, date and kind.

WHAT GETS MIGRATED AND INDEXED

Pages	98, the whole of the current site
Posts	346 notices, agendas and announcements since 2019
Meetings	152 Council meetings and what each of them carried
Documents	1,074 published files, 985 of them searchable by the words inside

How it runs after launch

Hosting

Managed WordPress hosting in the United States, with a TLS certificate, daily off-site backups retained thirty days, a staging site, a content delivery network, and uptime monitoring. The City owns its domain, its content and its database, and can take an export at any time.

Warranty

Ninety days from public launch, at no charge, as the City's September 4 response asked, covering any defect in what we built: a template, a form, a migration error, a broken redirect.

Maintenance and support

After the warranty, the annual agreement covers core, theme and plugin updates, security and uptime monitoring, a quarterly accessibility scan reported in writing, and email support with a one-business-day response. It is renewed annually. The City may end it at any renewal.

Completion date

Thirteen weeks from the notice to proceed. Work begins within ten calendar days of an executed contract and written notice, as the bid form requires. On that schedule, a notice to proceed in late September puts launch in the week of December 22. The City may set a later date.

The current site stays up until cutover

Every existing URL redirects to its new home, so a link in a Council packet from 2021 still resolves.

SCHEDULE

Weeks 1 to 2	Inventory and plan	The City receives and approves the content inventory of all 98 pages, 346 posts and 1,074 documents, with the sitemap, migration plan, redirect map and project schedule.
Weeks 3 to 5	Designs approved	The City reviews and approves the home page and the template designs at desktop and phone width.
Weeks 6 to 11	Staging site delivered	The City receives the complete staging site: CMS configured, templates built, all content and documents migrated, forms and calendars set up, and search indexed including recognition over the scans.
Week 12	Training and City review	Three staff trained by web conference, recorded for later use. The City reviews the complete staging site.
Week 13	Launch and acceptance	DNS cut over, redirects live, analytics verified. Final acceptance by the City.
Weeks 14 to 26	Warranty	Ninety days of post-launch warranty support at no charge, per the City's September 4 response.

Cost

A fixed fee. Every figure is a not-to-exceed amount, and the City does not pay tax.

DESIGN, DEVELOPMENT AND IMPLEMENTATION

Design	Discovery, information architecture, the design system, and the page designs on desktop and mobile	\$4,200
Web development	CMS build, templates, forms, calendars, notices, directories, and the editor configuration	\$6,000
Content migration	All 98 pages and 346 posts, the media library, and the 1,074 published documents, with redirects from every current URL	\$3,000
Accessibility	WCAG 2.2 AA remediation and testing across the site, the editor guardrails, and the written policy	\$1,500
Search and document indexing	Full-text search including optical character recognition of the City's scanned documents	\$900
Training	Three staff members, by web conference, recorded, with a guide	\$900
CMS licensing	None. WordPress is open-source; there is no license to buy, per seat or per module	Included
Post-launch warranty	Included. Ninety days from launch	Included
Implementation total		\$16,500

HOSTING, LICENSING AND SUPPORT, ANNUALLY

Hosting	Managed hosting, TLS certificate, daily off-site backups, staging site, CDN	\$1,200
Maintenance and support	Core, theme and plugin updates, security monitoring, uptime monitoring, quarterly accessibility scan, and email support with a one-business-day response	\$1,200
License fees	None. WordPress is open-source, and every plugin is open-source or on our own agency license	\$0
Annual total		\$2,400

Base Bid Amount: \$18,900

\$16,500 implementation plus the first year of hosting, licensing and support at \$2,400. Three-year cost of ownership \$23,700; five-year \$28,500. The annual figure does not escalate for three years.

Terms

ITEM

Payment schedule	25% on discovery and project plan approved: content inventory, sitemap, migration plan and project schedule accepted by the City. 25% on design approved: homepage and template designs accepted on desktop and mobile. 25% on working site accepted: CMS built, content and documents migrated, forms and search running on the staging site. 25% on launch, training and final acceptance complete. Net 30. No advance payment is required.
Start condition	Work begins within ten calendar days of an executed contract and the City's written notice to proceed.
Other expenses	None. No travel is billed; training and meetings are by web conference. There are no consulting fees, no change-order minimum, and no charge during the warranty period.
Future work	Facility reservations, card payment acceptance and an applicant-tracking integration are quoted only if and when the City asks for them, at the same fixed-fee basis.
Escalation	The annual hosting and support figure is held for three years. Any change after that is proposed in writing at least ninety days before a renewal. The City may decline it and end the agreement.
If the City leaves	We export the site, the database and the media library and hand them over in a standard format. There is no exit fee and no proprietary lock.
Ownership	The City owns its content, its domain, its database and the design and code we produce for it, on final payment.



A City Hall staff member in a City polo shirt

Qualifications and experience

Stoa Works LLC

A California limited liability company, EIN 42-1887944, based in Campbell, California. Stoa designs and builds accessible, content-managed websites for public agencies and nonprofit organizations: information architecture, design, CMS implementation, accessibility, content migration and training, end to end.

We are a principal-led studio. The person who wrote this proposal designs the site, builds it, and runs the training. Specialist subcontractors are engaged per project when a piece of work calls for one, and none is anticipated here.

The migration is already inventoried

Every page, post, document and image the City has published is already inventoried, so the scope of the migration is known rather than estimated. The site at stoa.works/brucevilleeddy is built from that inventory: the City's own content, documents and photography. The other sites at stoa.works/prototypes were built the same way.



Community Night Out at the fire station

BIOGRAPHY

Stephen Stanwood

Founder · designer, developer and trainer on this project

Stephen founded Stoa after a career in law, where he spent more than a decade working with public records, government filings and the systems agencies use to publish them. That work is directly relevant here: 1,074 documents have to end up somewhere a resident can find them.

He does all design, development, accessibility work and training at Stoa personally, and will do it here.

No other person will work on this project. If that changes, the City is told before it does.

SELECTED WORK

scbffoundation.org : South Carolina Black Farmers Coalition Foundation. Delivered and live.

pclg.org : Presbyterian Church of Los Gatos. Delivered and live.

greatlakesbaycareerhub.org : Bay-Arenac Intermediate School District. Delivered and live.

Stoa has not yet delivered a municipal website. Its municipal work to date is concept work: complete, working sites built from an agency's own published material.

Professional references

Two Stoa clients can speak to delivered work. Two professional references from Stephen's legal career can speak to judgment, written work and conduct.

REFERENCE	AFFILIATION	CONTACT
Derick Muhammad Stoa client · scbffoundation.org	Chairman, South Carolina Black Farmers Coalition Foundation	(803) 893-3444 scbfcfchair@gmail.com
Rev. Dr. David G. Watermulder Stoa client · pclg.org	Pastor and Head of Staff, Presbyterian Church of Los Gatos	(408) 356-6156 david.watermulder@pclg.org
Mark Punzalan Professional reference	Partner, Chan Punzalan LLP	(650) 481-8112 mark@chanpunzalan.com
Claire Melehani Professional reference	Partner, McLellan Law Group LLP; President, Santa Clara County Bar Association	(650) 383-1266 claire@mclellanlawgroup.com

Bruceville-Eddy would be our first municipal client

Stoa is a young firm. We have delivered and support live sites for the three organizations named on the previous page. Bruceville-Eddy would be our first municipal client.

The site at stoa.works/brucevilleeddy is built from the City's own published content.



Families at the Easter egg hunt

SIGNATURE

Undertakings

On award

Stoa will complete the Conflict-of-Interest Questionnaire and IRS Form W-9, and will provide a Certificate of Insurance naming the City of Bruceville-Eddy as Certificate Holder, before a purchase order or other purchasing agreement is issued.

Stoa will execute the agreement, deliver that certificate and furnish any bond the City requires within ten calendar days of the City's notice of acceptance, as the Bid Form asks.

Stoa ensures that employees and applicants for employment are not discriminated against because of race, color, religion, sex, age or national origin.

The offer

Every figure in this proposal is a fixed, not-to-exceed fee. It is valid for the thirty days after the September 18 opening named in the Bid Form's acceptance clause, and after that until withdrawn in writing. Work commences within ten calendar days of the City's written notice to proceed.

Submitted on behalf of Stoa Works LLC, a California limited liability company. The undersigned has authority to bind the firm to this proposal.



SIGNATURE

September 7, 2026

DATE

Stephen Stanwood

Founder, Stoa Works LLC

stephen@stoa.works



The site is at stoa.works/brucevilleeddy

Stoa Works LLC · Campbell, California · stephen@stoa.works · stoa.works

Every photograph and diagram in this proposal is published by the City of Bruceville-Eddy.

A barn painted with the Texas flag

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$51,564.00 (first year)

Build \$42,000 one-time, plus \$9,564 Year 1 Platform Access. Breakdown in attached Proposal, Section 7.

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: UpRyzze, LLC (a Texas limited liability company)

By: (Seal if Corporation)



Joshua Moorehead, Managing Member, UpRyzze, LLC

Address:

1014 Emilia Drive, Farmersville, TX 75442

Telephone:

(214) 797-2252 joshua.moorehead@upryzze.com

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: UpRyzze, LLC

Bidder Is: Individual () Partnership () Corporation (x) (Texas LLC)

Residence of Bidder (if individual): N/A

Date of Bid: September 17, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: _____

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Texas

Name and Home address of the President Joshua Moorehead, Managing Member

1014 Emilia Drive, Farmersville, TX 75442

Name and Address of the Treasurer Nick Black, Chief Financial Officer

c/o UpRyzze, LLC, 1014 Emilia Drive, Farmersville, TX 75442

UpRyzze, LLC

Veteran-owned. Founder-led. Built to last.

Proposal for Website Redesign and Content Management Services

Prepared for the City of Bruceville-Eddy, Texas

ATTN: Lawrence Cutrone, City Administrator, 144 Wilcox Drive, Eddy, TX 76524

Submitted by	UpRyzze, LLC, 1014 Emilia Drive, Farmersville, TX 75442
Contact	Joshua Moorehead, Managing Member
Phone / email	(214) 797-2252 / joshua.moorehead@upryzze.com
Business status	Veteran-owned small business (U.S. Air Force, service-disabled veteran owner); SAM.gov UEI K8YSFN86YLT9
RFP	Website Redesign and Content Management Services
Response due	Friday, September 18, 2026, 9:00 AM CT
Date of proposal	September 17, 2026
Pricing valid	90 days from the date of proposal

1. Cover letter

September 17, 2026

Mr. Lawrence Cutrone, City Administrator

City of Bruceville-Eddy, 144 Wilcox Drive, Eddy, TX 76524

Re: Proposal for Website Redesign and Content Management Services

Dear Mr. Cutrone:

Thank you for the opportunity to respond to the City's request for proposals. UpRyzze, LLC proposes to design, build, host, and operate a new bruceville-eddy.us that does what the RFP actually describes: not a brochure website, but the City's digital front door, where residents complete their business with the City online and staff publish agendas, notices, documents, and forms without touching a developer.

We have read the RFP line by line and priced every requirement honestly. Where a requirement is delivered in full, we say so. Where a requirement is better served by a service the City already pays for (eCode360, trafficpayment.com, Savvy Citizen), we keep it and integrate it rather than charging the City to replace it. Where a requirement is deferred, it is listed in a plain exceptions section, priced separately, and never quietly omitted.

Two things shape this proposal. First, the federal ADA Title II rule requires public entities under 50,000 population to meet WCAG 2.1 AA by April 26, 2028, as extended by the Department of Justice in April 2026. Our accessibility commitments are built to meet that standard at launch, well ahead of the deadline. Second, the City owns its content, its documents, and its data, in storage dedicated to the City, with a full export available at any time. A multi-year relationship with any vendor should start there.

UpRyzze is a Texas veteran-owned small business. I lead every engagement personally, I am authorized to bind the company, and I am available to present to the Economic Development Committee and the City Council on September 24 or at the City's convenience.

Respectfully submitted,

Joshua Moorehead

Managing Member, UpRyzze, LLC

(214) 797-2252 / joshua.moorehead@upryzze.com

2. Qualifications and experience

UpRyzze, LLC is a Texas limited liability company formed in 2025 and based in Farmersville (Collin County). We build and operate managed digital platforms: the public website, the content and document management console behind it, forms and workflow, hosting, security, and ongoing support, delivered as one system by one team. Every build is engineered on our own platform, hosted on Microsoft Azure, and reviewed by the founder before it ships.

Why UpRyzze fits the City of Bruceville-Eddy

- **Security engineering first.** The company is led by a career cybersecurity executive who runs IT and security for a 900-employee healthcare organization subject to HIPAA. Public-entity websites carry public records, resident PII in form submissions, and Texas Public Information Act exposure. We treat them that way.
- **The City owns its data.** Content lives in a version-controlled repository the City is made an owner of. Documents and recordings live in Azure Storage accounts dedicated to the City, not shared with other clients. A complete export is available on request and at termination.
- **Accessibility as an engineering control, not a promise.** An automated WCAG gate blocks any publish that fails AA, alternative text is required at upload, and the design system is contrast-locked, so City staff cannot accidentally publish inaccessible content.
- **Honest scope.** Every RFP module is mapped in Section 5 to what is delivered, how, and when. Phase 2 items are named and priced separately.
- **Local and accountable.** A Texas company, a veteran owner, and a direct line to the people doing the work.

What working with UpRyzze looks like

The City is not buying a subscription to somebody else's software. It is bringing on a partner whose job is that the City's digital front door works for the people who use it.

The RFP names the audiences: residents, businesses, investors, visitors, and people looking at Bruceville-Eddy from outside the area. Those are four different needs on one website. A resident wants to know when brush is picked up and whether the meeting is Tuesday. A business wants permits, ordinances, and a contact who answers. An investor or a site selector wants to know within thirty seconds whether this is a city that has its act together. A visitor wants an address and an event date. We design for all four and measure whether they are finding what they came for.

Inside City Hall, the test is different and simpler: does the website make the week easier or harder? A small staff carries the repetitive work of local government every day, posting agendas on a deadline, answering the same questions on the phone, retyping the same notice into three places, hunting through eight years of minutes for one motion, remembering that a past event is still in the menu. Those tasks are the ones we target with automation and AI, not because the technology is interesting, but because they are the tasks that eat a clerk's afternoon and are the first thing to slip when someone is out.

Practically, that means you get a direct line to the people who built the platform, a standing monthly check-in rather than a ticket queue, changes we implement rather than instructions we send, and a system we keep improving without a change order every time. When something is wrong, we usually know before the City calls, because our monitoring tells us. When the City wants something that does not exist yet, that is a conversation, not a support ticket that gets closed.

How this compares to the alternatives

The City has three realistic kinds of bidder, and they are genuinely different products. This is an honest account of the trade-offs.

Option	What you get	What it costs you
National government platform (CivicPlus, Granicus and similar)	A mature module catalog built for this exact use case, purpose-built agenda and records tooling, and a support organization with government experience.	You rent the platform. Modules are separate annual lines, agreements typically escalate 3 to 5 percent a year and renew automatically, changes go through a ticket queue, and if you leave you lose the CMS, the workflows, and often the design. The product is built for cities of 50,000, and a town of 1,500 works around the parts that do not fit.
Local web designer or marketing agency	A good-looking site, usually on WordPress, at a low build price and with a person who answers the phone.	Municipal websites are not marketing websites. Records retention, public information requests, emergency alerts, accessibility as an ongoing obligation, and a decade of meeting documents are not problems a marketing shop has solved before. Maintenance typically runs 15 to 20 percent of the build every year, and accessibility becomes the City's problem.
UpRyzze	A platform built for this scope, operated by a small team that does the work rather than assigning it to City staff, with the City owning its content, its documents, and its data outright.	A smaller vendor than the national platforms, and a newer one. We answer that directly in Section 6: the public site is static files the City can take anywhere, the content repository is one the City co-owns, a complete export runs on demand at no charge, and a written 30-day transition runbook is delivered at go-live.

Platform facts

- Public site delivered as static files behind a global content delivery network, so page loads do not depend on a database or an application server.
- Every client's data lives in its own dedicated, portable Azure storage account. Client separation is verified by our build system on every change.
- Every file uploaded through the site or the console is virus-scanned before anyone opens it.
- Synthetic uptime and transaction probes plus full-stack error monitoring feed alerts directly into our operations system, where they are triaged and remediated by the engineers who built the platform.
- Identity through Microsoft Entra, with optional sign-in using the City's existing Microsoft 365 accounts.

Business status

UpRyzze, LLC is veteran-owned and veteran-led (U.S. Air Force, service-disabled veteran owner), registered in SAM.gov (UEI K8YSFN86YLT9). Service-Disabled Veteran-Owned Small Business certification

is in process. Upon award, UpRyzze will complete the Conflict of Interest Questionnaire and IRS Form W-9 and will provide a Certificate of Insurance naming the City of Bruceville-Eddy as certificate holder.

3. Understanding and approach

The City's website is the first thing residents, businesses, and prospective investors see, and the RFP asks for far more than a redesign. It asks for a platform where staff publish agendas, minutes, notices, bids, jobs, and documents themselves; where residents complete forms, find records, and subscribe to what matters to them; and where paper becomes the exception rather than the default. That is a resident portal, and we have scoped and priced it as one.

What we keep, and why

Three services the City already uses do their job well and would cost the City money to replace. We integrate them rather than rebuild them:

- **eCode360** continues to host the Code of Ordinances, linked from primary navigation.
- **trafficpayment.com** continues to handle municipal court payments. In-platform payments are expressly out of scope, as the RFP marks them future-only.
- **Savvy Citizen** continues to deliver multi-channel resident notifications, satisfying the Notify Me and CivicSend requirements. An in-platform replacement is listed in Section 7.5 if the City ever chooses to consolidate.

What we observed on the current site

We reviewed bruceville-eddy.us before writing this proposal. The observations below are not criticism. Every one of them is the predictable result of maintaining a growing public record on a general-purpose website, and each maps directly to a requirement the RFP already asks for.

What we found	Why it happens	What the RFP asks for
Ten fiscal years of council agendas, minutes, and recordings, from 2016-2017 through 2025-2026, each maintained as its own separate page and its own navigation entry. The EDC has a parallel set.	Without a records module, every new fiscal year means a new page built by hand and a new menu item, and the navigation grows by one entry a year forever.	Agenda Center, Archive Center, Document Center (2.15, 2.17, 2.20). One records system, browsable by body, year, and category, where a new year is a dropdown value rather than a new page.
Navigation contents differ from one page to another. Some pages list Elections years 2023 through 2025, others list 2026.	Hand-maintained menus drift when a change is made on some pages and not others. It is not a staff error; it is what happens without a single menu manager.	Menu manager (4.4). Navigation is defined once and every page reflects it.
Permanent navigation entries for past events: Blue Santa 2024, Christmas Tree Lighting 2024, Easter Egg Hunt 2025.	Nothing removes content on a date, so past events stay in the menu until someone remembers to take them out.	Automated activation and expiration (4.15). Content is given a publish and an unpublish date when it is created.
A rescinded May 2025 boil water notice and an April 2026 chlorine conversion notice are still in the home page news feed.	The home page is doing double duty as the news feed, and there is no separate emergency channel that goes up fast and comes down	Alert Center (2.16) plus scheduled expiration (4.15). Emergency notices appear in seconds, sit above the page

What we found	Why it happens	What the RFP asks for
	automatically.	rather than inside the news list, and clear themselves when the event ends.
Documents are reached as direct file links, for example the sewer project schedule posted as a PDF.	Without a document center there is no category, no date, no version history, and no way to search inside the file.	Document management center with enhanced search (4.11) and site search (4.19), including search across the text inside PDFs.

Two further notes from the review. First, the City has a decade of public records already online, which is an asset, not a liability; the work is organizing it, not recreating it. Second, the site currently restricts automated access, which we will confirm in discovery, because it affects how search engines and AI assistants find and describe City information to residents. Both are addressed in the migration and launch scope.

We also noted what is working and intend to keep it: the City's existing eCode360 ordinances, the trafficpayment.com court portal, and the Savvy Citizen notification service residents have already signed up for. Replacing services residents already use would cost the City money and goodwill for no gain.

How the work runs

- **Discovery and content inventory.** We catalog the roughly 60 existing pages and the ten fiscal years of agendas, minutes, budgets, and recordings; agree the information architecture with staff; and confirm the City's adopted records retention schedule with its records management officer.
- **Design direction.** A mobile-first, contrast-locked design presented for Council approval before build.
- **Platform build.** Document center, calendar, alert center, forms, search, directories, and the editing tools described in Section 5, on a staging site the City reviews continuously.
- **Migration.** Pages rebuilt and documents bulk-loaded, categorized, and dated. Categorization goes faster and cheaper when City staff who know the records participate; a credit is offered if the City elects to.
- **Accessibility and security verification.** Automated WCAG 2.1 AA gate, manual audit, cross-device testing, backup and restore drill.
- **Training and go-live.** Live web-conference training for three staff, recorded for future employees, with role-specific written guides. Go-live on bruceville-eddy.us, followed by a 30-day post-launch support window and then the ongoing managed service.

4. Project team and biographies

Every named team member below works on this engagement. Joshua Moorehead is the single point of contact for the City throughout the project and afterward.

Joshua Moorehead, CEO and Founder (project lead, principal engineer)

U.S. Air Force veteran, MBA, and technology executive with nearly 20 years in IT, cybersecurity, and digital infrastructure. He holds a Bachelor of Science in Cybersecurity and Information Assurance, an MBA with a cybersecurity focus, and multiple industry certifications in cloud infrastructure, encryption, cybersecurity, and web design. He has led technology and cybersecurity programs across non-profits, enterprise healthcare, and military operations, including as Vice President of IT and Cybersecurity for a specialty pharmacy during its highest-growth period. He leads design, architecture, delivery, and client support on every UpRyzze engagement and reviews every build before it ships.

Nick Black, Chief Financial Officer (contract administration, billing)

Finance and operations executive with more than a decade across private enterprise and public accounting. Nick oversees financial strategy, accounting, and operational planning at UpRyzze and is the City's contact for invoicing, purchase orders, and contract administration.

Taylor Moorehead, Chief Operating Officer (delivery, quality)

Over a decade in technology and operations, including several years at Intel in process integration and yield-focused roles. Taylor coordinates delivery, reviews workflows, and validates that what is built meets the UpRyzze standard before it reaches the City.

Riley Sills, Senior Cloud Engineer (infrastructure, hosting, backups)

More than a decade of hands-on infrastructure and systems administration experience and over fifteen years customer-facing. Riley owns the Azure environment behind the City's site: hosting, storage, backups, monitoring, and long-term supportability.

Zachary Moorehead, Systems Engineer (platform engineering, automation)

Systems engineer focused on simple, reliable software. Zachary works on platform engineering, internal tooling, and automation, including the publishing pipeline, accessibility gate, and export tooling used on this project.

5. Feature and module coverage

Every row marked Included is delivered in Phase 1 and live at go-live. Included via names the component or the City's existing service that delivers it. Phase 2 rows are deferred and priced separately in Section 7.

RFP Section 2: functional modules

#	Module	Coverage	How it is delivered
2.1	Home page	Included	Branded landing page built from 21 content block types (hero, feature grids, statistics, calls to action, gallery, FAQ, map) arranged by City staff.
2.2	Bid Opportunities / Bid Postings	Included via Document Center	Bids by category, title, and closing date with attachments. Open/closed status derives automatically from the closing date.
2.3	Calendar (multiple)	Included	Named calendars (Council, P&Z, EDC, Community) in one view. Residents filter by category. Month and list views plus an ICS subscription feed.
2.4	Code of Ordinances	Included via eCode360	Existing service retained and linked from primary navigation.
2.5	Online Payments	Included via trafficpayment.com	Existing court payment provider retained and linked. In-platform payments are out of scope (RFP: future only).
2.6	Departments and subpages	Included	Administration, City Secretary, Finance, Municipal Court, Police, Public Works, and VFD, each with a landing page and nested subpages reflected in navigation.
2.7	Community Events and Updates	Included via News module	Article posts with featured image, date, categories, and RSS.
2.8	Employment	Included	Job postings with department, closing date, and position descriptions. Residents apply online with resume upload; applications are virus-scanned and retained per the City's schedule.
2.9	Elections	Included	Information pages with documents, dates, and links.
2.10	City Council, Boards and Commissions	Included	Member pages with photo, title, term, and contact information on the Staff Directory module.
2.11	Notice	Included	Public notice pages. Dated recurring notices can also be posted through the Archive Center for browsing by year.
2.12	Open Data and Maps	Included	Information pages with map embeds and third-party embeds (ArcGIS, GIS viewers) through a security-reviewed embed block.
2.13	EDC page	Included	Full section with subpages, documents, contact forms, and resource listings.
2.14	Activities	Phase 2	Scope is ambiguous in the RFP. Recreation registration requires a registration module quoted after clarification; staff event organization is largely covered by the Calendar and Document Center in Phase 1.
2.15	Agenda Center	Included via Document Center	Agendas per governing body and meeting date with packet attachments; prior versions retained.
2.16	Alert Center	Included	Emergency banner across every page, publishable in seconds. Built outside the normal publishing pipeline so an alert never

#	Module	Coverage	How it is delivered
			waits on a site rebuild.
2.17	Archive Center	Included via Document Center	Agendas, minutes, budgets, newsletters, and press releases browsable by category and year with full-text search.
2.18	Community Resources	Included	Listing of local and regional agencies with contact information and links.
2.19	CivicSend or similar	Included via Savvy Citizen	Existing app retained for multi-channel communication; website announcements integrated. In-platform replacement available as a change order.
2.20	Document Center	Included	One-time documents and images by category with full-text search.
2.21	Facilities	Included	Facility listing with photos, location, amenities, and contact. Reservations remain in person per the RFP.
2.22	FAQs	Included	Accordion FAQ module with search-engine markup.
2.23	Form Center / Forms	Included	Unlimited public forms built by staff: validation, file upload, bot protection, virus scanning, email and SMS routing, internal inbox with assignment and notes, configurable retention.
2.24	Graphic Links	Included	Button and image tile grids to internal pages or external services.
2.25	Info Advanced (widgets)	Included	21 content block types on any page plus a security-reviewed embed block.
2.26	Locations	Included	Location and facility listings with maps and contact details.
2.27	My Account / My Dashboard	Phase 2	Resident sign-in and dashboard. The identity platform (Microsoft Entra External ID) is in place; the dashboard product is scoped and priced in Phase 2.
2.28	News Flash	Included via News module	Quick publishing with headline, image, and body, promoted to the home page.
2.29	Notify Me	Included via Savvy Citizen	Topic subscriptions handled by the City's existing app. In-platform subscriptions available as a change order.
2.30	Pages / Live Edit	Included (structured editor)	Visual editor with autosave, full version history, media and document insertion, and a live draft preview at a private URL. Exception: in-page click-and-type editing on the live site is Phase 2.
2.31	Photo Gallery	Included	Slideshow and grid images from a central media library; automatic resizing, compression, and modern formats.
2.32	Quick Links	Included	Curated link sets in header, footer, sidebar, and in-page tiles.
2.33	Resource Directory	Included	Local business directory with categories, search, and staff-managed listings.
2.34	Staff Directory	Included	Staff listings with photo, title, department, phone, and email, filterable by department.

RFP Section 4: tools and functionality

#	Capability	Coverage	How it is delivered
4.1	Accessibility	Included (WCAG 2.1 AA)	AA committed site-wide, AAA where content allows. Three enforcement layers: automated gate that blocks any publish

#	Capability	Coverage	How it is delivered
			failing AA, required alternative text at upload, contrast-locked design system. Manual audit before go-live; optional independent third-party audit priced in Section 7. Delivered at launch, ahead of the April 26, 2028 ADA Title II deadline for public entities under 50,000.
4.2	Responsive design	Included	One fully responsive site, not a separate or text-only mobile version.
4.3	WYSIWYG editor	Included	Word-like editing with enforced City styles, automatic cleanup of content pasted from Word, links, images, rich media and document insertion, lists, tables, formatting, HTML source view, multilevel undo/redo, browser spell check, per-role editor options, history button, save as draft.
4.4	Menu manager	Included	Add, edit, reorder, and nest navigation site-wide and per section with drag-and-drop.
4.5	Link manager	Included	Page picker for internal links, create-page-from-link, new pages hidden until content is entered, external links open in a new tab.
4.6	Link checker	Phase 2	Internal link validity is enforced at publish time in Phase 1 (a link to a removed page fails the build). Scheduled broken-external-link reporting is Phase 2.
4.7	Image manager	Included	Upload with automatic resize and compression, responsive delivery, searchable media library with folders, tags, and alternative text.
4.8	File manager	Included	Upload and link documents from the editor or file manager; open in a new window; organized by folder and category in the City's own Azure Storage.
4.9	Content manager (reusable content)	Phase 2	Phase 1 supports reusable navigation, footers, contact blocks, and site-wide settings. Arbitrary reusable snippets are Phase 2.
4.10	FAQ module	Included	See 2.22.
4.11	Document management center	Included	Categories, archive by year, version history on every document, full-text search including text inside PDFs.
4.12	Survey form	Included	Staff build surveys in the form builder. Results delivered by email and exported to CSV for Excel.
4.13	History / versioning	Included	Every change archived with editor name and timestamp; any prior version can be previewed and restored. Retained for the life of the contract.
4.14	Quick links	Included	See 2.32.
4.15	Scheduled activation and expiration	Included	Any page, post, notice, or block publishes and unpublishes automatically at a set date and time.
4.16	Events calendar	Included	See 2.3.
4.17	Photo gallery	Included	See 2.31.
4.18	Pre-assembly on save	Included	Saving regenerates the affected pages as static files, completing within a few minutes of publishing. The Alert Center is exempt and appears within seconds.
4.19	Site search	Included	Full-text search across pages and documents, including PDF contents, delivered as part of the site.

#	Capability	Coverage	How it is delivered
4.20	Audit trail	Included	Per-page report of who changed what, when, and what it said before, exportable for Texas Public Information Act responses.
4.21	Dynamic breadcrumbs	Included	Automatic breadcrumbs reflecting page hierarchy, with structured-data markup.
4.22	Per-page meta and keywords	Included	Per-page title, description, social image, and indexing controls with site-wide defaults.
5.1	Analytics	Included	Google Analytics and Tag Manager support plus a first-party dashboard (traffic, top pages, form conversions) staff can read without learning Google Analytics.
6.7d	Training	Included	Live web-conference training for three staff, recorded, with written role-specific guides.
	Editors and role-based permissions	Included	Unlimited named City staff accounts at no additional cost. Roles: Administrator, Editor, Contributor (submit for approval), Read-only. Optional sign-in with the City's Microsoft 365 accounts.

6. Data ownership, portability, and continuity

Not requested as a numbered item, and included anyway, because a multi-year contract with a small vendor should answer these questions up front.

Commitment	How it is delivered
The City owns its content	All website content lives in a version-controlled repository the City is made an owner of.
The City owns its documents	Agendas, minutes, budgets, recordings, and uploads are held in Azure Storage accounts dedicated to the City, not commingled with other clients.
Full export on demand	A single job produces a complete export: all content as structured data and Markdown, all documents and recordings, all form definitions and submissions with CSV, the full audit trail, and a plain-language guide to reading it without us. Available at any time and at termination, at no charge.
Records retention	Documents stored with version history, 90-day recovery from deletion, and optional write-once retention policies matched to the City's adopted records retention schedule.
Redundant storage	The City's documents and recordings are stored zone-redundant in-region with asynchronous replication to a second U.S. region.
Resilient public delivery	The website is served as static files from a content delivery network, independent of the staff editing console, so resident-facing pages are not affected by maintenance on the administrative side.
Continuity	A documented 30-day transition runbook is delivered at go-live. Source code escrow with a third-party escrow agent is available as a priced option.

7. Budget and compensation

All fees are fixed or not-to-exceed as the RFP requests. The City of Bruceville-Eddy does not pay tax and none is included. Pricing is valid for 90 days from the date of this proposal.

7.1 Phase 1 build (one-time, fixed fee): \$42,000

Item	RFP 6.7	Fixed fee
Design: discovery, information architecture, mobile-first contrast-locked design system, Council design review	a) Design	\$6,000
Web development: platform build, all Included modules and tools in Section 5, feature configuration, accessibility gate, search, forms, document center, calendar, alert center, directories, staging environment	a) Web development	\$27,000
Content and records migration (approximately 60 pages and the City's document archive), accessibility verification and manual audit, training, launch, 30-day post-launch support	b) Maintenance and support (one-time portion)	\$9,000
Phase 1 total		\$42,000

Payment schedule: 30 percent (\$12,600) on Council approval of design direction; 40 percent (\$16,800) on delivery of the complete staging site; 30 percent (\$12,600) at go-live. Invoiced net 30. At the City's election, Phase 1 may be split across the FY2026-27 and FY2027-28 budget years by milestone.

7.2 Platform Access, hosting, and support (recurring): \$797 per month

One flat monthly fee, broken out below as the RFP requests. No per-seat charges, no per-module charges, no per-ticket support charges, and no annual escalator. The price on the contract is the price for the term.

For context: published council records show towns of comparable size paying national platform vendors roughly \$4,600 to \$4,800 a year, with 3 to 5 percent annual increases, automatic multi-year renewal, and modules billed as separate annual lines. UpRyzze is priced above that, and the difference is the work. On those platforms, a staff member makes every change. Under this service, City staff can make any change themselves, and anything they would rather not do, they send to us and we do it on their site. Accessibility upkeep, security patching, and quarterly WCAG re-verification are ours, not the clerk's.

Component	RFP 6.7	Monthly
Website hosting: Azure static hosting, global CDN, SSL, dedicated City storage accounts (redundant), daily backups, synthetic uptime and error monitoring	a) Hosting	\$149
Hosted CMS platform license: console, editor, document center, forms, calendar, alert center, search, audit trail, unlimited named staff accounts	c) License fees	\$150
Maintenance and support: priority support, unlimited change requests implemented by us on the City's site, accessibility upkeep and quarterly WCAG re-verification, security patching, continuous platform improvements	b) Maintenance and support	\$498
Monthly total		\$797
Annual total, billed monthly from go-live		\$9,564
Annual total, prepaid (15 percent discount)		\$8,129

Twelve-month initial term from go-live, then month to month. No automatic multi-year renewal and no annual increase. The City's domain stays the City's. Cancellation delivers the full export described in Section 6 at no charge.

7.3 Training: included

Live web-conference training for three City staff, recorded for future employees, with written role-specific guides. Additional sessions on request at no charge during the first year.

7.4 Phase 2 (optional, quoted separately): not-to-exceed \$26,000

Phase 2 item	RFP ref.	NTE
My Account / My Dashboard: resident sign-in (Google, Microsoft, local) and customizable dashboard	2.27	\$12,000
In-page live editing on the rendered site	2.30	\$5,000
Scheduled broken-external-link reporting	4.6	\$2,000

Phase 2 item	RFP ref.	NTE
Reusable content snippets placeable on any page	4.9	\$2,000
Activities module (recreation registration), scoped after clarification	2.14	\$5,000
Phase 2 total, not-to-exceed		\$26,000

7.5 Optional add-ons available at the City's request

None of the following is required to meet the RFP, and none is included in the Base Bid. They are listed because they are built on the same platform and can be switched on for this City without a new project. Each is month to month and can be cancelled without affecting the base service. Pricing is per month unless noted.

Resident and staff AI services

Add-on	What it does for the City	Monthly
Resident answer assistant	A chat assistant on the website that answers resident questions from the City's own pages and documents, with a link to the source: trash and brush schedules, water bill questions, permit steps, meeting dates, who to call. It cites City content only and says so when it does not know. Built to reduce repeat calls to City Hall.	\$197
Document archive search and retrieval	Ask a plain question across ten years of agendas, minutes, budgets, and ordinances and get an answer with the source document and page. Staff-facing and optionally resident-facing.	\$147
Public information request assistant	Logs incoming requests, searches the archive for responsive records, drafts the acknowledgment, and tracks the Texas Public Information Act response clock so a deadline is never missed by accident.	\$147
Automatic alternative text on upload	Every image uploaded gets proposed alternative text an editor can accept or edit in one click, so accessibility compliance does not depend on a busy staff member remembering. Directly supports the WCAG 2.1 AA commitment.	\$97
Meeting recording transcription and captions	Automatic transcript and captions for every meeting recording, searchable alongside the minutes. Captions are a WCAG requirement for posted video, so this is compliance work as much as convenience.	\$197
Spanish language site	A maintained Spanish version of the	\$97

Add-on	What it does for the City	Monthly
	site's pages and notices, kept in step as content changes, with human review of anything legal or emergency related.	
Plain-language and notice drafting	Staff draft an announcement, notice, or alert in a sentence and get a clean, accessible, on-brand version ready to publish.	\$97
Scheduling and calendar assistant	Meeting dates, posting deadlines, and recurring calendar entries maintained from the City's meeting schedule, with posting reminders ahead of statutory notice deadlines.	\$97
All AI services, bundled	Every item above, one line.	\$697

Platform add-ons

Add-on	What it does for the City	Price
Legacy PDF accessibility remediation	Tagging, structure, and text layers added to the existing document archive so older PDFs meet WCAG 2.1 AA rather than relying on the archived-content exception. Commonly a hidden per-page fee elsewhere.	Quoted by volume
Migration to a .gov domain	The City moves from bruceville-eddy.us to a .gov address. The domain itself is free to government from CISA; this covers the application, DNS, mail, certificate, and redirect work so nothing breaks.	\$1,500 one-time
Online payments	Utility billing and accounts receivable payments taken on the site, as the RFP contemplates for the future.	Quoted
Facility reservations online	Residents reserve facilities through the website instead of in person, with staff approval and a calendar that reflects bookings.	\$4,500 one-time
In-platform Notify Me and mass communication	Replaces Savvy Citizen with topic subscriptions and multi-channel sending inside the City's own platform, if the City ever chooses to consolidate.	\$8,000 one-time, \$97/mo
Permitting and licensing workflow	Applications, review steps, approvals, and issuance handled online end to end.	Quoted
Meeting video streaming and archive	Live streaming and an indexed archive of meetings, captioned, alongside the agenda and minutes.	Quoted

How AI services handle City data. AI features run on Anthropic's Claude through its commercial API, under Commercial Terms of Service that prohibit training models on customer content. Inputs and outputs are deleted within 30 days by default, and no optional feedback-sharing feature is enabled on the City's deployment. Answers are generated from the City's own published pages and documents, with the source cited, and the assistant is built to say it does not know rather than guess. Every AI-assisted output that becomes published City content, including alternative text, translations, drafted notices, and captions, is reviewed by a person before it goes live. No AI feature makes a decision on the City's behalf or publishes anything on its own.

Usage allowances. AI services carry real compute cost, so each one includes a monthly allowance sized well above what a city of this population is expected to use. Allowances are pooled across services when the bundle is purchased. Usage is visible to City staff in the console, we notify the City at 80 percent of an allowance, and no overage is ever billed without the City's prior written approval. If an allowance is reached and the City has not approved additional usage, the feature notifies staff rather than continuing to run.

Add-on	Included each month	Beyond the allowance
Resident answer assistant	750 resident conversations	\$0.20 per conversation
Document archive search and retrieval	1,000 searches	\$0.10 per search
Public information request assistant	25 requests processed	\$4.00 per request
Automatic alternative text on upload	500 images	\$0.10 per image
Meeting recording transcription and captions	12 hours of audio or video	\$12.00 per hour
Spanish language site	150 maintained pages	\$0.50 per page per month
Plain-language and notice drafting	100 documents	\$0.50 per document
Scheduling and calendar assistant	Unmetered at this City's volume	Not applicable
All AI services, bundled	Every allowance above, pooled	Same unit rates

For scale, the resident assistant allowance alone is roughly one conversation for every two residents, every month. These allowances are not expected to be reached. They exist so neither party is surprised.

Any add-on can be trialed for 60 days at no charge before the City commits, and cancelled month to month without affecting the base service.

7.6 Other charge areas

- **Independent third-party WCAG 2.1 AA audit before go-live (optional):** not-to-exceed \$6,000, passed through at cost from an accessibility auditing firm selected with the City. Our own automated gate and manual audit are included in Phase 1 regardless.
- **Source code escrow (optional):** at cost from a third-party escrow agent, quoted on request.
- **Change orders:** notification email sent from a City-owned domain (NTE \$1,500); document volumes materially beyond those established in discovery (quoted). Optional add-ons are listed in Section 7.5 and are never charged unless the City asks for them.
- **Not charged:** no per-seat fees, no per-ticket support fees, no consulting fees for the work in this proposal, no charge for the export, no charge for the 30-day post-launch window.

7.7 First-year total

Line	Amount
Phase 1 build (fixed)	\$42,000
Platform Access, first 12 months (billed monthly)	\$9,564
First-year total (Base Bid on the Bid Form)	\$51,564
First-year total with prepaid Platform Access	\$50,129
Years 2 and beyond (Platform Access only)	\$9,564 per year, or \$8,129 prepaid
Five-year total (build plus five years of Platform Access, no escalator, no add-ons)	\$89,820

8. Timeline and project closeout

UpRyzze will commence work within ten calendar days of a written notice to proceed. The schedule below assumes notice to proceed on October 5, 2026 and three Council approval gates. It is set by the volume of records to migrate and the accessibility work, not by convenience. The site is delivered WCAG 2.1 AA conformant at launch, roughly a year ahead of the April 26, 2028 federal deadline for public entities under 50,000, which leaves the City margin rather than a scramble.

Milestone	Target date
Notice to proceed	October 5, 2026
Discovery, content inventory, and information architecture approved	November 16, 2026
Design direction approved by Council	December 14, 2026
Platform complete, staging site available for City review	March 15, 2027
Content migration complete, staff training delivered	April 12, 2027
Go-live on bruceville-eddy.us (completion date)	April 30, 2027
Federal ADA Title II WCAG 2.1 AA deadline (public entities under 50,000)	April 26, 2028
Post-launch technical assistance window (no additional charge)	30 days from go-live
Phase 2 scoping begins (if elected)	June 1, 2027

Technical assistance continues after the 30-day window under the Platform Access service in Section 7, for as long as the City remains a client.

9. Reporting

Website usage statistics are provided through Google Analytics (the City's account) and through a first-party dashboard in the console showing visitors, top pages, form submissions, and search terms, so staff can answer common questions without opening Google Analytics.

10. Exceptions and clarifications

The following clarifications apply to this proposal and should be read as part of the scope.

- **Phase 2 items** (2.14 Activities, 2.27 My Account, 2.30 in-page live edit, 4.6 broken-external-link report, 4.9 reusable snippets) are not delivered in Phase 1 and are priced in Section 7.4.
- **WCAG AAA** is delivered where the content allows, as the RFP permits. AA is the contractual commitment. Several AAA criteria (sign-language interpretation of video, reading-level rewriting) are content obligations the City would retain.
- **Third-party services retained by the City** (eCode360, trafficpayment.com, Savvy Citizen) remain under the City's own agreements. UpRyzze integrates and links to them but does not assume their cost or service levels.
- **Publishing latency.** Content changes appear on the live site within a few minutes of publishing. Emergency alerts appear within seconds by design.
- **Archived recordings.** Meeting recordings older than two years are held in low-cost archive storage and take up to 15 hours to retrieve. Recordings from the last two years are available immediately. Records-request response planning should account for this.
- **Notification email** is sent from an UpRyzze-authenticated sending domain with the City's own sender name and reply-to address. Sending from a City-owned domain is a change order.
- **Availability.** The public website and the staff editing console carry separate service levels, because they run on separate infrastructure. Both are monitored by synthetic probes with alerts triaged and remediated by our engineers.
- **Content migration** covers approximately 60 existing pages and the City's document archive as inventoried in discovery. Volumes materially beyond that are handled as a change order. A credit is offered if City staff perform document categorization.
- **Bid Form items 3 and 6.** Site investigation and prevailing wage language on the Bid Form is construction boilerplate. UpRyzze has executed the form as provided and will comply with each to the extent applicable to website and software services.
- **Insurance and bonds.** A Certificate of Insurance will be provided upon award. No surety bond is anticipated for services of this type; if the City requires one, its cost will be passed through at cost.

11. Professional references

Four professional references are provided as the RFP requires. Each has agreed to be contacted.

Reference	Organization and role	Phone
John and Kaytlynn Gandy	TreeMDs, owners (UpRyzze platform client)	(972) 346-0355
Sara Childress	Elevate IVs, owner (UpRyzze platform client)	(972) 797-9989

Reference	Organization and role	Phone
Curtis Stanley	Farmersville Youth Football and Cheer, Organization President	(469) 534-6721
Anthony Vernon	EmergencTek	(503) 568-5773

12. Authorization

The undersigned is authorized to bind UpRyzze, LLC to the terms of this proposal. UpRyzze acknowledges receipt of the RFP and all addenda, and understands that the City reserves the right to reject any or all proposals and to waive informalities.



Joshua Moorehead

Managing Member, UpRyzze, LLC
 1014 Emilia Drive, Farmersville, TX 75442
 (214) 797-2252 / joshua.moorehead@upryzze.com
 September 17, 2026



iBrandMedia

✉ byron.lundy@ibrandmediainc.com

📍 13719 Firerock Dr.
Houston, Texas, 77085

📞 832.865.2694

September 17, 2026

Dear Mr. Cutrone

iBrandMedia, LLC is pleased to submit this proposal to the City of Bruceville-Eddy for **Website Redesign and Content Management Services**. The completed Proposal for Services Bid Form follows this letter.

Our proposal gives the City:

- **A redesigned, fully responsive website** with every module listed in Section 2 of the RFP.
- **A hosted CMS with accessibility built into the editor**, with a pre-publish check that holds back inaccessible pages unless an administrator approves an exception (WCAG AA).
- **All City content since 2016 migrated**, plus hosting, maintenance, support and training for three staff.
- **No license fees**. The City owns its website outright.

Base Bid: \$19,020 for year one (\$15,900 one-time, plus \$3,120 for the first year of hosting, maintenance and support). After that, the cost is \$3,120 per year. The site launches, with training complete, no later than January 15, 2027, assuming notice to proceed by October 9, 2026.

We have reviewed the RFP and the City's Bidder Questions and Responses (September 4, 2026) in full, and we take no exception to their terms. I am authorized to bind iBrandMedia, LLC to this proposal.

Sincerely,

Byron Darnell Lundy

President, iBrandMedia, LLC
www.ibrandmediainc.com

Bid Documents

Proposal for Services Bid Form

TO: City of Bruceville-Eddy
144 Wilcox Drive
Eddy, TX 76524

Phone (254) 859-5964

Fax (254) 859-5779

Proposal for Website Redesign and Content Management Services

GENTLEMEN: We, the undersigned, having familiarized itself with local conditions affecting the cost of the work with all requirements of the request for proposal specifications, and all addenda to said documents, hereby proposes to furnish all things as required by said documents and addenda thereto for the services of said work for the prices for work in place for the items as set out hereinafter. (*Note: The City of BE does not pay tax*).

1. Base Bid Amount: \$19,020.00 (Year 1 total)
= \$15,900 one-time + \$3,120 first-year hosting/support; then \$3,120/yr.

Base Bid is all specifications as outlined in the Request of Proposal (RFP) document.

2. REJECTIONS OF BIDS

We, the undersigned, understand that the Owner reserves the right to reject any or all bids and to waive any informalities in the bidding.

3. SITE INVESTIGATIONS

We, the undersigned, have investigated the site conditions, fully satisfied ourselves of both the surface and subsurface conditions there, and based our bid accordingly.

4. TIME OF WORK COMPLETION

We, the undersigned, will commence work within 10 Calendar Days after the date of the written notice to proceed.

5. BIDDER QUALIFICATIONS

We, the undersigned, do hereby agree that if requested we will furnish written evidence to demonstrate our qualifications to perform the work.

6. WAGES AND SALARIES

We, the undersigned, do hereby agree to fully comply with the prevailing wage rates for McLennan County, and that We and our Subcontractors will pay not less than those for each craft or type of "Laborer", "Workman" or "Mechanic" employed on this project.

Contractor: iBrandMedia, LLC

By: (Seal if Corporation)



No corporate seal (Texas limited liability company)

Byron Darnell Lundy, President

Address:

13719 Firerock Dr., Houston, TX 77085

Telephone:

(832) 865-2694 Email: byron.lundy@ibrandmediainc.com

1A3.9 BID ACCEPTANCE

If written notice of the acceptance of this Bid is mailed, Faxed, or delivered to the Bidder within thirty (30) days after the date for opening of Bids or anytime thereafter before this Bid is withdrawn, the Bidder will, within ten (10) days after the date of such mailing, Faxing, of delivery of such notice, execute and deliver to the Owner, an agreement, insurance, and surety bonds (if required) in accordance with the Instructions to Bidders. The Bidder hereby designates as his office to which such notice of acceptance may be mailed, Faxed, or delivered:

Name of Bidder: iBrandMedia, LLC, 13719 Firerock Dr., Houston, TX 77085

Bidder Is: Individual () Partnership () Corporation (x) (Texas LLC)

Residence of Bidder (if individual): N/A

Date of Bid: September 17, 2026

If Bidder is a partnership, fill in the following blanks:

Name of Partners: N/A

If Bidder is a corporation, fill in the following blanks.

Organized under the laws of the State of Texas

Name and Home address of the President Byron Darnell Lundy

Name and Address of the Treasurer Byron Darnell Lundy (Manager; no separate Treasurer)

Proposal

Website Redesign and Content Management Services

Submitted to the City of Bruceville-Eddy, Texas · Attention: Lawrence Cutrone, City Administrator's Office · Submitted by iBrandMedia, LLC · September 17, 2026

1. Introduction and Summary

iBrandMedia, LLC proposes to redesign the City of Bruceville-Eddy website, host it, and maintain it. We will build it on a content management system that City staff can run themselves, accessibly, without technical training beyond what we provide. We are a Texas company based in Houston, about three hours by road from City Hall.

What the City gets:

- **A new website at bruceville-eddy.us**, custom-designed around the City's identity. It will include every module listed in Section 2 of the RFP, and it will be fully responsive: a true mobile layout, not a text-rendered one.
- **A hosted content management system** with a Word-like editor, and with the accessibility rules built into the editor. Staff are guided and, where it matters, stopped before they can publish an inaccessible page.
- **Everything the City has published since 2016**, carried across and organized into an Agenda Center, an Archive Center and a Document Center.
- **Hosting, maintenance and technical support** after launch, with named response times.
- **Training for three staff by web conference**, recorded so the City can reuse it.
- **No license fees.** The platform is open-source. The City owns the design, the code and the content, and can move its site to any host at any time.

Price: \$15,900 one-time for design, development and training, then \$3,120 per year for hosting, maintenance and support. **Base Bid (year one): \$19,020.** The full breakdown is in Section 7.

Schedule: work begins within 10 calendar days of the notice to proceed. The site launches and training is complete **no later than January 15, 2027**, assuming notice to proceed by October 9, 2026 (Section 6).

1.1 How this proposal answers Section 6

RFP factor	Where we answer it
6.1 Visual appeal	5.1, 5.2 - custom design, two homepage concepts, photography-led layout
6.2 Ease of use	5.3, 5.6 - task-based navigation for residents, businesses and visitors
6.3 Ease of maintaining	5.4, 5.5, 5.8 - Word-like editor, locked styles, accessibility guardrails, training
6.4 Overall City branding and layout	5.2 - a design system built from the City's seal, colors and photography
6.5 Technical support	5.9 - hosting, monitoring, response targets, monthly support hours
6.6 Proposal detail and submittals	Sections 2-4 (qualifications, biographies, five references) and the completed Bid Form
6.7 Budget	Section 7 - broken out by every category the RFP names

2. Qualifications and Experience

iBrandMedia, LLC is a Texas limited liability company, formed in January 2011 and in continuous operation for fifteen years under the same ownership. We design, build, host and support websites and digital communications for public-serving organizations: a public university in the Texas A&M University System, a chamber of commerce, a national trade association, and a public housing corporation.

Legal name	iBrandMedia, LLC (Texas LLC, Texas SOS File No. 0801377728)
Address	13719 Firerock Dr., Houston, TX 77085
Phone / Email	(832) 865-2694 / byron.lundy@ibrandmediainc.com
Federal EIN	27-4725057
UEI / CAGE	TPY3KB5TCHJ5 / 20B58
Principal	Byron Darnell Lundy, President
Business status	Small business; minority-owned
Years in operation	15

2.1 What we do

Our practice covers the whole website lifecycle: discovery and information architecture, visual design, CMS development, content migration, accessibility, search optimization, analytics, hosting and long-term support. We also do the brand and print work that ties a website to everything else an organization publishes. That matters to a city whose website, newsletters, notices and signage should all look like they come from the same place.

2.2 Why we fit this project

We have already reviewed the City's current website. Before writing this proposal, we reviewed bruceville-eddy.us (September 17, 2026). It is a WordPress site built on a free general-purpose theme. It holds 98 pages, 346 news posts and 1,704 uploaded files, with agendas and minutes back to 2016. It links out to the City's Code of Ordinances on eCode360, municipal court payments on TrafficPayment, job postings on the Texas Municipal League career site, the public GIS map on Mango Map, and the Savvy Citizen app for resident alerts. We found four problems that a redesign should fix:

- **No page headings.** The homepage has no main heading (H1), which hurts both screen-reader users and search ranking.
- **No image descriptions.** None of the five images on the homepage has descriptive alternative text. That is a WCAG failure, and Section 4 of the RFP asks for WCAG AA at minimum.
- **No search description.** The homepage has no meta description, so search engines have to guess what to show for "Bruceville-Eddy".
- **No usage statistics.** We found no analytics tag on the homepage. The City cannot currently answer Section 5's question of how the site is used.

None of this is unusual for a city that built its own site, and all of it is fixable. The good news is that the City's content is already in WordPress. **That lets us move all ten years of records by structured import rather than by hand, which is a large part of why our price is what it is.**

We build on open source and hand over the keys. The City asks us to "minimize external maintenance costs" and prefers a hosted CMS. We host it, and we charge no license fees. The City owns its site outright, so it is never

locked into us or into a proprietary platform's renewal price.

We are in Texas. We have worked under Texas public-sector review and approval for more than a decade (Prairie View A&M University, Section 4). The Agenda Center is designed around the Texas Open Meetings Act posting cycle: the agenda goes up before the meeting, and the minutes and recording are added to the same meeting record afterward. We are a phone call and a half-day's drive away.

What we are not. None of the five references in Section 4 is a city government, and we would rather say that plainly than leave the City to discover it. What we bring instead is fifteen years of building and maintaining public-facing websites for institutions with many staff publishing, strict brand standards and long records to keep. That is the same shape as this project, at a larger scale.

2.3 Capability against the RFP

RFP area	Our capability
Website redesign and visual design	Custom design systems and templates; brand identity and photography direction
Hosted content management	Managed WordPress hosting with staging, backups, security monitoring and updates
Municipal modules (Section 2)	Agendas and minutes, archives, document libraries, calendars, forms, directories, alerts and subscriptions, all built as structured content that staff can manage
Accessibility (Section 4)	WCAG 2.1 AA design and testing, with editor-side guardrails and staff coaching
Responsive design	Mobile-first layouts tested on phones, tablets and desktops
Reporting (Section 5)	Google Analytics 4 and Search Console, with a monthly plain-English summary
Training	Live web-conference training, written guides, recorded sessions
Support	Ongoing maintenance, security patching and help-desk hours with response targets

3. Project Team and Biographies

The City will have **one project manager as its single point of contact** from kickoff through launch and support. Design, strategy and content migration are led by our Houston team. Web development and quality assurance are delivered by our development team, which includes engineers from our long-standing technology partner, **Qubiq Solutions LLP**, working under our project manager and our quality standards. Every person below is named for this project.

Role	Person	Responsibility on this project
Principal in Charge	Byron Darnell Lundy, President	Contract authority, creative direction, final approval of every City-facing deliverable, escalation point
Lead Designer / Art Director	Oscar Garcia, Lead Graphic Designer	Homepage concepts, City design system, page templates, visual accessibility (color and contrast)
Project Manager	Nandish Ajani	Single City contact, schedule, weekly status, training coordination, launch
Lead Web Developer	Nishidh Parmar	Theme and module build, CMS configuration, editor guardrails, hosting, security
Accessibility and QA Specialist	Heet Rajgor	WCAG 2.1 AA testing with automated tools, keyboard and screen readers; remediation; testing record
Content Migration Specialist	Michelle Lundy	Import of pages, posts and files; organizing agendas, minutes and documents; redirects

3.1 Biographies

Byron Darnell Lundy - President and Principal in Charge. Byron founded iBrandMedia in 2011 and has 22 years of experience in brand strategy, digital marketing and e-business. He holds an MBA in E-Business. He has personally led the firm's public-university, chamber and national-association engagements for more than a decade, including the Prairie View A&M University, Greater Houston Black Chamber and NAREB partnerships in Section 4. He is the authorized signer for this proposal and stays involved in every engagement rather than handing it off after the sale.

Oscar Garcia - Lead Designer and Art Director. Oscar has 15 years of experience in graphic and digital design and trained at the Art Institute. He leads visual design across the firm's web and brand work: logos, style guides, publications, signage and data visualization, for government, higher-education and commercial clients. On this project, he will produce the two homepage concepts and the design system that governs every page template, including the color and type choices that make the site readable for everyone.

Nandish Ajani - Project Manager. Nandish manages iBrandMedia's delivery work with our technology partner, Qubiq Solutions LLP, is the firm's authorized representative for proposals, and coordinates design, development and quality assurance across the firm's web and platform projects. On this project, Nandish is the City's single point of contact and runs the kickoff, the schedule, the weekly status reports, staff training coordination and the launch.

Nishidh Parmar - Lead Web Developer. Nishidh is a developer on our delivery team. On this project, Nishidh builds the WordPress theme and every Section 2 module, configures the CMS roles, workflows and accessibility guardrails in the editor, and manages hosting, security updates and backups.

Heet Rajgor - Accessibility and QA Specialist. Heet is the quality assurance specialist on our delivery team. On this project, Heet tests every page template and module against WCAG 2.1 AA with automated tools, keyboard-only navigation and screen readers, runs the browser and device testing, tracks each issue to a fix, and keeps the testing record the City receives at closeout.

Michelle Lundy - Content Migration Specialist. Michelle is part of our Houston team. On this project, Michelle moves the City's pages, posts and files into the new site, organizes agendas, minutes and documents into the Agenda, Archive and Document Centers, checks the migrated content against the current site, and sets up redirects so that old links keep working.

We will not substitute any named person without the City's written consent.

4. Professional References

The RFP asks for a minimum of four professional references. We provide five, so that the City can reach at least four even if one contact is unavailable. The first three are long-running partnerships led directly by iBrandMedia. References 4 and 5 are web platform engagements delivered by our development team through our technology partner, Qubiq Solutions LLP. We identify them that way so the City knows exactly who did the work. Contact details for References 4 and 5 are available on request.

Reference 1 - Greater Houston Black Chamber (Houston, TX)

Contact	Dr. Asheli Atkins, President and Chief Executive Officer
Phone / Email	(713) 660-8299 / president@ghbcc.com
Relationship	2011 to present (15 years), active
Website	https://ghbcc.com
Work	Chamber rebrand; website development; the flagship Pinnacle Awards website and registration platform; sponsorship materials, email campaigns, social media and broadcast creative

Relevance to the City: a community organization whose website must serve members, businesses and the public, with events, news, sponsors and a calendar that staff update throughout the year. The Chamber's membership grew approximately 40 percent during our engagement, and the 2021 Pinnacle Awards campaign and broadcast won two Telly Awards.

Reference 2 - Prairie View A&M University (Prairie View, TX)

Contact	Candace Johnson, Executive Director for Marketing and Communications
Phone / Email	(936) 261-1566 / cajohnson@pvamu.edu
Relationship	2013 to present (13 years), active
Website	https://www.pvamu.edu
Work	University-wide brand standards, redesign of major web properties, publications, enrollment campaigns, environmental graphics and event branding

Relevance to the City: a Texas public institution with many departments publishing under one brand. That is the same governance problem as a city with Administration, the City Secretary, Finance, Municipal Court, Police, Public Works and the Fire Department all posting to one site. We have kept brand consistency across 50+ departments and initiatives and delivered 500+ projects, all under public-sector review and approval.

Reference 3 - National Association of Real Estate Brokers (NAREB)

Contact	C. Renee Wilson, Executive Director
Phone / Email	(301) 552-9340 / crenee.wilson@nareb.com
Relationship	2018 to present (8 years), active
Website	https://www.nareb.com
Work	National brand system, website design, conference and event marketing, publications, templates and toolkits used by 100+ affiliate chapters, and a mobile application

Relevance to the City: brand-governed templates that non-specialist editors use safely. That is the same need the City has for staff who update the site as one part of a broader job. Conference attendance rose approximately 30 percent during our engagement.

Reference 4 - Kazakhstan Housing Corporation (KHC) (Kazakhstan)

Contact	Project Head (HomePortal) and Project Coordinator (khc.kz); contact details provided on request
Delivered by	Our development team, through our technology partner Qubiq Solutions LLP
Websites	https://khc.kz and https://homeportal.kz
Work	Public-facing web platforms for a state housing corporation: the corporation's public website, and the HomePortal platform, which brings data from a government source system into a searchable public interface

Relevance to the City: a public-sector client, public information that must be accurate and easy to find, and structured records presented in a searchable way. This is the engineering behind the Agenda Center, Archive Center and Document Center the City has asked for.

Reference 5 - Ferda - Campr (Norway)

Contact	Ferda representative; contact details provided on request
Delivered by	Our development team, through our technology partner Qubiq Solutions LLP
Website	https://campr.no
Work	Full-stack design and build of a consumer booking platform

Relevance to the City: listings, availability and online requests. These are the building blocks of the Facilities module, and of the online reservations and payments the City has said it may want in the future.

5. Proposed Solution

5.1 Design approach

The City's website is "the first view residents, visitors and potential businesses may see." Design starts from that. The homepage leads with real photography of Bruceville-Eddy and its community events (Operation Blue Santa, Community Night Out, the Christmas Tree Lighting, the Easter Egg Hunt), and it places the City's most-used tasks in the first screen:

Pay a Bill - Agendas and Minutes - Report a Concern - Calendar - Bids - Jobs - Sign Up for Alerts

Below those tasks come News Flash, upcoming events, and a business and economic development panel for investors and new businesses. The Alert Center banner sits above everything when it is switched on.

We present **two distinct homepage concepts** built from the City's seal, colors and photography. The City chooses one, we refine it, and every other page template follows from that design system. Colors, type sizes and spacing are fixed in the design system, so a page built in 2030 will look like it belongs with a page built at launch.

5.2 Platform

We propose **WordPress, hosted and managed by iBrandMedia, with a custom theme built for the City.**

- **Hosted CMS, as the RFP prefers.** We host, secure, update and back up the site. The City's staff log in and edit.
- **Open-source, with no license fees.** WordPress is free software under the GPL. Every component in Section 7.3 is free.
- **Familiar to the City.** The current site is WordPress, so staff already know the basics. What changes is a well-built theme, structured modules and guardrails.
- **The City owns it.** The theme, content, files and documentation belong to the City. On request, we hand over full administrator access and a complete copy at no charge.
- **Fully responsive.** Every template is designed mobile-first and tested on phones, tablets and desktops. There is no separate text-only mobile site.

5.3 Section 2 modules - how each is delivered

Current site functions carried forward:

RFP module	How we deliver it
Home Page	New homepage per 5.1
Bid Opportunities	Bid Postings module (below)
Calendar	Events calendar with categories (below)
Code of Ordinances	Prominent link to the City's eCode360 code, placed in the main menu and on relevant department pages
Online Payments	Links to the City's existing TrafficPayment portal and any utility payment portal, placed where residents look for them
Departments: Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department (and subpages)	Department page template with its own side menu, staff contacts, documents, forms and news
Community Events and Updates	Event and news listings with photo galleries
Employment	Employment module (below)
Elections	Elections page template with notices and documents by election year
Government: City Council, Boards and Commissions	Government section with member profiles, meeting schedules and Agenda Center feeds
Notice	Public notice listing with posting and removal dates
Open Data and Maps	Open Data page with the City's Mango Map GIS map embedded, and downloadable data files

New functionality requested:

RFP module	How we deliver it
Economic Development Corporation page (revised)	EDC section: board, meetings, agendas and minutes, available sites, incentives, demographics, and a business contact form
Activities	Activity listings (programs, classes, events), with categories, dates, locations and sign-up forms
Agenda Center	Agendas and minutes by body (Council, EDC, boards) and meeting date; post an agenda, replace it, then attach the minutes and recording to the same meeting
Alert Center	Emergency banner across the top of every page, switched on by staff, with automatic start and end times and a color level (advisory / warning / emergency)
Archive Center	Dated recurring documents (agendas, budgets, newsletters, press releases, tax-rate notices), filterable by type and year
Bid Postings (revised)	Bid listings with category, title, and opening and closing dates; closed bids move to an archive automatically
Community Resources	Directory of local and regional agencies and aid organizations, with categories
City Council page	Member profiles, contact details, districts or places, meeting schedule, and a link to agendas
Calendar (revised)	One calendar with categories (Council, EDC, boards, community) that residents can filter; each body can also be shown as its own calendar
CivicSend or similar	Multi-channel alerts through the Savvy Citizen service the City already uses for "Stay in the Know" (app, text and email), linked from the site and the Alert Center, plus website email notifications (Notify Me, below)
Document Center	Library of one-time documents and images, with folders, categories and search
Facilities	Facilities list with photos, capacity and rules, plus a reservation request form routed to City Hall. The City's Q&A (Question 4) confirms that online reservations are a future need, so the module is built ready to add online booking later (priced in 7.4)
FAQs	FAQ module by department; clicking a question displays its answer at the top of the page
Form Center / Forms	Online forms that staff build themselves (Section 5.4), each with a printable PDF version for residents who prefer paper
Graphic Links	Icon and image buttons managed by staff
Info Advanced	Reusable information blocks (hours, contacts, notices) that staff place on any page and update in one place
Employment (revised)	A dedicated Careers section, as the City described in its Q&A (Question 5): residents view openings, apply through an online form, upload a resume or download a paper application. Submissions are delivered to the City by email and stored in the CMS; TML career-site listings remain linked
Locations	Map-based listing of City facilities (City Hall, Municipal Court, Police, Fire, parks) with addresses, hours and directions
My Account / My Dashboard	For residents (per the City's Q&A, Question 3): a signed-in dashboard that is one central place for City services, with links to utility and court payments, facility reservation requests, the resident's own submitted forms, and their Notify Me subscriptions. Third-party systems (such as the payment portals) are linked or integrated rather than rebuilt, as the City's answer allows. For staff: single sign-on through the City's Microsoft 365 or Google Workspace account (if it has one) and a dashboard of their pages, drafts and scheduled content
News Flash	News articles with categories, featured images and homepage placement

RFP module	How we deliver it
Notify Me	Residents subscribe by email to the topics they choose (agendas, bids, jobs, news, alerts) and are notified automatically when staff publish
Pages / Live Edit	Signed-in editors see an "Edit this page" button on every page, which opens that page in the editor
Photo Gallery	Galleries and slideshows that staff build from the media library
Quick Links	Staff-managed quick links, site-wide and per department
Resource Directory	"White pages" directory of local businesses and organizations, with categories and search
Staff Directory	Staff listing by department with title, phone and email

5.4 Section 4 CMS tools

RFP tool	How it is met
Word-like editor (WYSIWYG) on any page for authorized editors	WordPress block editor, opened from any page via Live Edit
Site CSS enforces consistent look	The theme locks fonts, colors and spacing; editors choose from approved styles only
Content pasted from Word is cleaned up	Word formatting is stripped on paste and converted to site styles
Links, embedded images, rich media (YouTube, Flickr), documents	Link tool, media library and embed blocks
Lists, tables, formatting, alignment, HTML editor, multilevel undo/redo, spell check	Standard in the editor (spell check through the browser)
Options set by role or user	Role-based permissions (Administrator, Department Editor, Contributor); blocks and settings limited by role
History and restore	Every save is kept as a revision, and any earlier version can be restored
Save as draft	Drafts, plus automatic saving while editing
Menu Manager	Menu editor for top navigation and department side menus, with drag-and-drop reordering
Link Manager	Link to existing pages by search, or create a new page from the link box. A link to a new page stays hidden on the live site until that page has content and is published. External links open in a new tab, with an accessible notice
Link Checker	Automatic broken-link scanning, with a report of broken external links
Image Manager	Upload from a computer; images are resized and compressed automatically, and alternative text is required
File Manager	Upload and link documents from the editor or the menu; document links open in a new window, with an accessible notice
Content Manager	Reusable content blocks that can be placed on any page
FAQ	FAQ module (5.3); the clicked answer is displayed at the top of the page
Document Management Center	Document and Archive Centers (5.3)
Enhanced search	Site search across pages, posts, events and document titles and descriptions, with filters
Survey Form	Staff build surveys and forms without code; responses arrive by email and export to Excel (CSV)

RFP tool	How it is met
Quick Links	Quick Links module (5.3)
Automated activation and expiration	Any page, post, notice or alert can be scheduled to publish and to expire automatically
Events Calendar, multiple calendars	Calendar module (5.3)
Photo Gallery	Photo Gallery module (5.3)
Pages pre-assembled on save	Pages are generated and cached when saved, so visitors get fast, pre-built pages
Site Search	Built-in site search (Google site search available instead if the City prefers)
Audit Trail	Activity log showing who changed which page and when
Dynamic Breadcrumbs	Breadcrumb trail on every interior page
Key word (meta tag) settings per page	Per-page search title, meta description and focus keyword, plus a site map submitted to search engines

5.5 Accessibility - built into the editor, not just the design

The City asks for more than an accessible launch. It wants staff "limited to workflows which can only produce accessible content." We deliver that in three layers.

1. **Accessible by design.** Templates are built and tested to **WCAG 2.1 Level AA**, which also meets ADA and Section 508 web requirements. We meet AAA where it is practical, for example enhanced color contrast in body text and a consistent, predictable layout. Every template is tested with automated checks, keyboard-only use and screen readers (NVDA and VoiceOver) before launch, and we give the City a written testing record.
2. **Guardrails in the editor.** Editors cannot pick off-palette colors or free font sizes. Images cannot be inserted without alternative text (or an explicit "decorative" setting). Heading levels are controlled. An accessibility checker runs on every page as it is edited and flags problems in plain language. We also build a **pre-publish check into the City's theme**: pages with a failing check (for example, a missing image description or a skipped heading level) **cannot be published** until the issue is fixed or an administrator approves an exception.
3. **Coaching.** Accessibility is part of both training sessions. We also write a one-page accessible content policy for City staff (headings, link text, alternative text, PDFs, tables) and review it with them. PDFs remain the hardest part of any city website, so we show staff how to check a PDF before uploading it, and where a posted PDF is not accessible we recommend publishing its key content as a web page.

5.6 Proposed site map

- **Home**
- **Residents:** Pay a Bill, Trash and Recycling, Water and Sewer, Building Permits, Animal Services, Code Enforcement, Report a Concern, Facilities, Community Resources, Notify Me
- **Business:** Economic Development Corporation, Bid Opportunities, Resource Directory, Permits
- **Government:** City Council, Mayor, City Administrator, Boards and Commissions, Agenda Center, Elections, Budget and Tax Rate, Code of Ordinances, Open Records Request, Public Notices
- **Departments:** Administration, City Secretary, Finance, Municipal Court, Police, Public Works, Volunteer Fire Department
- **Community:** News Flash, Calendar, Activities, Community Events, Photo Gallery
- **How Do I...:** Document Center, Archive Center, Form Center, FAQs, Employment, Staff Directory, Locations, Open Data and Maps

- **Footer:** Accessibility and Civil Rights (Discrimination Complaints Process, Language Access Plan, Notice of Nondiscrimination, Reasonable Accommodation Procedure), Contact, Site Map

The site map is confirmed with the City in discovery before design begins.

5.7 Reporting (Section 5)

Google Analytics 4 and Google Search Console are set up at launch, and the City is given owner access to both. Each month we send a one-page plain-English summary: visitors, most-viewed pages, most-searched terms, searches that found nothing, and form submissions. It is written for City staff, not for analysts.

5.8 Training

- **Two live sessions by web conference for up to three staff** (about 90 minutes each). Session 1 covers editing pages, news, calendar, agendas and documents. Session 2 covers forms, alerts, Notify Me, menus, accessibility and the reports.
- **Held on the City's own staging site**, so staff practice on real content before launch.
- **Recorded**, so new staff can be trained later at no cost.
- **A written quick-reference guide** for each common task, plus the accessible content policy.
- **A 30-minute follow-up call** about 30 days after launch, for questions that come up in real use.

5.9 Hosting, maintenance and technical support

Hosting: managed WordPress hosting in a U.S. data center, with SSL, a content delivery network, a staging site, daily off-site backups kept for 30 days, and a 99.9 percent uptime target. The City's domain stays registered to the City. At cutover we change only the website's DNS records, so **City email on bruceville-eddy.us is not disrupted**.

Maintenance: WordPress core, theme and plugin updates are applied on staging first and then live. We also provide security monitoring and malware scanning, a firewall, uptime monitoring around the clock, monthly backup restore tests, and the monthly analytics summary.

Technical support: 2 hours per month of content or technical help is included (for example, building a new form, restructuring a department section, or fixing a formatting problem). Staff reach us by email or phone. Response targets:

Priority	Example	Response target
Critical	Site down, security incident, or the City cannot post an emergency alert	Within 2 hours, any day
High	A module or form not working	Within 4 business hours
Normal	How-to questions, content help	Within 1 business day

If the City cannot post an emergency alert itself, it can call us and we will post it.

6. Project Schedule and Closeout (Section 8)

Work begins within 10 calendar days of the written notice to proceed, as the Bid Form requires. The dates below assume notice to proceed by **October 9, 2026**. If notice to proceed comes later, every date moves by the same amount.

Timeline at a glance

Phase	W1 Oct 12	W2 Oct 19	W3 Oct 26	W4 Nov 2	W5 Nov 9	W6 Nov 16	W7 Nov 23	W8 Nov 30	W9 Dec 7	W10 Dec 14	W11 Dec 21	W12 Dec 28	W13 Jan 4	W14 Jan 11	Jan 18 - Apr 15
Discovery															
Design															
Development															
Content migration															
Accessibility and testing															
Training															
Launch															
Post-launch warranty support															
Milestones	1	2			3					4			5	6	7

Milestones: **1** Kickoff call (Oct 12) · **2** Site map approved (Oct 23) · **3** Design approved (Nov 13) · **4** Staging site review (Dec 14-18) · **5** Staff training complete (Jan 8) · **6** Launch (no later than Jan 15, 2027) · **7** Warranty support period ends (Apr 15, 2027). Dates assume notice to proceed by October 9, 2026.

Weeks	Dates (2026-27)	Phase	City involvement
1-2	Oct 12 - Oct 23	Discovery: kickoff call, content inventory, site map, EDC page brief, photography plan	Kickoff call; approve site map
3-5	Oct 26 - Nov 13	Design: wireframes, two homepage concepts, design system, page templates	Choose a concept; approve design
5-10	Nov 9 - Dec 18	Development: theme, modules, CMS roles and guardrails, forms, calendar, search	Review staging site
7-11	Nov 23 - Dec 23	Migration: import of all pages, posts and files; Agenda, Archive and Document Centers; redirects	Spot-check migrated content
10-12	Dec 14 - Jan 1	Accessibility and testing: WCAG testing, browser and device testing, fixes (light over the holidays)	-
13	Jan 4 - Jan 8	Training: two live sessions on staging	Three staff attend
14	Jan 11 - Jan 15	Launch: final content sync, DNS cutover, post-launch checks	Final approval

Completion date: the redesign project, including all training, is complete **no later than January 15, 2027**.

Technical assistance period

The City's Q&A (Question 7) defines this as a post-launch warranty support period.

- **90-day post-launch warranty support period** (launch through April 15, 2027). During this period we fix any defect in our work at no charge, and we answer staff questions at no charge, without drawing on the monthly support hours.
- **Ongoing technical support** as described in 5.9, for as long as the City keeps the hosting and maintenance service. The service renews annually, and the City may cancel with 60 days' notice.
- **At closeout** the City receives administrator credentials, the testing record, the training recordings and guides, and a full backup of the site.

7. Budget (Sections 6.7 and 7)

All prices are **fixed fees** in U.S. dollars. The City does not pay sales tax, and none is included.

7.1 One-time cost - design, web development and training

Category (RFP 6.7)	Includes	Fixed fee
Design	Discovery, site map, wireframes, two homepage concepts, City design system, all page templates	\$3,300
Web Development	Custom theme; all Section 2 modules and Section 4 CMS tools; roles and accessibility guardrails; migration of all 98 pages, 346 posts and 1,704 files; redirects; WCAG 2.1 AA testing and fixes; analytics and search setup; project management; launch	\$11,900
Training	Two live web-conference sessions for three staff, recordings, quick-reference guide, accessible content policy, 30-day follow-up call	\$700
Total one-time		\$15,900

7.2 Website hosting, maintenance and support (Section 6.7 a and b)

Category	Includes	Monthly	Annual
Website Hosting	Managed U.S. hosting, SSL, CDN, staging site, daily off-site backups, 99.9% uptime target	\$80	\$960
Maintenance and Support	Updates, security monitoring, firewall, uptime monitoring, backup tests, monthly analytics summary, 2 support hours per month, response targets in 5.9	\$180	\$2,160
Total recurring		\$260	\$3,120

The first year of hosting, maintenance and support begins at launch. Recurring prices are **held at these rates for the first three years**. The City may pay monthly or annually.

Costs the City should assume for the future: only the \$3,120 per year above, plus its own domain renewal (currently paid by the City) and any optional work it chooses to request (7.4).

7.3 License fees (Section 6.7 c)

Mandatory license fees: \$0 per year. Every component is free, open-source software:

Component	Purpose	License cost
WordPress	Content management system	\$0 (GPL)
Custom City theme	Design, templates, modules (Agenda, Archive, Document Centers, Alert Center, directories and more)	\$0 - built by iBrandMedia, owned by the City
The Events Calendar	Calendars with categories	\$0
Forminator	Form Center, surveys, job applications, facility requests	\$0
Icegram Express	Notify Me email subscriptions	\$0
Editoria11y	Accessibility checker for editors	\$0
Simple History	Audit trail	\$0
PublishPress Future	Automatic content expiration	\$0
Broken Link Checker	Link checking	\$0
Yoast SEO	Search settings and breadcrumbs	\$0
Relevanssi	Enhanced site search	\$0

Component	Purpose	License cost
Wordfence and UpdraftPlus	Security and backups	\$0
Site Kit by Google	Google Analytics 4 and Search Console	\$0
OpenID Connect Generic Client	Staff single sign-on (if the City uses Microsoft 365 or Google Workspace)	\$0
Savvy Citizen	Multi-channel alerts	The City's existing service; no change to its cost

7.4 Other charges (Section 6.7 e)

There are no other charges, consulting fees or expenses needed to complete this project. There is no travel charge; meetings and training are held by video conference.

Optional future work, quoted now so the City can plan:

Optional work	Price
Additional support or new features beyond the 2 monthly hours	\$47.50 per hour, with a written estimate approved by the City before work starts
Online payments integration (utility billing or other accounts receivable), when the City is ready	Quoted at \$47.50 per hour after the City chooses a payment processor. Processor fees are set by the processor
Online facility booking with a calendar and deposits	Quoted at \$47.50 per hour on request
PDF content search (searching inside uploaded documents)	Optional search add-on, approximately \$130 per year from the vendor; not required

7.5 Summary and five-year cost

	Amount
One-time design, development and training	\$15,900
Year-one hosting, maintenance and support	\$3,120
Base Bid (year one total)	\$19,020
Years 2-5 hosting, maintenance and support (\$3,120 per year)	\$12,480
Five-year total cost of ownership	\$31,500

Proposed payment schedule for the one-time fee: 30% at notice to proceed, 30% on the City's approval of the design, and 40% on launch.

8. Acknowledgements

- The completed and signed **Proposal for Services Bid Form** is included with this proposal.
- We have read and incorporated the City's **RFP Bidder Questions and Responses** (posted September 4, 2026). No other addenda were posted as of September 17, 2026.
- iBrandMedia, LLC takes **no exception** to the RFP or the Bid Form, including the prevailing wage provision for McLennan County.

- We will commence work within 10 calendar days of the written notice to proceed.
- We do not discriminate against employees or applicants for employment because of race, color, religion, sex, age or national origin.
- On award, we will complete the Conflict-of-Interest Questionnaire and provide IRS Form W-9, and, if requested, a Certificate of Insurance naming the City of Bruceville-Eddy as Certificate Holder.
- This proposal remains valid for 90 days from the submission date.

Contact for this proposal: Byron Darnell Lundy, President, iBrandMedia, LLC - (832) 865-2694 - byron.lundy@ibrandmediainc.com

City Council Meeting

AGENDA ITEM



To: City Council
Subject: Council to discuss, consider, and possibly take action to sign an engagement letter for audit services for fiscal year 2025-2026 with Brockway, Gersbach, Franklin and Niemeier, P.C.
Meeting: City Council Meeting – September 24th, 2026
Department: Administration
Staff Contact: Lawrence Cutrone, City Administrator

BACKGROUND INFORMATION:

Financial audit services of the City is an annual State requirement; the engagement letter for services is attached.

FINANCIAL IMPACT:

Not to exceed \$41,200

POLICY IMPLICATIONS:

Required service for compliance

RECOMMENDATION:

Council to approve signing the engagement letter for audit services for fiscal year 2025-2026 with Brockway, Gersbach, Franklin and Niemeier, P.C.

ATTACHMENTS:

Engagement letter

City Council Meeting

AGENDA ITEM



To: City Council
Subject: Council to discuss, consider, and possibly take action on Ordinance 09-24-26-1 regarding the Texas Municipal Retirement System.
Meeting: City Council Meeting – September 24th, 2026
Department: Administration
Staff Contact: Lawrence Cutrone, City Administrator

BACKGROUND INFORMATION:

TMRS Ordinance amendment to 2:1 match.

FINANCIAL IMPACT:

N/A

POLICY IMPLICATIONS:

N/A

RECOMMENDATION:

Council to discuss, consider, and possibly take action on Ordinance 09-24-26-1 regarding the Texas Municipal Retirement System.

ATTACHMENTS:

Ordinance

Ordinance No. 09-24-26-1

AN ORDINANCE REGARDING THE CITY OF BRUCEVILLE-EDDY'S TEXAS MUNICIPAL RETIREMENT SYSTEM BENEFITS AUTHORIZING: (1) A CHANGE IN THE CITY'S MATCHING RATIO; (2) ANNUALLY ACCRUING UPDATED SERVICE CREDITS AND TRANSFER UPDATED SERVICE CREDITS; (3) REMOVAL OF THE STATUTORY MAXIMUM CONTRIBUTION RATE LIMIT; AND (4) TERMINATION OF AN ANNUALLY REPEATING COLA.

Whereas, the City of Bruceville-Eddy, Texas (the "City"), elected to participate in the Texas Municipal Retirement System (the "System" or "TMRS") pursuant to Subtitle G of Title 8, Texas Government Code, as amended (which subtitle is referred to as the "TMRS Act"); and

Whereas, each person who is or becomes an employee of the City on or after the effective date of the City's participation in the System in a position that normally requires services of 1,000 hours or more per year ("Employee") shall be a member of the System ("Member") as a condition of their employment; and

Whereas, pursuant to TMRS Act §855.501, the City is electing to change its "current service annuity reserve on retirement" for its Members, which is more commonly referred to as its City matching ratio; and

Whereas, the City Council has previously adopted an ordinance under TMRS Act §853.404 authorizing, on an annually repeating basis, an annuity increase (also known as a cost of living adjustment, or "COLA") based on the change in the Consumer Price Index for All Urban Consumers for the one-year period that ends 12 months before the January 1 effective date of the applicable COLA (a "repeating non-retroactive COLA"); and

Whereas, TMRS Act §853.404(e) provides that such an ordinance for a repeating COLA ceases to be in effect for future years if a municipality adopts a new matching ratio or adopts an ordinance stating the prior repeating COLA ordinance will cease to be in effect for future years; and

Whereas, the City Council finds that it is in the public interest to: (1) in accordance with TMRS Act §855.501, authorize a change in the City's matching ratio so that the City's match of an Employee's contributions at retirement is increased, (2) in accordance with TMRS Act §853.404 and §854.203(h), reauthorize annually accruing Updated Service Credits and provide transfer Updated Service Credits, (3) authorize actuarially determined city contribution rate payments and remove the statutory maximum contribution rate ("StatMax") limit; and (4) terminate the automatically repeating non-retroactive COLA as to all calendar years beginning on and after January 1, 2027; now:

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BRUCEVILLE-EDDY, TEXAS:

Section 1. Authorization of a Change in the City Matching Ratio on the Retirement of TMRS Members Who Were Employees.

(a) For each month of current service rendered to the City by a Member after the effective date of this Section, the City elects to provide, at the time of such Member's retirement, a sum that is **200%** of such Member's accumulated contributions (as defined in the TMRS Act) for such month of employment and said sum shall be a liability of the City's account in the System's benefit accumulation fund (the "City's BAF") in accordance with TMRS Act §§854.002 and 855.501.

(b) The change in City contributions shall be effective on the January 1 immediately following the year in which this Ordinance is approved, subject to receipt by the System prior to such January 1.

Section 2. Authorization of Annually Accruing Updated Service Credits and Transfer Updated Service Credits.

(a) As authorized by TMRS Act §854.203(h) and §853.404, and on the terms and conditions set out in TMRS Act §§853.401 through 853.404, the City authorizes each Member who on the first day of January of the calendar year immediately preceding the January 1 on which the Updated Service Credits will take effect (i) has current service credit or prior service credit in the System by reason of service to the City, (ii) has at least 36 months of credited service with the System, and (iii) is a TMRS-contributing Employee of the City, to receive "Updated Service Credit," as that term is defined and calculated in accordance with TMRS Act §853.402.

(b) The City authorizes and provides that each Employee of the City who (i) is eligible for Updated Service Credits under Subsection (a) above, and (ii) who has unforfeited prior service credit and/or current service credit with another System-participating municipality or municipalities by reason of previous employment, shall be credited with Updated Service Credits pursuant to, calculated in accordance with, and subject to adjustment as set forth in TMRS Act §853.601 (also known as "Transfer USC"), both as to the initial grant and all future grants under this Ordinance.

(c) The Updated Service Credit authorized and provided under this Ordinance shall be **100%** of the "base Updated Service Credit" of the TMRS Member calculated as provided in TMRS Act §853.402.

(d) Each Updated Service Credit authorized and provided by this Ordinance shall replace any Updated Service Credit, prior service credit, special prior service credit, or antecedent service credit previously authorized for part of the same service.

(e) The initial Updated Service Credit authorized by this Section shall be effective on January 1 immediately following the year in which this Ordinance is approved, subject to receipt by the System prior to such January 1 and approval by the Board of Trustees ("Board") of the System. Pursuant to TMRS Act §853.404, the authorization and grant of Updated Service Credits in this Section shall be effective on January 1 of each subsequent year, using the same percentage of the "base Updated Service Credit" stated in Subsection (c) in computing Updated Service Credits for each future year, provided that, as to such subsequent year, the actuary for the System has made the determination set forth in TMRS Act §853.404(d), until this Ordinance ceases to be in effect as provided in TMRS Act §853.404(e).

Section 3. Removal of Maximum Contribution Rate Limit.

(a) Pursuant to TMRS Act §855.407, the City elects to make normal service and prior service contributions to the City's BAF at the combined rate of the total compensation paid to its Employees who are System Members as the System's actuary annually determines is necessary to fund all obligations chargeable to the City's BAF, within the amortization period determined as applicable to the City under the TMRS Act and regardless of other TMRS Act provisions limiting the combined rate of City contributions.

(b) The removal of the statutory maximum contribution rate limit under this Section shall be effective on the first day of the month of January, 2027.

Section 4. Termination of Annually Repeating Benefits.

(a) In accordance with TMRS Act §853.404(e)(4), the City Council terminates the automatically repeating non-retroactive COLA; provided, however, that nothing contained in this ordinance shall be deemed to preclude the City Council from again adopting an ordinance under Section 853.404 in the future.

(b) Termination of the automatically repeating non-retroactive COLA shall be effective on the January 1 immediately following the year in which this Ordinance is approved, subject to receipt by the System prior to such January 1.

Passed and approved September 24th, 2026.

ATTEST:

APPROVED:

Administrative Assistant

Mayor

City Council Meeting

AGENDA ITEM



To: City Council
Subject: Council to discuss, consider, and possibly take action on Ordinance 09-24-26-2 amending A6.031(c) miscellaneous charges; increasing the water service reconnect fee and late payment fee, and creating an after-hours reconnect fee.

Meeting: City Council Meeting – September 24th, 2026

Department: Administration

Staff Contact: Lawrence Cutrone, City Administrator

BACKGROUND INFORMATION:

Both water service reconnect fee and late payment fee to be increased from \$30 to \$50. Also, creation of an after-hours reconnect fee (5 p.m. to 8 a.m. on business day, including any time on weekends and holidays) at \$65.00

FINANCIAL IMPACT:

N/A

POLICY IMPLICATIONS:

N/A

RECOMMENDATION:

Council to approve Ordinance 09-24-26-2 amending A6.031(c) miscellaneous charges; increasing the water service reconnect fee and late payment fee, and creating an after-hours reconnect fee.

ATTACHMENTS:

Ordinance

ORDINANCE NO. 09-24-26-2

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF BRUCEVILLE-EDDY AMENDING THE BRUCEVILLE-EDDY CODE OF ORDINANCES BY AMENDING § A6.031(c) MISCELLANEOUS CHARGES; INCREASING THE RECONNECT FEE AND THE LATE PAYMENT FEE; AND CREATING AN AFTER-HOURS RECONNECT FEE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING FOR THE REPEAL OF ORDINANCES IN CONFLICT HEREWITH; AND PROVIDING AN EFFECTIVE DATE

WHEREAS, the City of Bruceville-Eddy, pursuant to Subchapter A of Chapter 51, Texas Local Government Code, may adopt an ordinance that is for the good government, peace, or order of the municipality and is necessary or proper for carrying out a power granted by law to the municipality;

WHEREAS, the City of Bruceville-Eddy, pursuant to Texas Local Government Code Section 552.001(b), may purchase, construct, or operate a utility system and may regulate the system in a manner that protects the interests of the municipality;

WHEREAS, the City Council sets the amounts of rates and fees associated with the operation of its utility system;

WHEREAS, from time to time it is necessary to increase the amount of rates and fees to compensate for the increased cost to operate the City's utility system; and

WHEREAS, the City of Bruceville-Eddy City Council finds that it is in the best interest of its utility customers to maintain rates and fees that allow the City to properly operate its utility system.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BRUCEVILLE-EDDY THAT:

Part 1. Enacted

The Code of Ordinances is hereby amended by increasing the fees for reconnection of service and late payments fees in Appendix A Fee Schedule § A6.031(c) Miscellaneous charges. The amended portions shall read as follows:

Appendix A Fee Schedule

Article A6.000 Utility Rates and Charges

Division 2 Water Service

§ A6.031 Monthly rates and miscellaneous charges.

(c) Miscellaneous charges

(7) Reconnect fee (8 a.m. to 5 p.m. on business day): \$50.00

(9) Late payment fee: \$50.00

(14) After-hours reconnect fee (5 p.m. to 8 a.m. on business day, including any time on weekends and holidays): \$65.00

Part 2. Severability.

If any section, sub-section, clause, phrase or portion of this Ordinance shall be held unconstitutional or invalid by a court of competent jurisdiction, such section, sub-section, sentence, clause, phrase or portion shall be deemed to be a separate, distinct and independent provision and such invalidity shall not affect the validity of the remaining portions.

Part 3. Repeal

All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict.

Part 4. Open Meetings

That it is hereby officially found and determined that the meeting at which this Ordinance is passed was open to the public as required and that public notice of the time, place, and purpose of said meeting was given as required by the Open Meetings Act, Chapter 551, Texas Government Code.

Part 5. Effective Date.

This Ordinance shall take effect immediately upon passage and adoption.

PASSED and ADOPTED this 24th day of September 2026.

Linda Owens, Mayor
City of Bruceville-Eddy, Texas

ATTEST:

Administrative Assistant

City Council Meeting

AGENDA ITEM



To: City Council
Subject: Council to discuss, consider, and possibly take action on Ordinance 09-24-26-3 amending A3.001(a) building, increasing the permit fees for both residential and commercial building permits.
Meeting: City Council Meeting – September 24th, 2026
Department: Administration
Staff Contact: Lawrence Cutrone, City Administrator

BACKGROUND INFORMATION:

Ordinance increasing building permit fees for both residential and commercial building permits from \$0.20 per square foot to \$0.40 per square foot.

FINANCIAL IMPACT:

N/A

POLICY IMPLICATIONS:

N/A

RECOMMENDATION:

Council to approve Ordinance 09-24-26-3 amending A3.001(a) building, increasing the permit fees for both residential and commercial building permits.

ATTACHMENTS:

Ordinance

ORDINANCE NO. 09-24-26-3

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF BRUCEVILLE-EDDY AMENDING THE BRUCEVILLE-EDDY CODE OF ORDINANCES BY AMENDING § A3.001(a) BUILDING; INCREASING THE PERMIT FEES FOR BOTH RESIDENTIAL AND COMMERCIAL BUILDING PERMITS; PROVIDING A SEVERABILITY CLAUSE; PROVIDING FOR THE REPEAL OF ORDINANCES IN CONFLICT HERewith; AND PROVIDING AN EFFECTIVE DATE

WHEREAS, the City of Bruceville-Eddy, pursuant to Subchapter A of Chapter 51, Texas Local Government Code, may adopt an ordinance that is for the good government, peace, or order of the municipality and is necessary or proper for carrying out a power granted by law to the municipality;

WHEREAS, from time to time it is necessary to increase the amount of rates and fees to compensate for the increased cost to provide governmental services; and

WHEREAS, the City of Bruceville-Eddy City Council finds that it is in the best interest of the City to maintain rates and fees that allow the City to properly provide necessary services.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BRUCEVILLE-EDDY THAT:

Part 1. Enacted

The Code of Ordinances is hereby amended by increasing the fees for reconnection of service and late payments fees in Appendix A Fee Schedule § A3.001(a) Building is amended by changing the fee for both residential and commercial building permits, which such amended portions shall read as follows:

Appendix A Fee Schedule

Article A3.000 Building, Construction and Development Related Fees

§ A3.001 Permit fees.

(a) Building:

(1) Residential: \$0.40 per square foot

(2) Commercial: \$0.40 per square foot.

Part 2. Severability.

If any section, sub-section, clause, phrase or portion of this Ordinance shall be held unconstitutional or invalid by a court of competent jurisdiction, such section, sub-section,

sentence, clause, phrase or portion shall be deemed to be a separate, distinct and independent provision and such invalidity shall not affect the validity of the remaining portions.

Part 3. Repeal

All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of the conflict.

Part 4. Open Meetings

That it is hereby officially found and determined that the meeting at which this Ordinance is passed was open to the public as required and that public notice of the time, place, and purpose of said meeting was given as required by the Open Meetings Act, Chapter 551, Texas Government Code.

Part 5. Effective Date.

This Ordinance shall take effect immediately upon passage and adoption.

PASSED and ADOPTED this 24th day of September 2026.

ATTEST:

Linda Owens, Mayor
City of Bruceville-Eddy, Texas

Administrative Assistant

City Council Regular Meeting

AGENDA ITEM



To: City Council
Subject: Council to discuss, consider, and possibly take action to approve the proposed Bruceville-Eddy Police Department Police Cadet Written Policy.
Meeting: City Council Regular Meeting – September 24, 2026
Department: Police Department
Staff Contact: Michael Dorsey, Chief of Police

BACKGROUND INFORMATION:

Proposed Policy 4.12 establishes requirements for City-sponsored, full-time civilian Police Cadets attending a TCOLE-approved academy. It addresses sponsorship approval, academy performance, conduct, accountability, vehicle use, and the transition to sworn status. Cadets have no peace officer authority until all licensing and appointment requirements are met.

FINANCIAL IMPACT:

No additional expenditure is requested by adoption of the policy. Individual sponsorships remain subject to Council authorization and budget approval. Cadets are responsible for academy-related vehicle fuel costs, subject to applicable law and approved exceptions; the City remains responsible for authorized maintenance and repairs.

POLICY IMPLICATIONS:

Establishes written standards for cadet supervision, civilian status, academy attendance, approved unmarked vehicle use, firearms restrictions, reporting, and discipline. The policy supplements applicable law, TCOLE requirements, and City policies. City Attorney Mike Guevara has reviewed and approved the proposed policy as currently drafted.

RECOMMENDATION:

Staff recommends that City Council approve BEPD Policy 4.12, Police Cadet Program, effective September 24, 2026.

ATTACHMENTS:

Proposed BEPD Policy 4.12 – Police Cadet Program (11 pages).

	BRUCEVILLE-EDDY POLICE DEPARTMENT	
	Policy 4.12 Police Cadet Program	
	Effective Date: 09/24/2026	Replaces: All Previous Policies
	Approved By: Chief of Police Michael Dorsey	
	Reference: Texas Commission on Law Enforcement (TCOLE) Rules; Texas Occupations Code Chapter 1701; 37 Texas Administrative Code, Part 7; Texas Penal Code Sections 37.11 and 37.12; Texas Civil Practice and Remedies Code Chapter 101; Texas Transportation Code; Texas Labor Code Chapter 52; Fair Labor Standards Act; City of Bruceville-Eddy Employee Handbook; and applicable Department policies.	

I. POLICY

The Bruceville-Eddy Police Department recognizes the importance of recruiting, developing, and retaining qualified individuals for service as Texas Peace Officers. When authorized by the Chief of Police and the City Council, the Department may sponsor an otherwise qualified individual to attend a Texas Commission on Law Enforcement (TCOLE)-approved Basic Peace Officer Course (BPOC) at an academy selected and approved by the Chief of Police while employed by the City of Bruceville-Eddy as a full-time Police Cadet.

Employment as a Police Cadet is a civilian, non-sworn position. A Cadet has no peace officer authority by virtue of employment, sponsorship, academy enrollment, possession of Department-issued property, or association with the Department. Until the Cadet has completed all licensing requirements, has been appointed by the City, has executed the required oath, and has been authorized by the Chief of Police, the Cadet shall not perform or attempt to perform a peace officer function.

Because attendance and successful completion of the approved academy are required conditions of the sponsored assignment, the City may furnish an approved unmarked City vehicle for academy transportation and required academy driving activities. Subject to applicable law and Section XI of this policy, the Cadet is responsible for all fuel expenses associated with that vehicle while attending the academy. Vehicle use is strictly limited by this policy and does not confer or imply peace officer status.

II. PURPOSE

This policy establishes the employment, academy, conduct, vehicle, equipment, safety, reporting, and completion requirements applicable to a Department-sponsored Police Cadet. It supplements, and does not replace, applicable law, TCOLE requirements, the City Employee Handbook, Department policies, and academy rules. Controlling federal or state law and TCOLE requirements govern when they conflict with a local provision.

The City Employee Handbook governs when it conflicts with this Department policy unless the City has lawfully adopted a specific exception or amendment. A Cadet who identifies an actual or potential conflict shall stop the affected activity when safe to do so and promptly obtain direction from the Chief of Police or designee. No supervisor or academy directive may waive or override controlling law or City policy.

III. DEFINITIONS

- A. Academy. The TCOLE-approved training academy selected and approved by the Chief of Police for the Cadet's BPOC.
- B. Basic Peace Officer Course (BPOC). A TCOLE-approved course of instruction required as part of the process for obtaining a Texas Peace Officer license.
- C. Cadet. A full-time, civilian employee assigned to the Department and sponsored to attend the approved academy, but not yet licensed, appointed, and authorized to serve as a Bruceville-Eddy Peace Officer.
- D. Department Vehicle. An unmarked passenger vehicle or other vehicle owned, leased, rented, assigned, or controlled by the City and specifically approved by the Chief of Police for Cadet use.
- E. Necessary Stop. A stop reasonably required during authorized travel for fuel, restroom use, a meal necessitated by the academy schedule, vehicle maintenance or a mechanical problem, a medical or safety emergency, compliance with lawful direction, or another purpose approved in advance by the Chief of Police or designee.
- F. Peace Officer Function. An enforcement activity, representation, detention, arrest, search, seizure, traffic stop, criminal investigation, emergency response, or other action requiring or implying authority as a licensed and appointed Peace Officer.

IV. AUTHORIZATION, SELECTION, AND EMPLOYMENT STATUS

- A. Sponsorship under this policy requires authorization by both the Chief of Police and the City Council. Authorization may be subject to an employment agreement, repayment agreement, budget approval, or other lawful conditions approved by the City.
- B. The Chief of Police shall select and approve a TCOLE-approved academy. A Cadet shall not enroll in, transfer to, withdraw from, or substitute another academy without prior written approval from the Chief of Police.
- C. The Cadet is a full-time, civilian City employee unless otherwise stated in a written employment agreement or City policy. Employment as a Cadet does not constitute appointment as a Peace Officer and does not guarantee licensing, appointment, continued sponsorship, or continued employment.
- D. The Cadet's primary assignment is timely attendance, satisfactory performance, and successful completion of the approved BPOC, together with any civilian, Department duties assigned to complete the work schedule.
- E. Before enrollment and throughout sponsorship, the Cadet shall satisfy and remain eligible under the following:
 - applicable TCOLE enrollment;
 - initial-licensure standards;
 - academy admission and retention requirements;

- City employment requirements;
- and any written sponsorship conditions.

Required documentation, examinations, background investigation, fingerprinting, and other eligibility records shall be completed and maintained by the Department under law or TCOLE rule.

- F. The Cadet remains subject to the City Employee Handbook, applicable Department policies and directives, academy rules, TCOLE requirements, and supervisory authority throughout sponsorship.
- G. Before receiving access to criminal justice information, criminal justice systems, or an area in which unescorted access would expose criminal justice information, the Cadet must complete required screening, security-awareness training, and authorization. Access shall be limited to a demonstrated business or training need and may be revoked at any time.

V. PEACE OFFICER STATUS AND LIMITATIONS

- A. The Cadet shall accurately identify himself or herself as a Police Cadet and, when relevant, affirmatively explain that he or she is not a licensed or appointed Peace Officer.
- B. The Cadet shall not represent, identify, portray, or hold himself or herself out as a Peace Officer; display a badge or credential implying such status; or use clothing, equipment, a vehicle, or Department association to create that impression.
- C. The Cadet shall not conduct traffic stops; detain or arrest persons under purported peace officer authority; issue citations or warnings; conduct criminal investigations except in an approved civilian or observer role under direct supervision; direct traffic except during specifically authorized training or assignment; activate emergency equipment except during the limited closed-course academy exercise authorized by Section X of this policy; or perform any other peace officer function.
- D. The Cadet shall not use Department employment or sponsorship to obtain special treatment, avoid enforcement action, influence another officer, obtain unauthorized access or discounts, or interfere with an officer performing official duties.
- E. Nothing in this policy prohibits lawful action available to any private citizen during an emergency. Whenever practical, the Cadet shall maintain personal safety, contact 911 or the appropriate agency, serve as a witness when appropriate, and avoid unnecessary involvement.

VI. ACADEMY ATTENDANCE AND PERFORMANCE

- A. Academy attendance, required study, examinations, practical exercises, and assigned Department work are job duties. The Cadet shall report on time, properly dressed and equipped, and prepared to participate.
- B. The Cadet shall comply with all academy attendance, academic, physical fitness, conduct, examination, safety, and performance requirements and shall maintain the minimum performance required by the academy and any higher written standard communicated by the Chief of Police.
- C. The Cadet shall immediately notify the Chief of Police or designee of any failed examination, remedial training, counseling or discipline, attendance deficiency, injury

affecting participation, allegation of misconduct, suspension, dismissal, or circumstance that may delay or prevent graduation.

- D. The Cadet shall provide grades, progress reports, attendance records, evaluations, and other academy documentation requested by the Chief of Police or designee and shall not conceal or withhold material information about academy standing or performance.
- E. When scheduled academy instruction and other compensable academy activity do not complete the Cadet's assigned workweek, the Cadet may be assigned civilian Department duties. The Cadet shall not perform a peace officer function during those duties.

VII. TIME, ATTENDANCE, AND COMPENSATION

- A. The Cadet shall accurately record all compensable time, including academy instruction, required training, required study or activity, required academy driving exercises, work performed during travel, travel between assigned work or training sites during the workday, and Department assignments, using the method directed by the City or Department.
- B. The normal workweek is forty (40) hours unless otherwise assigned. Ordinary travel between the Cadet's residence and the academy is treated as normal home-to-work commuting unless applicable law, City policy, contract, or the circumstances require otherwise. Study and other preparation time are not part of the forty (40) hour work week. No Cadet may work overtime, alter the academy schedule, or accrue compensatory time without prior authorization; however, all time actually worked must be accurately reported and compensated as required by law even when not authorized in advance.
- C. The Cadet shall promptly report an absence or anticipated tardiness to both the academy and the Department as required. The Cadet shall not leave training early without complying with academy procedures and notifying the Department as soon as practical.
- D. Falsification or omission of time, attendance, grade, mileage, vehicle, fuel, or other official records is prohibited and may result in discipline under City policy.

VIII. DEPARTMENT VEHICLE ASSIGNMENT

- A. Because City sponsorship requires the Cadet to attend the approved academy and the Cadet is required to have a vehicle available for the academy's driving portion, the Chief of Police may assign an approved Department vehicle for authorized academy transportation and required driving activities.
- B. The assigned vehicle shall be unmarked and shall have no Police decals, insignia, exterior markings, or other appearance identifying it as a police vehicle. The vehicle shall not be a marked patrol unit. Any concealed or interior police equipment shall be removed, disabled, or secured as directed by the Chief of Police before Cadet use. Emergency warning equipment shall not be installed or made operable for Cadet use except when specifically required for an approved academy driving exercise and authorized under Section X.
- C. Only the specific vehicle approved by the Chief of Police may be used. If that vehicle is unavailable, out of service, damaged, or otherwise unsuitable, the Cadet shall promptly notify the Chief of Police or designee and shall not select, borrow, or operate a substitute City vehicle unless the different vehicle is specifically approved before use.
- D. Assignment of a vehicle is conditioned on continued sponsorship, a valid driver license, confirmation of coverage or insurability under City requirements, compliance with this policy, academy acceptance of the vehicle for required driving activities, and operational

availability. Before initial assignment and after any material change, the Department shall confirm with the City's risk-management or insurance representative that the contemplated Cadet use is within coverage requirements. The assignment may be restricted, suspended, changed, or revoked by the Chief of Police based on safety, misuse, maintenance, coverage, academy need, or operational necessity.

- E. The vehicle remains City property. It shall not be used for general personal transportation, entertainment, recreation, personal errands, shopping, social visits, outside employment, transportation of family or friends, or any activity unrelated to the Cadet's authorized academy or Department assignment.
- F. No non-City passenger may be transported without prior written approval from the Chief of Police or designee, except when reasonably necessary to address an immediate threat to life or serious bodily injury. Academy instructors, evaluators, and participants may occupy the vehicle during required academy driving activities when authorized by the academy and the Chief of Police.

IX. AUTHORIZED TRAVEL AND STOPS

- A. Unless otherwise approved, vehicle use is limited to reasonably direct travel between the Cadet's residence and the approved academy; required academy training locations; authorized Department assignments; fuel; authorized inspection or maintenance; and required academy driving activities.
- B. The Cadet shall use a reasonably direct and efficient route. Unnecessary deviations are prohibited. Stops are limited to Necessary Stops as defined in this policy.
- C. Personal shopping, visits, entertainment, recreation, outside employment, and other personal business are prohibited during use of the vehicle unless specifically approved in writing by the Chief of Police or designee.
- D. The Chief of Police may issue written route, parking, overnight-storage, mileage, or travel restrictions based on distance, safety, vehicle type, academy requirements, fuel costs, or operational need.

X. VEHICLE OPERATION AND SAFETY

- A. The Cadet shall operate the vehicle safely, courteously, and in compliance with law, City policy, Department vehicle policy, academy instructions, and manufacturer limitations.
- B. The Cadet shall maintain a valid driver license; use seat belts and ensure authorized passengers are restrained; obey speed and traffic controls; maintain a safe following distance; and account for weather, road, fatigue, and visibility conditions.
- C. The Cadet shall not use a handheld electronic device while the vehicle is moving, except to contact 911 when stopping is unsafe or impractical. Navigation shall be programmed before movement or used through hands-free operation.
- D. The Cadet shall not operate the vehicle after consuming alcohol or while impaired or unsafe because of any drug, medication, illness, fatigue, emotional condition, or other cause.
- E. The Cadet shall not activate police emergency lights, a siren, or other emergency warning equipment on a public roadway or for enforcement, response, right-of-way, speed, or traffic-control purposes. Such equipment may be used only during a required academy driving exercise conducted on a course closed to public traffic, under the immediate

direction of an academy instructor authorized to conduct the exercise, and with prior written approval from the Chief of Police. Factory-installed hazard warning lights may be used for a breakdown, collision, or immediate roadway hazard. The Cadet shall never pursue another vehicle or exercise emergency vehicle privileges on a public roadway.

- F. When observing a violation, suspected offense, crash, stranded motorist, or request for police assistance, the Cadet shall not initiate enforcement action and shall contact the appropriate agency when intervention is warranted.

XI. FUEL, CARE, INSPECTION, AND MAINTENANCE

- A. Subject to applicable wage-and-hour law, the Cadet is responsible for all fuel expenses associated with the assigned City vehicle while attending the academy, including authorized commuting and academy driving activities. City fuel cards, accounts, or purchasing methods shall not be used unless the City Council and Chief of Police specifically authorize otherwise in writing.
- B. Fuel expenses under this policy are not reimbursable unless reimbursement is separately approved in writing by the City Council and Chief of Police or is required by law. The Cadet shall submit fuel receipts or other documentation when directed so the City can verify vehicle use and wage compliance. The City shall not apply this provision in a manner that causes compensation to fall below the minimum wage or overtime compensation required by the Fair Labor Standards Act or other applicable law. The Cadet shall use the fuel grade required by the manufacturer and maintain sufficient fuel for authorized travel and academy driving activities.
- C. The Cadet shall inspect the vehicle regularly, including tires, visible damage, lights, fluid leaks, warning indicators, registration, and required safety equipment. Defects or damage shall be reported promptly.
- D. The Cadet shall keep the passenger and cargo areas reasonably clean, secure the vehicle when unattended, safeguard keys, and secure or remove City property and sensitive material.
- E. The Cadet shall not modify the vehicle, install equipment, place decals or insignia on it, permit unauthorized repairs, or incur a City expense without prior approval. Emergency action may be taken only when reasonably necessary to protect occupants or prevent greater damage, followed by immediate notification.
- F. City-authorized maintenance and repairs remain the City's responsibility. The Cadet shall present the vehicle for inspection, service, or reassignment when directed.

XII. COLLISIONS, DAMAGE, CITATIONS, AND ENFORCEMENT CONTACTS

- A. Any collision involving a Department vehicle shall be reported immediately to the law enforcement agency having jurisdiction and to the Chief of Police or designee. The Cadet shall render information and aid as required by law, remain at the scene unless medically transported or lawfully released, and comply with City post-collision procedures.
- B. The Cadet shall not conceal, privately settle, or make unauthorized admissions or promises concerning a collision or City liability.
- C. Any damage, theft, vandalism, impoundment, loss of keys, or mechanical event affecting safe operation shall be reported as soon as practical.

- D. The Cadet shall immediately report any citation, warning, arrest, driver-license suspension or restriction, insurance or insurability issue, or significant law enforcement contact involving the Cadet, whether in a City or personal vehicle.
- E. The Cadet shall cooperate with authorized administrative, criminal, insurance, workers' compensation, post-collision drug or alcohol testing, and academy investigations or procedures required by law or City policy.

XIII. DRESS, APPEARANCE, AND IDENTIFICATION

- A. The Cadet shall comply with academy dress and grooming requirements and any more restrictive lawful Department requirement. Academy uniforms shall be worn only as directed.
- B. When no academy uniform is prescribed, the Cadet shall wear clean, neat, professional clothing approved by the Chief of Police or designee.
- C. The Cadet shall not wear a standard Bruceville-Eddy Police Officer patrol uniform or display a Department badge. Clothing bearing POLICE, POLICE OFFICER, Department shoulder patches, or similar wording may be worn only when specifically required for academy training and approved by the Chief of Police.
- D. Any issued identification shall clearly reflect civilian Police Cadet status. It shall not be altered, concealed, misrepresented, or used for a personal purpose, preferential treatment, unauthorized access, or to imply peace officer authority.

XIV. FIREARMS, WEAPONS, AND ENFORCEMENT EQUIPMENT

- A. A Cadet is a non-sworn employee and shall comply with the City's Firearm-Free Workplace Policy. Unless and until the Cadet is licensed and appointed as a Peace Officer, the Cadet shall not possess, carry, store, or transport a firearm or other prohibited weapon in a City-owned vehicle, in a City facility, on City property, while on duty, or while acting within the course and scope of City employment, except that a lawfully possessed firearm may be secured in the Cadet's locked, privately owned vehicle to the extent expressly permitted by the City Employee Handbook and applicable Texas law.
- B. The Department shall not issue a duty firearm, badge, conducted energy weapon, OC spray, impact weapon, handcuffs, less-lethal weapon, or other enforcement equipment to a Cadet for routine possession or use.
- C. Required academy firearms or weapons training shall be coordinated in advance with the academy and Chief of Police in a manner that complies with academy rules, the City Employee Handbook, and law. A City vehicle shall not be used to transport or store a Cadet's firearm, ammunition, or prohibited weapon. This policy does not create an exception to the City's Firearm-Free Workplace Policy.
- D. Equipment furnished solely for a supervised academy exercise shall remain under the custody and control required by the academy and shall not be carried, stored, or used outside that exercise unless expressly permitted by controlling City policy and written direction from the Chief of Police.
- E. The Cadet shall immediately report any loss, theft, unauthorized access, or accidental discharge involving a firearm or weapon during academy-sponsored activity or in any circumstance connected to City employment.

XV. DEPARTMENT PROPERTY

- A. All property issued or made available to a Cadet remains City property and shall be used only for its authorized purpose.
- B. The Cadet shall exercise reasonable care, prevent unauthorized access or use, and promptly report loss, theft, damage, malfunction, or required replacement.
- C. Department property shall not be loaned, transferred, altered, copied, or used by another person without authorization.
- D. Upon demand, suspension or termination of sponsorship, academy dismissal or withdrawal, or separation from employment, the Cadet shall immediately return all City property as directed. Responsibility for loss or damage shall be determined under applicable City policy and law.

XVI. OFF-DUTY CONDUCT AND PUBLIC REPRESENTATION

- A. The Cadet shall comply with law and conduct himself or herself in a manner consistent with City and Department standards. Off-duty conduct may be reviewed under applicable policy and law when it has a demonstrable connection to job fitness, trustworthiness, safety, academy standing, use of City property, or the City's legitimate operations.
- B. The Cadet shall not use Department association, sponsorship, clothing, identification, property, facilities, or vehicles to influence others, obtain a benefit, or create the impression of peace officer status.
- C. If contacted by law enforcement, the Cadet shall comply with lawful instructions, shall not seek preferential treatment, and shall make clear that he or she is not a Peace Officer when Department association becomes relevant.
- D. The Cadet shall immediately report an arrest, citation, criminal investigation, protective order, driver-license action, or other significant law enforcement contact as required by this policy or other City or Department policy.

XVII. SOCIAL MEDIA, CONFIDENTIALITY, AND INFORMATION SECURITY

- A. The Cadet shall comply with Department digital-media and social-media policies and shall not publish content falsely or misleadingly portraying the Cadet as a licensed or appointed Peace Officer.
- B. The Cadet may accurately state that he or she is a Police Cadet or is sponsored to attend the approved academy when appropriate, but shall not use Department logos, badges, uniforms, vehicles, equipment, facilities, or nonpublic academy activity for unauthorized content.
- C. The Cadet shall protect confidential, sensitive, criminal justice, academy, personnel, and law-enforcement information and shall access it only for an authorized business or training purpose.
- D. Unauthorized access, photographing, copying, retention, use, or disclosure is prohibited and may result in discipline, loss of access, termination, or criminal referral.

XVIII. INJURIES, MEDICAL ISSUES, AND SAFETY

- A. Any injury or occupational illness arising during academy attendance, required travel or driving activity, Department training, or other assigned duty shall be reported as soon as

practical to academy staff and the Chief of Police or designee, regardless of apparent severity.

- B. The Cadet shall comply with City workers' compensation and injury-reporting procedures, including required medical documentation and return-to-duty restrictions.
- C. The Cadet shall not conceal an injury, illness, medication effect, or restriction that could affect safe driving or academy participation. Medical information shall be handled in accordance with applicable law and City policy.
- D. The Cadet shall immediately stop or decline an activity when a condition creates an unreasonable immediate safety risk and shall promptly notify the academy instructor and Department supervisor.

XIX. CHAIN OF COMMAND AND COMMUNICATION

- A. The Cadet remains under the administrative supervision of the Chief of Police or designee. Academy staff exercise instructional and safety authority during academy activities.
- B. The Cadet shall comply with lawful academy instructions and Department directives. A conflict, uncertainty, or instruction potentially inconsistent with City policy shall be reported promptly to the Chief of Police or designee before acting when circumstances permit.
- C. The Cadet shall maintain reliable communication, keep current contact information on file, and respond promptly to reasonable Department inquiries.
- D. The Cadet shall not make commitments on behalf of the City or Department concerning enrollment, withdrawal, expenses, liability, equipment, vehicles, employment, or future appointment without authority.

XX. ACADEMY SUSPENSION, DISMISSAL, WITHDRAWAL, OR FAILURE

- A. A Cadet who is suspended, dismissed, asked to withdraw, or unable to continue shall immediately notify the Chief of Police and provide related documentation upon request.
- B. The Cadet shall not withdraw, agree to withdrawal, transfer, or enroll elsewhere without prior approval from the Chief of Police when circumstances permit. Nothing prohibits compliance with an academy's immediate safety or removal directive.
- C. Failure to complete the approved BPOC, meet academy or sponsorship requirements, or remain eligible for licensing may result in revocation of sponsorship and may affect continued employment, consistent with the City Employee Handbook, any employment agreement, and law.
- D. City property and vehicle privileges may be recalled immediately upon suspension, dismissal, withdrawal, loss of eligibility, revocation of sponsorship, or separation.

XXI. SUCCESSFUL COMPLETION AND TRANSITION TO SWORN STATUS

- A. Graduation from the BPOC does not, by itself, authorize the Cadet to act as a Bruceville-Eddy Peace Officer.
- B. Before performing a peace officer function, the Cadet must successfully complete the approved BPOC and applicable licensing examination; satisfy all applicable TCOLE licensing and appointment requirements; be lawfully appointed by the City; complete required appointment and TCOLE reporting documents; execute the required oath; receive

authorization from the Chief of Police; and complete any other City or Department requirement.

- C. After licensing and appointment, the employee shall transition to the authorized sworn classification and shall successfully complete the Department Field Training Program before release to independent patrol duties.
- D. Vehicle, firearm, uniform, equipment, identification, and authority provisions applicable to sworn officers apply only after formal appointment and specific Department authorization.

XXII. DISCIPLINE AND REVOCATION OF SPONSORSHIP

- A. Violation of law, academy rules, this policy, Department policy, City policy, an employment or repayment agreement, or a lawful directive may result in corrective or disciplinary action under the City Employee Handbook, up to and including revocation of vehicle privileges, revocation of sponsorship, removal from the academy, or termination of employment.
- B. Corrective and disciplinary action shall be administered by the official having authority under City policy. Nothing in this policy alters the City's at-will employment provisions, required procedures, or appeal rights.
- C. The City's decision to sponsor, continue sponsorship, assign a vehicle, or consider the Cadet for appointment remains subject to lawful budgetary, operational, eligibility, performance, safety, and personnel considerations.

XXIII. ACKNOWLEDGMENT AND POLICY RECEIPT

- A. Before beginning the approved BPOC or operating a Department vehicle, the Cadet shall receive this policy, the City Employee Handbook, and other policies identified by the Chief of Police as applicable to the assignment.
- B. The Cadet shall sign the acknowledgment attached to this policy. Refusal to sign does not excuse compliance and shall be documented and addressed under City policy.
- C. The Department shall retain the signed acknowledgment in the appropriate personnel or training record.

POLICE CADET ACKNOWLEDGMENT

I acknowledge that I have received, read, and understand Bruceville-Eddy Police Department Policy 4.12, Police Cadet Program, and the applicable City and Department policies provided to me. I understand that I am a civilian, non-sworn employee and possess no peace officer authority unless and until I am licensed, appointed, sworn, and specifically authorized to perform law enforcement duties.

I understand that the academy must be selected and approved by the Chief of Police; that sponsorship must be authorized by the Chief of Police and City Council; and that attendance, performance, accurate time reporting, professional conduct, and successful completion are conditions of the sponsored assignment.

I understand that any City vehicle assigned to me must be the unmarked vehicle specifically approved by the Chief of Police, must have no Police decals or insignia, and may not be replaced with another City vehicle unless that different vehicle is approved by the Chief of Police before use. I understand that the vehicle is furnished because City sponsorship requires academy attendance and the academy requires a vehicle for its driving portion. Subject to applicable law and Section XI of this policy, I am responsible for all fuel expenses associated with the vehicle while attending the academy, unless otherwise authorized in writing by the City Council and Chief of Police or required by law.

I understand the restrictions concerning vehicle use, routes and stops, passengers, handheld devices, collisions, firearms and weapons, Department property, confidentiality, social media, injuries, reporting requirements, and representing myself to the public. I understand that violations may result in discipline, revocation of vehicle privileges or sponsorship, removal from the academy, or termination of employment consistent with City policy.

Cadet Name: _____

Cadet Signature: _____

Date: _____

Chief of Police (Signature): _____

Date: _____

City Attorney (Signature): _____

Date: _____

This Policy shall take effect immediately upon passage and publication as required by law.

PASSED AND APPROVED by the City Council of the City of Bruceville-Eddy, Texas, on this the 24th day of September, 2026.

Yeas: _____ Nays: _____ Abstain: _____

APPROVED:

Mayor Linda Owens
City of Bruceville-Eddy, Texas

ATTEST:

City of Bruceville-Eddy, Texas

END OF THE MONTH WATER LOSS	
Aug-26	
<u>WELLS: (7/23/26 – 8/23/26)</u>	
#2721 TOLBERT	9,517,000
#2723 BLUEBONNET	11,686,000
#2722 WESTRIDGE	2,693,000
#2724 FRIENDLY OAKS	9,475,000
TOTAL GALLONS PUMPED:	33,371,000
<u>WATER LOSS:</u>	
#39 DUTY PARK	1,100
#335 B-E MAIN. BLDG	1,400
#1115 MUNICIPAL	400
#1112 NEW CITY HALL	2,300
#1114 EMS/FIRE	900
WATER LOSS WORK ORDERS	2,650,000
FIRE DEPT	250,000
FLUSHING	935,000
#02-1956-01 SEWER PLANT	0
TOTAL WATER LOSS:	3,841,100

8/2026	USAGE	METERS	USAGE BREAKDOWN	ACCOUNTS	AVERAGE
PUMPED	33,371,000		0-0	232	0
FLUSHED	3,841,100		1-9,999,999,999	1,876	11,487
USED	21,550,300	2,108	TOTAL	2,108	10,223
UNBILLED	0	0			

LOSS	7,979,600				
LOSS PERCENTAGE	23.91 %				

1 MONTH TOTALS					
TOTAL PUMPED	33,371,000		AVERAGE PUMPED	33,371,000	
TOTAL SOLD	21,550,300		AVERAGE SOLD	21,550,300	
TOTAL FLUSHED	3,841,100		AVERAGE FLUSHED	3,841,100	
TOTAL LOSS	7,979,600		AVERAGE LOSS	7,979,600	
LOSS PERCENTAGE	23.91 %		AVERAGE LOSS PERCENTAGE	23.91 %	
TOTAL UNBILLED	0		AVERAGE UNBILLED	0	

8/2026	USAGE	METERS	USAGE BREAKDOWN	ACCOUNTS	AVERAGE
PUMPED	33,371,000		0-0	232	0
FLUSHED	3,841,100		1-9,999,999,999	1,876	11,487
USED	21,550,300	2,108	TOTAL	2,108	10,223
UNBILLED	0	0			

LOSS 7,979,600
 LOSS PERCENTAGE 23.91 %

13 MONTH TOTALS					
TOTAL PUMPED	328,847,000	AVERAGE PUMPED	25,295,923		
TOTAL SOLD	174,231,900	AVERAGE SOLD	13,402,454		
TOTAL FLUSHED	53,492,600	AVERAGE FLUSHED	4,114,815		
TOTAL LOSS	101,122,500	AVERAGE LOSS	7,778,654		
LOSS PERCENTAGE	30.75 %	AVERAGE LOSS PERCENTAGE	30.75 %		
TOTAL UNBILLED	18,100	AVERAGE UNBILLED	1,392		

**** TOTALS BY JOB CODE ****

JOB CODE	TOTAL COMPLETED	TOTAL OUTSTANDING	TOTAL NEW	TOTAL PENDING	TOTAL VOID
LOCA - LINE LOCATE	7	0	0	0	0
OCC - OCCUPANT CHANGE	8	0	0	0	0
ROLL - EMPTY ROLL OFF	1	0	0	0	0
LEAK - FIXED LEAK	21	2	2	0	3
REPL - REPLACE METER BOX	1	1	0	0	0
CUST - CSI	1	2	0	0	0
TRASH - TRASH CANS	3	1	0	0	0
CON - CONNECT	0	0	0	0	1
INSTA - INSTALL NEW METER	0	2	0	0	0
PUL - PULL METER	1	0	0	0	0
SWAP - METER CHANGE	4	0	0	0	0
STREE - STREETS	1	2	0	0	0
GRAPH - GRAPH	4	0	0	0	0
NON - NON-PAYMENT TURN OFF	16	0	0	0	128
MISC - MISCELLANEOUS	3	0	0	0	0
PRESS - PRESSURE CHECK	1	0	0	0	0
CLEAN - CLEAN UP	1	0	0	0	0
TURN - TURN OFF WATER	1	0	0	0	0
REIN - REINSTATE	13	0	0	0	1
VALVE - CUT OFF VALVE	1	0	0	0	0
TOTAL ALL CODES	88	10	2	0	133

Definitions |

Total Pumped: This is the culmination of our daily meter readings from the past month on ALL groundwater well sites as well as the intake from Bluebonnet WSC.

Total Sold: This is the amount of water that was billed to customers and will be collected as water sales revenue.

Total Flushed: This number is comprised of staff estimates on water loss from known leaks, flushing activities, an allocation for the volunteer fire departments operations, and our unbilled accounts' actual meter readings (City facilities).

Total Loss: This is the remaining water that is currently unaccounted for in our water system from the previous month. This water is going out the door via leaks, flushing, faulty meters, and any possibly illegal connections.

September 18, 2026

City of Bruceville-Eddy
Mr. Lawrence Cutrone
144 Wilcox Drive
Eddy, Texas 76524

Re: City of Bruceville-Eddy Engineering and Services Update

Mr. Cutrone,

MRB Group is pleased to provide to the city the following Items regarding the Monthly Engineering Report. This report includes Engineering Tasks from August 14th, 2026, through September 17th, 2026.

DEVELOPMENT REVIEW (0218.23000.010) –

1. **CEFCO** – Casey's General Stores has announced the purchase of nearly 200 CEFCO stores. The Bruceville-Eddy CEFCO Store has been put on hold until new direction is established by the new owners. **No Change**
2. **Eagle Prairie PH I** – Final Plat and Construction Plans have been approved. **No Change**
3. **Eagle Prairie PH II** – Final Plat and Construction Plans 3rd review comment letter sent to the city on 8/20/26.

CONSTRUCTION OBSERVATION

1. **Eagle Prairie – Schedule No Change**
 - Start: 3/30/2026
 - Rough Cut: 3/30/26 – 5/5/26 **Now ending 5/28/26**
 - Sewer: 5/4/26-6/11/26 **Now 6/1/26-7/7/26**
 - Water: 6/15/26 – 7/21/26 **Now 7/16/26-8/19/26**
 - Storm: 7/20/26 – 9/8/26 **Now 8/19/26-10/7/26**
 - Road Prep & Pave: 6/10/26 – 10/29/26
 - HMAC 10/26/26 – 10/27/26 **Now 11/16/26-11/17/26**
 - Initial City Walk: 11/5/26 **Now 11/24/26**
 - Final City Walk/Acceptance: 11/17/26 **Now 12/3/26**

WATER METER FEASIBILITY (0218.23000.021)

- **Rebollar Meter Review (Falls PID 45089):** Applicant requested 1 meter. Approved.
- **Hernandez Meter Review (McLennan PID 405433):** Applicant requested 1 meter. Approved.

GENERAL DISCUSSION ITEMS

1. New Water Well (0218.26001.000): MRB has begun design on the new water well, ground storage tank, and pump station project. We will be meeting with City manager and operators soon to go over our proposed site plan and discharge piping connection into the distribution system. Items completed to date:

- Drone flight and ground survey - **Completed**
- Drawing sheet set up and preliminary design – **Submitted to the TCEQ 7/17/26**
- Geotech bores completed and awaiting results – **Langermann is complete.**
- Boundary Survey ordered – **Completed**

3. Hungry Hill Roadway Rehabilitation (0218.25002.000): MRB was awarded this project at the March council meeting. Surveying and Geotech have been completed. MRB updated the drawings to indicate the recommended pavement design from the Geotech report for a 20+ year design life. The completed plans, bid manual (will need revisions before bidding), and OPC were submitted to the city. It is anticipated the City will work on funding for this project with an adjacent business that has potentially impacted the existing condition of this roadway over their years of operation. MRB is ready to provide an updated proposal to move forward with TxDOT permitting, bidding, and construction phase services at the direction of the City. **No Change**

4. I-35 Water Main Crossing (Foodies) (0218.25001.000): MRB has completed design and obtained the TxDOT permit. This project was bid on May 13th. Southern Contractors Group was the low bidder on both the Base Bid and Base bid with Additive Alternate (upsizing to a 10" main under the interstate for future growth). The developer has accepted this bid and the contractor has been awarded the 10" additive alternate option. No work will begin until the developer has provided payment to the city. **No change**

5. GIS updates (0218.23000.005): No GIS updates since previous monthly report.

If you have any questions, please feel free to contact me.

Sincerely,



Gil Gregory
Senior Project Manager

AUGUST 20 2026 - SEPTEMBER 18 2026
CITY ORDINANCE ENFORCEMENT REPORT

COMPLIANT / CLOSED	11
NON-COMPLIANT	10
MORE TIME REQUESTED	4
CITATIONS	2
TOTAL CASES	27

TYPES OF VIOLATIONS

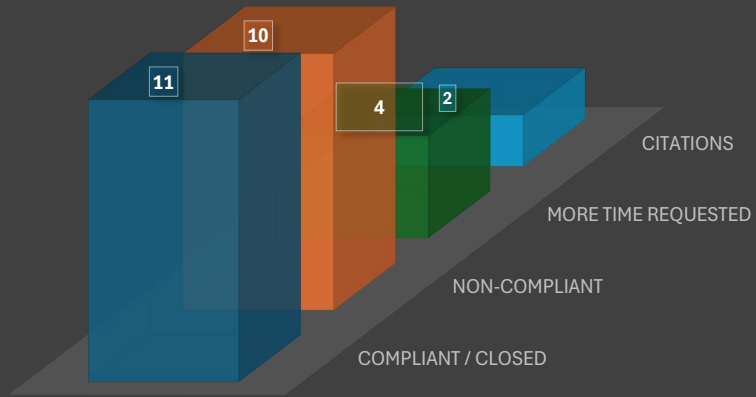
ANIMAL VIOLATION	1
HIGH GRASS	8
RUBBISH	7
JUNK VEHICLES	6
DANGEROUS BLDG	4
ACC / STORAGE BLDG	0
ZONING VIOLATION	0
OPEN BURNING VIOLATION	0
LIVESTOCK VIOLATIONS	0
NOISE COMPLAINT / LOUD MUSIC	0
RV TRAVEL TRAILER	0
CITY PERMIT VIOLATION	0
SWIMMING POOL VIOLATION	3
SEX OFFENDER RESIDENCY VIOLATION	0

TOTAL VIOLATIONS

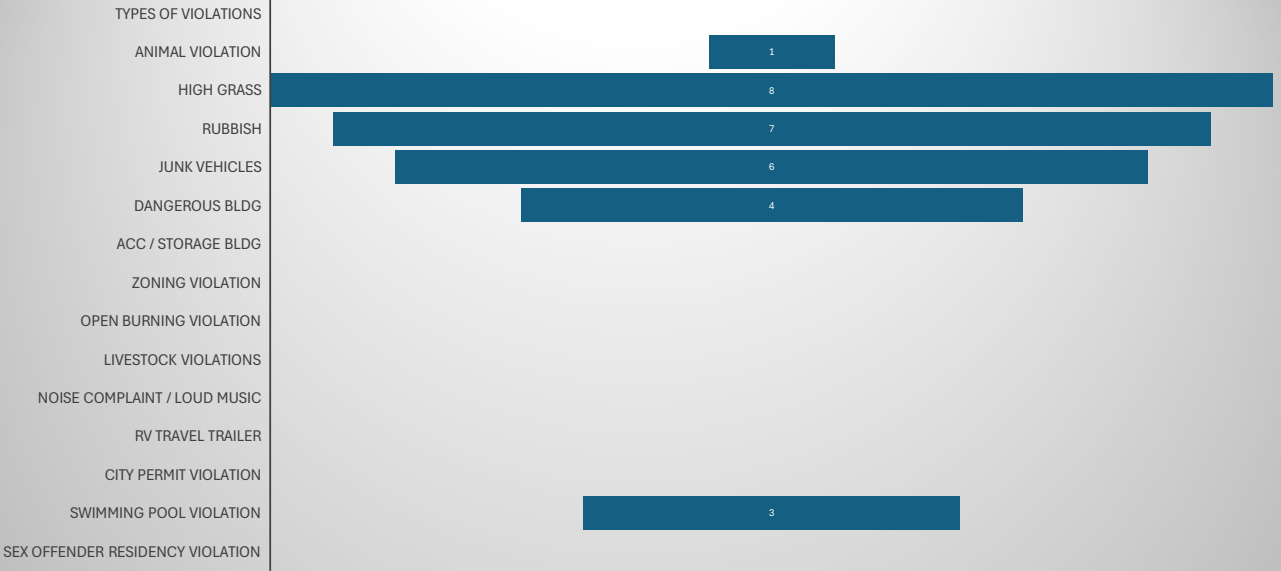
29

CITY ORDINANCE VIOLATION CASE STATUS

COMPLIANT / CLOSED NON-COMPLIANT MORE TIME REQUESTED CITATIONS



TYPES OF VIOLATIONS





Police Department

143 Wilcox Dr.
Eddy, TX 76524

www.bruceville-eddy.us

Phone: 254-859-5072

Fax: 254-859-5258

Police Department Activity Report: August 1, 2026 – August 31, 2026

Calls for Service: Total 146

890 Dorsey	894 Martinez	895 Miller	896 Childress	898 Cade
25	31	15	58	17

Arrest, Offense, Incident

Reports:

Total 12

890 Dorsey	894 Martinez	895 Miller	896 Childress	898 Cade
3	6	0	3	0

Criminal Offense Arrests:

Total 8

890 Dorsey	894 Martinez	895 Miller	896 Childress	898 Cade
2	4	0	2	0

Crash Reports: Total 6

890 Dorsey	894 Martinez	895 Miller	896 Childress	898 Cade
3	1	0	2	0

Citations & Warnings: Total 110

890 Dorsey	894 Martinez	895 Miller	896 Childress	898 Cade
3 citations 3 warnings	13 citations 14 warnings	3 citations 8 warnings	20 citations 39 warnings	0 citations 7 warnings

Citations Total: 39

Warnings Total: 71



Police Department

143 Wilcox Dr.
Eddy, TX 76524

www.bruceville-eddy.us

Phone: 254-859-5072
Fax: 254-859-5258

Police Department Activity Report: August 1, 2026 – August 31, 2026

Security Checks: 29

School Zone Enforcement: 13

Neighborhood Patrol: 50

Directed Traffic Enforcement: 52

Call Type Report

BRUCEVILLE-EDDY POLICE DEPARTMENT

From: AUG 1 2026
To: AUG 31 2026

Call Type Description	Number of Calls
	1
ABANDONED VEHICLE	7
AGENCY ASSIST BRUCEVILLE-EDDY FIRE	6
AGENCY ASSIST BRUCEVILLE-EDDY PD	2
AGENCY ASSIST LORENA PD	4
AGENCY ASSIST MCLENNAN COUNTY SHERIFFS OFFICE	1
AGENCY ASSIST MOODY PD	3
AGENCY ASSIST TROY PD	1
ALARM	1
ASSIST AMR	1
BURGLARY	1
BURGLARY - BUILDING	1
CHECK	2
CHILD CUSTODY	5
CITY ORDINANCE ENFORCEMENT	3
CIVIL DISTURBANCE	1
CIVIL STANDBY	1
COURT SUMMONS	1
CRIMINAL TRESPASS	2
DISTURBANCE	2
DOG AT LARGE - VIOLATION OF CITY ORDINANCE	1
DOMESTIC DISTURBANCE	1
EMERGENCY NOTIFICATION	2
FIRE	1
FOLLOW UP INVESTIGATION	7
FOUND PROPERTY	2
FRAUD	1
HARASSMENT	2
ILLEGAL DUMPING	1
INFORMATION	2
INTOXICATED - PEDESTRIAN	1

MINOR IN POSSESSION - ALCOHOL	1
MOTOR VEHICLE COLLISION	6
MOTORIST ASSIST	5
OVERDOSE	1
PUBLIC SERVICE	5
SHOTS FIRED	2
SUSPICIOUS CIRCUMSTANCE	1
SUSPICIOUS PERSON	2
SUSPICIOUS VEHICLE	2
THEFT	2
TRAFFIC CONTROL	2
TRAFFIC HAZARD	14
UNAUTHORIZED USE OF M/VEH	1
WARRANT SERVICE	6
WELFARE CONCERN	6

[illegible]

August 2026 Warning Data

Description

Operate Vehicle Without License Plate (or with one plate) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Defective Tail Lamp(s) (Verbal Warning)
No License Plate Light (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Warning)
WRONG, FICTITIOUS, ALTERED, OR OBSCURED INSIGNIA (Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
OPEN BURNING WITHOUT PERMIT WITHIN CITY LIMITS (Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Failed to Stop at Designated Point at Stop Sign (Verbal Warning)
Disregard Stop Sign (Verbal Warning)
No License Plate Light (Verbal Warning)
No License Plate Light (Warning)
Defective Head Lamp(s) (Verbal Warning)
RESTRICTIONS ON WINDOWS (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Expired Registration (Verbal Warning)
Failed to Yield ROW to Emergency Vehicle (Warning)
Defective Head Lamp(s) (Warning)
Defective Head Lamp(s) (Verbal Warning)
Defective Head Lamp(s) (Verbal Warning)
Defective Tail Lamp(s) (Verbal Warning)
Expired Registration (Verbal Warning)
Expired Registration (Warning)
Defective Head Lamp(s) (Verbal Warning)
Defective Tail Lamp(s) (Warning)
No License Plate Light (Warning)
No Drivers License (when unlicensed) (Warning)
Expired Registration (Verbal Warning)
Following Too Closely (Verbal Warning)
Defective Tail Lamp(s) (Warning)
Expired Registration (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Expired Registration (Verbal Warning)
Expired Registration (Verbal Warning)
Speeding (Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Warning)
Expired Registration (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
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Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Defective Head Lamp(s) (Warning)
Defective Tail Lamp(s) (Warning)
Expired Registration (Warning)
Failed to Maintain Financial Responsibility - 1st Offense (Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
Defective Head Lamp(s) (Verbal Warning)
Defective Head Lamp(s) (Verbal Warning)
Speeding (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)
RESTRICTIONS ON WINDOWS (Verbal Warning)
Defective Head Lamp(s) (Verbal Warning)
Speeding (exceed Prima Facie limit at time and place for that type vehicle) (Verbal Warning)

Location

[illegible]

Defective Head Lamp(s) (Verbal Warning)	INTERSTATE HIGHWAY 35 SERVICE RD / W 3RD ST
Disregard Stop Sign (Verbal Warning)	N BRUCE ST / TIMBER DR
Disregard Stop Sign (Verbal Warning)	N BRUCE ST / TIMBER DR
No License Plate Light (Verbal Warning)	N BRUCE ST / TIMBER DR
Defective Head Lamp(s) (Verbal Warning)	W 3RD ST AND INTERSTATE HIGHWAY MM 315 FRONTAGE RD
Operation of a vehicle under improper registration (Verbal Warning)	



Bruceville-Eddy ISD School Resource Officer

143 Wilcox Dr.
Eddy, TX 76524

www.bruceville-eddy.us

Phone: 254-859-5072
Fax: 254-859-5258

SCHOOL RESOURCE OFFICER ACTIVITY REPORT: August 13, 2026 – August 31, 2026

Calls for Service: 2

Security Checks: 52

School Zone Enforcement: 13

Citations & Warnings: 0 Citations / 0 Warnings

Arrests: 0

BEISD SRO Monthly Activity Report:

Admin Assist

2

Staff Assist

Student Assist

Agency Assist

Citizen Contact

Calls for Service

1

Incident Report

Criminal Activity/Offense

Suspicious Activity/Person/Circumstances

Traffic Complaint

Traffic Stops

Warnings

Citations

Juvenile Complaint

Adult Arrest

Juvenile Arrest

Warrant Arrest

Parent Conference

Welfare Check

Classes Given

Total:

3