

South Bay Cities Council of Governments

December 14, 2020

TO: SBCCOG Board of Directors

FROM: Jacki Bacharach, Executive Director

RE: Website Redesign

Adherence to the Strategic Plan

Goal C: Member Networking and Communications. Sustain and strengthen Board and member commitment to SBCCOG and its initiatives.

Background

The South Bay Cities Council of Governments (SBCCOG) currently operates two websites - the SBCCOG at www.southbaycities.org, and the South Bay Environmental Services Center (SBESC) at www.sbesc.com. The website design and functionality has not been updated since 2013 leaving the sites outdated and hard to navigate, as well as difficult for our non-technical staff to update. To address these issues, staff sought advice from technical staff from other agencies and developed a Request for Proposal (attached) to meet the following goals:

- Serve as a resource for cities, regional agencies, and the public
- Facilitate participation at SBCCOG meetings, trainings, and events including RSVP tools
- Promote all of the work of the SBCCOG
- Provide timely and interesting information on major programs such as South Bay Fiber Network and South Bay Transportation and Environmental programs
- Consolidate SBESC microsite content into SBCCOG website
- Incorporate ESRI's ArcGIS software applications into redesigned website
- Enhance the SBCCOG digital media presence

Currently, the sites use Drupal as their Content Management System (CMS) platform and are hosted via GoDaddy.

Request for Proposal

The SBCCOG received six proposals from firms with costs ranging from \$49,620 - \$155,101. A selection review committee was formed to review the proposals, participate in interviews for top candidate firms, and make recommendations on selection. The Committee members included SBCCOG staff - Jacki Bacharach, Kim Fuentes, Colleen Farrell, and Chandler Shields - and Redondo Beach Councilmember Christian Horvath. Out of the six proposals, two firms were invited for interviews:

- JP Marketing, Fresno, CA
- Webstract, Torrance, CA

Both proposals (see attached) build on the existing sites' content and bring them onto one secure Content Management System - WordPress. WordPress provides an open-source platform with the functionality needed to meet the goals of SBCCOG. In addition, there are hundreds of plug-ins that work with WordPress that can be used to customize and extend the functionality of the SBCCOG website.

Evaluation

After comparing the proposals and following up with references provided by the two firms, SBCCOG staff recommends JP Marketing. The firm's project management approach; diverse experience (in both public and private sector) and longevity; due diligence on SBCCOG's digital content; and staffing commitment convincingly communicated that JP Marketing can guide SBCCOG to achieve its website redesign vision while meeting timeline commitments.

JP Marketing's proposal fell in the middle of the spectrum of costs from the six firms. Their overall proposal totaled more than Webstract; however, the two firms' blended rate was essentially the same – JP Marketing \$95.13/hour and Webstract \$95.00/hour. The main cost differential was due to hours identified to complete the work – JP Marketing with 711 hours and Webstract 576 hours. The two budgets are listed on page 22 and 13 of JP Marketing and Webstract's attached proposals, respectively. In addition, JP Marketing's budget provides anticipated hard costs and the Webstract budget does not. Training costs also varied between the two firms with blended rates – JP Marketing \$59.17/hour and Webstract \$95/hour, as well as in on-going maintenance with JP Marketing \$95/hour and Webstract discounting their rate to \$75/hour for purchase of a packet.

RECOMMENDATION

SBCCOG staff is recommending approval and authorization to negotiate a contract with JP Marketing for website redesign at a total cost of \$71,852 which would include: redesign \$67,635; staff training \$1,065; and potential optional hard costs \$3,152. The optional hard costs expenditure will be based on additional software selected for functions as the redesign work is underway. SBCCOG staff will evaluate the need for on-going maintenance after the redesign process is complete and return to Steering Committee for approval.

Prepared by Kim Fuentes and Chandler Shields



South Bay Cities Council of Governments

Website Redesign and Maintenance

NO. 2020 W-1
November 23, 2020



JP Marketing
A Division of Two Q, Inc.

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Fresno CA 93711 | 559.438.2180

SBE | WMBE | DBE
www.jpmtg.com

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November 23, 2020

South Bay Cities Council of Governments

2355 Crenshaw Blvd, Ste 125
Torrance CA 90501

Dear Website Selection Committee,

Thank you for this opportunity to bid on the development of South Bay Cities Council of Governments (SBCCOG) new website. We are well-suited to meet your objectives and rise to the challenges and opportunities ahead. Our experience in website development is further expanded by our team's ability to understand the complexities of a project and to go above and beyond communication and support.

We understand that you are looking to merge the content from two existing sites and to find a way to present the content to two different audiences, retain brand consistency, and also to ensure the CMS and hosting is updated, agile and easy to maintain.

We love a good challenge because we are driven to create wins while we cultivate relationships along the way. This is our JP Philosophy. We know that you need more than an experienced web design and development team; you need a team that is tirelessly patient, keenly in tune, and understanding of human behavior. We have a proven track record of success. We get it!

JP utilizes a tried and proven process for successful website launches. This process will ensure that all stakeholders are involved and informed. We take a potentially complicated project and create an easy-to-follow road map so all those involved stay well-informed, timelines stay on track, and budgets are respected. We're ready!



Michele Meisch | Client Services Director
michele@jpmktg.com | 559-804-0360 cell

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Southern California Office
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Los Angeles CA 90028



- 3** TECHNICAL APPROACH
- 4** OUR APPROACH
- 7** SCOPE OF WORK
- 14** PROJECT SCHEDULE
- 15** MANAGEMENT APPROACH
- 15** PROJECT MANAGEMENT APPROACH
- 17** PROJECT TEAM QUALIFICATIONS
 - 17** PROJECT MANAGEMENT TEAM
 - 18** WEB DEVELOPMENT TEAM
- 19** REFERENCES
- 20** BUDGET
- APPENDIX**
 - TEAM BIOS
 - EXAMPLES OF WORK



Moving the Gears to Hit the Mark

Our company tagline is “Creating wins through cultivating relationships.” We’ve discovered this is truly what we do best, not only for our clients but with our internal team members and our vendor partners as well.



We know that measurable results are critical. Results that our clients and our team can feel great about are achieved through both good times and challenges where the result is a long-lasting relationship. Each project requires just the right combination of art and science to do the work necessary

to successfully reach the defined goals. Strategically, we are compelled to look at a bigger picture. Our approach to all client projects guarantees that we can move you from Point A to Point B in the most efficient and effective way.

Our Approach

ENJOY A CUSTOMIZED PROCESS. We tailor our web process to best address your challenges and issues. Whether our clients need a brand-new website, want a site that combines two sites (in your case) or want a more prominent web presence, our team identifies your needs and creates a custom web plan that works best for you.

WE BELIEVE IN COLLABORATION. At JP, our designers and developers work together every step of the way. While some agencies direct artists to hand off their designs to a developer, JP maintains continuous collaboration from start to finish. This allows us to avoid any disconnect between the design and implementation, so that your website development timeline avoids setbacks in the process. The result? A creative site that speaks to your audience and promotes engagement.

While your development process will be unique, our internal work follows a stepwise process to ensure that your website is completed on time and within budget. Learn more about our steps in our Web Process section.

Cultivating Relationships

WE GET TO KNOW YOUR AUDIENCE. We don't just build websites. We work closely with our strategy and media teams to identify your target audience and understand user behaviors. This technique leads visitors not just to your home page but to specific pages you'd like them to visit.

WE'LL BE THERE TO HELP YOU GO LIVE. We've worked with a variety of in-house IT teams to make sure the website launch is smooth and successful. One of our web developers can be on-site to go live and to work with your team to seamlessly hand off the site.

Web Process

Discovery

You'll meet our team and we'll get to know your brand and your needs. Together, we'll review the following topics and more.

- » Target demographics
- » Brand and communication goals
- » Current pain points
- » Site analysis
- » Project timeline

Foundation

We establish the framework of your website upon approval of key structural items.

- » User-friendly, intuitive site map
- » Key words
- » Primary web page concepts/visuals

Design

Your website begins to take form with key elements.

- » Copy drafted in your brand voice
- » Internal web page designs
- » Illustrations/photography

Development

When content is approved, we bring your web pages to life with:

- » Coding
- » SEO & meta descriptions
- » Google Analytics
- » Quality assurance testing across multiple platforms and browsers (desktop, tablet, mobile)

To facilitate the approval process, we implement these steps on a private development server so you can see our development (and determine any edits) in real time.

Launch

It's the moment we've all been working for. We make it a seamless event by:

- » On-site or remote launch with your IT team
- » Site analyzer
- » Hosting & Security - JP's web team will review the best options for the needs of the site. Not every site has the same demands for hosting. However, we can tell you that for many of our clients' websites, we recommend WP Engine for hosting. It has been consistently secure, and has provided the best value and the best service to us when we've worked with its support team. Some of its benefits include:
 - 24/7, 365 support

- Faster load time using its CDN - Content Delivery Network technology
- More secure with SSL implementation tools
- Handles all major updates automatically to make sure sites stay up-to-date, and tests the minor updates before recommending them
- Daily backups on the digital experience to provide peace of mind in case there are any issues
- Interface makes it easy to ensure all users have the proper roles and access, making it trouble-free to add or delete users and change permissions.

Post-Launch

Training

- » JP's team of web developers are not the kind you lock in a dark room and hope clients don't ask to talk to them. Our team is a unique breed of highly skilled web developers with just the perfect mix of patience and training. We know this is unusual and we believe this is a huge differentiator for our web team.
- » It would be our pleasure to provide training services to any SBCCOG team member who requires it. We are prepared to train virtually as well as in-person. We've done both for our clients.
- » Training Plan
 - Provide up to three one-hour training sessions, with no limit to the number of training attendees at each session
 - Provide training in-person or via virtual video conference
 - Design PDF training and instructional tools

Maintenance

As per the scope of work in the RFP, JP can provide website maintenance services/ updates as needed by SBCCOG. Below are a few options for your consideration. However, we are more than happy to customize a program or to simply be on call should you need assistance.

Option 1 - Quarterly Maintenance

JP will review the new website on a quarterly basis. This maintenance would make certain the website is kept up to date to avoid security vulnerability and software corruption. These activities are included in this quarterly assessment.

Copy Review – Run Site Analyzer, report findings and recommendations and SEO recommendations to SBCCOG for improvement. Not all findings in the Site Analyzer will be able to be completed with this scope and may need to be estimated outside this maintenance agreement since they may take additional time.

- » Plug-in updates
- » CMS updates
- » Theme updates
- » Periodical backups
- » Additional SBCCOG staff training on CMS
- » Includes communication and project management by your assigned account manager
- » Includes 24 agency hours per quarter

This does not include adding website functionality, copy or additional pages. Any work outside the above scope of work will need to be estimated separately. Should additional hours be needed for more extensive website maintenance, JP may need to provide an additional estimate for client approval. JP hourly rate is \$95.

Investment: \$2,280/qtr

Option 2 - Monthly Maintenance

This option includes all elements of Option 1 but also includes a bank of eight additional agency hours per month to be used at the discretion of the client and may be used for items such as:

- » Additional staff training on CMS
- » Brainstorm/digital strategy session with copywriter/web developer
- » Additional design or coding needs
- » Updates to website content
- » Includes communication and project management by your assigned account manager
- » Includes 16 agency hours per month

Investment: \$1,520/mo

Option 3 - Hourly

JP can be available to make any updates needed to the website front- or back-end. After discussing the scope of work, JP will provide an estimate for approval using the hourly rate of \$95/hr.

Scope of Work

The scope of work as outlined in the RFP is highly detailed and technical. Since we have a page limit, rather than reiterate all that you've listed, we wanted to assure you that our web team has reviewed all 14 line items and 12 bullets on pages four and five of your RFP and we are poised to meet all these needs in a new site.

Instead, we decided to provide a brief description of our understanding of your key goals for this website. We've paired these goals with examples of client websites where we've worked on similar challenges in order to show that we are prepared to tackle not only the technical but also the bigger picture objectives.

Project Goals

User Experience & Easy to Manage and Update Content for Internal Teams
Build a web experience that is easy to use/navigate for users.

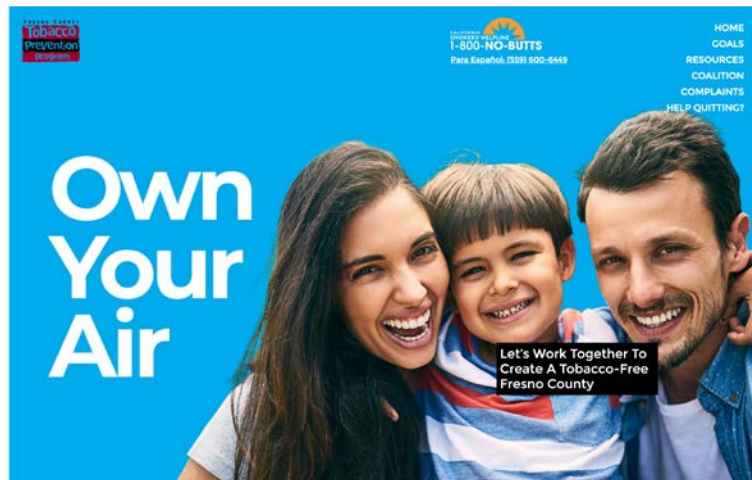
- » Site must also be easy to maintain and update for the SBCCOG team members.
- » The CMS and all associated elements need to be intuitive for maintenance.
- » Ensure specific compliance like ADA and that it can be used with existing approval workflows.
- » Site to be optimized for search engines.

JP Related Experience

Fresno County Department of Public Health
Tobacco Prevention Campaign Landing Page

<https://dontblowitfresno.com/>

As a grant-funded campaign, the client wanted a site it could easily maintain without using additional agency time and budget. We built a site that communicates not only to the public but also to the various coalition community groups. The final deliverable was an easy-to-manage-and-update WordPress site along with training to the staff.

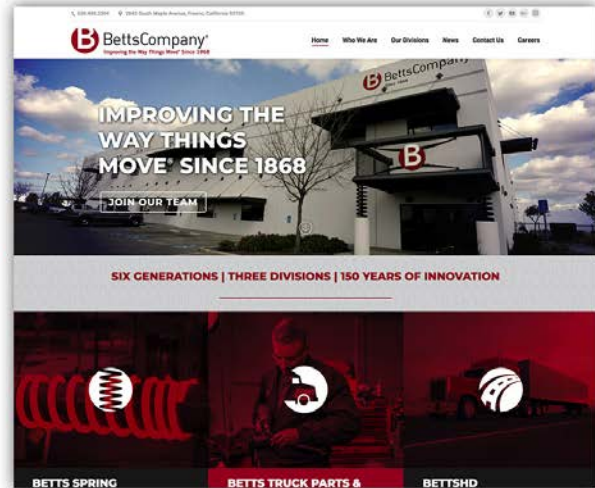


Betts Company

<https://www.betts1868.com/>



BEFORE



AFTER

This organization is over 150 years old and has multiple divisions. The challenge was telling its story in an easy to consume way while at the same time allowing quick and easy access to its many products and stakeholders.

JP actually ended up building websites for all of Betts' divisions and helped move them into this digital age. Another requirement was to be able to have their interns update their various websites. Our WordPress platform and the associated elements we incorporated are easily maintained in-house by Betts team members.

"Your team is AWESOME and we love working with you."

- Randy George (Marketing Manager)

"The websites were very easy to update and I did 99% of all of the updates as a current student intern."

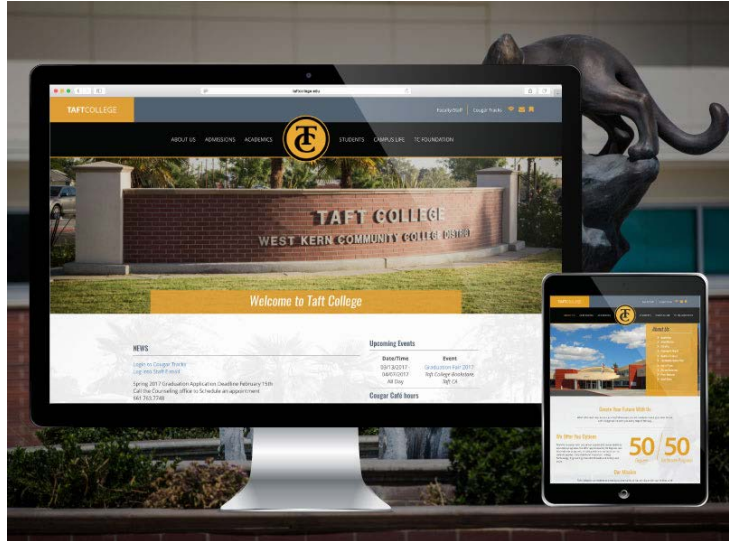
-Eric Holdener (previous Betts intern)

Taft College

taftcollege.edu

This massive 750+ page website included the main college website and separate microsites for departments, clubs, and other school organizations, with a user-friendly, master backend that controls all navigation and the entire family of microsites.

With the need to train the entire staff, we created handouts, hosted training sessions, and developed tutorial videos which demonstrated basic backend features of the site. Each video was kept concise with information and came with a written sheet so trainees could read along. All training materials were housed in an internal microsite that all staff has access to.



The site also had to be ADA compliant which our team was able to adhere to.

"The JP team was exceptional! Professional, creative, eager to please, and energetic with just the right amount of pizzazz!"

- Darcy Bogle (Director of Student Services)

Project Goals

Engaging Content & High Design Standards

- » Provide interactive content that engages users and keeps them coming back.
- » Meet high standards for design and quality

JP Related Experience

Fowler Packing

<https://fowlerpacking.com/>

The focus for this site was to incorporate intriguing videos with a beautiful aesthetic. This client wanted to stand out from other grower sites with something completely different.

As a result, we shot custom photography and video specifically for use on this site. We think that this is the secret sauce to this website.

We also added gage animations and transitions to enhance the user's experience.

Each page is designed differently but with an underlying template to make sure no page feels out of place.

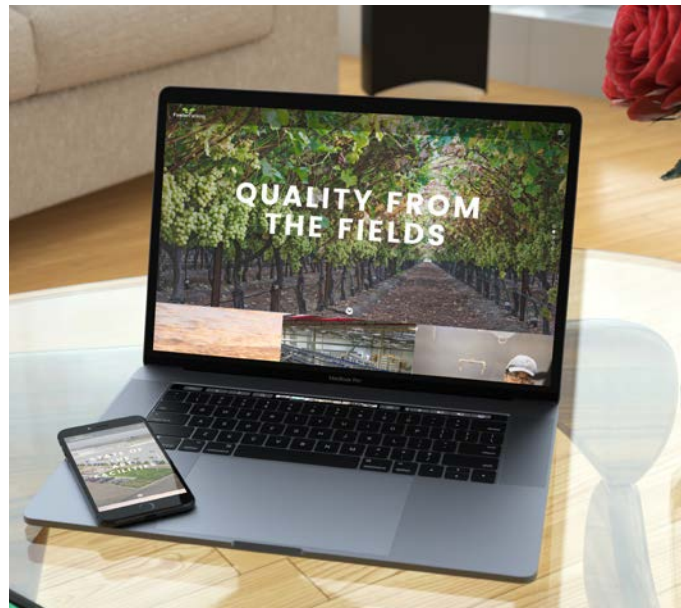
We also used animation and video throughout the website not only to bring interest but to show the high-tech nature of this client's products and services.

"I truly appreciate the care and attention to detail that JP Marketing has provided throughout our entire relationship. I look forward to working together on even bigger projects in the future!"

- Justin Parnagian, CEO Fowler Packing Company

justin@fowlerpacking.com

(559) 834-5911



BMV Construction

BMVInc.com

Eric Boyer (Owner & President)

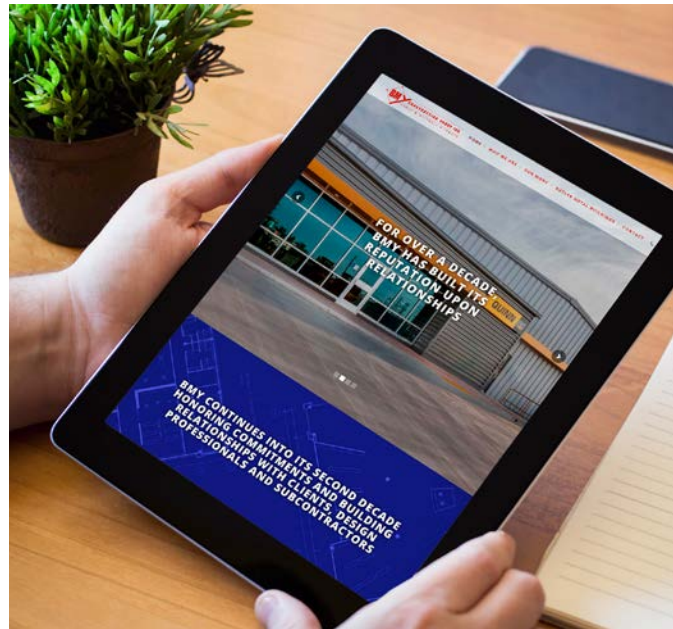
bower@bmyinc.com

(559) 243-3200

We worked for two construction companies that wanted their websites to reflect the level of professionalism and quality of work that their brands continue to deliver. Their previous sites were antiquated and not visually appealing. As a result, we developed new websites that have consistently helped promote and grow their organizations.

“Of course everyone loves the website. It is definitely a big upgrade from what we had and was much needed.”

- Jan Mitchell (BMV Former Team Member)



Teter Construction

<https://www.teterae.com/>

Betty Garcia (Marketing & Communications Specialist)

betty.wanggarcia@teterae.com

(559) 287-1991

Project Goals

Simplify Content Management

- » Take content previously hard to find or understand and simplify it so the user/target market(s) can easily digest it.

JP Related Experience

Heritage University

<https://www.heritage.edu/>

David Wise (VP of Advancement/Marketing & Communications)

wize_d@heritage.edu

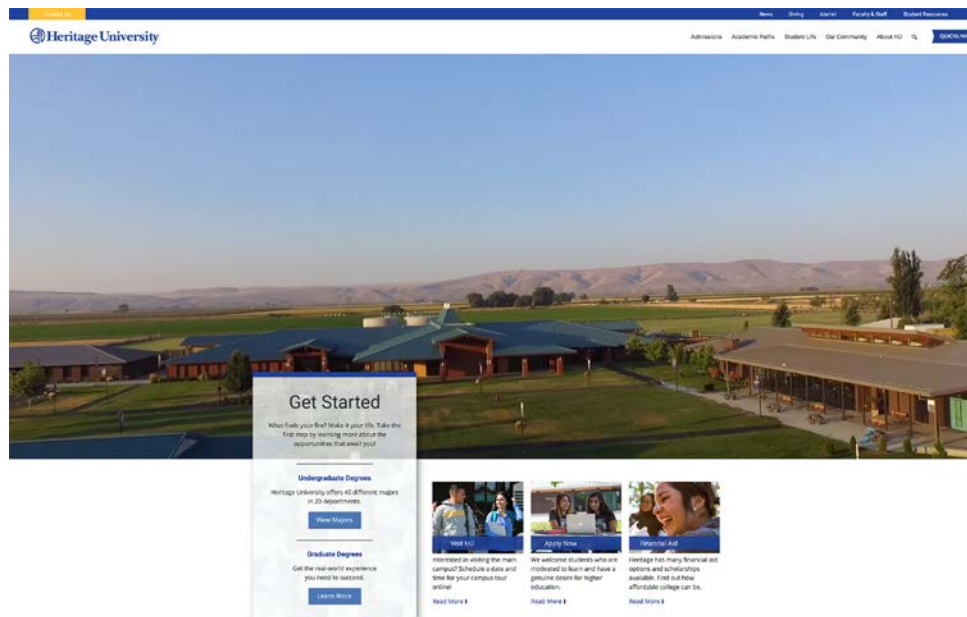
(414) 788-0686

We were contracted by this Oregon university to help redesign its website to drive enrollment through relevance and engagement.

The site needed to serve two audiences: current students and faculty and also potential new students and new faculty. With several hundred pages of unorganized content to go through, JP got to work removing redundancies, outdated information, irrelevant information and boiled it all down to a streamlined, easy-to-navigate site that serves as an information site to all targets. It is also set up to be updated by the Heritage team directly, allowing content updates to be quick and affordable.

“Not only did JP Marketing deliver a stunning website redesign, but they made the whole process painless and they adhered to our timeline. Our site is now visually appealing, easy-to-navigate, and a robust resource for our campus community and beyond. It is easy for our internal team to manage which means our content is always fresh and relevant. We could not have done this without their expertise.”

- Erin M. Smith (Director of Advancement Services)



Mid Valley Financial

<https://www.mvloans.com/>

When Mid Valley Financial contacted us it was 80% through a new website being developed when the developer just went off the radar and never came back. The content was messy and the navigation was confusing. JP stepped in and rose to the challenge of creating a whole new site to serve as a lead generation tool that also integrated and secured payment and document signing options for MVF clients. JP worked tirelessly to provide content about complicated financial services and products to the target market in a way that they could easily understand.

“JP Marketing’s web team elevated our ability to feature our products online in a way that made them easy for clients and potential clients to quickly grasp. They were also really patient while learning how to integrate some of our specialized financial software as they worked closely with our in-house team.”

- Keith Korth (Owner)

keithk@mvloans.com

(559) 432-8221



Project Schedule

This project schedule reflects the phases of the website project. For most sections of this schedule both JP Marketing and SBCCOG will be involved. The responsibility of SBCCOG will be to collaborate with JP and to review and approve items. The RFP mentioned that the SBCCOG team will not be 100% dedicated to this project. We are flexible and adaptable and know that we may need to adjust the schedule for workload changes and shifting priorities. After the project kick-off meeting (detailed in the Project Team Qualifications section of this proposal), JP can build a more detailed project schedule with dates and assignments.

Timing: 15 - 18 weeks

PHASE	DESCRIPTION	RESPONSIBLE	COMPLETION
Kick-off Meeting	Initial meeting to review and discuss details of priority issues, areas of improvement, and to go into detail regarding the functionality.	JP Marketing	Dec-20
		SBCCOG	
Infrastructure	Finalization of the new site navigation/ wireframe necessities and key words for client review.	JP Marketing SBCCOG	Jan-21
Design	Copywriting of key pages and design of homepage and internal page layout(s) for review. Allocating two rounds of revisions from SBCCOG prior to approval.	JP Marketing	Feb-21
Development	Coding, review, revisions, and soft launch testing.	JP Marketing	February / March 2021
Soft Launch	Soft launch of website and training of SBCCOG team.	JP Marketing	Early April 2021
Go Live	Launch of website on SBCCOG hosting platform.	JP Marketing	April, 2021
Training	JP to offer two, one-hour virtual training courses to SBCCOG staff. Should additional training time be needed, the rate is \$95/hr for agency time and \$65/hr for travel time.	JP Marketing	Apr-21

Project Management Approach

In addition to a deep level of knowledge and experience with web design and development, another element critical to our success is our ability to manage our work for you. Our secret sauce is our highly trained and deeply devoted account management team members who are the project communication hubs of our organization. In our discussions, your team mentioned wanting a relationship with a firm that can serve as a marketing consultant, that can lead the strategic direction on all your marketing efforts, and that can execute all tactics. Our account manager leading your project, Kevin Gordy, will facilitate this charge.

Furthermore, at least one senior team member will be involved with your account and will serve in a strategic consultant role. How we usually structure this type of relationship is that we designate a number of hours to manage the website project to which burn-rate is tracked and managed so the following services can be precisely executed.

Kick-off Meeting

- » To begin any contract relationship, we request the inclusion of a kick-off meeting. This allows us to effectively navigate the website process as well as address your needs and begin to establish a relationship. We conduct this meeting in person or via virtual meeting at the client's preferred location with as many team members from both organizations as is reasonable. There will be multiple members of the JP team present, but you will not be charged for a minute of this meeting; this is our investment in the start-up of our relationship.
- » Within 48 hours of the kick-off meeting conclusion, we will submit a report that documents the discussions and decisions including early definitions of measurable outcomes.
- » JP will submit a refined timeline that outlines milestones, deadlines, and responsible parties for tasks.

Project Communication/Communication Scheduling

- » Ongoing project communication guarantees the project stays on timeline and on budget. Expectations for project communication are set in place at the kick-off meeting, and at a minimum will include a weekly status report which can be delivered via phone or email.
- » All pre- and post- meeting documentation will be housed on JP Marketing's cloud-based server, Egnyte, and links will be made available to all project team members for future access and reference.

Our scope of work for project communication can include:

- » Prepare meeting agendas with client approval
- » Finalize minutes or meeting documentation from previous meetings
- » Update task lists that include action items
- » Facilitate project management meetings including presentation materials where appropriate, otherwise, video or phone conferencing is suitable
- » Distribute updated project timelines and a look ahead for project milestones

Project Reporting

Depending on SBCCOG's preference and need, project reports can include:

- » Document communication by date, time, participants and content of exchanges
- » Clearly identify any scope of work changes and attachment of written documentation of client approval for these changes
- » Create a month-end report of the task list (although tasks lists will be updated on a daily basis internally)
- » Description of each task deliverable and the status of each; if a deliverable has been completed, an indication as such will be included with a reference point to the invoicing of the completed deliverable
- » A burn-rate report documenting original budget allocations and project-to-date billing against each line item

Financial Management

We typically generate invoices monthly with 30 days payment terms; however, invoicing expectations and payment terms can be negotiated at contract commencement. Invoices typically include the following:

- » Summary of tasks and billable hours or hard costs associated with each
- » Documentation of logged time by team members as tracked and reported by our project time management system, Mavenlink
- » Original invoices or bills from any and all vendors or subcontractors. In the case of media partners, these will be notarized statements with itemized ad placements that will be line-item reconciled by JP team members

Project Management Team

Below is a list of team members with a brief description of their roles. Their bios are located in the Appendix.

Michele Meisch

Your strategic consultant, Michele, will be involved in customer journey strategy and oversight. She is a senior team member with over 24 years of experience and has supervised or project-managed dozens of websites.

Kevin Gordy (Primary Point of Contact)

As the primary point of contact for this project, Kevin will also serve as the lead project manager. Kevin will manage all daily communications to and from the agency and all SBCCOG team members. He will manage the budget as well as the timeline with the assistance of JP's production manager.

Jackie Nakashian

Jackie will assist Kevin in executing the tasks outlined in his role description. Jackie will serve as the backup project manager in the event Kevin is unavailable. JP believes staffing redundancies ensure client work continues and no balls are dropped.

Mark Lawrence

As the production manager, Mark makes sure that all creative work is assigned, is completed to the specifications, is on budget, and is on time. Mark will work closely with Kevin and Jackie as well as the web developers and the copywriting team to guarantee all elements of the project stay on track.



Web Development Team

Below is a list of team members with a brief description of their roles. Their bios are located in the Appendix.

Brandon Ocegueda

Brandon will serve as the lead developer for this website. Brandon is equipped with a wealth of knowledge and experience and provides both design and technical skills. Brandon will work with Pablo, another member of our web team, in verifying we have the processes and structures in place to manage this large project.

Pablo Ruiz De Chavez

We say Pablo is a complex project manager in a web developer body. His ability to work closely with clients on large scale web projects makes him invaluable to the team.

Katrina Riggs

Katrina is lead copywriter and will work closely with the account team and the client to confirm that messaging and voice are in line with the needs of the target market as well as on-brand.

Hayden Gray

Hayden will support Katrina with all copywriting needs.

Bryan Pickens

As JP's art director, Bryan has his eye on all of JP's designs. As a fine artist as well as a graphic artist, his eye and design skill bring a valued layer to ensuring the designs our teams create are continuously evaluated to guarantee we provide that extra "wow" factor as we like to call it.



References

Company Name City of Fresno Department of Public Utilities
Address 2600 Fresno St, Fresno CA 93721
Contact Name Cheryl Burns (Management Analyst II)
Phone (559) 621-8628
Email Cheryl.Burns@fresno.gov

Company Name Fresno County Department Public Health
Address 1221 Fulton St, Fresno CA 93721
Contact Name David Luchini (Assistant Director)
Phone (559) 600-6405
Email dluchini@fresnocountyca.gov

Company Name Fresno County Department of Behavioral Health
Address 4441 E Kings Canyon Rd, Fresno CA 93703
Contact Name Ahmad Bahrami (Division Manager)
Phone (559) 600-6865
Email abahrami@fresnocountyca.gov

Company Name Fowler Packing
Address 8570 S Cedar Ave, Fresno CA 93725
Contact Name Justin Parnagian
Phone (559) 834-5911
Email justin@fowlerpacking.com

Company Name Brandman University
Address 16355 Laguna Canyon Rd, Irvine CA 92618
Contact Name Roger Lee (Former VP of Marketing & Creative of Brandman University)
Phone (954) 609-3709
Email rogerlee066@gmail.com

Company Name California Medical Service Providers
Address 1545 River Park Dr Ste 435, Sacramento CA 95818
Contact Name Kari Brownstein (Administrative Officer)
Phone (916) 649-2631 ext. 113
Email KBrownstein@cmspcounties.org

Budget

We have included a link to the project budget. The file format is in Microsoft Excel, as requested in the RFP.

Click here or copy and paste into a web browser - <https://jpmarketing.egnyte.com/dl/2SltNALpKj>

TASK	DESCRIPTION	TEAM MEMBER TITLE	# OF HOURS	HOURLY RATE	TOTAL
Strategic Oversight / Consulting	Senior level JP team member to review website strategy, design and oversea implementation.	President and Client Services Director	15	\$125.00	\$1,875.00
Project Management	Includes agency time related to this project.	Account Manager and Account Coordinator, Production Manager	120	\$95.00	\$11,400.00
Travel to Torrance for client meetings	Assumes two meetings with 2-3 JP team members. Actual meeting time will be covered by Project Management line item.	Account Manager, Web Developer and possibly President or Client Services Director	12	\$65.00	\$780.00
Pre-Coding and Design	Includes agency time related to this project.	Web Developer	173	\$95.00	\$16,435.00
Coding	Includes agency time related to this project.	Web Developer	183	\$95.00	\$17,385.00
Launch	Includes agency time related to this project.	Web Developer	109	\$95.00	\$10,355.00
Post Launch	Includes agency time related to this project.	Web Developer	99	\$95.00	\$9,405.00
Total Development Investment					\$67,635.00
TRAINING OPTIONS (Below # of trainings and location of trainings can be customized by SBCCOG).					
Training (Virtual)	Includes agency time related to this project for three 1-hour sessions	Web Developer	3	\$95.00	\$285.00
Training (In-Person, Torrance CA)	Includes agency time related to this project for three 1-hour sessions	Web Developer	3	\$95.00	\$285.00
Travel for Training	Includes travel time at \$65/ hr for 6 travel hours each trip. Assumes two travel trips to cover the two trainings in the scope of work.	Web Developer	12	\$65.00	\$780.00
Creation of PDF Training manual	Created by web developer to assist in the initial training and to be used by SBCCOG as an ongoing reminder.	Web Developer	No charge	\$0.00	No Charge
Additional Virtual Trainings	Not included in total cost	Web Developer		\$95.00	
Additional In-Person Trainings	Not included in total cost	Web Developer		\$95.00	
Additional Travel for In-Person Training	Not included in total cost	Web Developer		\$65.00	
Total Training Investment (Assumes either Virtual or In-Person + Travel)					\$1,065.00
HARD COSTS (Hard costs are most accurately determined through development as we uncover the more detailed needs of the website. However, we have included some cost ranges for budgeting purposes.)					
Hosting	Annual hosting through WP Engine.				\$300
Theme	There will most likely be a WordPress theme cost.				\$70
Content Migration	Tool to assist in migrating content from current CMS to WordPress \$35 (Ninja Tables), \$89yr (Event Calendar), \$99/yr (Security), (No annual fee, only per transaction) online financial transactions, \$59 Gravity Forms, \$49 - \$99 a month SharePoint Integration, \$99/mo ADA compliance review service. Costs reflected in total column represent annual costs.				\$100
Plug-Ins					\$2,682
SSL Certification					Included in hosting
Stock images	Images can be supplied by the client however should stock images or video be needed, we have supplied a per image or per video cost for your reference.		\$20 per image or video		N/A
Misc Travel	Includes 2 in-person meetings between contract commencement and site launch.				No Charge
Total Hard Costs					\$3,152
ONGOING MAINTENANCE OPTIONS					
	Run Site Analyzer and report findings and recommendations, and SEO recommendations, to SBCCOG for improvement. Also perform: Plug-in updates CMS updates Theme updates Periodical backups Additional SBCCOG staff training on CMS Includes communication and project management by your assigned Account Manager Includes 24 agency hours per quarter				
Quarterly Option	This does not include adding website functionality, copy or additional pages.	Web Developer	24	\$95.00	\$2,280.00
	This option includes all elements of the Quarterly Option but also includes a bank of eight additional agency hours per month to be used at the discretion of the client and may be used for items such as: Additional staff training on CMS Brainstorm/ digital strategy session with copywriter/ web developer Additional design or coding needs Updates to website content Includes communication and project management by your assigned Account Manager Includes 16 agency hours per month				
Monthly Maintenance Option		Web Developer	16	\$95.00	\$1,520.00
Hourly Maintenance Option	JP can be available to make any updates needed to the website front- or bac- end. After discussing the scope of work, JP will provide an estimate for approval using the hourly rate of \$95/hr.	Web Developer		\$95.00	
Annual Investment of Quarterly Maintenance					\$9,120.00
TOTAL WEBSITE COSTS					\$80,972.00

Team Bios

Michele Meisch | Client Services Director **More than 25 years experience**

- » Strategic Brand Development
- » Consumer Research & Analysis
- » Media Strategy & Negotiation
- » Budget Strategy & Management
- » Team Leadership

Qualifications

Michele brings more than 25 years of account management experience and has a specialized understanding of more than 15 different industries. She is an advocate for her clients which means the success of your business becomes her number one priority.

Her dedication to client relationships is built on her uncanny ability to recognize the important details that mean most to business owners no matter how minute they may seem. Those key skills in communication and detail-oriented management are what help move brands from conception to launch.

She has a passion for teaching adults and excels in professional training. She has taught in the field of advertising and marketing at Fresno State and University of Phoenix. As if her life couldn't be more fast-paced, you can always find Michele active in organizations such as the Fresno State Alumni Association.

Summary of Relevant Work Experience

- 2018-present Fresno County Department of Behavioral Health, client communications, media strategy, digital marketing, creative production, social media
- 2018-present Sol-Tek Solar client communications, media strategy, digital marketing, content marketing, direct marketing, mass market advertising, event marketing, creative production
- 2018-present Vast Networks, branding, client communications, media strategy, digital marketing, mass market advertising, creative production
- 2012-present Cherry Avenue Auction, client communications, media strategy, digital marketing, creative production, social media, event marketing
- 2017-present Fresno County Department of Public Health, client communications, media strategy, digital marketing, creative production, social media
- 2017-present Korein Tillery Law Firm, advertising strategy, digital marketing, media buying and reporting.

- 2017-present Brandman University, outreach strategy, creative production, video production, client communications
- 2015-2016 San Luis Obispo County Travel and Tourism Board, strategic marketing and advertising direction, creative management, branding, digital marketing, client communications, analysis and reporting, public relations, partnership management
- 2015-2016 Indian Head Casino, strategic marketing and advertising direction, creative management, branding, client communications, digital marketing, analysis and reporting
- 2014-2017 Massage Envy Reno and Central Valley, strategic marketing and advertising direction, creative management, branding, client communications, digital marketing, analysis and reporting
- 2014-2016 Mercedes-Benz of Fresno, client communications, media strategy, partnership management, digital marketing
- 2013-2016 Port of Subs National, strategic marketing and advertising direction, creative management, client communications, digital marketing, social media
- 2012-2016 Table Mountain Casino, strategic marketing and advertising direction, media management, creative management, branding, client communications, analysis and reporting, digital marketing
- 2008-2012 Valley Yellow Pages, marketing and creative management, event management, public relations, corporate communications, web development, sales training
- 2005-2008 California Raisin Marketing Board, strategic direction, event planning and management, public relations

Programs and Software

Microsoft Excel, Word, PowerPoint, Outlook, Slack, Google Suite

Education

Master of Business Administration, Marketing, University of Phoenix
 Bachelor of Science in Business Administration with Marketing emphasis, CSU, Fresno

Current Volunteer Community Leadership

Fresno State Alumni Association Board, President
 Rebuild Our Sierra, Founder and Marketing Chair



Kevin Gordy | Account Manager

More than 5 years experience

- » Project Management
- » Client Retention
- » Consumer Research
- » Task Coordination

Qualifications

Kevin brings more than 5 years of experience in the advertising industry, from cultivating client relationships to managing social media and digital marketing efforts. He excels in working hand in hand with clients to not only accomplish their goals but surpass them at every opportunity.

His strengths are multi-faceted, from day-to-day account management to overseeing website development. Kevin strives to continue learning about the latest marketing trends to keep clients on the forefront of new media, and building lasting partnerships with them along the way.

Summary of Work Experience

- 2018-present Fresno County Department of Public Utilities (account coordination for Water, Wastewater & Solid Waste departments)
- 2016-2017 UCSF Fresno (project management of website and cross-platform promotion of "Sip & Savor" fundraising event; social media management; client training for website editing)
- 2016-2017 Kern School Federal Credit Union (project management of website development, social media management, client services assistance for website maintenance)
- 2017 Friends of the National Zoo (account management for digital campaign and website)

Education

Bachelor of Arts, Mass Communication & Journalism with Advertising Emphasis, CSU Fresno, Magna Cum Laude

Current Volunteer Community Leadership

Treasurer, Ad2 Fresno

Awards

- 2012 Fresno State National Student Advertising Competition Team Lead
- 2010 John Reed King Scholarship
- 2011 Distinguished President - Fresno State Circle K (non-profit organization)
- 2012 Distinguished Division Award - Central Coast - acting Lt. Governor - CNH Circle K International



Jackie Nakashian | Associate Account Manager

Experience

- » Research
- » Customer Service
- » Social Media Content Creation
- » Project Management and Organization

Qualifications

Jackie is an Associate Account Manager at JP, where she wears many hats. Her days never look the same, as she jumps into many projects to support the account team. Currently, she's dedicated to social media content creation and project management to ensure projects are accurate and organized. Jackie is an eager and fast learner, and is excited to be in a fast-paced agency environment where she learns something new every day.

Jackie is in her last semester at Fresno State, pursuing her bachelor's degree in Business Administration with an emphasis in Marketing. As a student, she's had the opportunity to work with many local businesses and nonprofits to create marketing plans, conduct market research and implement strategies. Her willingness to tackle new challenges in the marketing world is a great asset for everyone on the JP team.



Brandon Ocegueda | Web Developer/ Designer

More than 9 years experience

- » Graphic Design
- » Website Projects
- » Art Production
- » Advertising Development
- » HTML, CSS, PHP

Qualifications

With more than nine years of experience in graphic design and web development, Brandon brings a keen eye for design to our web department. Brandon earned his Bachelor of Fine Arts in Graphic Design from Fresno State. While there, he won multiple awards at the campus newspaper, *The Collegian*, for online and print advertisements from the California College Media Association.

Brandon loves creating something from nothing and turning a line of code into a fully-functioning website. Some of his professional experience comes from freelancing for Creative Fresno and Bertz-Rosa, and working for Sonitrol Security where he designed and developed a new website, built promotional material, and handled the social media and blog content.

Summary of Relevant Work Experience

- 2016-present Whelan Financial, website design and development, mobile responsiveness, search engine optimization
- 2015-present FocusVision, website design and development, mobile responsiveness, design and development of campaign sub-site, search engine optimization
- 2015-present Nutter Milk Company, website design and development, graphic design, client training, mobile responsiveness
- 2015-present Risico, website design and development, mobile responsiveness
- 2014-present Guy Fieri's Johnny Garlic's Restaurants, website refresh to meet updated branding guidelines
- 2014-present Premier Bride Showplace, web ads
- 2014-present California Department of Insurance, California's Low Cost Auto Insurance Program, brand development, ad creation, and web design

Programs and Software

Adobe Illustrator, Photoshop, InDesign
HTML, PHP, CSS, Wordpress
Microsoft Excel, Word, PowerPoint

Education

Bachelor of Fine Arts in Graphic Design, CSU, Fresno

Current Volunteer Community Leadership

Coordinates free community workouts three nights a week
Health Coach, Herbalife

Awards

2016 Best in Show, Advertising Industry Self-Promotion Online/Interactive, JP Marketing website

2015 Gold ADDY, Digital Advertising, Johnny Garlic's Newsletter

2012 College Newspaper Business & Advertising Managers Best in Category, Best Online
Media Kit site

2011 College Newspaper Business & Advertising Managers Best in Category, Best
Promotion Campaign

2010 California College Media Association Best Online Ad Design



Pablo Ruiz de Chavez | Web Developer/ Designer **More than 9 years experience**

- » Web Design
- » Graphic Design
- » Advertising Development

Qualifications

The importance of a strong and relevant web presence is one of the most significant parts of marketing and Pablo creates a product that marries the beauty of design and coding into a perfect website.

His keen eye for detail allows him to excel in focusing on the specific needs of each client and provide a web experience that is driven by both the client's audience and goals.

Pablo is always learning, whether it be from digital training sessions or webinars, he is constantly searching for the next big thing to bring his clients. In addition to his continued education, Pablo is fluent in Spanish.

Summary of Work Experience

2017-2018	Heritage University - Lead Developer, Website Redesign Project
2015-2016	Taft College - Lead Developer, Website Redesign Project
2014-2015	Fasi Estate Winery, webmaster
2013-2015	ShoWare, marketing coordinator
2012-2014	Granite Construction, project website administration

Programs and Software

Adobe Illustrator, Photoshop, InDesign
HTML5, CSS3, JavaScript
WordPress

Education

Bachelor of Science in Business Administration with Marketing emphasis, CSU Fresno
Certificate of Completion, Principles of Finance, Ecole Superieure de Commerce Exterieur in Paris, France



Mark Lawrence | Production Manager

More than 20 years experience

- » Production Management
- » Broadcast Production
- » Offset and Digital Print Production
- » Project Estimates
- » Large Format and Out-of-Home Print Production

Qualifications

Mark has had his hands in all facets of marketing. He brings with him five years of experience in production management and 20 years in the printing industry.

His first taste of advertising came in college when he started working for The Insight, a weekly newspaper published by Fresno State. During his time there he sold ad space to local businesses and worked on the layout of the advertisements. The rest, as they say, is history.

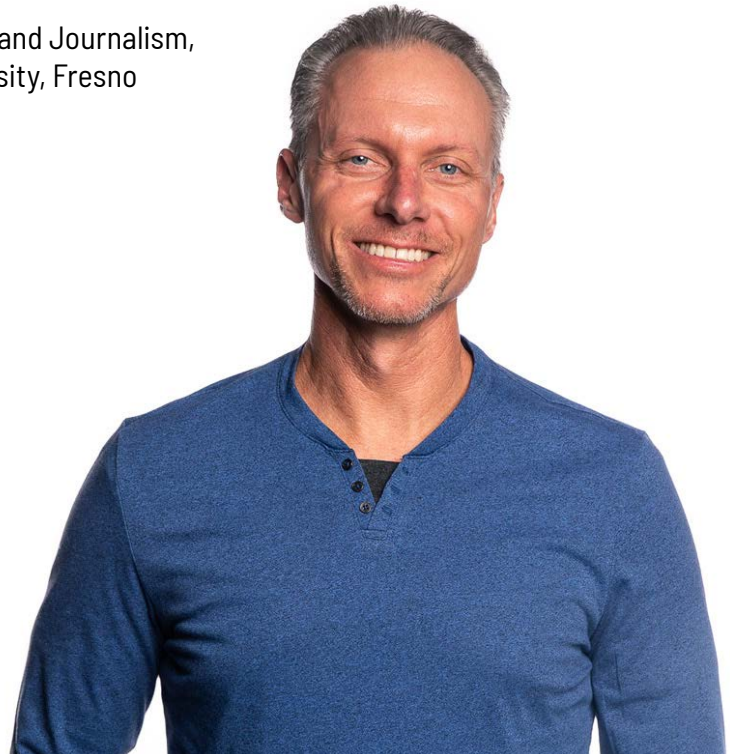
His goal, working alongside the account and creative teams, is to ensure that a quality piece is delivered within budget and on schedule – all while maintaining the integrity of the work and providing our clients with the best possible options.

Programs and Software

Microsoft Excel, Word, PowerPoint, Adobe Acrobat and Advantage

Education

Bachelor of Arts in Mass Communications and Journalism, Advertising option, California State University, Fresno



Bryan Pickens | Art Director **More than 16 years experience**

- » Creative Direction
- » Graphic Design
- » Advertising Development

Qualifications

Bryan brings more than 16 years of experience in design, with a strong emphasis in free-hand illustration and branding, as the Art Director at JP Marketing. With Bryan at the helm since 2014, our creative department is stronger than ever. Bryan has developed into an inspirational leader for the creative department and strives to make sure that our team is always tapping into the right side of their brains. He constantly pushes the envelope for each and every project and challenges the team to produce thought-provoking and high-quality work.

Bryan is an acclaimed artist who has had his work shown in Los Angeles, Miami and Amsterdam. That artistry is transferred daily into his graphic design and illustration work at JP. It is his solid grasp for high-end concepting that transforms a client's goals into reality. That knack for developing a lasting, positive impression through design is what brings the most impact to each project Bryan is part of.

After Bryan took the role of Art Director, he challenged the team to take on pro-bono projects every quarter to give back to the community and work with local start-ups and nonprofits. Since the inception of this initiative, JP Marketing has designed logos and branding materials for The Frosted Pearl Cupcakery, Dusty Bun's Dusty Suds soda line, and Labrador Retriever Rescue of Fresno.

It is evident in his professional and personal life that Bryan wants to use his talents to make the world a more beautiful place. He finds ways to express his creativity in everything from formal art shows to daily Sharpie illustrations on his son's Ziplock sandwich bags. Bryan donates time each semester to Shannon Ranch Elementary School to give sixth graders a chance to experience creativity and art in the classroom. He has also created artwork for a skateboard deck art show benefiting autism research.

Summary of Relevant Work Experience

2015-2017	FocusVision, branding, logo design, art direction
2014-present	California Department of Insurance, California's Low Cost Auto Insurance Program, brand development and ad creation
2014-present	Kaweah Delta Hospital, television (graphic design), print design and collateral materials
2014	SANDAG: Go by BIKE, branding campaign
2012-2014	Kaplan, Inc. designer for multi-media campaign
2003-2006	<i>Home Magazine</i> , creative director, designed complete magazine that focused on tourism, entertainment and dining for the San Diego market
2003-2004	Tachi Palace Hotel and Casino, lead designer for comprehensive marketing campaign

Programs and Software

Adobe Illustrator, Photoshop, InDesign

Education

Bachelor of Fine Arts in Graphic Design and a minor in Fine Arts from California State University, Chico

Studied art at the Los Angeles Academy of Figurative Art

Awards

2016 Fresno Advertising Federation Best of Show, Advertising Industry Self-Promotion Online/Interactive, JP Marketing website

2016 Gold ADDY, Logo Design, Nutter Milk Company logo

2016 Gold ADDY, Packaging Single Unit, Nutter Milk Packaging

2016 Silver ADDY, B-to-B Website, FocusVision website

2015 Gold ADDY, Elements of Advertising, Logo, GO by BIKE logo, SANDAG

2015 Gold ADDY, Sales Promotion, Kit, CORE Business Interiors

2014 Fresno Advertising Federation Creative Talent of the Year Award

2014 Fresno Advertising Federation Best of Show 2014, Advertising Industry Self-Promotion, Bizzy the Bee Children's Book

2014 Silver Telly Award, "Art of Caring" Kaweah Delta Hospital

ADDY gold winner in the following: Magazine Design, Editorial Spread, Cover Design, Book Design, Stationary Package, Logo Design, Poster Design, Illustration, Website/Consumer HTML, Self Promotion, Direct Self Promotion, Invitation

2006 Digital Art Show: Artronica 2006

1998 Designer of the Year, *Orion Newspaper*, California State University, Chico



Katrina Riggs | Copywriter

More than 10 years experience

- » Messaging & Concept Development
- » Copywriting & Editing
- » Website Projects
- » Broadcast Production
- » Advertising Development

Qualifications

With more than a decade of agency experience, Katrina is a writer at heart with a passion for all things creative. From writing memorable taglines to developing award-winning campaigns, she has a talent for creating ideas that leave lasting impressions on audiences and help clients achieve their goals. She can craft a voice that's unique to every brand and finds joy in telling each client's remarkable story.

Katrina's thoughtful approach to concepting and writing give her the ability to bring her copy to life. Whether it's collaborating with a designer or editing a TV spot alongside a director, Katrina can see the bigger picture and always keeps the heart of the concept top of mind. She brings a fresh perspective and enthusiasm for all things creative to the JP team.

Summary of Relevant Work Experience

- 2018-present Fresno County Department of Behavioral Health, client communications, media strategy, digital marketing, creative production, social media
- 2018-present Fresno County Department of Public Health, client communications, media strategy, digital marketing, creative production, social media
- 2018-present Vast Networks, branding, client communications, media strategy, digital marketing, mass market advertising, creative production
- 2018-present City of Fresno's Department of Public Utilities, copywriting for print ads, web, digital
- 2018 Heritage University, website copywriting
- 2016-2017 VINO Grille & Spirits, rebranding, bi-weekly eblasts
- 2015-2017 Wigwam Arizona, copywriting for quarterly brochures and on-property elements
- 2015-2016 San Luis Obispo County Travel & Tourism Board, concept development, copywriting and broadcast production for radio campaign
- 2014-2017 Port of Subs, copywriting for radio, digital and in-store
- 2014-2017 Michael Automotive, copywriting and broadcast production for TV and radio
- 2014-2017 California's Valued Trust, long-format video writing and production
- 2014-2017 Table Mountain Casino, lead writer for all advertising elements, including promotions and rebranding strategy and development
- 2014-2016 Mercedes-Benz of Fresno, copywriting for eblasts and website
- 2013-2014 Yosemite Mariposa County Tourism Bureau, copywriting for social media and digital
- 2013-2017 Black Oak Casino Resort, copywriting and broadcast production for promotions

2011-2012	Fresno Rescue Mission, rebranding and campaign development
2011-2012	Fresno State, tagline development
2010-2012	Sun-Maid, copywriting for print, social media and new products
2008-2011	Measure C, copywriting for print and radio
2008-2012	City of Fresno's Department of Public Utilities, copywriting for print, web and direct mail
2008-2012	Emanuel Medical Center, copywriting for print, web and direct mail
2008-2012	Valley Air District, copywriting for print, TV and radio
2008-2012	First 5 Fresno County, copywriting for print and digital

Programs and Software

Microsoft Excel, Word, PowerPoint

Education

Bachelor of Arts, Mass Communication & Journalism with Print Emphasis, CSU Fresno
Dow Jones News Fund Editing Internship Program

Awards

2014 Telly Award Winner
2007 California College Media Association Award Winner



Hayden Gray | Copywriter

Experience in

- » Message establishment
- » Storytelling
- » Product success

Qualifications

With a background in marketing and public relations, Hayden has a knack for connecting with an audience. She specializes in concept cultivation, branding and feature writing.

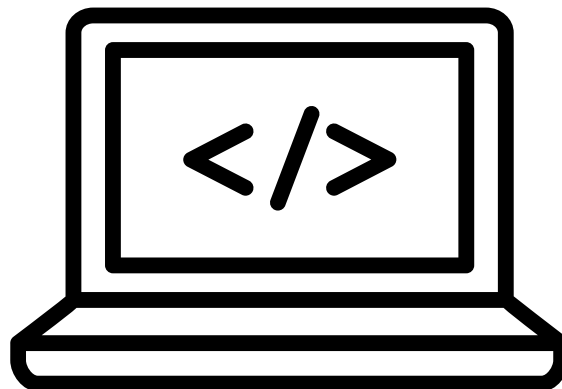
As JP's copywriter, Hayden prioritizes the client experience from start to finish. She enjoys crafting messages with a voice that's fit for each client and collaborating with the creative department on a variety of projects.

Hayden is a former communication specialist at Fresno State's Jordan College of Agriculture, and her expertise is rooted in social media management and news writing. She is pursuing her bachelor's degree in Agricultural Communications at Fresno State.



Examples of Work

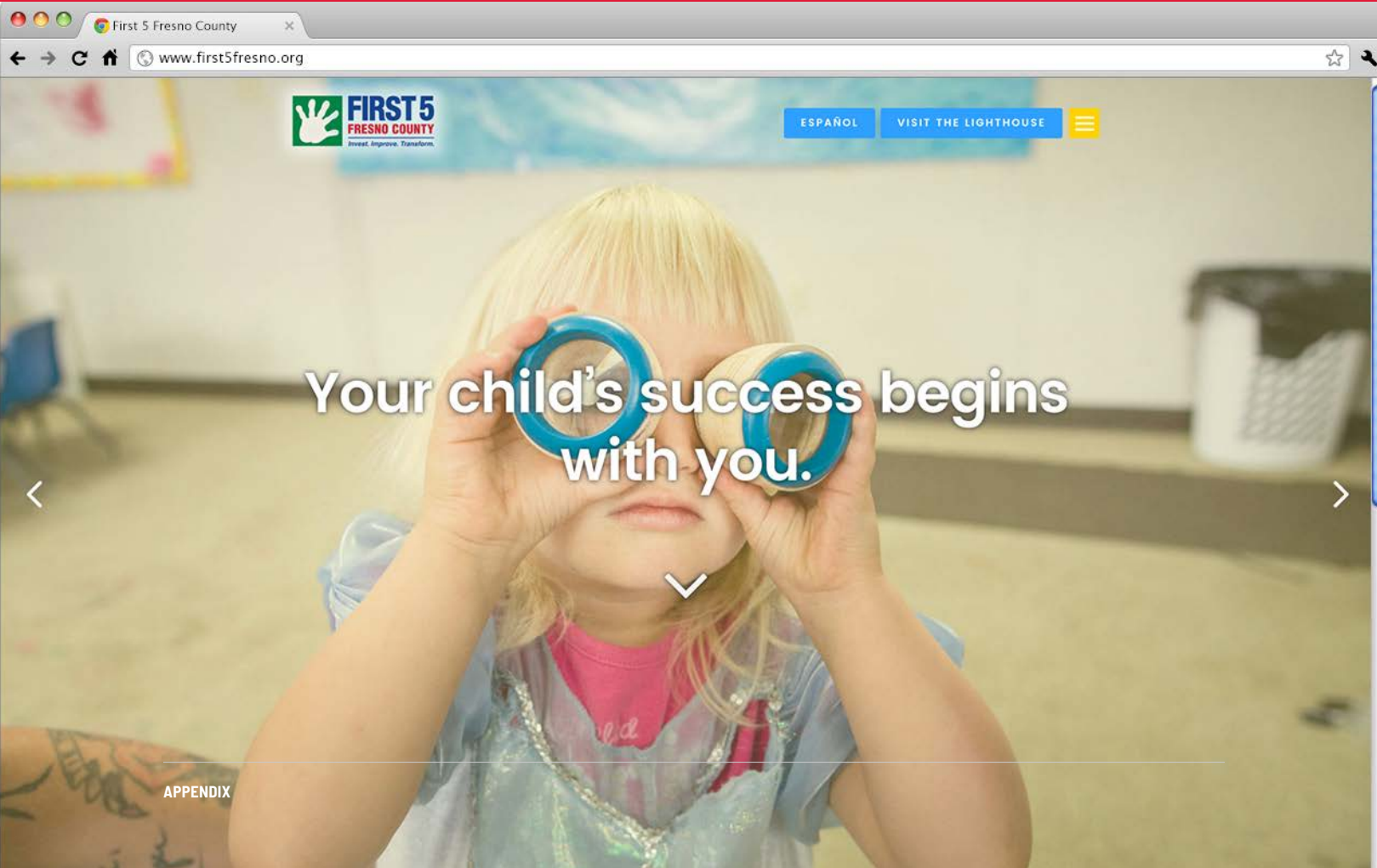
On the following pages are examples of just some of our website related work, including case studies that included website production.



Case Study: First 5 Fresno County
Website - <https://www.first5fresno.org/>

Born to Succeed

Background: First 5 Fresno County is an organization dedicated to the first 5 years of a child's life. Through various programs and services, the Fresno County commission works to ensure that all children ages 0-5 are born healthy and raised in nurturing homes. First 5 Fresno County was in need of a complete website rebuild, with a goal to target parents of young children. In particular, the site needed to reflect the growing population of Spanish-speaking families in Fresno County.



Challenge

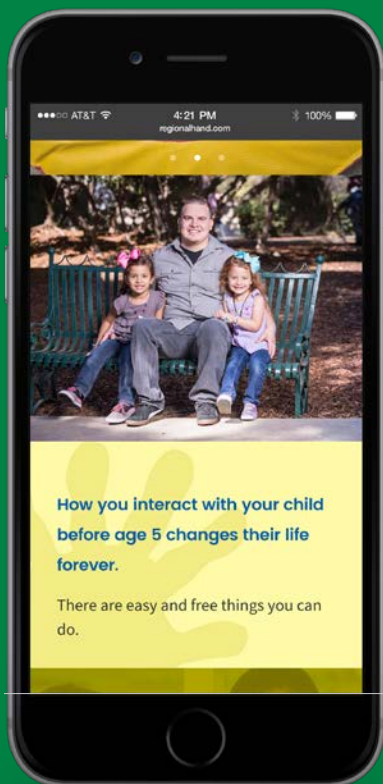
- » Content restructuring
- » Separate Spanish website
- » Internal calendar capabilities
- » Multiple stakeholders
- » No client IT support

Highlights

15+ pages, with at least half converted to Spanish

15+ plugins used during launch

Responsive menu



Result

JP’s primary challenge was to organize the content so that parents could easily find information based on their child’s specific age group. We restructured all of the content and developed a site map that flowed well, and we developed a user-friendly, responsive menu. Another challenge was ensuring that the Spanish web pages were accurately translated. With our previous experience of Spanish content getting poor results with Google translate, we recommended building a separate in Spanish only. At least half of the pages were converted to create a Spanish version of the site, which built trust among families looking for information that wasn’t just literally translated, but culturally adapted and relevant to them.

Our team recommend and built a fill-form at the bottom of every page so that families could easily reach out to First 5, and we used Events Calendar Pro so that internal staff members could schedule board meetings. In addition to First 5 Fresno County staff members overseeing the approval process, we also needed approval from multiple stakeholders, including members from other County departments and the Fresno County Board of Supervisors. We worked closely with First 5 to ensure that the approval process went smoothly, even with additional feedback from key officials.

First 5 Fresno County relied heavily on our team to bring this site to life, and we launched the final website independent of an in-house IT staff on time and with much praise from everyone in the organization.

Case Study: Department of Public Utilities
Solid Waste Division Custom Landing Page - <https://www.keepfresnoclean.com/>

We're On The Same Page

Background: "Keep Fresno Clean" is a customer-facing web page for Fresno residents, highlighting the most common items people toss into their trash, recycling and yard waste carts. We worked closely with the City of Fresno Department of Public Utilities Solid Waste Division to bring this page to life.

*Can I
Recycle This?*



Education

The page educates residents on “what goes where” for their green, gray and blue carts. The page includes a phone number and call-to-action to download the City of Fresno’s “Go” app. We also encouraged residents to contact the City’s Solid Waste Division via Instagram as a part of a larger social media campaign.

Function

We used 3 plugins for additional functionality. And as with all online materials for DPU, this page is ADA compliant. The animation can easily be turned off for static images.

Coordination

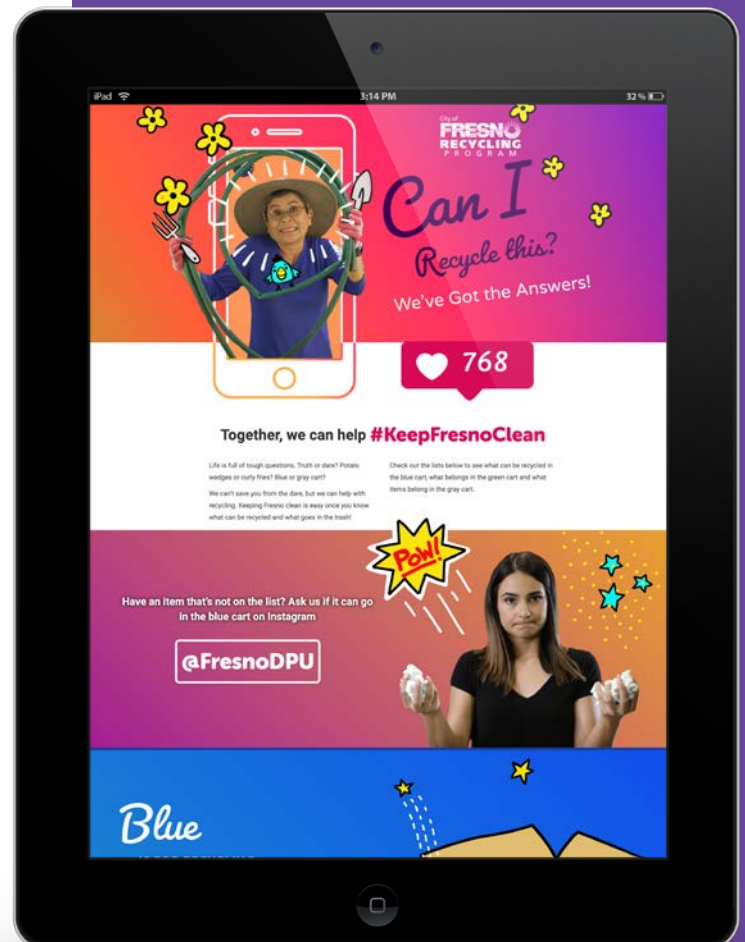
The City’s IT team initially wanted the page to have 100% ADA compliance. With an initial score of 99%, the team was impressed with the results. Our web team also collaborated with their internal IT team to determine how to build a custom page that was not connected to their platform.

Highlights

ADA Compliant

Client IT Coordination

3 Plugins

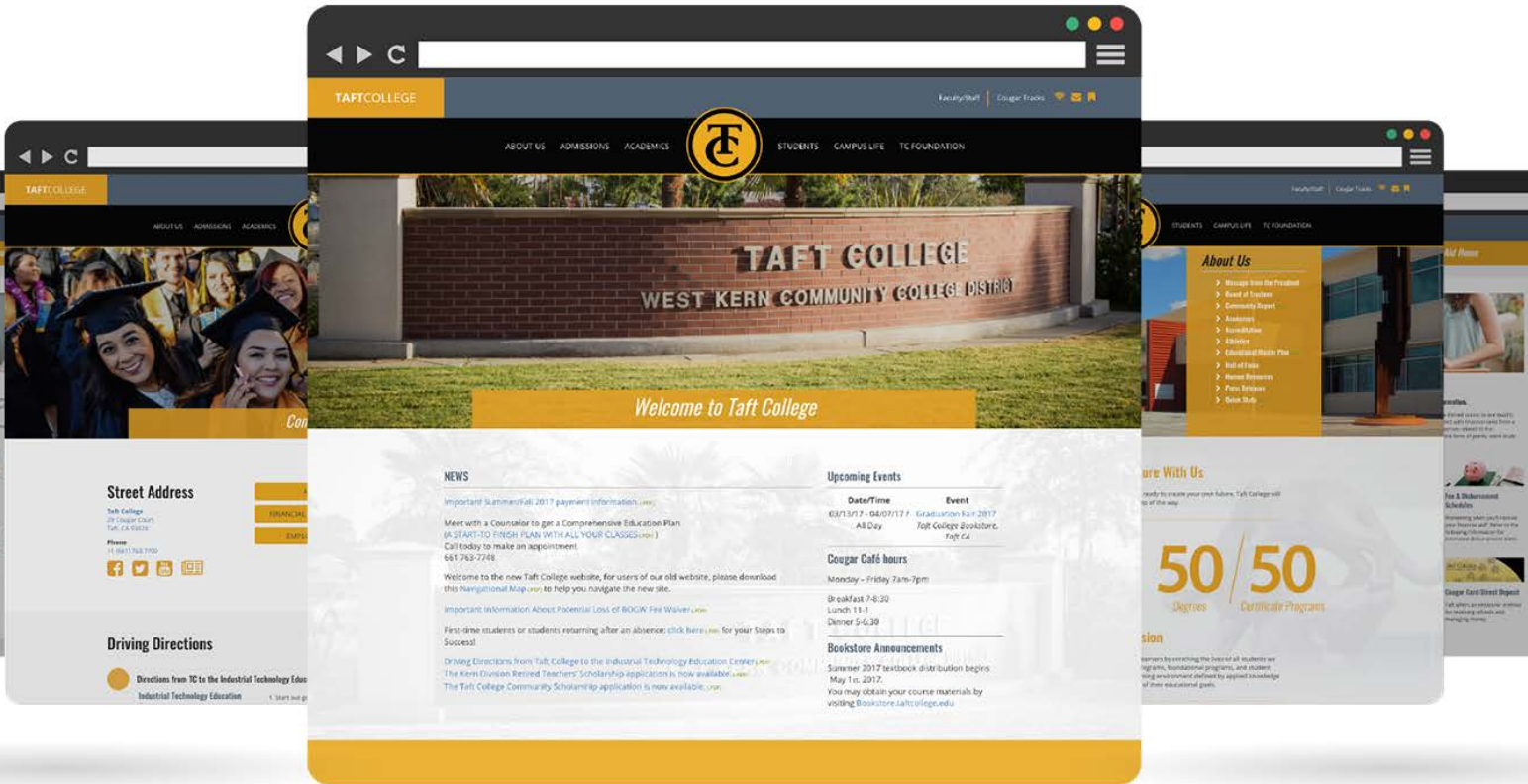


Case Study: Taft College

Website - taftcollege.edu

High Marks

Background: Taft College is well-known in Kern County, yet its web presence left much to be desired. After multiple attempts to redesign its website, Taft College reached out to JP to bring clarity, organization and a fresh perspective to the project. We quickly got to work addressing the main challenge: restructuring content for over 760 pages.



Challenge

- » Content restructuring
- » Information hierarchy
- » Connecting 40+ departments as microsites
- » Navigation structuring
- » Back-end user restrictions
- » Managing numerous shareholders & decision makers
- » Client IT collaboration

Results

In addition to the main college website, the Taft redesign needed to include separate microsites for each department, club and school organization. We began tackling the project by determining the vital content and addressing what needed to be updated or rewritten. We then worked on the overall information hierarchy to determine what would live under the About Us or Academics sections, for example, and what would be accessible to only faculty and staff. We also needed to decide how to connect the different branches of the university together. Together with the Taft team, we created a user-friendly master back-end that controlled all navigation and the entire family of microsites.

Our team also trained the entire staff on how to use the website. We organized training sessions and developed tutorial videos that demonstrated basic back-end features of the site. The videos were concise and came with handouts so staff could follow along, and all of the training materials were housed on an internal microsite for employees to reference anytime.

Highlights

760+ pages

42 separate microsites

30+ dynamic menus

ADA compliant

10 plugins used during launch

Continued maintenance & security updates



**Case Study: Noble Federal Credit Union
Rebranding Launch and Marketing Support**

What's In A Name

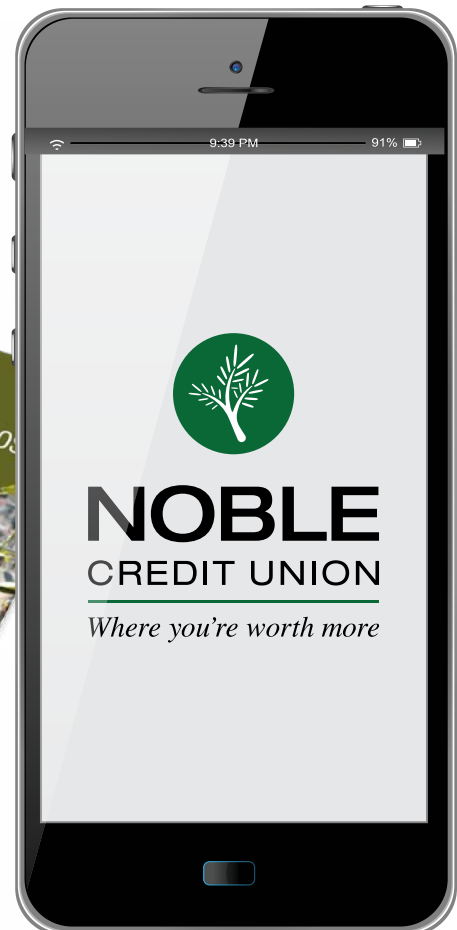
Challenge: For decades, Noble operated as Fresno County Federal Credit Union, exclusive to Fresno County employees. When they began accepting members from other employment groups, they found their name caused market confusion. People thought they had to be Fresno County employees in order to join. The name caused more complications when the credit union began opening branches outside of Fresno and Fresno County. It seemed change was necessary, but change is challenging.



Solution: JP Marketing strongly recommended a name change and facilitated a year-long effort to find the new name ensuring stakeholders from leadership to members were involved in key developmental stages. Throughout 2016, a small committee of credit union leaders formed to consider name choices, JP developed ads, newsletters and other materials to inform the credit union's 85,000 members of the impending name change.

Result: In all, the committee considered more than 300 names, but there was a genuine "ah-ha" moment in the committee room when the word "Noble" first appeared. Finding that there was not another "Noble Credit Union" in the United States sealed the deal. The committee and the Board of Directors agreed, and JP recommended, to move full speed ahead.

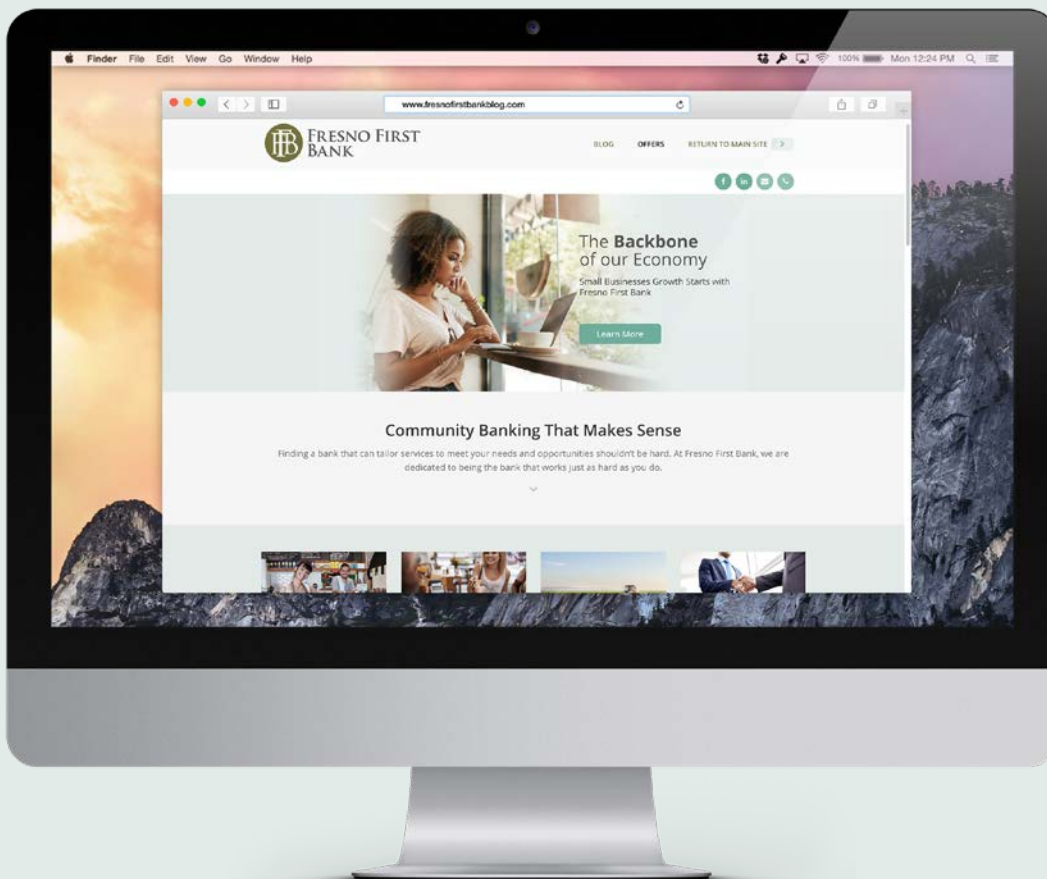
In the ensuing months, JP developed a new logo, branding statement, brochures, musical jingle, and new TV commercials and, on May 1, 2017, the new name, new logo and new branding statement was revealed, first to the membership and then the marketplace.



Case Study: Fresno First Bank Digital Campaign with Supporting Blog Website

It's About Dollars And Clicks

Challenge: Fresno First Bank wanted to expand their advertising into digital media to increase leads for its checking and savings accounts, increase sign ups for Small Business and Ag Loans, and provide more awareness of its Merchant Services opportunities.



Solution: We created a landing page that aligned with the digital and social messaging. A YouTube TrueView digital video campaign was implemented using the Google Analytics data to target specific demographic, interests, hobbies and occupations.


Working closely with their in-house marketing manager, content was curated to create timely and relevant blog posts that could extend the campaign into educational topics that could further drive clicks to the page and position FFB as a business banking subject matter expert.

Result: In just one month, the campaign began tracking leads as a direct result from the digital display, social media, and Google Search campaigns. With real-time lead tracking we were able to adapt the campaign's focus, and exceed the original ROI goals by 900%.

"The rules in the marketing game have changed dramatically even in a more established and regulated industry like banking. We need to be present in every channel to be telling our story to our existing and potential customers. The digital space has become a great channel for lead generation at the bank and if you can find your spots, it can be a very low-cost acquisition channel. JP helped us set up a more efficient landing page to drive traffic from our digital ads to help us find higher quality leads that we can then close at a better rate."

- Steve Miller, President and CEO
Fresno First Bank

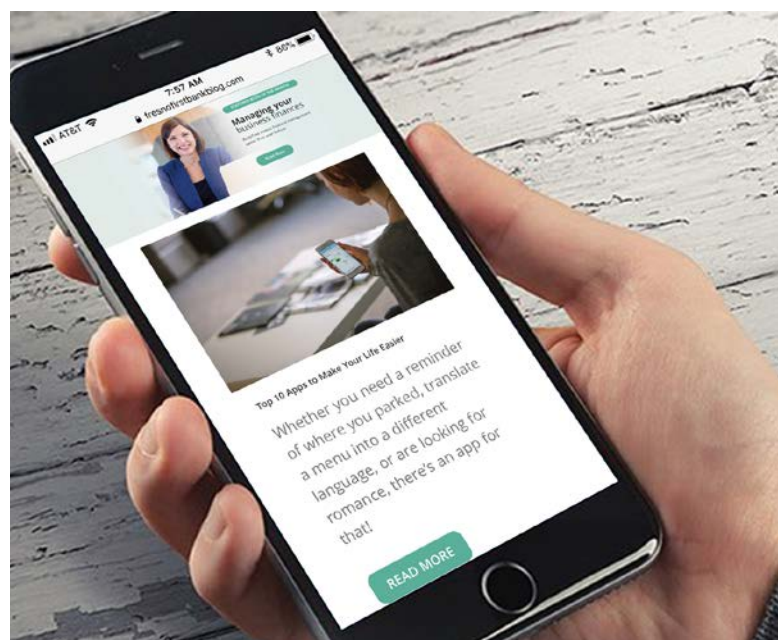
Learn More About
Our Merchant Services



**Business Loans
That Fit Your Needs**

Learn more about our SBA loans
and how you can get up to \$5 million

GET STARTED



Case Study: Mid Valley Financial Rebranding and Website

A Sharp Dressed Brand

Challenge: The Mid Valley Financial brand wasn't broken, it was just stale and outdated. While they didn't want to change their logo entirely, they new they needed a facelift. What they wanted to convey through this refresh process was the fact that MVF is a conservative, trust-worthy and financially strong brand. JP audited all assets, from business cards to website pages and discovered significant inconsistencies in brand application as well.



Solution: The first part of the refresh included an exploration of colors and fonts that would convey the requested brand personality. Once selected, brand guidelines were created so that all future assets would be consistently designed. Then we turned to the website and conducted a complete redesign, ensuring that there was clear navigation for consumers to easily find MVF's priority products and services. Most importantly, we created individual pages for each loan officer with direct contact options. Web pages also lacked SEO and points of engagement, which was all integrated into the refreshed site.

Result: Once the brand refresh and website were complete, we launched a digital campaign to attract new loan business. In the first month, we were able to drive 884 clicks from Google Ads alone, and the "First Time Homebuyer" messaging delivered an 11.75% click through rate - more than 3 times higher than industry standards. Over the total 5-month campaign, Google Ads delivered 4523 clicks to the website and 206 calls to them tracked through the website. A very small social media budget was also deployed in that period, delivering an additional 78,175 impressions and grew Facebook followers by 41%.



**Case Study: Fresno County Department of Public Health
Flu Campaign**

Quick Recovery

Challenge: The Fresno County Department of Public Health needed to reach the public during the 2017-2018 flu season, and the campaign had to launch in within two weeks!

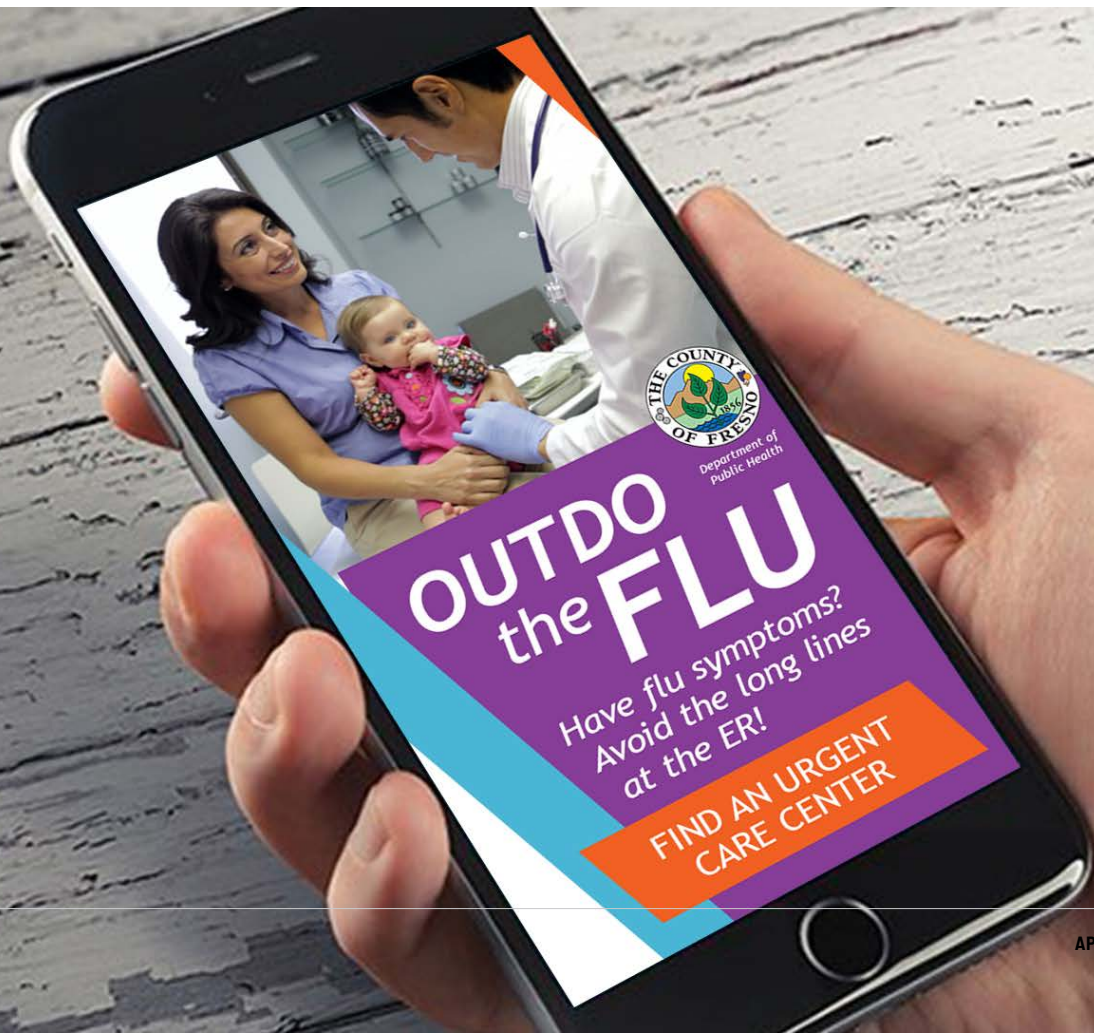


Solution: Working collaboratively with their staff, we were able to produce television, digital and social ads, a landing page to track activity, and all in multi-language. Leveraging relationships and resources the targeted campaign reached various audience segments to achieve the most market penetration.

Results: We delivered over 9.5 million impressions, exceeding the goal by nearly double; 22% of those impressions being Spanish language audiences and over 133,000 impressions to Hmong and Asian communities. We received over 20% bonus weight/ free public service announcements, and delivered 5,000 new users to the OutdoTheFlu.com landing page.

"JP Marketing has been able to get four times the value for the budget than when we have planned and placed our own media. We are very happy!"

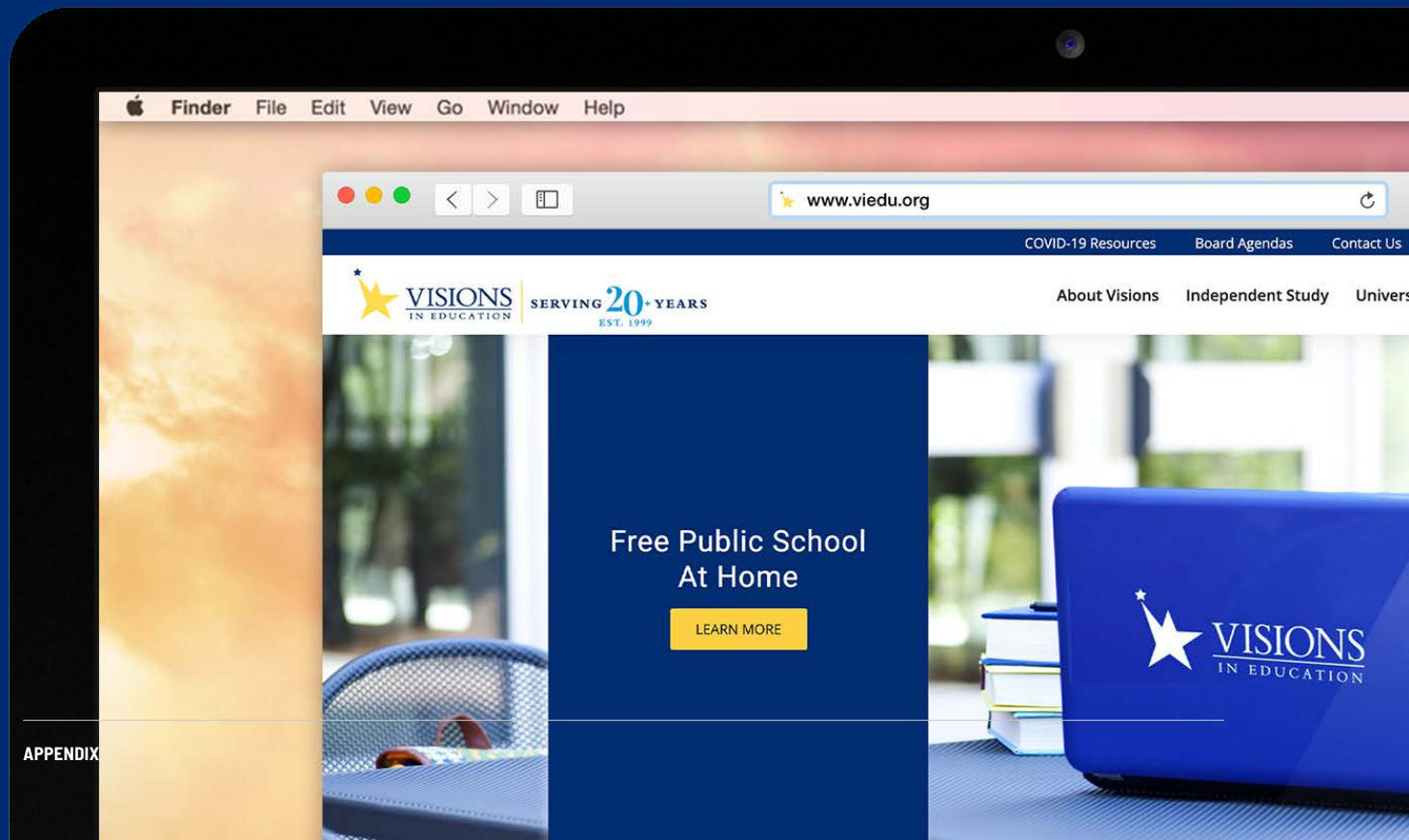
Joe Prado, Division Manager
Fresno County Department of Public Health
559-600-3007 | jp Prado@co.fresno.ca.us



Case Study: Visions in Education
Website

Back to School

Challenge: Visions In Education (VIE) is a public charter school with multiple successful programs serving 9 counties in the Sacramento-region. As part of a website refresh, VIE had 3 clear objectives: 1) Organize the content so it aligned with their three core programs, 2) Ensure each program featured content and images that spoke to the respective target audiences, and 3) Deliver a lead-generating site that met pre-determined performance criteria within 30 days after launch.



Solution: Working closely with the marketing team, we created target audience personas for their three core programs: Independent Study, University Prep, and Home Schooling. This pre-development work ensured our images, copy-editing and overall page tone was in alignment with the programs' target audiences. We delivered several page design options and worked collaboratively to create page layouts and design elements – such as a program comparison grid – that would ensure a clear message about VIE's programs was communicated.

There are several complex components of the site, including a dense database that integrates with VIE's internal server, that required an elegant sorting tool solution which was solved with a plug-in modification. Furthermore, knowing the site would be measured on lead generation capabilities, we constructed an elegant solution that is visibly highlighted on every page but is not obnoxious in its presentation.

As we moved into development, JP's team worked directly with VIE's in-house IT team to load and launch the site on their internal server. With our developer on-site, we were able to work side by side with VIE's team to trouble shoot the site, ensuring a smooth, on-time launch.

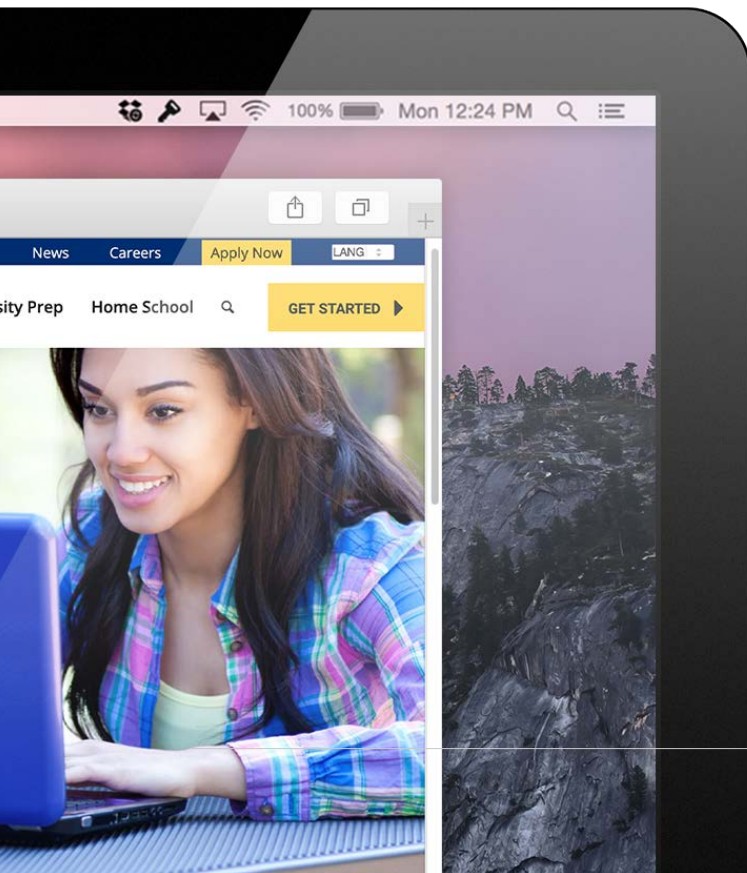
Results: Key metrics for site performance included total unique visitors, total time spent on site, number of pages visited and total lead captures. Additionally, the site needed to meet stated requirements for ADA compliance and minimum SEO expectations. All performance metrics and expectations were met and the site remains active and live today.

"We were looking for folks who had the skills, experience and proven track record to ensure a successful website implementation. After an extensive vetting process we selected JP Marketing to help take us to the next level with our website. We found their team to be extremely competent and very easy to work with. Jane and Pablo were instrumental in helping us design and implement a new website that helped communicate our value to families from a phone, tablet or desktop in clear and concise manner.

Their fees were very reasonable, they met all timelines and targets and have been great partners helping to develop my team along the way. We have been online with our new site for over 5 months and are pleased to say that all enrollment targets have been met and my team has developed the skills to manage the system with ease.

Thank You JP Marketing!"

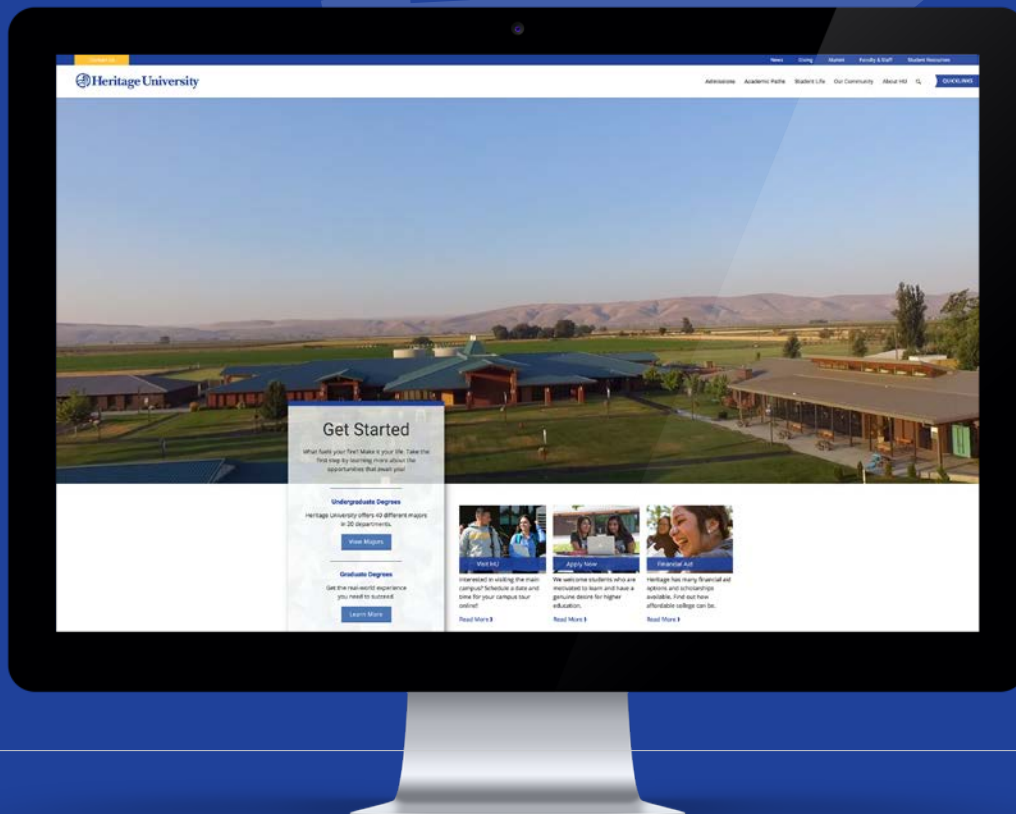
*- Tom Tafoya, Chief Operations Officer
Visions In Education*



Case Study: Heritage University
Website - <https://heritage.edu/>

Best in Class

Background: Heritage University is located in Toppenish, Washington, with a second campus in Tri-Cities. With 85% of Heritage students identifying as the first in their family to attend college, the main challenge was to develop a stronger student-facing website that promoted student support; highlighted financial aid and degree opportunities; and emphasized engagement. Additionally, Heritage is more expensive than its nearby public college competitors, and is further away from the nearest city with no on-campus housing. The new site needed to communicate a value message to overcome these challenges, while also serving as a lead generation site for enrollment.



Challenges

- » Complete content restructuring & information hierarchy
- » Back-end user restrictions
- » Custom search functionality
- » Campus-wide scheduling capabilities
- » 100% remote collaboration with client

Results

JP worked with Heritage to create a dynamic site that would serve as a recruiting device. Our designers and developers collaborated with Heritage 100% virtually, with weekly meetings to provide progress updates on the 150-page site.

The primary task was to completely restructure the content for ease of navigation. Upon updating the information hierarchy, we developed new menus and sidebar widgets for added user-friendly navigation, and created customized search functionality with particular tags for individual pages. We also implemented a modern design with mobile and cross-browser adaptability. We assisted on the "go live" day remotely and walked through the site transition with the IT team, as well as trained faculty on how to schedule events with the campus-wide calendar plugin. The final site launched on time with positive feedback from various departments at Heritage, and the following year, enrollment numbers increased.

Highlights

ADA compliant

**150+ pages with
13 individual page
layouts/designs**

**13 plugins used
during launch**

**Clean, modern,
mobile-friendly
design**

**Updated interface
for in-house staff**

Case Study: County Medical Services Program

Path to Health Website - <https://mypathtohealth.org/>

Good Health, In Good Hands

Background: County Medical Services Program (CMSP) provides health coverage for uninsured low-income, indigent adults that are not otherwise eligible for other publicly funded health care programs. The program serves 35 counties throughout California, with various pilot projects reaching potential applicants and health care providers. With multiple target audiences visiting the website (applicants, members and providers), the CMSP site needed to be easy to navigate, with clear and concise content that explained the program's nuances. In addition, extra security would be needed to protect sensitive health care information.

Versión en Español

PATH TO HEALTH

Home

About

How Do I

Provider Locator

Resources

News

Contact Us

TOGETHER, WE CAN CREATE A HEALTHY COMMUNITY!

Path to Health is currently enrolling up to 25,000 undocumented residents within 35 designated California counties.

MORE INFO

PROVIDER LOCATOR

Challenges

- » Multi-county information & data sorting
- » Additional security needed
- » Internal calendar capabilities
- » Multiple targets (applicants & providers)
- » HTC audience

Results

JP collaborated with CMSP to build the site map, and developed a flow that would quickly take applicants, members and providers to their respected sections. We worked closely with the CMSP team to refine the content so that it would resonate with potential applicants in a hard-to-connect demographic. CMSP also needed capabilities to schedule numerous governing board and committee meetings throughout the year, so we used the Events Calendar plugin for easy coordination of these events. For county information and data sorting for 35 counties, we used Ninja Tables Pro, which allows users to search eligibility, members and expenditures by aid codes or provider types. And due to the private nature of medical information, we implemented Wordfence Security for added protection from hacks and malware.

We coordinated with CMSP's internal IT department for hosting and domain access, and our developer helped transition the site over to their team on the "go live" date. The final CMSP website launched on time and within budget, and served as a strong educational tool to help JP's larger campaign efforts to increase applications and sign-ups for the health care program.

Highlights

ADA compliant

35+ pages

20 plugins used
during launch

Wordfence Security

Client IT coordination

Website: Cencal CNC

cencalcnc.com



Website: Sol-Tek Solar

solteksolar.com

[\\$ Refer A Friend](#)

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[Home](#) [Why Go Solar](#) [Why Sol-Tek](#) [Services](#) [Get Started](#)

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1



SOLAR POOL HEATING

Dive in to savings with the Central Valley's leader in pool solar heating and double the length of your swim season!

[Learn More](#)

2



SOLAR HOT WATER

Get ready for a tidal wave of savings with a brand you can trust and quickly recoup your investment within a few short years.

[Learn More](#)

3

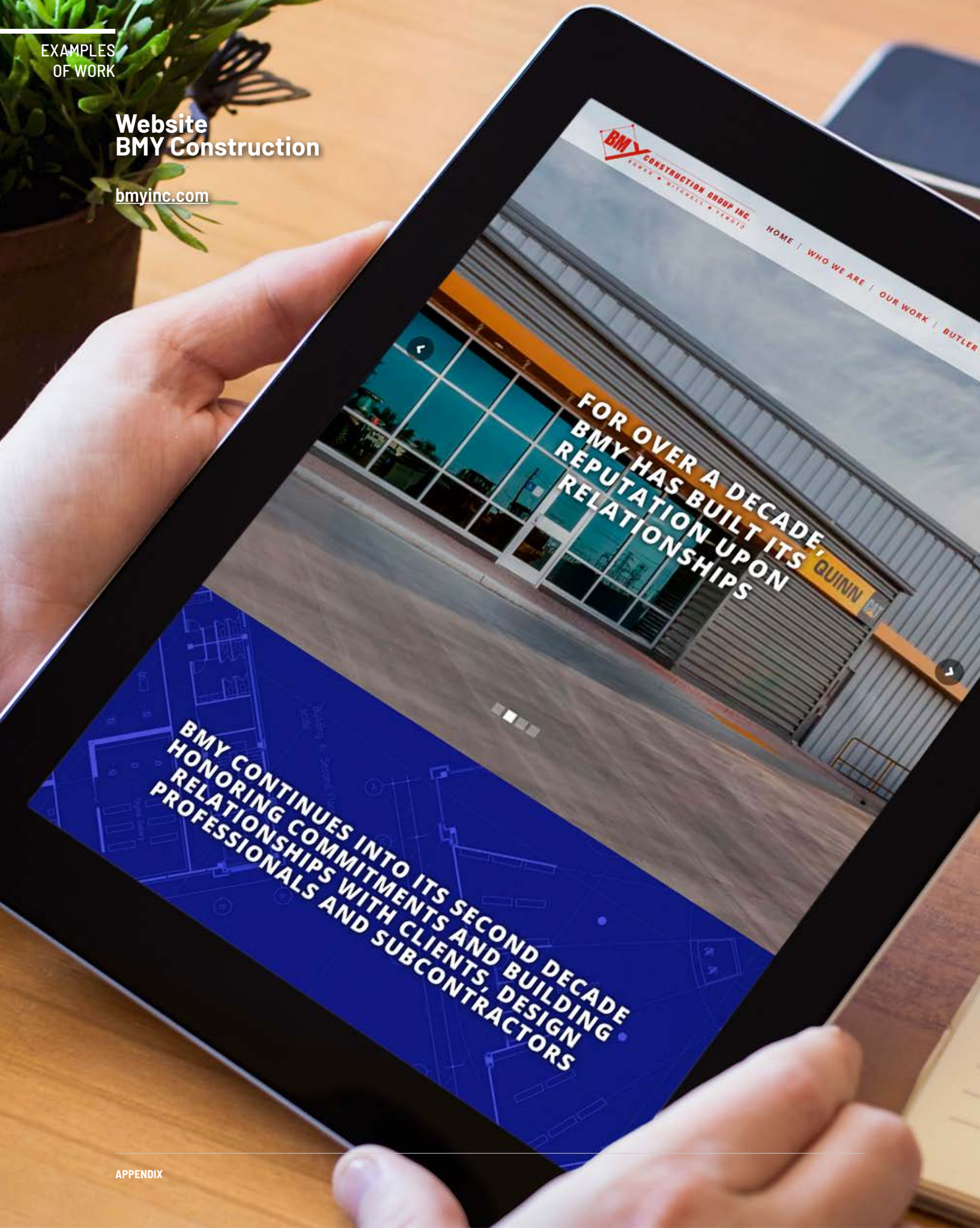


SAVE ON ELECTRICITY & LOWER YOUR BILLS

EXAMPLES
OF WORK

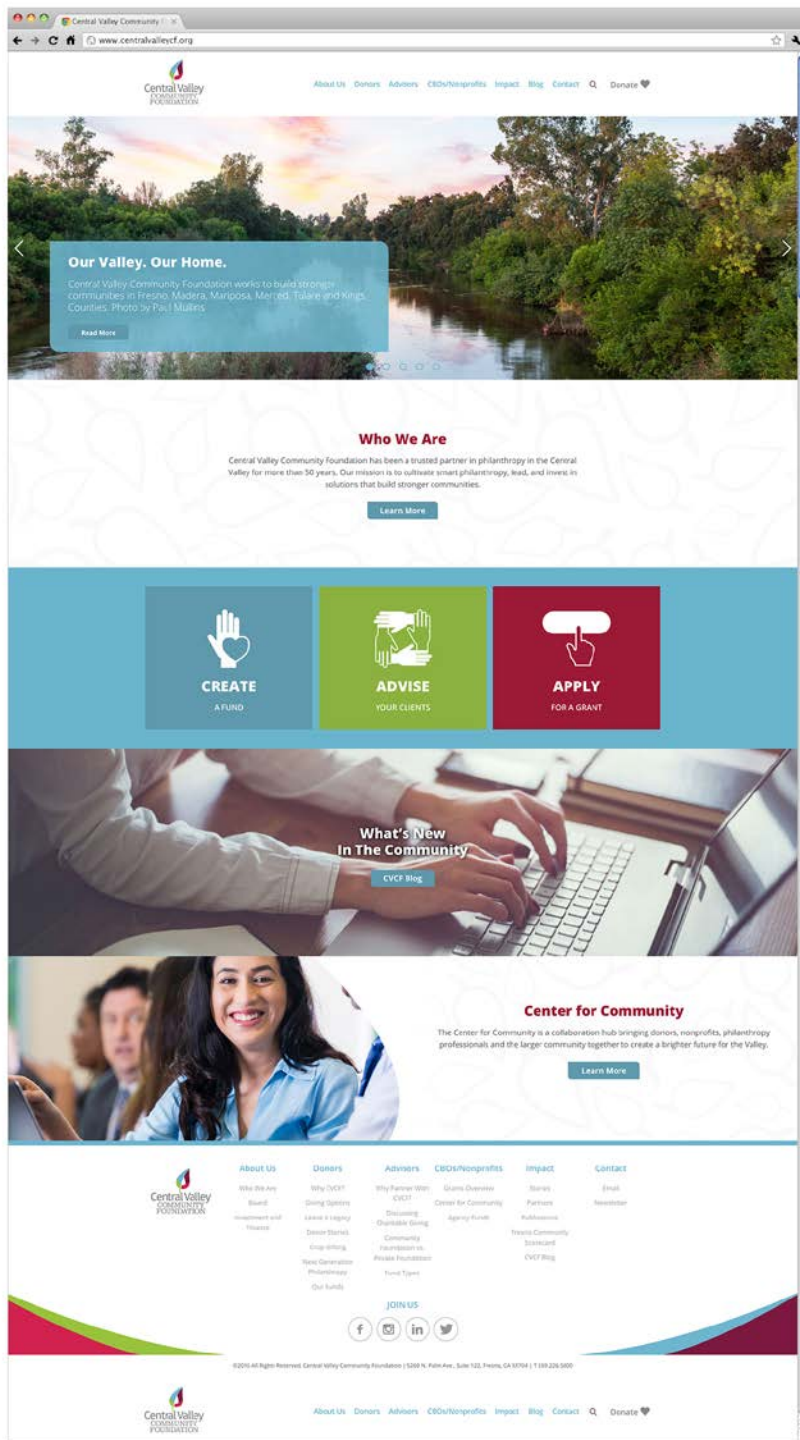
Website
BMV Construction

bmyinc.com



Website Central Valley Community Foundation (Non-Profit)

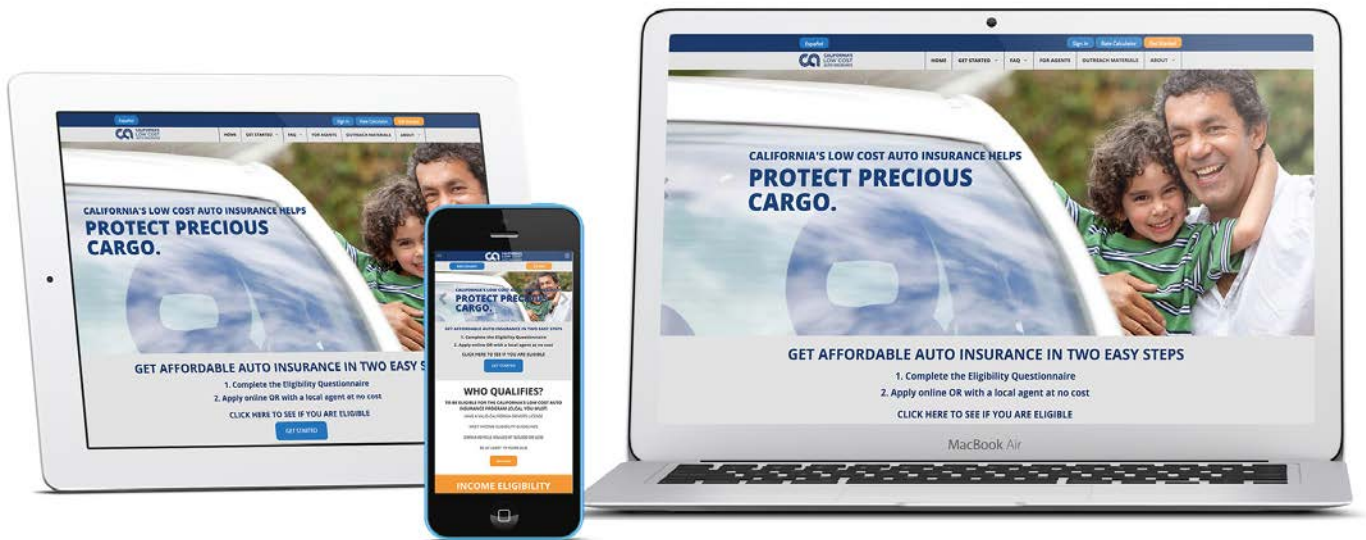
centralvalleycf.org



Website California Low Cost Auto Insurance

This new website for the California Department of Insurance's Low Cost Auto Insurance program features a responsive design, one-click language change with multiple language FAQs, online ordering and a consumer rate calculator.

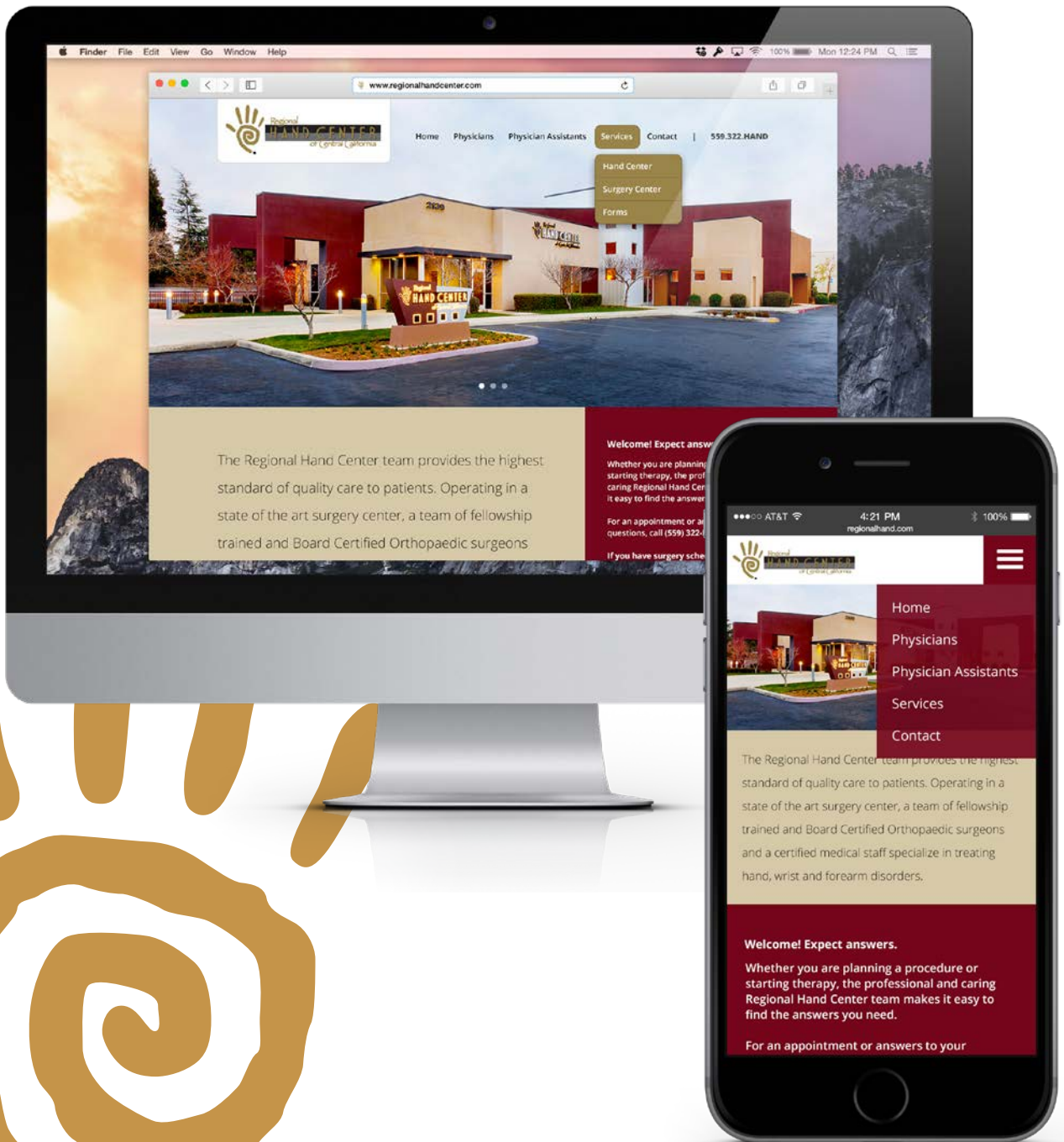
mylowcostauto.com



Website Regional Hand Center

This new website for Regional Hand Center meets HIPPA laws and accommodates client preferences with a mobile responsive design. Copy writing and photography provided by JP.

regionalhand.com



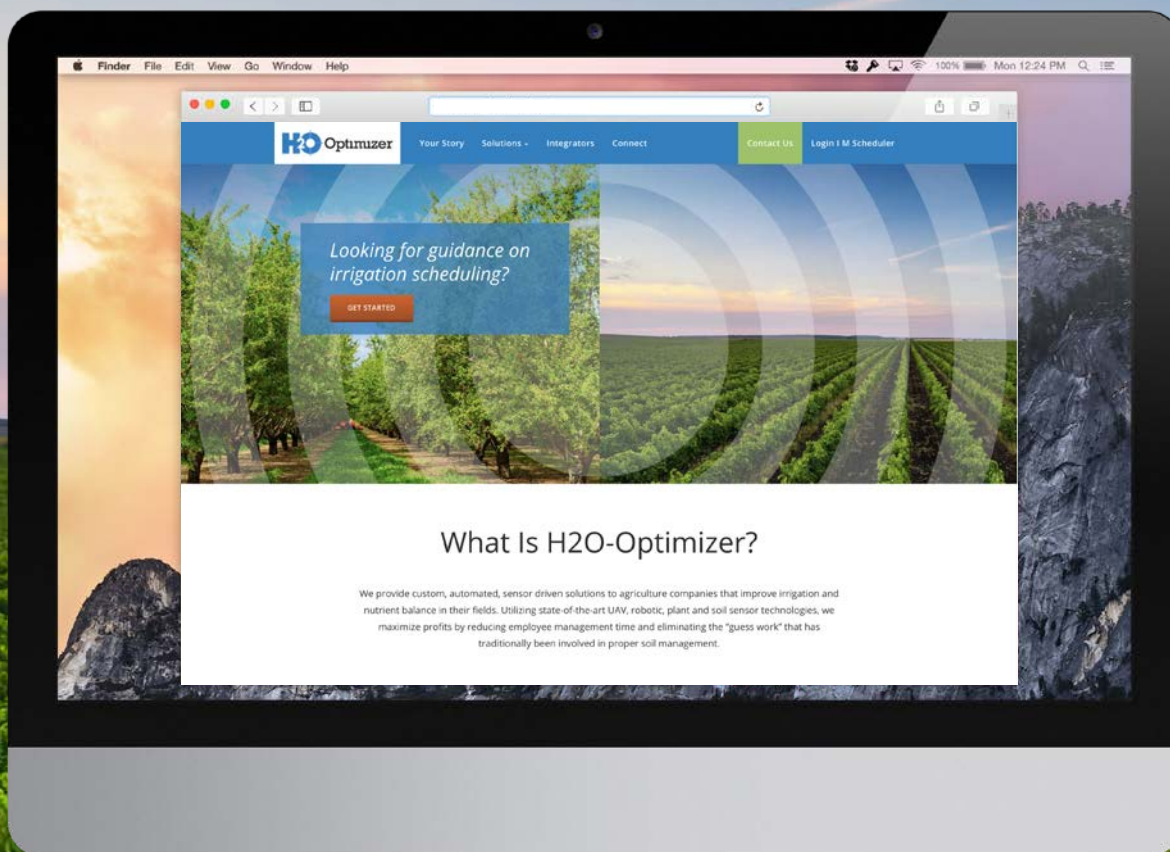
Website Quiring General

quiring.com



Website H2O Optimizer

h2o-optimizer.com



Website Betts Company

betts1868.com

559.498.3304 2843 South Maple Avenue, Fresno, California 93725

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Home Who We Are Our Divisions News Contact Us Careers

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JOIN OUR TEAM

SIX GENERATIONS | THREE DIVISIONS | 150 YEARS OF INNOVATION

BETTS SPRING MANUFACTURING

BUILDING WELL, SERVING BETTER® SINCE 1868

Betts Spring Manufacturing custom designs and manufactures coil and leaf springs for transportation and other industrial applications since 1868. Dedicated engineering resources provide a broad range of services, including custom design or redesign, rapid prototyping, finite element analysis (FEA), production part approval process (PPAP) and first article production samples.

Explore Now

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EARNING YOUR TRUST, MILE AFTER MILE®

Betts Truck Parts & Service is a leading service and parts provider for owner/operators, and national, regional, and municipal fleets across the western United States. Betts Truck Parts & Service stocks inventory of quality replacement parts manufactured by transportation industry leaders and provides experienced installation and repair services for all types of commercial vehicles.

Learn More

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BettsHD is a single, reliable source for safety-related products focused on heavy duty tractor/trailer applications, including mud flap hangers; conspicuity solutions; quarter, poly and metal fenders; bracket kits and accessories; application solutions; and custom design/manufacturing. BettsHD has been a leader in spray-suppression products and fenders for nearly 60 years and holds numerous patents, including the first patent granted on spray suppression mud flap hangers in 1954.

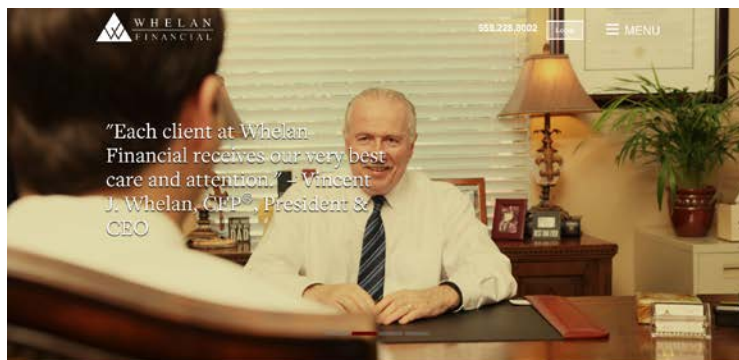
Start Here

150 YEAR ANNIVERSARY
1868-2018

CELEBRATING 150 YEARS

Website Whelan Financial

whelanfinancial.com



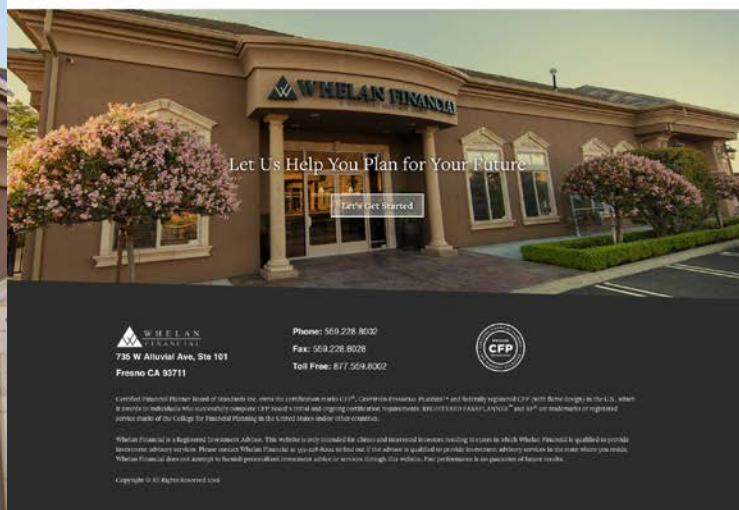
Secure Your Future

At Whelan Financial, clients come first. We aim to provide an unparalleled level of service. Learn how our experienced professionals can tailor a financial plan to fit your goals.



Achieve your financial goals.

[Learn About All Our Services](#)



SBCCOG Website Redesign & Maintenance Proposal

NO. 2020 W-1

Prepared for
South Bay Cities Council of Governments



Prepared by
Webstrack



Cover Letter

November 23, 2020

Dear South Bay Cities Council of Governments,

Thank you for allowing Webstract the opportunity to bid on your project. I am personally very excited about this opportunity, and confident our company is qualified to assist SBCCOG with all of the project requirements. We have the technical expertise needed to fulfill every requirement listed on the RFP.

We are a local company that has serviced the South Bay since 2012. Not only do we service the South Bay, but I have lived and worked in Redondo Beach my entire life. We believe that our expertise coupled with our knowledge of the area gives us a better understanding and advantage, allowing us to deliver a finished product that no other business can.

I will be responsible for overseeing the project as well as participating in many of the required tasks. We will have 4 employees working on this project, 1 of whom has worked on the existing SBCCOG website in the past. Each of these employees' experience and qualifications are noted in the Team section of the proposal.

If chosen for this project, we would be happy to have any in-person meetings (depending on COVID-19 tier status), as well as regular Zoom meetings, emails, and phone calls.

I am confident that our experience, references, and portfolio will show SBCCOG that Webstract is the right choice for your project.

Thank you,



Justin Scarpetti *Co-founder & CTO*

Webstract

24255 Hawthorne Blvd.

Torrance, CA 90505

855-201-5800

www.webstract.com

Technical Approach

Webstract prides itself on being a small agency with big agency capabilities. We have the expertise to provide every aspect within the scope of this project. We will utilize the latest technology, software, and techniques to design & develop a state-of-the-art website for SBCCOG with the end-user in mind.

Snapshot

Webstract will work with the project management team at SBCCOG to design and develop a new website with the latest software, technology & interactive design components. We will develop the new site from the inside out, keeping the SBCCOG (and newly integrated SBESC content) staff and consumer in mind.

Our goal will be to minimize the number of clicks a user will need to perform before accessing what they're looking for. At the same time, we will minimize the effort on the backend using a content management system that is simple and easy to navigate. The end goal will be to create an engaging website that looks nice but is easy to navigate while promoting the 16 South Bay member cities throughout the entire website. We believe in this case simple is the best approach.

Scope of Work

Webstract will work with the SBCCOG project management team to ensure a smooth transition to the rollout of the new website. We will detail the progress of each step of the project through weekly communication with the SBCCOG project management team through your preferred communication method.

All bulleted points within the RFP NO. 2020 W-1 are summarized below. Each item will be addressed by our team during the planning & wireframe stage of the project.

- Create a new sitemap that incorporates SBCCOG & SBESC together as one website
- A sitemap will be created in bulleted list & org chart format
- Create a hierarchy of important pages that SBCCOG wants to promote
- Ensure sitemap and prominent pages promote the work of the SBCCOG
- Prominent sections to include SBFN, Transportation Programs, and SBESC
- Restructure and redesign SBCCOG (incorporating content from SBESC)
- Design to be user-friendly with desktop/tablet/mobile-friendly interface
- Create a style guide for any new branding incorporated into website design
- Develop the website on WordPress (open source CMS)
- Utilize the latest version of WordPress (currently version 5.5.3)

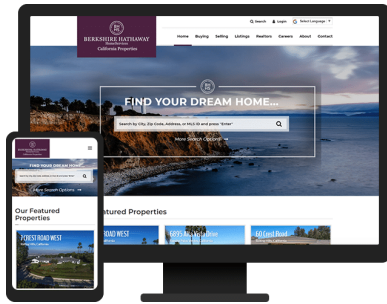
- Build on the latest PHP version (currently version 7.4)
- Build on the latest MySQL/MariaDB version (currently 10.5)
- The initial website will be developed on our webstract.net development server
- Develop backend utilizing [ACF](#) which allows for easy non-technical updates
- ACF is adaptable and updatable over the long term
- Create interactive Calendar for SBCCOG staff to manage and users to view
- Migrate current pages on SBCCOG and SBESC
- Create 301 redirects for all old SBCCOG pages, pointing to the new pages
- Create 301 redirects for all SBESC pointing to the new locations on SBCCOG
- Develop a user-friendly responsive mobile & tablet website
- Ensure cross-browser & cross-device compatibility
- Integrate site membership with user authentication for member cities
- Create the ability to allow users with multiple permissions to manage website
- Create the ability to allow certain users to access specific areas on the website
- Integrate taxonomy system for all website pages/posts/content
- Incorporate Google Analytics to track and monitor visitor information
- Incorporate Google Translate to translate the website in real-time for any language
- Incorporate robust website search features
- Incorporate easy/downloadable access to documents and contact information
- Incorporate registration system with auto confirmations
- Allow sponsors and exhibitors to complete forms and obtain information
- Allow monetary transactions via 3rd party merchant (Stripe recommended)
- Incorporate secure form software to allow the public to communicate with SBCCOG
- Incorporate Office 365 integration for file sharing and document management
- Integrate ArcGIS Hub components throughout the website
- Create a media "center" area on the website for videos, newsletters, podcasts, etc.
- Media center to support and archive streaming videos (via 3rd party software)
- Embed social media feeds where needed
- Integrate Constant Contact newsletter archiving
- Incorporate printer-friendly stylesheets for an optimal web page for printing
- Ensure the website is ADA compliant via proper website coding, no software needed
- As an "added level" of compliance, incorporate the free [UserWay ADA widget](#)
- Install SSL certificate for encrypted connection between user and website
- Set up new VPS web hosting server (4GB RAM, 100GB disk space, 4 CPUs)
- Install server firewall
- Install and setup Wordfence security plugin (cybersecurity app)
- Create documentation for SBCCOG staff on updating the website
- Provide support during testing and up to 60 days after launch
- Additional support may be offered after 60 days

Timeline

Assumes a start date of December 16, 2020 with a completion date of April 16, 2021

Task	Projected Completion Date
Planning	December 21, 2020
Page Layout & Wireframes	December 30, 2020
Design Prototype (Home Page)	January 6, 2021
Design Prototypes (All Key Pages)	January 19, 2021
Front-end Development	February 19, 2021
Back-end Development	March 12, 2021
Content Migration	March 26, 2021
Cross-Browser/Device Testing	March 31, 2021
Final Design & Development Changes	April 7, 2021
Final Quality Checks	April 13, 2021
Training	April 14, 2021
Website Launch	April 16, 2021

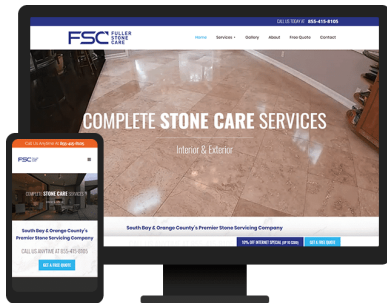
Contact References



Berkshire Hathaway California Properties

<https://bhscalproperties.com/>

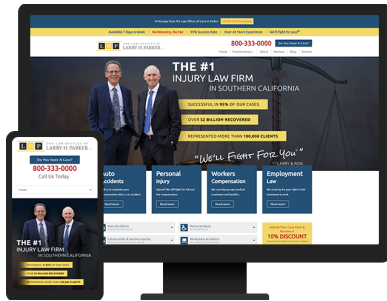
Bruce & Jerrie Short
(310) 766-3811
jerrie@bhscp.com



Fuller Stone Care

<https://www.fullerstonecare.com/>

Larry Fuller
(310) 864-2026
larry@fullerstonecare.com



Law Offices of Larry H. Parker

<https://www.larryhparker.com/>

Mary Baskaron
(760) 559-0122
marybaskaron@larryhparker.com



Datafied

<https://www.datafied.com/>

Mark Holman
(714) 803-6692
markh@datafied.com

Management Approach

Our approach is simple. We don't over complicate the process. We take a systematic approach to every task. All work will be detailed and clearly communicated to SBCCOG. We're not trying to reinvent the wheel and we don't pretend that this is rocket science. We believe a simple & clear approach is best.

Snapshot

As a full-service web design, development, and internet marketing agency we like to make the process easy for our clients. Our strength lies in our flexibility to collaborate with your project management team. We started Webstract in 2012, have grown to 20 employees, and created nearly 500 websites together as a team. Internally, we use Basecamp for all forms of collaboration and communication. Simple, efficient, and effective is the mantra. The next few sections will go deeper into the collaboration and management style that will be expected of us.

Communication

Again, we want to make things easy for you. During the course of our relationship, we will utilize design feedback tools and our project management software, Basecamp, to make design feedback and project communication easy and efficient. We prefer all minor communication, where possible, be done via email so that both sides have a digital record. When applicable, we can schedule phone and Zoom meetings as needed. Any communication done outside of email or Basecamp will be recorded in Basecamp at the end of each meeting for record-keeping purposes.

Document Management

Webstract uses Basecamp, Dropbox, and Box for all document storage needs. Depending on which software your team prefers, we can securely request and send files between your team and Webstract.

Quality Control

Webstract uses several comprehensive Quality Control checklists, created by Us, that we utilize for all projects, both internal and external. Attention to detail is very important to us. Our attention to detail usually minimizes the need for many QC fixes, however, we still do it as a final step in our process. Webstract uses "LambdaTest" for all cross-browser testing and "SortSite" to check for any quality issues including accessibility; additional browser

compatibility; broken links; legal compliance; search optimization; usability and web standards compliance.

Scheduling

Webstract will strictly adhere to the project deadlines set forth by SBCCOG. Each phase will be clearly defined and communicated through our project management software. Each team member will be responsible for recording their notes, and project feedback during each phase. Additional follow-up can be sent via email if that is requested by SBCCOG.

Financial Management

Webstract is flexible with payment and contract terms. As a company, we utilize QuickBooks for all invoicing and our banking partner is Wells Fargo. We accept checks, credit cards, and ACH for all payments.

Our Team

Webstract delivers work that is above the *accepted internet standards*. We don't dabble in shortcuts for short-term gain. Instead, we build solid solutions that meet our clients' needs for the long run. Our mission is to do the right thing, all the time.

Justin Scarpetti

CTO, Principal Contact, Lead Project Manager, Back End Developer

Experience

Justin has spent 15 years in the web design & web development industry. He started off in photography, which led to graphic design, which led to web design & development, Justin has built over 700 websites and developed dozens of custom web applications.

Skills

PHP, MySQL, HTML, CSS, JavaScript, WordPress

About

Justin has lived in the South Bay his entire life. He is married with two children and currently lives in Redondo Beach. When not building websites or programming, he enjoys riding his bike and spending time outside.

Sealth Reinhold

Designer, Front End Developer

Experience

Prior to joining Webstract, Sealth spent 8 years as a designer & front-end developer at Civic Resource Group. **While at Civic Resource Group, Sealth was one of the front end developers that worked on SBCCOG's current website.** Civic Resource Group specialized in designing & developing websites for government agencies, educational institutions, civic organizations, and private industry doing business in the public sector.

Skills

UX Design, UI Design, HTML, CSS, JavaScript, WordPress

About

Sealth lives in Washington state with his wife, son, and two cats. When not designing and building websites for Webstract he enjoys spending time with his family. He also enjoys reading, exercising, and listening to jazz.

Cole Summers

Designer, Front End Developer

Experience

Cole has been a designer for over 20 years. Cole got his start in the start-up world by designing software and web applications

Skills

UX Design, UI Design, HTML, CSS, JavaScript, WordPress

About

Cole lives in La Cañada Flintridge with his wife and two kids. When Cole isn't designing websites he is probably somewhere in the mountains or on a hike with his kids.

Bill Holcroft

CEO, Additional Contact

Experience

Bill has over 20 years of experience in design, marketing, sales, and project management. He has worked for large corporations, including Verizon communications prior to Webstract.

Skills

Marketing, Design, Project Management, Sales

About

Bill lives in Orange County and has been married for 23 years with 2 kids and 3 dogs.

Project References

Websites We've Built for Happy Customers

Hydro Tek

International Industrial and Commercial Pressure Washing Systems

<https://www.hydrotek.us/>

- Website design & development
- Graphic design
- Multiple (26) ancillary websites designed & developed
- Multiple web applications developed
- Migrated 1,000+ pages from old website
- Internet marketing (PPC, SEO, Social Media, Blogging)
- Web hosting & webmaster services

Renew Youth

National Hormone Therapy Center

<https://www.renewyouth.com/>

- Website design & development
- Graphic design
- Custom application development
- Database development
- Custom CRM developed with ongoing maintenance
- Integrated with dozens of APIs
- Internet marketing (PPC, SEO, Social Media, Blogging, Email Newsletters)
- Web hosting & webmaster services

Berkshire Hathaway HomeServices

South Bay Real Estate Agency

<https://bhhsocalproperties.com/>

- Website design & development
- Graphic design
- Custom application development
- Manage 150+ websites
- Database development

- Custom CRM developed
- Integrated CRMLS & IDX
- Internet marketing (SEO, Blogging)
- Web hosting & webmaster services

Foley Products

Southeast US Concrete Pipe and Precast Supplier

<https://www.foleyproducts.com/>

- Website design & development
- Graphic design
- Custom application development
- Database development
- Web hosting & webmaster services

Sports Research

Supplement Manufacture + Health & Wellness Products

<https://sportsresearch.com/>

- Web application design & development
- Database design & development
- Manage application for 500,000+ users

Law Offices of Larry H. Parker

Injury Law Firm in Southern California

<https://www.larryhparker.com/>

- Website Design & Development (6 sites total)
- Graphic Design
- Created custom web server for hosting dozens of website
- Internet marketing (PPC, SEO, Social Media, Blogging, Email Newsletters)
- Reorganized 100+ domains into single unified account
- Set up new DNS hosting for 100+ domains
- Web hosting & webmaster Services

Budget

The following line items are broken down by category

Budget by Task

Justin: Project Manager, Back End Developer

Sealth: Designer, Front End Developer

Cole: Designer, Front End Developer

All work is billed at \$95/hour

Category	Task	Responsibility	Hours	Cost
Planning	Project Overview Meeting	Team	8	\$760.00
Planning	Website Backup	Justin	3	\$285.00
Planning	Content & Resource Inventory	Team	4	\$380.00
Planning	Competitor Research	Team	4	\$380.00
Planning	Sitemap Creation	Team	8	\$760.00
Planning	Software Preparation/Planning	Justin	4	\$380.00
Design	Design Brainstorming	Sealth, Justin	8	\$760.00
Design	Page Layout Concepts	Sealth, Justin	12	\$1,140.00
Design	Wireframing	Sealth, Justin	16	\$1,520.00
Design	Mockups (Base / Home Page)	Sealth, Cole	16	\$1,520.00
Design	Mockups (All Main Pages)	Sealth, Cole	36	\$3,420.00
Design	Style Guide for Website	Sealth, Cole	4	\$380.00
Development	Front End Development (Buildout)	Sealth	24	\$2,280.00
Development	Front End Development (All Pages)	Sealth	56	\$5,320.00
Development	ArcGIS Hub Widget Integrations	Sealth, Justin	10	\$950.00
Development	Create Taxonomy Setups	Justin	4	\$380.00
Development	Google Analytics Integration	Justin	0.5	\$47.50
Development	Google Translate Integration	Justin	0.5	\$47.50
Development	Constant Contact Integration	Justin	4	\$380.00
Development	Calendar Integration	Sealth, Justin	8	\$760.00
Development	Complete On-Page SEO	Justin	12	\$1,140.00
Development	Printer Friendly Optimization	Sealth	6	\$570.00

Development	Social Media Embeds	Sealth	2	\$190.00
Development	Setup & Integration All Forms	Justin, Sealth	12	\$1,140.00
Development	Document Management System	Sealth, Justin	8	\$760.00
Development	Interactive Media Center Creation	Justin	12	\$1,140.00
Development	Setup Wordfence Security Plugin	Justin	6	\$570.00
Development	User Membership Integration	Justin	18	\$1,710.00
Development	Search Integration	Justin, Sealth	8	\$760.00
Development	Create Backend ACF Components	Justin	56	\$5,320.00
Development	301 Redirects	Justin	2	\$190.00
Development	Content Migration	Team	80	\$7,600.00
Development	Responsive Programming	Sealth	20	\$1,900.00
Development	Cross Browser/Device Testing	Sealth	24	\$2,280.00
Development	Final Design & Development Changes	Team	32	\$3,040.00
Development	ADA Compliance Development	Sealth, Justin	16	\$1,520.00
Development	Final Quality Checks	Team	24	\$2,280.00
Training	Documentation	Justin	8	\$760.00
Training	Staff Training	Justin	8	\$760.00
Launch	Website launch	Justin	8	\$760.00
Support	60 Days Included	Justin, Bill	0	\$0.00
		Total	592	\$56,240.00

Hosting

VPS Server (4GB RAM, 100GB disk space, 4 CPUs, SSL Included) – **\$150/month**

Wordfence Premium License key for website security – **\$99/year**

Maintenance

Includes any changes (design changes, training, security updates, plugin updates, bug fixes, etc.) up to 8 hours/month at \$75/hour discounted rate – **\$600/month**

Thank You!

We're looking forward to working with SBCCOG

