

AN ORDINANCE

2011-09-15-0767

AUTHORIZING A CONTRACT WITH WEB-HED TECHNOLOGIES, INC. TO PROVIDE AND DELIVER A COMPREHENSIVE WEBSITE REDESIGN ANALYSIS FOR THE CITY FOR A TOTAL COST OF \$69,978.00. FUNDING IS AVAILABLE FROM THE INFORMATION TECHNOLOGY CAPITAL ASSESSMENT FUND AND THE NON DEPARTMENTAL GENERAL FUND.

* * * * *

WHEREAS, the City seeks to be among the top municipal websites in the country by providing its constituents with important news and information, interactive and social networking tools, innovative applications, and online government services; and

WHEREAS, A Request for Proposal (RFP) was issued for a comprehensive website redesign analysis for the City that reflects the industry best practices for the implementation of a municipal government Website re-architecture/redesign, with Web-Hed Technologies, Inc's proposal being selected by the evaluation committee; **NOW THEREFORE**,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. A contract with Web-Hed Technologies, Inc., to provide the City of San Antonio with a comprehensive website redesign analysis for a firm fixed cost of \$69,978.00, is hereby approved. A copy of the Score Summary, Contract, Discretionary Contracts Disclosure, and SBEDA Plan are attached hereto and are incorporated by reference as **Attachment I**. The Director or his designee is hereby authorized to execute all documents necessary to implement this ordinance.

SECTION 2. Funds in the amount of \$49,978.00 are available for the purchase of this item from the IT Capital Projects funded by the 2011 Tax Notes. An additional \$20,000.00 is available from the Non Departmental General Fund.

SECTION 3. The financial allocations in this Ordinance are subject to approval by the Chief Financial Officer, City of San Antonio. The Chief Financial Officer may, subject to concurrence by the City Manager, or the City Manager's designee, correct allocation to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this Ordinance.

J.K
9/15/2011
#21

SECTION 4. This ordinance shall be effective immediately upon passage by eight affirmative votes; otherwise it shall be effective on the tenth day after passage hereof.

PASSED and APPROVED this 15th day of September, 2011.



M A Y O R
Julián Castro

ATTEST:

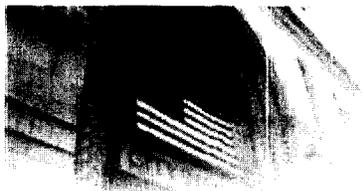


Lucia M. Vacek, City Clerk

APPROVED AS TO FORM:



B7
Michael D. Bernard, City Attorney



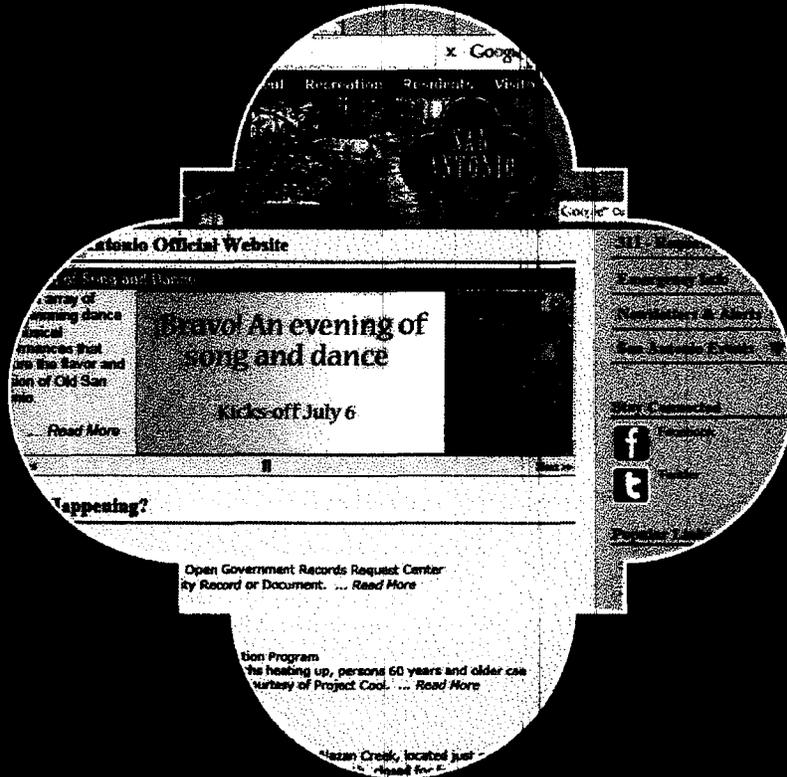
Request for
COUNCIL
ACTION

City of San Antonio



Agenda Voting Results - 21

Name:	5, 7, 9, 10, 11A, 11B, 12, 14, 16, 17, 18, 19, 21						
Date:	09/15/2011						
Time:	02:21:33 PM						
Vote Type:	Motion to Approve						
Description:	An Ordinance authorizing a contract with Web-Hed Technologies, Inc. to provide and deliver a comprehensive Website Redesign Analysis for the City for a total cost of \$69,978.00. [Ben Gorzell, Chief Financial Officer; Hugh Miller, Director, Information Technology Services]						
Result:	Passed						
Voter	Group	Not Present	Yea	Nay	Abstain	Motion	Second
Julián Castro	Mayor		x				
Diego Bernal	District 1		x				x
Ivy R. Taylor	District 2		x				
Jennifer V. Ramos	District 3		x			x	
Rey Saldaña	District 4		x				
David Medina Jr.	District 5		x				
Ray Lopez	District 6		x				
Cris Medina	District 7	x					
W. Reed Williams	District 8		x				
Elisa Chan	District 9		x				
Carlton Soules	District 10	x					



CITY OF SAN ANTONIO
WEB REDESIGN ANALYSIS & SERVICES
RFP 610000289

ATTACHMENT I



TEAM WEBHEAD



Web-Hed Technologies, Inc.
1617 E. Commerce St.
Ste 4104
San Antonio, TX 78205



#MIGHTYGROUP

The Mighty Group
1617 E. Commerce St.
Ste 5103
San Antonio, TX 78205

**doing
media**
think • design • create

DoingMedia LLC
1001 S. Alamo St.
San Antonio, TX 78204





Experience and Capacity to Perform

Webhead is a San Antonio original, established in 1994 by digital natives; we are true pioneers on the Internet with 17 years of experience with Web Design/Application Development, Internet Operations, Information Assurance and Managed Service experience. Through industry best practices, proven methodology, and applied development, our company brings to the City of San Antonio (COSA) the capacity, talented/skilled personnel, and financial strength to address the requirements outline. In recognition of excellence, Webhead recently was selected and awarded the contract to completely redesign the MyAirforceLife.com, a recreational site of the United States Air Force, a project of identical scope and complexity to the San Antonio Website Redesign Analysis and Services (WRAS).

Team Webhead Advantage: Unparalleled Credentials

Team Webhead includes two additional San Antonio originals, The Mighty Group LLC and Doing Media LLC. Industry leaders in Branding and Information Architecture lead both companies. The Mighty Group Principal is Sho Nakpodia, an individual well respected by the Graphic Design/Marketing business community. Doing Media Principal is Todd O'Neill. Both individuals have worked on national, regional and locals accounts.

Scope of Services

Based on the requirements outlined for

the COSA WRAS project, the majority of effort will focus on analysis and visual design activities that will produce a solid end user experience, while supporting the cities goal of becoming one of, if not the, top municipal site in the country. In general, a web site should reflect a balance between the business goals and priorities of the organization and its target audiences both internal and external.

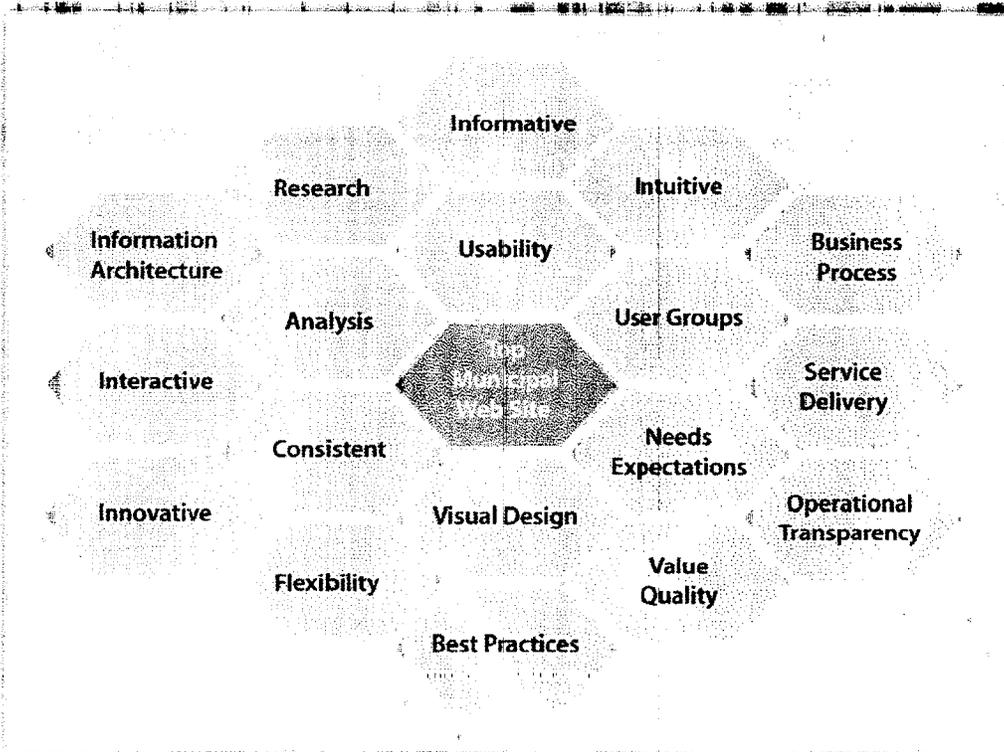
To be successful, the site must provide a cohesive, centralized design that presents content that is meaningful, useable and accessible across different target audience types. Users find content meaningful when they can see how it directly relates to them and their priorities. Content is useable when it is organized, written, and depicted in ways that allow users to easily absorb key facts and ideas. Content is accessible if the user can get what they need when they need it.

Business Goals for COSA:

- Top municipal web site
- Conduit for important news and information
- Interactive and social network tools
- Innovative applications
- Online government services
- Use tools/technologies to meet high community expectations
- Optimize government business process
- Optimize government service delivery
- Support high-level operational transparency
- Deliver value to COSA
- Enable new capabilities and enhancements

Team Webhead understands that the website representing COSA should reflect all these items in both the aesthetics of the website, but also in how the information is being communicated to its visitors. The new website will have a modern and professional look and feel that is rich in imagery of the beautiful city with carefully planned out navigation that will allow the users of the website to locate information efficiently. Webhead also understands that the new website for the City of San Antonio should set a new standard visually for the new City of San Antonio branding; while the strong functional basis and interactivity of the new website, will make it easy for the new website to share and link any content to other City websites. Team Webhead performs with a demonstrated rich heritage of experience and a strong

understanding of the technicalities and scope of effort required by this solicitation. We have designed and developed customized technical solutions for notable clients such as the United States Air Force, UTSA, Bexar Metropolitan Water District, and of course, multiple departments within the City of San Antonio.





Team Webhead is highly excited about the opportunity to bring our voluminous experience with multiple departments to the top levels of COSA. The chart highlights the honeycomb of requirements for the type of enterprise website that COSA desires.

Team Webhead has performed with demonstrated rich heritage of experience and a strong understanding of the technicalities and scope of effort required by this solicitation. The combination of Webhead's technical, The Mighty Group's creative, and Doing Media's information architecture will best meet COSA's goals and objectives using "Home-Grown" resources that truly understand the unique character, history, and future of Cyber-City USA. The challenges that Webhead will address will revolve around availability and access to department personnel. Team Webhead will consistently work with the City's program manager to provide ample time for planning purposes, however we understand that scheduling conflicts do arise. Team Webhead also understands that the design elements will be influenced by the "Deep in the Heart" campaign currently underway. Any delays or difficulties in obtaining that information could slow the ability of Team Webhead to capture those design influences within the period of performance of this contract. Lastly, as with any large organization, Team Webhead anticipates obtaining numerous and potentially contrary opinions on various ideas reflecting the website. Team Webhead's approach will be to implement its professional judgment to arrive at a recommendation that

incorporates the best of the best ideas.

Team Webhead proposes segmenting the work into the following phases in this Statement of Work.

1. Program Management

The Project Management Life Cycle (PMLC) for the COSA Web Redesign Analysis and Services will follow the methodology of the Project Management Body of Knowledge (PMBOK) published by the Project Management Institute, a best practice industry standard. At a high level, the project will flow through the following phases: Initiation, Planning, Requirements Gathering, Execution and Control, Closure.

a. Initiation Phase

The project initiation phase involves the initial activities to set up the project. These activities include assigning the key personnel to lead the project and having an initiation meeting with the project sponsor team.

b. Planning Phase

The planning phase involves developing the three key defining documents for the project: Project Charter, Project Management Plan, and Project Plan. These documents establish the scope, schedule, processes, deliverables, and stakeholders for the project.

c. Requirements Gathering Phase

The requirements gathering phase involves defining the client requirements and developing the framework for delivering the finished product.



d. Execution and Control Phase

The execution and control phase involves the daily and monthly reports and reviews of project status.

e. Closure Phase

The closure phase involves completing the project notebook and archiving all documentation. It includes a review of lessons learned in order to build best practices.

Deliverables: Project Kickoff Presentation and minutes, Project Plan, Final Project Report.

2. Marketing/Brand Integration Consulting

During the design phase, the nontechnical requirements are gathered and solidified in a design style guide. This phase also includes the graphic design in which Webhead will identify desired visual branding guidelines, define homepage, page templates, and visual treatments, review visual elements with COSA, refine needed visual elements, and obtain approval for the visual elements and design deliverables.

a. Analysis of SA2020 Results

This process begins with analyzing and interpreting the results of the San Antonio 2020 surveys (www.sa2020.org), as well as, consulting with up to five internal key stakeholders, as designated by the City, to feed the creative director for developing a brand prototype. The brand will then be integrated into a sustainable branding system for COSA, which includes a

design guide and toolkit for maintaining the brand in future web development.

b. Design of Web Templates

Develop an original design for the City that incorporates the city brand. Team Webhead will provide three design compositions from which the approval committee will select as the chosen COSA web site redesign. Each web design composition will consist of a homepage and a corresponding internal (department) page that captures the outputs of the interpretation of the SA2020 results, feedback from COSA, and from engagement of up to five internal key stakeholders, as designated by the City. The approved design will be used to develop cascading style sheets (CSS) templates for the corporate homepage, department, division, and program pages.

Deliverables: Analysis of SA2020 report, three graphical compositions (homepage and department), CSS templates limited to the five listed: corporate homepage, department (division, program pages, and the design style guide.

3. Interaction Design

This paper-based process, supplanted with on-line tools and wire diagram development, assists Webhead and the COSA in fully defining the function and feel at a time when changes are both practical and possible



a. As-Is Assessment

Team Webhead will work with COSA to gather visitor feedback on usability and experience from the current web site based on the results of SA2020. Webhead will analyze the SA2020 results provided by COSA to determine the most frequented content and consider the data when designing the navigation wireframes.

b. To-Be Analysis and Design

Team Webhead will address the top five priorities in the development process when considering the structure, organization, and ease-of navigation for a variety of audiences. Team Webhead will build navigation based on proven and accepted website development standards while maintaining the flexibility to easily grow and add new functionality and provide a design that is consistent and utilizes user-friendly navigation framework that is understandable to users on all levels

Deliverables: Navigation wireframes

4. Information Architecture

The purpose of this phase is to provide a plan to document the structure and organization of information contained within the City's web site. This involves addressing methods to document the

information architecture of the site and capturing the relationship between content and structure.

a. As-Is Assessment (Site Map)

The "design before the design" phase begins with documentation of existing City of San Antonio website to collect existing content and "as-is" information architecture. This content inventory takes into account user profiles (aka "person"), use cases (aka "user scenario), and task analysis of how and why various user groups visit the City's website.

b. To-Be Analysis and Design

Combined with the analysis of SA2020 results, Webhead will then develop "to-be" information architecture and develop to-be page wireframes for a home page and three sub page types. These wireframes can be delivered in a variety of forms to include low fidelity Mock-Ups, page schematics, Paper Prototypes, and Storyboards. Webhead will also create a Findings Document to accurately report on information gathered during the process and deliver a mixture of these styles.

Deliverables: Website Site Map, COSA "To-Be" Information Architecture.



EXPERIENCE, BACKGROUND & QUALIFICATIONS

Team Webhead consists of Web-Hed Technologies, Inc. DBA Webhead, The MightyGroup LLC, and Doing Media, LLC. Each company brings a complementary skillset to the project and has direct, recent, and relevant experience working with the City of San Antonio (CoSA) and its Divisions and Departments. This direct, unique experience across the entire team will afford CoSA with a valuable partner for specific consulting in Creative Design, Technology Implementation, and Intelligent Information Architecture.

1. Describe respondent's experience Relevant to scope of services:

Webhead opened their doors for business in 1995 in San Antonio, TX and remains one of the top Internet companies in San Antonio, Texas. In fact, the San Antonio Business Journal identified Webhead as the top Web Development Firm in San Antonio in 2010. Our reputation in the San Antonio community is strong. Having worked with over 500 clients and succeeded for more than 17 years in business we have endured the test of time to rise to become one of the most respected full service Internet Operations firms in South Texas. We are proud of our history and strive every day to continue our legacy one project at a time.

During that time we have developed and worked on many web-based projects with the State of Texas, City of San Antonio Economic Development Department, City of San Antonio Community Initiatives Department, the University of Texas at San Antonio Admissions, City of San Antonio Metropolitan Planning Organization, HEB, Taco Cabana, DaimlerChrysler, Zachry Construction and a host of others inside and outside of Bexar County.

Our companies' culture is reflected in the founders of the company. The founders have instilled in themselves and the company core values that support and reinforce their current success.

- Commitment to get the job done with total team inclusion
- Honesty on all levels of business.
- On-time delivery on all projects.
- Respect for employees and clients.
- Excellence in serving employees, clients, and communities.

Webhead has established core competencies and past performances in program management, web design, web/application development, content management, custom web site hosting, post production maintenance, and help desk support for commercial and government entities. Just as important, we have a 17 year tradition of innovation,



EXPERIENCE, BACKGROUND & QUALIFICATIONS

a cadre of industry leaders, creative and experienced individuals who will bring fresh ideas and expertise to the project. Our staff is experienced in all aspects of web/application development and programming, including rich graphic interface design, dynamic/transactional/CMS web site design, development, server configuration, server administration, database integration, .NET, Classic ASP, PHP, HTML, Flash, MAMBO, JOOMLA, .NETNUKE, SharePoint and many other advanced programming languages and software applications.

Webhead has also provided Business to Consumer (B2C) Redesign solutions, implementing a Site Infrastructure Centered on Rich Graphical Interface, Secure Dependable Content Management Application with Web 2.0 components (used to group content and layout), with robust workflow processes, along with transactional capabilities and hosting for City of San Antonio, State Representative Mike Villarreal, Austin Workforce, GVTC, Pocket Communications, AT&T, CPS, Alamo Federal Credit Union, and HealthCheck USA to address comprehensive communications, awareness and offerings. The products and services have included Cable TV, High-Speed Internet, Cell Phones, Banking, Public Services, and Lab Testing. Each project

was unique to industry and customer base. Each client solutions were unique and designed comprehensively in terms of image, content and functionality. We combined strategic thinking and customer knowledge with leading-edge technology solutions delivery to offer a best Value solution. We have developed the right technical approach this skilled team of experts will use to expeditiously accomplish all tasks. By selecting Webhead, the City of San Antonio will acquire a rigorous, process-driven approach to delivering a robust, capable, and modern website. Our products not only visually appeal to their target audience, but deliver reliable and useful functionality to support the COSA's goals.



EXPERIENCE BACKGROUND & QUALIFICATIONS

Webhead's primary line of business is providing effective, technology-based solutions that meet our Client's objectives and budget. Over the years, we have developed Solutions in the areas of:

Microsoft Solutions	Sharepoint Implementation
Portal Technology	E-Commerce/E-Business
Internet Application Development	Intranets and Extranets
Database Development	Hardware/Software Integration
Content Management Systems (CMS)	User Profiling and Site Personalization
Security and Encryption	Online and E-Mail Marketing
e-Learning	Bilingual, In-Culture Communication

Established in 2002 by partners Shokare "Sho" Nakpodia and Tracy Watts, The MightyGroup specializes in website development, identity branding, graphic design and strategic planning. The MightyGroup has been developing sites for a diverse audience for nearly a decade. They have developed websites of varying complexity for a number of City of San Antonio departments, non-profit agencies benefitting the community as well as local corporations. As "Brand Enforcers," The MightyGroup believes strongly in standards-based web development and building brand equity, which is a vital asset to any successful business. They have experience in developing rich, interactive sites that are 100% updateable (as needed). Their

keen business sense and innate design capabilities have proven to be a winning combination, enabling them to clearly evaluate and target clients' specific needs and produce stunning, efficacious results.

Doing Media LLC was created by Todd O'Neill in San Antonio to provide digital content strategy, media production, and training and education services to municipalities, the non-profit sector, and small businesses. He has worked directly with a City of San Antonio Department to implement an intelligent Information Architecture to carefully align data and requirements to user needs and desires.



2. List and describe three relevant projects of similar scope and scale over the last four years:

a. BexarMet Water District Website Redesign (Webhead) – www.bexarmet.org

Webhead was awarded the contract by BexarMet to redesign their current website earlier this year. BexarMet desired a enterprise level CMS that would allow individual departments to manage their information, similar to the desire of CoSA where individual departments manage their own content. BexarMet desired a new modern, user-friendly, and professional online presence that would exemplify their vision and quality of service. Furthermore, BexarMet was seeking a solution that would allow them to maintain their website internally, but that would also allow the utilization of online tools; such as surveys, online newsletters, and RSS feeds to help engage and educate their customers and the public of all BexarMet activities. As the solution, Webhead began development on a Dot Net Nuke (DNN) Content Management System (CMS) this past June. This would allow BexarMet the ability to easily maintain their website, but also would give BexarMet a strong CMS foundation that would allow flexibility in adding functionality as their business needs changed.

Webhead quickly faced the challenges of an aggressive timeline, three-tier group approval process, and simply a high profile client. Nonetheless, Webhead was able to successfully overcome these challenges by communicating closely with the client, strong and dedicated teamwork, and adhering to an established Project Plan. The end product delivers a professional, functional, and easy to use website that has well organized content and is visually representative of BexarMet and the community it serves. The public utility's website had not been updated in years. There were hundreds of pages of information. The website was hard to navigate and much of the content was convoluted and needed updating and reorganization. Furthermore, the client required a very aggressive project development time to meet external organizational requirements.

Project Requirements

- Three Custom Design Compositions that exemplified new corporate direction
- Three Tiers of Internal Approval Process
- Identification & Development of Content Management System with management & implementation of all modules to be included
- High Level of Quality Assurance and Testing Procedures on development and production servers
- Transfer of Final Development Project to Client's Network



EXPERIENCE, BACKGROUND & QUALIFICATIONS

- Training Session of System– Post Development

Webhead Solutions

- Consultation – Webhead met with the board and determined the needs and wants for the website from several board members and staff assigned to maintain and update the website. All agreed they wanted a stronger, professional, and confident look and appeal.
- Project Management – Webhead developed a step-by-step project plan to assure the project was completed on time, on budget and to the client's satisfaction.
- Integration Services – Webhead recommended and implemented a Dot Net Nuke Content Management System, which allows BexarMet staff to easily maintain and update the new websites.
- Web Application Support / Help Desk – Webhead is on contract to help the staff with troubleshooting and help desk support.

Webhead's Capabilities to Handle the Project:

- Project Management Skills
- Solid Knowledge of Content Management Systems
- Training Expertise

This is relevant to the CoSA as it demonstrates Webhead's ability to design and develop a high profile website using

.NETNUKE as the content management system.

b. LifeTime Fitness Web Application Development (Webhead): HealthCheckUSA.org

Webhead provides Life Time Fitness with application development and Help Desk support. Life Time Fitness, a company with 83 centers in 18 states with distinctive and large sports, athletic, fitness and family recreation centers and programs for individuals and corporations, contracted with Webhead to develop an on-line secure e-commerce solution for health care products and services. Professional staff manages all business processes from requirement gathering, design, development and implementation to technical support to internal and external customers in multiple locations. On large scale projects, we visit the customer site to accurately identify the program scope and deliver a project proposal covering key parameters and time frames including cost reduction opportunities and security and performance improvement.

- Webhead provides full program support for HealthCheckUSA.com, an online Health Screening and Lab Testing E- Commerce web-based system. The web-based system provides products and services to 15,000 active/return users in



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multiple locations throughout the United States.

- Webhead Integrated Healthcheckusa.com system with Laboratory Corporation of America (LabCorp) to generate medical lab testing results
- Webhead provide Software Helpdesk Support to HealthCheckUSA.com personnel with personnel with calls, tickets, and troubleshooting requests
- Webhead creates custom web-based medical lab testing results for individual clients and delivered as secured PDF files
- Webhead provides ongoing web / application development to enhance capabilities and tools for both internal and external end-users of the health screening and lab testing software by task orders
- Webhead provides quarterly security patches on both system, web/ application and host server
- Webhead provides ongoing enhancement, development and maintenance of existing SQL dbase
- Webhead automated medical lab testing results matching to clients securely
- Webhead secured data in a SLA environment to protect individuals medical lab records meet HIPPA compliant
- Webhead implemented procedures to meet the Payment Card Industry Data Security Standard (PCI DSS) compliance for the e-commerce portion on the web-based system.

c. SAN ANTONIO BRAC

Base Realignment and Closure Program

The MightyGroup created the "emBRACe BRAC" campaign through the integration of print ads, billboard, radio, online E-flyers and website design and development. The website was instrumental to the campaign, creating a central communication hub for the San Antonio Base Realignment and Closure.

The website plan was developed with the goal of producing a comprehensive go-to clearinghouse for all things San Antonio BRAC-related for the city's largest economic development undertaking to date. Keeping in mind that many of the users would be unfamiliar with the information contained within the site, a set of unique icon identifiers was created to categorize the elemental themes of Live, Work, Learn and Play, providing ease of recognition for the families that would be relocating to San Antonio and utilizing the embracebrac.org website.

d. ONCENTER- SYRACUSE, NEW YORK

Convention Center. War Memorial Arena. Civic Center Theatre

The MightyGroup created a full rebranding campaign and website re-design and development for the Oncenter Complex in Syracuse, New York. This massive complex is home to the cities' 99,000



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square foot convention center, 7,000 seat arena and premier theatre venues.

The website located at Oncenter.org was the focal point of the newly branded tagline – “Meet. Play. Celebrate. Syracuse.” The site was completely restructured using intuitive navigation and appropriate content placement to enable a more user-friendly experience for visitors. A customized content management system was developed for easy updates, regardless of technical expertise. A search function was added giving visitors more control over their browsing experience. Each of the three venues was denoted by a specific color to clearly direct users throughout the site. The addition of a site footer at the bottom of each page was included to benefit visitors as well as aid in search engine optimization. The site was also equipped with social networking features for a more interactive experience.

e. SAN ANTONIO INTERNATIONAL AIRPORT

Airport Concessions Marketing Program
The “S.A. on the Fly” identity campaign was developed to promote the airport concessions as a micro-environment offering a taste of San Antonio’s cultural diversity and hospitality. The MightyGroup executed a comprehensive campaign including the “SA on the Fly” name, logo, terminal signage, directional maps, print ads, website design and development.

The fully-enhanced website located at SAontheFly.com provided an in depth tour of the airport concessions, allowing vendors, employees and travellers to view the airport’s amenities - prior to arrival. The site featured interactive maps, directions to terminals, parking and details on dining, shopping and business options within the San Antonio International airport. The home page featured a scrolling banner ad, providing additional exposure for the concessionaires. Up to date flight information and a customized employment form were also amongst the beneficial tools contained within the site.

3. Identify Associated results or impacts of the project/work performed:

a. BexarMet (www.bexarmet.org)
The web design had to be consistent with pre-established BexarMet corporate branding, but something that was modern and professional. It also demonstrates Webhead’s ability to identify key functional modules that enhance the website and successfully reach the targeted audience. Those included in this particular project were blogs, interactive polls/surveys, calendar of events, and Social Network Platform Links. Webhead also included a search feature within the website to help navigate visitors to their virtual destination. Lastly, Webhead created various User Levels within the DNN system to allow access per user level



EXPERIENCE BACKGROUND & QUALIFICATIONS

thus creating a security level for content contribution.

b. LifeTime Fitness

Webhead designed the baseline configuration and later enhanced feature-rich websites for Lifetime Fitness. Webhead also planned for, and provided timely corrective action (always under four hours), and performed evaluations in order to make the best possible recommendations based on the latest technology tools available to Lifetime Fitness. Furthermore, Webhead was flawless in their 24/7/365 maintenance of the website and hosting servers. Additionally, Webhead migrated 100-percent of the client's applications to other servers, in effect executing a continuity of operations plan. Finally, Webhead continues to provide periodic operations and status reports that keep Lifetime Fitness informed of pertinent information and statistics. All of this was underpinned by a Webhead-provided management plan for the customer.

**c. SAN ANTONIO BRAC
(www.embracebrac.org):**

The website has proven to be a valuable resource in dispersing information regarding economic development, transportation and infrastructure, health care and neighborhood revitalization. Billboards, DVDs, and various print collateral still serve as valuable ways to

translate information about BRAC to the City of San Antonio and interested parties.

d. Oncenter (www.oncenter.org):

Experience in implementation of innovative marketing solutions for branding tourism-based projects successfully resulted in lasting recognition for Oncenter. This objective was accomplished while staying true to the primary purpose of recreating the Oncenter brand and revitalizing its current online presence by developing an intuitive, eye-catching website that encourages repeat visits while developing separate identities for each of the center's three unique venues.

e. SA On the Fly (www.saonthe-fly.com):

The successful execution of the online campaign resulted in a significantly heightened awareness of the San Antonio International Airport's concessions program among travellers. The site's intent to provide comprehensive information (detailed maps of terminals, shopping and dining options, arrival/ departures times, etc) was organized and enhanced through the utilization of sleek graphics, bold colors and a vibrant visual design.



EXPERIENCE, BACKGROUND & QUALIFICATIONS

4. Describe respondent's specific experience with public sector clients, especially large municipalities:

Client	Description
City of San Antonio – Community Initiatives	Information Architecture Analysis and Website portal development, template integration with custom design elements.
City of San Antonio – Planning Department	Website design and development portals for both public access from independent domain and with COSA's portal – maintenance and support
City of San Antonio – Texas Capital Improvement Program for Public Works Department	Design and Development of web-based portal provides easy access to centralized information on Public Works' programs and projects, greatly enhancing communication and collaboration between team members and stakeholders
City of Hondo	custom website design, development, launch, hosting, and maintenance services
City of Mercedes Economic Development Council	custom website design, development, launch, hosting, and maintenance services
City of San Antonio Economic Development District	website maintenance and support
Camp Bullis Joint Land Usage	Website design and Maintenance, template design and integration, website maintenance
Region 20 – Education Service Center	customized web-based training (WBT) system for middle school math and science teachers
City of Castroville Economic Development Center	Custom website design, development, launch, hosting, and maintenance services

Government/Municipalities with Similar Functions Client list

Webhead has also been involved in designing, developing, launching, hosting and maintain several Content Management Websites. Those included would be the following but not limited to:

Client	Description
City of Shavano	Content Management System Website Design Integration, Content Management System Design and Development, Hosting and Maintenance Services
BexarMet Metropolitan Water District	Content Management System Website Design



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	Integration, Content Management System Design and Development, Hosting and Maintenance Services
Workforce Solutions Capital Area	Content Management System Website Design Integration, Content Management System Design and Development, Hosting and Maintenance Services
Texas State Representative Mike Villarreal	Dot Net Nuke: Website Design Integration, Content Management System Design and Development, Hosting and Maintenance Services

Government/Municipalities Client List

Team Webhead has developed the following government/municipality websites but not limited to:

BexarMet Water District UTSA Admissions Portal	City of Shavano City of Mercedes EDD
City of San Antonio Community Initiatives	Workforce Solutions Alamo
City of San Antonio Planning Department	Workforce Capital Area
City of Hondo	Regional Rural Workforce

The MightyGroup has successfully established working relationships with a number of large municipalities such as The San Antonio International Airport, Department of aviation, San Antonio Base Realignment and Closure (BRAC) as well as the City of San Antonio Parks and Recreation Department and the Syracuse Oncenter. In the following examples The MightyGroup has clearly identified the municipalities' needs and expectations, developed a unique plan and delivered the determined objectives efficiently and in a seamless manner.

- a. City of San Antonio, Parks and Recreation Department
 - i. Web Design and Development: The MightyGroup was contracted to generate a new online web presence for the operation and maintenance of the City's parks and facilities that was fresh and unlike any other city department website.
 - ii. Mexican History Dance Program, Marketing Collateral: To celebrate the longest running municipal dance program in the country, the 75-year-tradition was recognized and promoted through the MightyGroup's Design &



EXPERIENCE, BACKGROUND & QUALIFICATIONS

Layout of Print Collateral including program, rack cards, and posters as well as the design and layout of the 2010 Diez y Seis Medal and Annual Budget Report Cover.

iii. **Greenway Trails Brochure:**

This project consisted of the conceptualization, design, layout, and editing of client-provided materials to create a 17" x 22" brochure w/ map of the City of San Antonio Parks & Recreation Department's Greenways, to include illustrative design elements and icons to represent the different trails.

b. **TXDot DFWconnector.com Website Development**

The MightyGroup designed and developed the DFW Connector Website with a unique url address (www.dfwconnector.com). Site features included an intuitive navigation system with minimal usage of non-common end-user applications, a user sign-up page to enable e-mail updates with results stored directly on client database, and web statistics and tracking features built into the site.

c. **Gulf Intracoastal Constructors**

The U.S. Army Corps of Engineers (USACE), New Orleans District issued preconstruction services and optional construction services to construct the Gulf Intracoastal Waterway West Closure Complex (GIWW WCC) to Gulf

IntraCoastal Constructors (GIC). GIC is a joint venture formed by Kiewit Companies and Traylor Bros., Inc.; two of the nation's largest self-performing contractors. The MightyGroup was responsible for branding and website development of GIC-GIWW Project to provide up to date information and resources to those involved or interested in participating in and tracking the project.

d. **San Antonio Bike Share, San Antonio B-Cycle**

The MightyGroup created a branding campaign, assisted in event planning and management, solicited sponsorship for the program and produced print and online marketing collateral for San Antonio B-cycle, the city's first Bike Share program and the first in Texas. A brand identity, including tagline development, was created along with a wide variety of print collateral to supplement the campaign's initial launch. Print ads were created and strategically placed in targeted publications and billboard locations to bring awareness to the program.

e. **City of San Antonio, Office of Cultural Affairs**

The MightyGroup has worked with OCA on a multitude of projects including the design of the OCA logo, the design and layout of the San Antonio Neighborhood Tours Film Project posters, brochure template, and postcards for 2010 and



EXPERIENCE, BACKGROUND & QUALIFICATIONS

2011 and the design for the 2011 San Antonio Close-up DVD packaging.

f. City of Helotes

The MightyGroup was contracted to create an integrated branding campaign for the City, including 3 distinct brochures, letterhead, business cards, email signatures, Power Point presentations, a Public Relations campaign, logo and tag line creation, print advertisements, and development, design and sales for first Helotes Yellow Pages phonebook in 2010. The phonebook proved a success and the City of Helotes commissioned the MightyGroup to also produce the 2011 edition.

g. BRAC- Website design and development and supportive marketing collateral

The MightyGroup created a branding campaign, designed and developed a website and produced print, radio, billboard and additional marketing collateral for the San Antonio Base Realignment and Closure (BRAC) program, the city's largest economic development program to date.

h. City of San Antonio Metropolitan Health District – Doing Media worked on content strategy and site navigation redesign for Metro Health District as part of H1N1 funding. They conducted an inventory of the site, restructured and

made navigation consistent throughout, made page structures and page sub menus consistent across the site, as well as worked specifically on the PHEP (Public Health Emergency Preparedness) section. They restructured the site's file system so content creation and maintenance could be delegated more effectively and also coordinated the launch of email list management.

5. If respondent has provided services for the City in the past, identify the name of the project and the department for which respondent provided those services.

a. City of San Antonio Community Initiatives

- i. Website Redesign
- ii. Organize existing information into logical flow
- iii. Apply City-approved templates
- iv. Prepare site for deployment into City IT infrastructure.

b. City of San Antonio Public Works

- i. Develop Web-based portal to manage and monitor City Capital Improvement Projects
- ii. Research and Recommend Technology Solution
- iii. Implement and Train users on new application
- iv. Provide Help Desk support for portal



EXPERIENCE, BACKGROUND & QUALIFICATIONS

- c. City of San Antonio, Parks and Recreation Department
 - i. Website, Redesign and Development
 - ii. 75 Years of Dance, Print Collateral and Eblast
 - iii. Production of Greenway Map Brochure

- d. City of San Antonio - Office of Cultural Affairs
 - i. San Antonio Neighborhood Tours Film Project collateral design
 - ii. The Cultural Collaborative Campaign. Brochure, billboard and print ad designs as well as website design and development.
 - iii. Creative Economy Impact Study brochure design
 - iv. San Antonio Neighborhood Film Project Marketing Collateral design
 - v. San Antonio Close-Up DVD Case design

- e. City of San Antonio - Community Initiatives Department
 - i. S.A. Head Start Website Design and Development
 - ii. Department brochure design

- f. City of San Antonio - Center City Department
 - i. BRAC Web Design and Development and Campaign launch
 - ii. Branding and design of marketing collateral for the Center City Development Office

- iii. San Antonio Empowerment Zone Brochure and Powerpoint design

- g. City of San Antonio - International and Economic Development Department
 - i. IEDD Folder/Brochure and Associated Inserts

- h. City of San Antonio – Metropolitan Health District
 - i. Site inventory
 - ii. Information Architecture Redesign and Restructure
 - iii. Navigation Guidance and Optimization

6. List other resources, including total number of employees and number and location of offices available to support this project:

Proximity to CoSA offices and proximity to each other characterize this team. Webhead and The MightyGroup are CoLocated at the historic Freiderich Building just outside of downtown in the emerging East Side Re-Development area on Commerce Street. This proximity will lend itself to a very close working relationship in support of CoSA as coordination involves only walking next door, faster than even making a phone call or sending an email. DoingMedia's office is a less than 5 minute drive away in the historic King William district and will



EXPERIENCE, BACKGROUND & QUALIFICATIONS

also be able to easily participate in project discussions both internally as a team as well as meeting with City organizations during the process.

Webhead's office houses a dozen individuals supporting project delivery, ranging from Program Managers to Graphics Designers to Web Technologists. CoSA will enjoy rapid access to a broad variety of skillsets to support this project on an as-needed basis. For example, should a question arise during the design process about hosting requirements, Webhead simply has to ask our Chief Information Officer, responsible for all Webhead hosting products and services for recommendations or consulting. Webhead serves clients in five separate states from these offices, with personnel located both at Webhead and directly at our clients' sites, providing consultative and technology solutions to a large breadth of clients. Webhead also realizes that sometimes a project may require a short term "fill" for a specific requirement. Webhead maintains a network of partner companies, independent contractors, and industry advisors to augment Webhead's organic skills for specific problems. The MightyGroup's open-floor plan allows their tight-knit team of nine to collaborate on multiple projects on a daily basis. The MightyGroup also currently has clients in several states outside Texas, and are consultants to the city of San Antonio

on several ventures in partnership with other cities. Both firms also offer Web Hosting and provide Web Maintenance for many of our clients. Team Webhead believes strongly in utilizing local vendors as often as possible when selecting printers, video production teams, etc. and are its teammates are members of several business organizations to include the San Antonio Chamber of Commerce, the San Antonio Hispanic Chamber of Commerce, and the San Antonio Black Chamber of Commerce, This Hispanic Contractor's Association, The Armed Forces Communication and Electronics Association to name a few.

7. Describe rationale for selecting subcontractors and describe the extent to which the team has worked together in the past.

The MightyGroup and Webhead have officed right next to each other in the Friedrich building and established a harmonious working relationship over the past 9 years. The MightyGroup was chosen as a key subcontractor on this project because their operative contributions and artistic vision will bring an ideal balance to Webhead's technical strengths and experience in building large municipalities' websites. The MightyGroup's emphasis on powerful brand strategies and in particular, Sho



EXPERIENCE BACKGROUND & QUALIFICATIONS

Nakpodia's identity branding experience, finely-tuned site design skills and aptitude for creative direction will bring a unique artistic dimension to Webhead's seamless development. The MightyGroup also possesses extensive experience with the City of San Antonio and is familiar with many of the departments and their staff members, allowing for additional insight and an obvious communication advantage. Webhead also understood the importance of the "design before the design" to allocate the immense amount of information stored and portrayed by a metropolitan organization the size of the City of San Antonio. It is common for these organizations to have thousands of pages and the only way to intelligently manage this volume is to clearly document and implement an information architecture based on user analysis. That consists of a content inventory, analyzing the form and quality of the content, and determining how it is used. DoingMedia has performed this exact function for the City's Metropolitan Health District, USAA Education Foundation, and the University of Texas Office of Vice President for Research to name a few local organizations of comparable size. They were a clear choice to tackle the immense volume of the CoSA website. Webhead and The MightyGroup have partnered on various city projects over the years marrying the Creative Development capabilities of the MightyGroup with the

Technical Development and Management of Webhead. Mr. Todd O'Neill of DoingMedia has performed work direct for the City as well and has previously worked with Webhead on large-scale projects.

8. Identify the number and professional qualifications (to include licenses, certifications, associations) of staff to be assigned to the project and relevant experience on projects of similar size and scope.

Webhead acting as the Prime contractor, will contribute 4 people from their team on this project, The MightyGroup is represented by 5 people including 3 consultants and Information Architect rounds off Team Webhead with one member.

9. State the primary work assignment and the percentage of time key personnel will devote to the project if awarded the contract.

Guillermo "Bill" Gonzalez
Chief Information Officer - System Architect/ Webhead

Bill is an accomplished senior technology officer with progressive career spanning full range of information technology



EXPERIENCE, BACKGROUND & QUALIFICATIONS

and operations; a visionary strategist focused on bringing value for investment to enterprise systems, customer deliverables, and business innovations is the cornerstone for the Webhead foundation and progress. His strong record of success in creating robust IT architectures and Infrastructures for the Air force Joint Operations Warfare Center, Air Force Outreach Program Office, Air Force Office of Special Investigations, USAA, GlobalScape, Lifetime Fitness, City of San Antonio among array of both public and private customers. He has a proven ability to utilize the benefits of Web-based Technology and IT to solve business issues while managing cost and risks. With over 15 years of Internet and it related technologies experience including research/development, software, portal and e-commerce development. Microsoft SharePoint Services and Microsoft SharePoint Server experience to include installation and configuration.

EDUCATION

- BS, Computer Science, University of Texas at San Antonio
- MS, Computer Science, University of Texas at San Antonio

EXPERIENCE and CERTIFICATIONS

SharePoint•Oracle 8i,
9i•JavaScript•Windows XP•DB2
7.1 & 8.1•JDeveloper•MS Visual
SourceSafe•Perl•JSP•Apache•C/C

++•ASP•HTTP•SQL
Server•VBScript•LDAP •PL/
SQL•PHP•CGI•MYSQL•SharePoint
Services/Server•Transact
SQL•Unix•Internet/HTML

Roger Colunga

Chief Technology Officer/ Webhead
Roger has over 20 years of experience in information systems management, analysis, programming, administration and security and supervision of technical activities relating to systems architecture and technical approach for interactive business applications systems. He currently supports small and large organization such as Air Force Office of Investigation, Air Force Outreach Program Office, Rackspace, City of San Antonio Public Library Systems, John H Wood Jr. Public Charter District and for Webhead. Having served as Webhead's Chief Technical Officer expert for the integration of emerging technologies, he maintains highly relevant and current experience in managing information technology projects to completion, which includes supervising and cross-training IT staff.

EXPERIENCE and CERTIFICATIONS

- Operational experience with Audio/ Video Encoding, Audio/Video Streaming, Audio/Video Production, Audio/Video Editing, Windows Media, Real Networks, Apple QuickTime,
- Database design and support for



EXPERIENCE BACKGROUND & QUALIFICATIONS

Microsoft SQL 2005/2008, PostgreSQL, MySQL Oracle, Sybase, ODBC, JDBC,
• Networking - Active Directory, Exchange 2005/2007, MOM 2005, SMS 2003, System Center Suite, WSUS, LDAP, SMTP, NNTP, IMAP, TCP/IP, IPX/SPX, X.25, Frame Relay, ATM, Cell Relay

- Network protocols knowledge for IEEE 802.11b, IEEE 802.11a, IEEE 802.3, DNS, DHCP, WINS, RAS, SSL, RIP, Cisco, Nortel Networks, Sonicwall, Routers, Switches, Firewalls,
- Extensive working knowledge of ISA, Apache, IIS, VOIP, SIP, Asterisk, Symantec Antivirus, Hyper-V, VMware,
- Operating System experience including DOS, Cisco IOS, Linux, Windows 2003/2008, Windows XP/7, MAC OS X, Unix,
- Implemented web-based solutions using ASP, HTML, Java, JavaScript, JScript, JSP, Visual Basic, Visual C++, .Net, Cold Fusion, Perl, PHP

Greg Olivares

Director Program Operations/ Webhead
Greg brings nearly 20 years of technical management and operations leadership to the team. As the Project Manager, Greg will monitor the entire engagement from award to closure, tracking cost, schedule and technical delivery. He has managed projects ranging from large scale technical development to on-site technology consulting and advisory

services. His approach will involve clearly defining project scope and expectation up front, managing the project to those expectations to avoid scope creep and overruns, and providing routine reports and updates to the CoSA management team.

EDUCATION

Bachelor of Science, Astronautical Engineering, United States Air Force Academy

Angelica Gonzales

Software/Web Applications Programmer/
Webhead

Angelica has a broad variety of experience in various programming Languages: ASP.Net, SQL, HTML, CSS, Visual Basic NET, Visual Basic and directly relevant experience with programming Tools: Visual Studio, Visual Web Developer, MSSQL Server, MSSQL Report Server, MS Access, Crystal Reports, Dot Net Nuke 5.4, 5.6. Her hands-on experience leading all stages of system development efforts, including requirement definitions, design, architecture, testing and support. With her time at Webhead she has demonstrated capacity to implement innovative programs that drive awareness, decrease expenses and strengthen organizations' procedures and productivity.



EXPERIENCE, BACKGROUND & QUALIFICATIONS

EDUCATION

Bachelor of Applied Arts and Sciences,
Business Administration with emphasis
in Computer Information Systems, Texas
A&M University Kingsville, San Antonio,
Texas

Associate Degree of Applied Arts and
Sciences, Computer Programming, San
Antonio, College, San Antonio, Texas

Shokare Nakpodia

Creative Director, Partner/ The
MightyGroup

Sho brings over 18 years of Design and marketing experience to the team and will be responsible for planning the integrated design and determining the overall visual appearance for the CoSA WRAS. He will be responsible for developing a comprehensive and consistent site-wide plan for navigation, following the industry best practices, along with creating a system that utilizes clearly defined categories, departments, and hierarchy within the site. His original design approach will take into consideration the site content and structure of each city department and their vastly distinct target audiences. Ultimately he will head the creative decisions regarding all elements of web design and layout while emphasizing

the city's approved brand identity. Sho's aptitude for creative direction is well substantiated by his strong background in writing, illustration, web design and photography. He has worked with a variety of Corporate, City and Civic clients and has played an instrumental part in providing community support and services to help further the development and growth of the Eastside of San Antonio. Sho's artwork has appeared in the New York Times and various New York exhibitions. His fine arts training from the school of Visual Arts in New York as well as inspired design abilities have taken him to four continents around the globe. If awarded the contract Sho would devote 25% of his time to the project.

Account Experience

BRAC-Base Realignment and Closure •
Zachry Corporation • The City of Helotes
• San Antonio Head Start • San Antonio
International Airport Concessions Program
• Office of Cultural Affairs • Vidorra •
The Carver Community Cultural Center
• San Antonio Department of Aviation
• San Antonio Parks and Recreation •
San Antonio Bike Share • Department
of Community Initiatives • SAGE •
International and Economic Development
Department



EXPERIENCE, BACKGROUND & QUALIFICATIONS

Tracy Watts

Senior Account Manager, Partner/ The MightyGroup

Tracy will serve as Project Coordinator acting as the primary point of contact handling design related issues. She will assist in gathering information from the city departments, prepare project status reports, communicate with the client and design team and ensure that the design team adheres to the approved timelines and budgets. Tracy comes to us by way of the fashion industry, where she gained extensive management experience with such high-end retailers as Saks Fifth Avenue. During that time she was also able to Utilize her B.S. degree in fashion from Northern IL, University and demonstrate her own talent for design, working in product development for Federated Merchandising Group in New York. If awarded the contract Tracy would devote 15% of her time to the project.

Account Experience

San Antonio International Airport Concessions Program • City of San Antonio Head Start • Alamo Community Colleges • City of San Antonio BRAC Program • Kiewit • The Oncenter • San Antonio Dance Umbrella • Sunshine Dental Care • San Antonio River Foundation • The Carver Community Cultural Center • San Antonio Bike Share • Zachry Corporation

Jim Eustace

CEO, VM Foundry

Jim Eustace is the CEO and Lead Strategist for VM Foundry, a digital marketing consultancy based in Austin, TX. Jim would be serving as a consultant alongside The MightyGroup and provide is expertise in new technologies and site planning to the project.

A true innovator Jim helps clients bring structure to the ever-evolving world of social. Using a framework that encompasses the full lifecycle of digital media Jim's approach helps clients identify where their customers are and how to engage them in creative ways that affect measureable results.

Jim is also a founder of Get Smart Content, a technology based conversion optimization solution that allows clients to cost-effectively communicate key messages to individual audience segments through an existing website platform. He has delivered solutions to such clients as Dell, Nike, Mastercard, and Exxon.

Andres Muñoz

Group Account Director, Bromley Communications

Andres is joining The effort for the CoSA WRAS as a consultant to The



EXPERIENCE, BACKGROUND & QUALIFICATIONS

MightyGroup. Andres' expertise in branding will assist in developing the City's website as a consistent brand reaching an international audience. Andres has been an integral part of the SACVB branding efforts and is currently developing several City department logos which will be primary elements that carry over into the website redesign. Through his strategic leadership Andres has contributed, to the launch of several campaigns for: Colgate Palmolive's, Visa, Sony and McDonald's. Andres has also developed strategies that led his team to award winning work recognized by the ADDY's and FIAP's (Federación Iberoamericana de Agencias de Publicidad) and notably CBS's best ten spots in the world in 2002. Recently, HSMAI Adria Awards recognized the 2010 Leisure and Tourism campaigns developed under his leadership.

Jeff Miraglia

Creative Director/Copywriter/Art Director, Mindset Inc.

Jeff will also act as a consultant to The MightyGroup, contributing to branding the City's website and the development of a style guide to ensure a consistent look, feel, and experience throughout the site. Jeff is also well-versed in developing eye-catching designs and layouts that speak to a wide array of consumers. He brings

20+ years of advertising and marketing experience that connects with his clients' audience and customers. He delivers smart, effective, creative and artful integrated marketing strategies, innovative concepts, oversees brand development and visual positioning. Jeff has earned his reputation from a proven practice, "Experiential Marketing". His methodology uses "Relevant. Emotional. Meaningful." (REM) approaches to the work. Primarily focused as a destination marketing specialist, Jeff's portfolio includes a host of Tourism and Hospitality clientele including: San Antonio Convention & Visitors Bureau, San Antonio Office of Cultural Affairs, Greater Phoenix Convention & Visitors Bureau, Destination Hotels & Resorts, Starwood Worldwide, Sheraton Wyndham Hotels & Resorts, National Airlines, Omni Tucson National, Troon Golf and Avis Rent-A-Car.

Todd O'Neill

Information Architect - 25 years of experience

Todd is an award winning writer, producer, director, interaction designer, information architect and content manager with more than two decades of experience. His professional mission is to help people leverage the power of electronic media to tell their stories. He founded Doing Media, a media consultancy in 2007,



EXPERIENCE, BACKGROUND & QUALIFICATIONS

servicing a number of consulting, services and manufacturing firms in South Texas. Before striking out on his own Todd had an eight and a half year career at the Fortune 200 financial services firm, USAA. He was the enterprise business contact for web content management, business manager for the website search engine and was part of the original team that put USAA on the Internet in 1999. He has owned a successful media production business in Southern California and began his career in the New York metropolitan area as a freelance and staff video producer, director and director of photography. He has spoken and conducted seminars at conferences across the United States and taught college courses in various aspects of communications and media theory and practice. He has served on the national board of a professional association and has won numerous service awards.

EDUCATION

M.S in Television Production from Brooklyn College, in New York
B.A. in Communications from William Paterson University of New Jersey

10. Identify any additional skills, experiences, qualifications, and/or other relevant information about the respondent's qualifications.

- a. Webhead holds a Department of Defense Facility Clearance. As Cyber-City, USA, CoSA will benefit greatly from the security background and understanding that Webhead will bring to the project. At a time when cyber attacks and security risks are increasing faster than organization's ability to respond, the City must take a strong defensive stance in its web infrastructure. Only Webhead has the ability to deliver that capability to the City.
- b. Webhead is certified as a Small Minority Woman-Owned Business Enterprise (SMWBE) by the South Central Texas Regional Certification Agency.
- c. Graphic Design and technical design integration for multiple local municipalities including Shavano Park, Castroville, and Hondo.
- d. Recent promotion and launch of TCGirl.com demonstrating technical design integration of a Content Management System.
- e. Promotion and launch of Bike Shares- B-Cycle city wide initiative and sponsorship drive

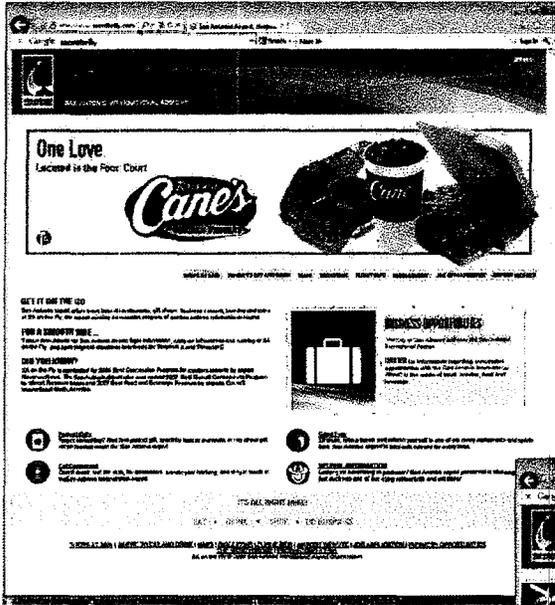


EXPERIENCE, BACKGROUND & QUALIFICATIONS

- f. Sho's participation in the Mayor's monthly brainstorming meetings to determine fresh ways to market San Antonio and make the city more attractive to outside corporations and business development
- g. Involvement with the promotion and development of the east side through our assistance with such organizations as; Historic Sunset Station, San Antonio for Growth on the Eastside (SAGE), St. Paul Square Association, and San Antonio Burger Festival.
- h. The MightyGroup works with a number of community related non-profits and was responsible for the branding and website development for the San Antonio River Foundation's Lucky Duck Race, and the logo design and website development for the La Villita Heritage Society.
- i. The MightyGroup is certified as an AABE, MBE, SBE and WBE through the South Central Texas Regional Certification Agency.
- j. Active in the community, The MightyGroup is a member of The Greater Chamber, The Black Chamber and the Hispanic Chamber of Commerce.



EXPERIENCE, BACKGROUND & QUALIFICATIONS

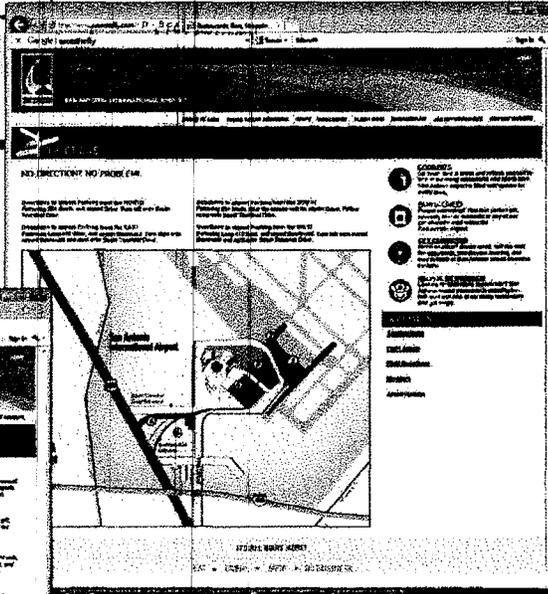


1 Home

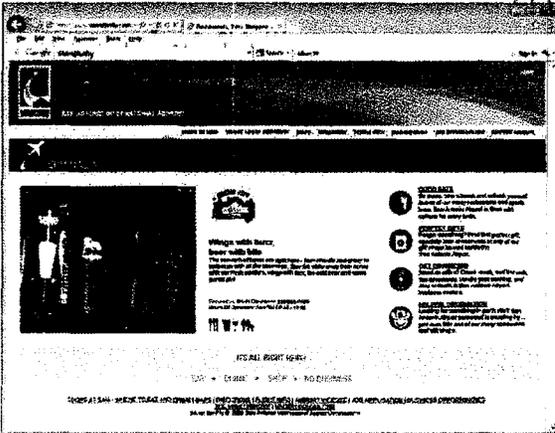


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Y0	Y88	Y70	Y4	Y4
K0	K0	K70	K0	K4

level 2



level 3



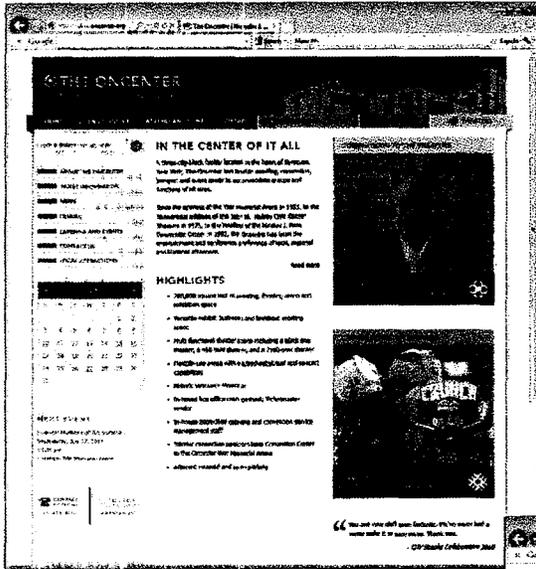
CITY OF SAN ANTONIO AIRPORT CONCESSIONS
SA ON THE FLY www.saonthe-fly.com



EXPERIENCE, BACKGROUND & QUALIFICATIONS



style guide 4



1 Home

OFFICIAL COLORS FOR THE ONCENTER

PRIMARY

PAV Pavilion #102
 CMR Pantone 272C
 RGB In House, Screen P-2, G-102, B-84

PAV Pavilion #103
 CMR Pantone 272C
 RGB In House, Screen P-2, G-102, B-84

PAV Pavilion #104
 CMR Pantone 272C
 RGB In House, Screen P-2, G-102, B-84

SECONDARY

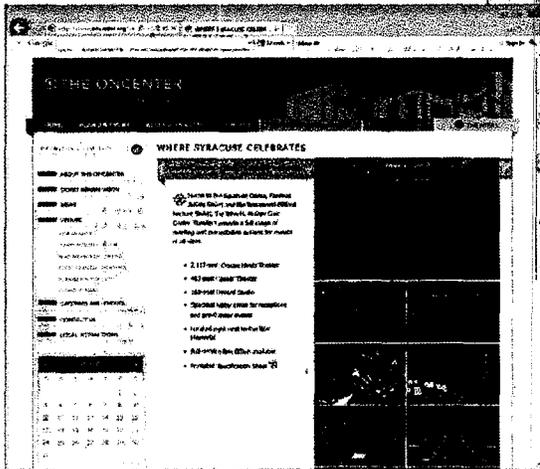
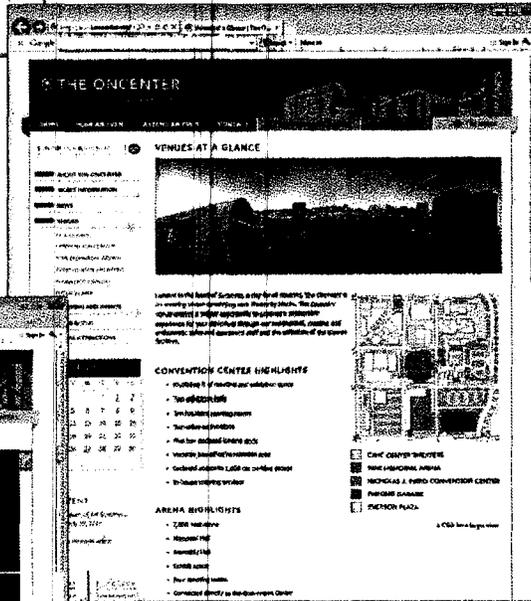
PAV Pavilion #105
 CMR Pantone 272C
 RGB In House, Screen P-2, G-102, B-84



level 2

THE ONCENTER

level 3



CITY OF SYRACUSE CONVENTION CENTER
www.theoncenter.org

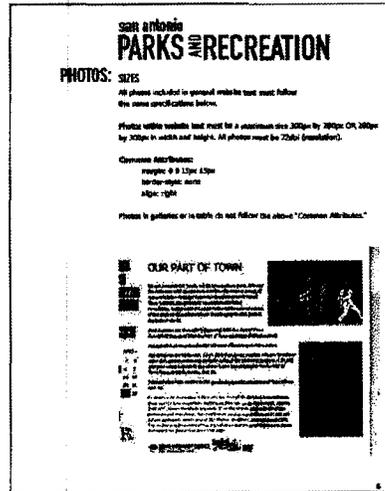


EXPERIENCE, BACKGROUND & QUALIFICATIONS

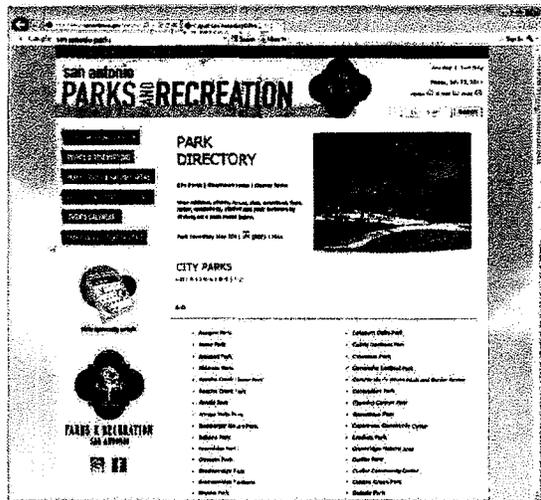
1 Home



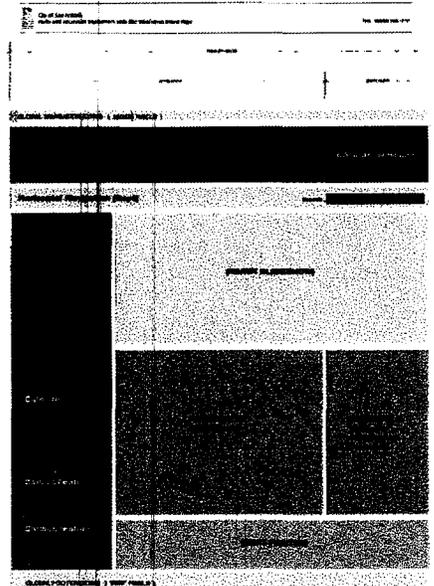
style guide excerpt 4



2 level



wire frame 3



CITY OF SAN ANTONIO
DEPARTMENT OF PARKS & RECREATION



EXPERIENCE, BACKGROUND & QUALIFICATIONS

Color Schema

General



Typography

H1 Section Header

Customer Service

H2 Section Sub Header

Customer Service Center

H3 Section Highlight
Service

H5 Section Information

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Layout

Overview

Width: 1024px

Columns: Three (3)

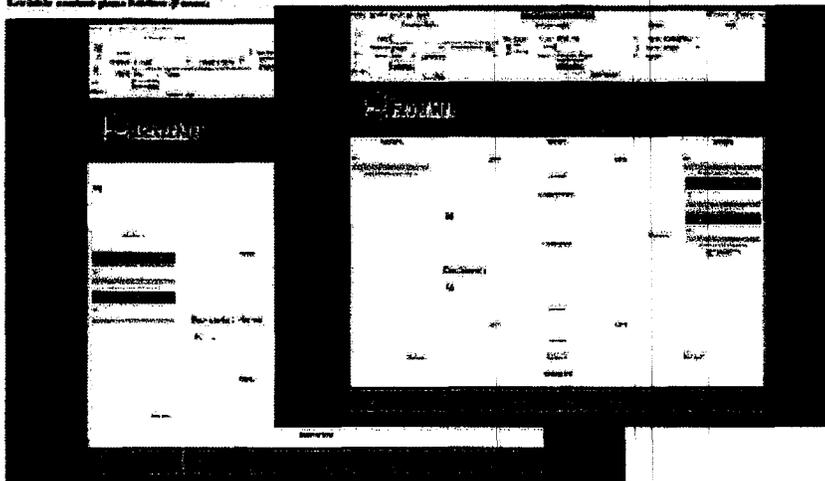
- SideBar1 (Left column)
- ContentPane (Center column)
- SideBar2 (Right column)

Internal Page

Available content place holders (Panels)

Home Page

Available content place holders (Panels)





1. Propose a design standard that is comprehensive and consistent. Explain how it will be developed and incorporate consistent use of color palettes, templates, and graphics:

The MightyGroup always strives to create the highest site quality possible – one that accomplishes the required purpose, has a magnetic aesthetic and a maximum level of usability (in operational terms). Our goal is to allow for a seamless user experience that powerfully enhances an organization's ability to achieve and ultimately surpass their goals.

We feel that a strong design strategy must have a conceptual base and comprehensive set of steps that address detailed design needs that are supported by documentation. Our four-part approach optimizes a synergistic combination of aesthetics, usability and purpose; while utilizing detailed analysis and intuitive design.

1. Provide Current Site Analysis

a. Evaluate Current Standards:

-A content inventory will be accessed to determine which standards are being met, which need improvement, and what tools can be used to facilitate a better user experience.

b. Task Analysis:

-To obtain a clear understanding of how well the current site is meeting web standards and usability goals, we will execute one of the following techniques; usability testing, contextual interviews, online surveys or focus groups to set measurable usability goals.

2. Develop a Site Plan

The design and content of the site should reflect the needs of the target audience using a correlating visual layout and 'mood.' This can only be done by gaining a thorough understanding of the 39 city departments and the wide range of necessary functions anticipated by various users.

a. Determine Scope, Audience and Objectives:

-It will be necessary to gather information from each department to clearly define objectives in terms of the purpose(s) and requirements - including functions, relevant features and content.

-To organize the site, visitors can be divided into three primary categories: city employees/vendors, the local audience, and finally the national/international audience. Each department will fall under one of the three categories and have recognizable design similarities.



b. Establish Organization and Information Architecture:

- By identifying the proper messaging and content relevance we will be able to structure the primary and secondary links as well as high level category pages.
- The site structure and design will take into consideration each department's end use while still retaining overall thematic consistency.
- The navigation will be defined by considering the goals of the individual departments then recommending several best practice options to select from.

c. Development of Prototypes:

- The creation of prototypes will help determine the steps that standard users will take to accomplish specific tasks on the site and establish the way the site should respond to these actions.

d. Aesthetic Expression:

- By utilizing the information obtained during site analysis combined with clear objectives, we will develop and implement a consistent, effective and interrelated use of color palettes, templates and graphics.
- Site Templates will create a consistent look and feel, including the Headers, Content layout, Footers, Navigation System, Fonts, Colors, Links, Photos, Search tools, etc.

e. Usability Functions:

- Simplicity and clarity of features, templates, apps and graphics derived from concise scope evaluation will help streamline the site.
- The use of HTML typography versus graphical typography will also be taken into consideration.

f. Layout of Wireframes:

- Wireframes will be created to illustrate recommended site layout options.

g. Use of Emerging Technology:

- The latest technologies will be considered in the design of the site, such as "Responsive Design," which scales a site to fit any screen size from desktop monitors to iPhones.
- Site appropriate interactive elements and social media tools will also be suggested to appropriate departments.

3. Detail the Site's Implementation

a. Development of a Web Style Guide Book

- A Web Style Guide Book will be developed to include the following design elements: determination of required characteristics, color values, typography, style sheet, page guidelines and templates, logo identity and branding standards, accessibility, best practices on the web and content guidelines.



b. Provide Training

-Thorough training will be provided to key personnel to ensure they understand how best to implement the Web Style Guide Book.

c. Provide Bi-Annual Review

-It is recommended that a bi-annual review be conducted to perform updates and educate the staff, as needed.

4. Perform Site Testing

a. Administer Usability Tests

1. Usability evaluations will be conducted on each of the standard templates, represented by different departments to ensure proper functionality.

2. Usability Tests, which focus on the users' interaction with the site will also be performed.

b. Once recommendations are determined and certain changes are implemented the site will be retested for final results.

EXAMPLES: Utilization of Graphic Design Standards:

We approach every Website design in a manner that entails the use of intuitive skills and deep experience. We combine this with a structured approach, including detailed analysis and consistent design. The final product is a mixture of

exemplary scope, content and style. The following projects were approached with this same methodology:

a. SAN ANTONIO BRAC

Keeping in mind that many of the users would be unfamiliar with the information contained within the site, a unique set of icon identifiers were created to categorize the elemental themes of Live, Work, Learn and Play providing ease of recognition for the families that would be relocating to San Antonio.

Live highlighted community involvement, real estate, transportation and governmental assistance opportunities. Work focused on providing the necessary resources to secure employment. Learn featured several educational institutions that the region boasts, including public and private, elementary and secondary schools all the way through to the college and university level. Play showcased community events, museums, theme parks and shopping centers unique to the area, giving newcomers an idea of daily life and culture in San Antonio.

These four categories served as the springboard to breaking out the subcategories developed in the site map. The style guide served as a standard for the site administrator in making appropriate updates as the site continued to expand and contain additional information and categories.



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BRAC Video Gallery

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SAN ANTONIO BRAC

WELCOME AND CLOSURE

Welcome to the San Antonio BRAC. We are here to assist you in your transition to San Antonio, by providing you with the information you need to get started in San Antonio and all the resources available to you.

The San Antonio BRAC is the largest economic development event in the city's history with 10,000 families moving to San Antonio. The BRAC will transform Ft. Sam Houston into a premier medical complex and the largest medical center in the world.

This move reinforces San Antonio's position as a global leader in the health care economy, including health care, bioscience, health care education, and health care technology. San Antonio BRAC and parallel military organizational change will bring a significant number of students to train in San Antonio each year.

- February BRAC Newsletter
- Community-Military Partnership Plan
- DoD BRAC Action Brochure
- Economic Impact - Full Report of the US Department of Defense
- BRAC Providing City
- Multi-Billion Dollar Shot
- San Antonio BRAC
- KLRM Tower Hall

San Antonio BRAC

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San Antonio BRAC

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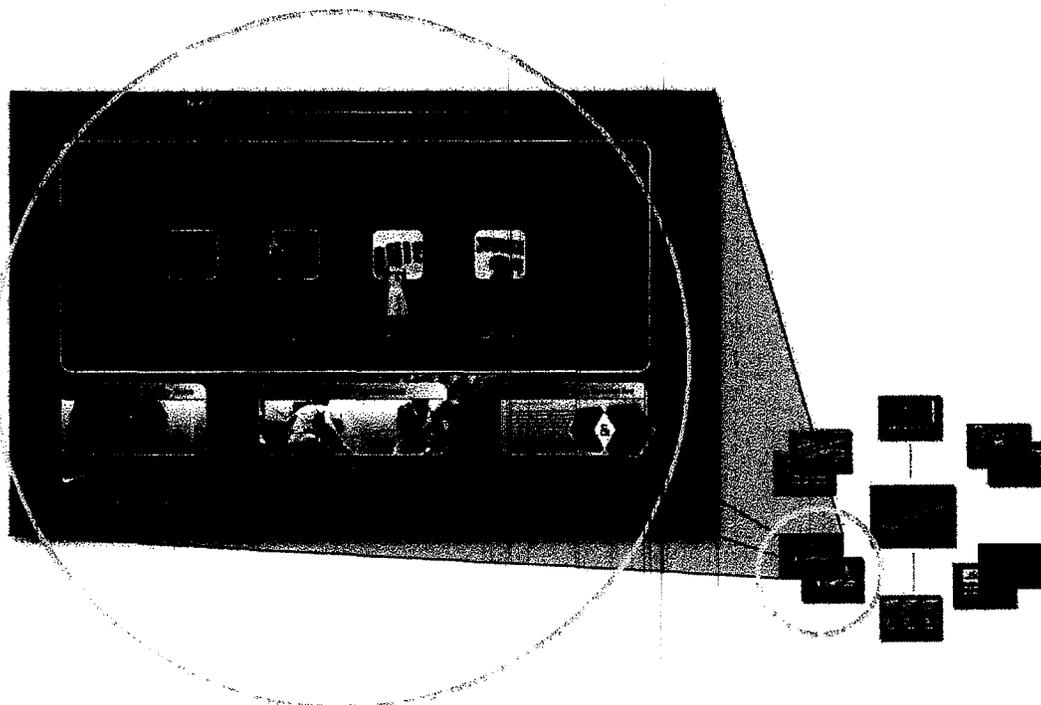
This move reinforces San Antonio's position as a global leader in the health care economy, including health care, bioscience, health care education, and health care technology. San Antonio BRAC and parallel military organizational change will bring a significant number of students to train in San Antonio each year.



b. NIKE

For each new product release Nike was creating one-off press specific websites that required promotion and outreach on top of the cost to create the site. VM Foundry strategized with Nike to come up with a better solution. VM Foundry created one single optimized site where members of the media could come and get information on new products and campaigns, sign up to be notified about new releases and that allowed Nike to better understand which content was in high-demand. This site was built on a custom content management system

and provided an umbrella for all of Nike's media efforts. Now users could find other Nike related press information simply and in a more efficient manner through consistent use of graphic design, interrelated color palette and clear labels, categories and links. Additionally, VM Foundry provided strategic planning, design and implementation of product and promotional sections of the site such as Nike Rookie Class, Nike System of Dress, Nike SPARQ, Nike LIVESTRONG, Beijing Olympics and Kobe Bryant's HyperDunk.





2. Propose a site-wide plan for navigation that provides a consistent look and feel.

Navigation design is imperative to the usability, functionality and consistency of the site. A successful site incorporates an intuitive navigational system that organizes information in an easily recognizable fashion with the ability to perform tasks without difficulty. The recommended navigation structure for the City of San Antonio's website is straightforward, comprehensive and capable of handling broad topic categories and supporting deep page drill-down while remaining consistent and easy to use. The plan is as follows:

a. **Well Thought-Out Categories:** Potential expansion will be kept in mind in developing the City's website. An effortless expansion will be achieved by keeping the top level categories very general so that new content can be added under existing headings without disrupting the flow of the site. Care will also be taken to limit top-level categories to ensure that options are not confusing or overlooked. And finally, category names for the City website will be clear and concise to direct users to their desired site destination quickly.

b. **Consistent Navigational Framework:** The City website will be designed with a navigational framework that will allow visitors to access every area of the site. Navigation panels will be placed consistently throughout the site for all levels and will have a similar structure within each category as well as the individual departments.

c. **Iteration:** We will utilize several methods for assuring that visitors always know where they are within the site and how to navigate the City's website. A Home link back to the homepage of the website is the first tool in accomplishing this. Not only will there be a designated Home link but by clicking on the City's logo the user will always be able to return to the homepage. "Breadcrumb" navigation will also be used to ensure the visitor's path is always visible.

d. **Site Map/Index:** A site map page will be developed that will outline the content of every other page within the website to make certain visitors are able to achieve their desired destination within the City's website. The site map will also aid in the communication between the site and search engines. The site map can also serve as a fail-safe way of reaching each link within the site in the event a link may be broken or misdirected from another page.



e. Search Tool:

We will provide users with a comprehensive search tool and search results that are responsive and intuitive.

f. Navigational Considerations:

The navigation for the City of San Antonio's Website will be designed to be SEO (search engine optimization) friendly.

g. Feeds:

The ability to create feeds which pull from each department into the site's primary pages for constant updates regarding content such as the City's new hires, promotions, and civic events will be incorporated into the development to drive traffic to the site on a continuous basis.

h. Implementation of Navigation Best Practices (as listed in Response to Requirement #3)

i. Enforcing Navigational Consistency
Navigational consistency across the entire site will be enforced and maintained through the use of the Web Style Guide book, appropriate training and bi-annual reviews.

EXAMPLES:

a. ONCENTER- SYRACUSE, NEW YORK

Navigational consistency was implemented and maintained through the use of Navigational Best Practices, clearly identifiable categories, and appropriate use of color and labels. The site was completely restructured using intuitive navigation and appropriate content placement to create a more user-friendly experience. Each category was formatted similarly to assist in accomplishing separate, yet related tasks. A search function was also added, giving visitors more control over their browsing experience. Each of the three venues was denoted by a specific color- directing users through the site and the addition of a site footer at the bottom of each page was included to benefit visitors as well as aid in search engine optimization. The site was also equipped with social networking features for a more interactive experience.

b. SAN ANTONIO INTERNATIONAL AIRPORT

MightyGroup focused on developing and promoting a fully-enhanced site (SAontheFly.com), which captures the essence of the San Antonio International Airport experience for travelers/patrons, prior to arrival. The website offers detailed maps of terminals, information on all shopping and dining options, as




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IN THE CENTER OF IT ALL

A three-city-block facility located in the heart of Syracuse, New York, The Oncenter has flexible meeting, convention, banquet and event space to accommodate groups and functions of all sizes.

Since the opening of the War Memorial Arena in 1951, to the harmonious addition of the John H. Mulroy Civic Center Theaters in 1975, to the building of the Nicolas J. Pirro Convention Center in 1992, the Oncenter has been the entertainment and conference preference of local, regional and National attendees.

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Syracuse, NY 13202-3017
T: 315.435.8000
F: 315.435.8099

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- Seating Charts
- Events Calendar

EXPLORE THE Venues

- At a Glance
- Convention Center
- War Memorial Arena
- Civic Center Theaters

Catering & Events

- Catering and Menus
- Event Planning
- Request a Proposal





2a



SAIA

SAN ANTONIO INTERNATIONAL AIRPORT



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TERMINAL A

TERMINAL B



well as up-to-date information on arrival/ departures and TSA federal regulations. The site achieved navigational consistency by using sleek graphics, bold colors and vibrant visual design and easily identifiable categories. Being user-friendly and consistent in its design, SAontheFly.com encompasses the aspects to familiarize users with all the entities available in the airport (shops, restaurants, services, business centers), as well as market the concessions program.

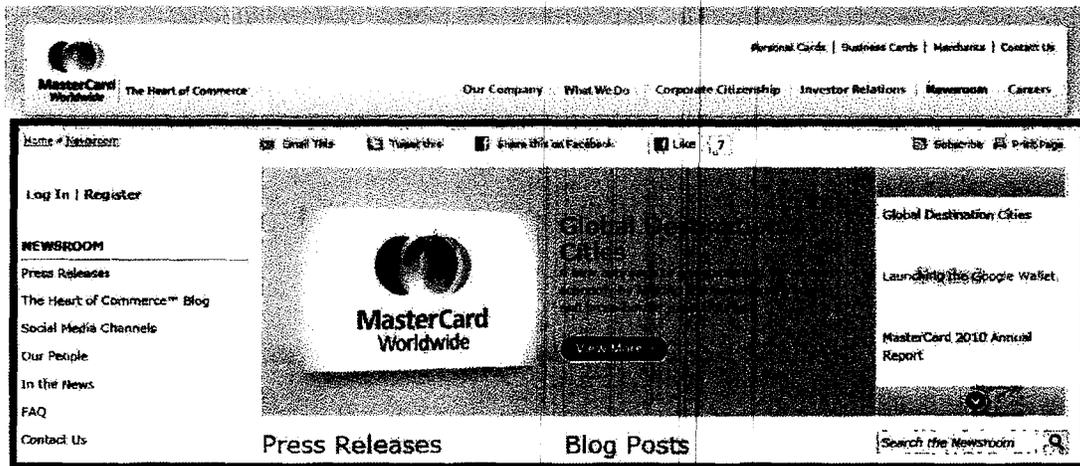
The online goals achieved included delivering "S.A. on the Fly" e-newsletters with information and incentives, providing an interactive and informative tour of airport concessions and creating user-friendly access for vendors, employees and travellers to give feedback, concerns,

critiques or suggestions.

c. **MASTERCARD'S NEWSROOM**

MasterCard's Newsroom was launched by VM Foundry earlier this year and created at singular location for all corporate communications. In addition to press releases and commerce centric blog posts the newsroom included Twitter feeds, YouTube videos and sharing capabilities on Facebook. The newsroom was built on an open source content management system accounting for site-wide consistency in navigation and look and feel. Additionally, we implemented our custom modules to boost site security, needed for a global financial brand, while maintaining a simple and intuitive admin panel quick and easy updates.

<http://newsroom.mastercard.com/>





3) Provide site wide plan for navigation that reflects industry best practices in use of navigational tools/methodologies.

The MightyGroup would develop a site-wide plan for navigation utilizing a number of the tools and methodologies that are considered to be "Navigational Best Practices." The use of the following practices would enforce consistent navigation, allow for documentation throughout the process and rely on the development and use of a Web Style Book to incorporate guidelines for navigational consistency.

We recommend adhering to the following list of tools and methodologies in the development of the City of San Antonio website redesign based on the fact that they have produced the best results, been most effective and support intuitive navigation:

- a. Navigational options:
 - i. Consistency of navigational elements
 - ii. Differentiation of navigation elements by using a consistent scheme on all pages.
 - iii. Consistent placement of navigational elements such as tabs, headings, lists, site map.
 - iv. Utilization of anchor links to move users around on pages with extensive content.

- b. User Location Identification:
 - i. Providing information, such as changing the color of a link, on the user's path and hierarchy information known as breadcrumbs.
 - ii. Left-Hand Navigation is recommended.
 - iii. Secondary and tertiary menus will be placed together.
- c. Right-Hand Navigation
 - i. This palette should be utilized for deeper navigation links below the second level in the page hierarchy.
 - ii. Below the primary right-hand palette, place notices, schedules and other related content.
- d. Tabs should be clear and descriptive
- e. Scrolling
 - i. Short pages are more effective than long page requiring extensive scrolling.
 - ii. Horizontal scrolling should be eliminated.
 - iii. Accommodate for rapid scrolling.
 - iv. Use paging (using links) instead of scrolling when possible.
 - v. Keep navigation-only pages short (no scrolling required)
- f. Menu Types:
 - i. Sequential Menu should be used for tasks that are forward-moving.
 - ii. Simultaneous Menu should be used for tasks that require prominent uses of the Back button.



g. Site Maps are necessary for navigating large-scale sites such as the City of San Antonio's site.

h. Utilize Glosses (small pop-ups) to assist the user in link selection.

i. Lists:

- i. Important items should appear at the top.
- ii. List arrangement should be in an order that is intuitive and efficient for the user.
- iii. Identifying lists with clear labels, complementary aesthetics, borders, and efficient use of white space make scanning the site easy for users.
- iv. Related Items should be listed as opposed to continuous text and should provide an introductory heading.
- v. Static Menus should be used, providing most frequently used menu items at the top.
- vi. Bulleted lists should be used for items that possess equal value; numbered lists for items that need to be ranked.

EXAMPLES:

The CoSA Parks and Recreation Department and Syracuse Oncenter projects are examples of two different sites of a similar scope and scale that both contained a huge quantity of data that needed to be segmented into large, yet intuitive, categories in order to create easy navigation for the user.

a. ONCENTER- SYRACUSE, NEW YORK

The site was completely restructured using intuitive navigation and appropriate content placement to create a more user-friendly experience. A search function was added giving visitors more control over their browsing experience, as well as shortening the amount of scrolling required by enabling the use of paging and anchor links to assist the user in browsing the page without excessive scrolling. Because the Oncenter books a wide array of events in multiple venues, we chose to showcase their events along the right-hand panel in a timed box that continually showcases the variety of performances that The Oncenter has to offer.

b. CoSA- PARKS AND RECREATION DEPARTMENT

The MightyGroup, on behalf of the Parks and Recreation Department, in collaboration with the ITSD, created a custom design using templates provided by the city and utilizing the industry best practices in design and navigation. The following considerations were made: the City of San Antonio Official Website color scheme was incorporated throughout the site- tying the department back to the parent site, the department site navigation bar followed the template offered by the City communication guide



and was placed on the left side of each page, (while the City of San Antonio navigation remained at the top of each page.) A link back to the home page was also incorporated on every page within the site. Navigation remained consistent throughout the entire site,

and the City website -site map was made available housing all pages within the Parks and Recreation Department site. The categories, or tabs, were also labeled clearly and appropriately to aid in creating a user friendly experience.

THE ONCENTER

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IN THE CENTER OF IT ALL

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Since the opening of the War Memorial Arena in 1951, to the harmonious addition of the John H. Mulroy Civic Center Theaters in 1975, to the building of the Nicolas J. Pirro Convention Center in 1992, the Oncenter has been the entertainment and conference preference of local, regional and National attendees.

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HIGHLIGHTS

- 200,000 square feet of meeting, theater, arena and exhibition space
- Versatile exhibit, ballroom and breakout meeting space
- Multi functional theater space including a black box theater, a 458-seat theater, and a 2100-seat theater
- Flexible-use arena with ice/basketball/turf and concert capabilities
- Historic Veteran's Memorial
- In-house box office management, Ticketmaster vendor
- In-house accredited catering and convention service management staff
- Interior connective corridors from Convention Center to the Oncenter War Memorial Arena

COMING SOON TO THE THEATERS

American Idol Live!

CALENDAR

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NEXT EVENT

Everson Museum of Art Summer...
Wednesday, July 27, 2011
08:30 pm
Location: War Memorial Arena



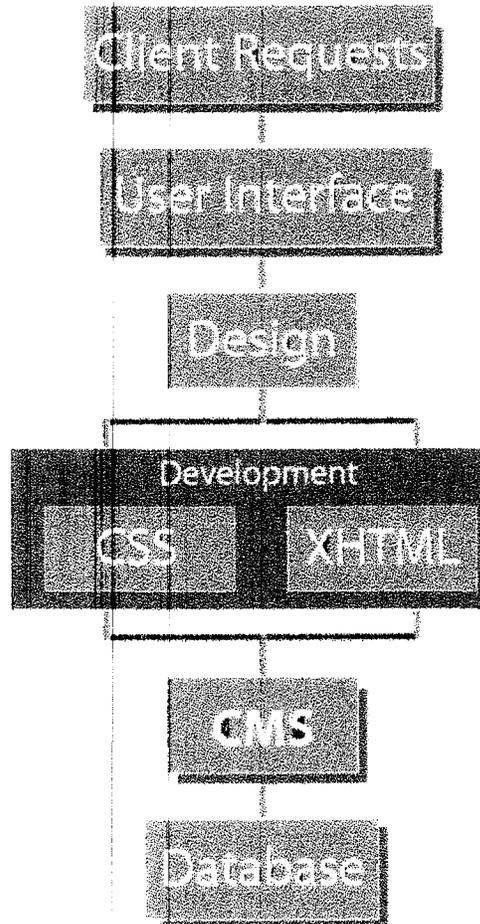
4. The Respondent should propose methods to develop templates that can be integrated into a CMS. Demonstrate past experience of developing templates using Cascading Style Sheets (CSS) to create templates. Provide examples.

DESIGN TEMPLATES

The ideal mechanism for establishing a consistent look and feel, structure, and functionality (back-end user) is to produce design templates that can be integrated into a content management system (CMS). Template lends themselves to easy web page updates/changes. More importantly, they can be modified and managed by back-end users with little technical background. The templates can be shared and used to keep enforce the design standards established early in the redesign process.

While various methods exist for developing templates, our experience has showed us that several steps must be considered to produce templates. Below is a flow-chart outlining the major steps for developing templates that include meeting the standards of the organization/site (client requests), user interface considerations, the design, development (CSS and XHTML coding), integration into a CMS, and finally to incorporation to a database.

Method for developing templates for integration into a CMS.





Client Requests

The template design process ideally begins with the client's requests for the organization and website. Things to consider for the city are how to expand the city's resources to the community and to encourage them to access municipal information and services. Consulting with the client needs guides the standards for the design template and the navigational plan. This step directs the user interface designer and designer to create multiple mock-ups to conceptualize the client's requests.

User Interface

After considering the standards, a user interface designer finds a way to communicate the functionality of the template, separate from how it looks, and develops frameworks. This is a point of collaboration between the graphic design standards and the technical needs to create a usable web site.

Design

This is the process of transforming the client's requirements into a design layout/template containing navigation mechanisms. The basic templates are presented to the client for approval and the process moves on to creating the final design (layout and content).

Development

In the development process there is a clear separation between the structure and the presentation of information on the web site. The page structure is built in HTML and presentation style is built in CSS.

Content Management System

The development approach should be done with a cross-platform mindset since technology changes rapidly, platforms change, and the environment evolves often. Furthermore, since no specific technical requirements were announced to specific a CMS on this project, the templates should be designed in a CMS-independent manner, keeping in mind that CSS render themselves differently in different browsers.

Database

The final step is the integration of the templates into the database for launch of the web site redesign.

CASCADING STYLE SHEETS CASE STUDY: TACO CABANA GIRL

To demonstrate methods for developing templates for integration into a CMS, the following example illustrates how the template for a home page skin used to produce main page to launch the Taco Cabana Girl online campaign (<http://www.tcgirl.com>).



Wales
Wales

0:00 / 8:30

GIRL

THE

IN





The development process began by coding for the design layout in CSS. The program coding in CSS specified the formatting of the layout such as color and font. Separate from CSS coding, the content structure features of the design layout were coded in HTML. These steps are necessary to transform a two-dimensional design template into an online web page. In his example, the parameters for designating content structure (known as "class" names) were assigned to each HTML section (see "Sample HTML Code"). To give the defined HTML structure a specific "look," parameters in CSS programming code were created for each HTML "class" files (see "Sample CSS code").

After program coding the design template with HTML and CSS, the template codes were integrated into a CMS framework. In this setting, the templates were integrated to the DotNetNuke (DNN) CMS. To accomplish this task, the `runat="Server"` or `ID="sectionID"` commands were added to each section of the HTML layout destined to become a "content placeholder. To create the DNN skin files with ASPX and CCS files, files with basic DNN objects and libraries were down loaded from the DNN website (www.dotnetnuke.com). Finally, the programming code in HTML was moved into the DNN skin ASPX file. A sample of the programming code used to integrate the template to the DNN is

listed with this example (see "Code for Integration to DNN"). The skin was then saved, compiled and uploaded to the DNN web site. This example demonstrates how CSS design templates are integrated into a CMS.

SAMPLE HTML CODE

```
<div class="container_12">
<div id="grid">
<!--logo -->
<div class="logo">
<dnn:logo runat="server"
id="dnnLOGO" />
</div>
<!--header-->
<div class="grid_12"
runat="server">
<div id="framePane" class="box
framePane" runat="server">
</div>
</div>
<div class="clear">
</div>
<!-- navigation -->
<div id="navigation"
class="grid_12 navigation"
runat="server">
</div>
<div class="clear">
</div>
<!--content-->
<div
id="contentPane"
class="grid_12"
runat="server">
</div>
<div class="clear">
</div>
<div class="grid_6">
<div class="box
inthenow">
</div>
<div class="box
```



5. The Respondent should propose methods to develop design templates that can be applied to multiple content levels built into a CMS. Explain how design templates can be developed, selected, applied, and maintained at multiple content levels using a CMS editor. The City's content levels would include Corporate, Department, Division, and Program levels. Provide examples of sites of similar scope and scale to which Respondent applied various levels of header and footer templates.

TEMPLATES FOR MULTIPLE CONTENT LEVELS

The master CSS template controls the consistent, global style of the web site, however this also places a limit on the regions within the template that can be altered, specifically when navigation hierarchy is needed in a large web site.

Even with such limitations, by design, CSS lend themselves to code for multiple content levels, straightforwardly. Using the master template, various levels can be created (primary, secondary, tertiary, etc.). Some CSS code is shared by all the pages of a website while other CSS codes specify changes to unique sections of the web site without altering the structure. Changes to the master CSS means that pages sharing that code will also incorporate common changes,

thereby eliminating the redundancy of coding multiple changes for the content manager. Taken together, CSS templates provide a power mechanism for the selection, application, and maintenance of information at multiple content levels and more importantly, the templates create a well-defined hierarchy within the pages of the web site.

TEMPLATES DEVELOPED

To build a hierarchy for large municipal enterprises, it is therefore reasonable to depart from the master template. The header and footer region are two commonly used regions for establishing a hierarchy. A tiered hierarchy on the page header gives each page a unique identifier, all the while mirroring the overall look and feel of the web site.

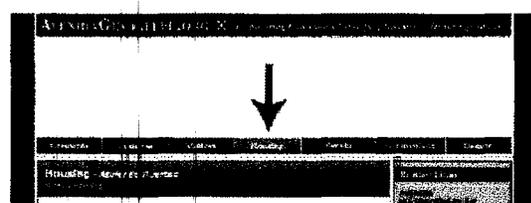
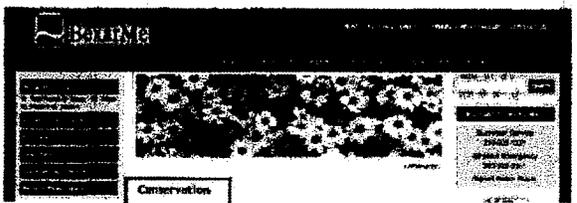
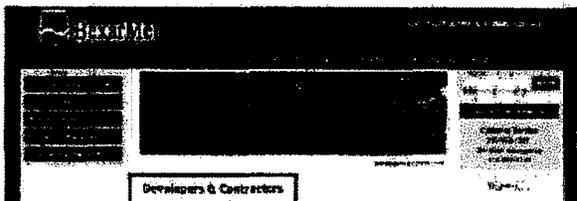
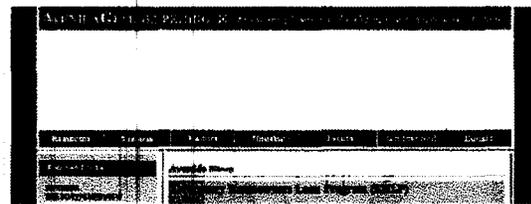
A comparison of hierarchy across the home and internal pages, of most sites, shows that multiple content levels are easily distinguishable by varying the text, color, or images in the header. Illustrated below are some examples for developing templates using text, color, or images in the header section to designate multiple content levels. Ultimately, these user interface designs will be used to develop the templates.



EXAMPLES

Illustrated below are several examples in which variations in text, color, or images designate multiple content levels in the header. In the first example, the text in the header designates multiple content levels (red boxes). The second example shows how the use of different colors in the

header designates multiple-content levels. Finally, images in the header can also be used designate multiple-content levels (see red arrows).



PROPOSED PLAN

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DESCRIPTION





SELECTING, APPLYING, AND MAINTAINING TEMPLATES USING A CMS EDITOR

The process for developing, selecting, applying, and maintaining templates that support multiple content levels in a CMS depends entirely on two factors, first on the CMS system that will support the website and second, the templates for the website.

The first consideration is the type of CMS selected for the web site. CMS systems come in two flavors: professional grade framework CMS or those with open-source software. Each of these will support selecting, applying, and the maintenance of templates at the back-end. Which brings up the second factor of this process, the templates. The templates, themselves, can be custom-designed by content managers from the Information Technology Services Department or from other departments with authorization to add/edit/delete content.

Larger web sites that desire a modern, up-to-date, innovative, and interactive website with a consistent look and feel, yet seek operational transparency. However, to minimize the time and effort it requires to code and maintain the site at the back-end and not to mention provide operational transparency, larger

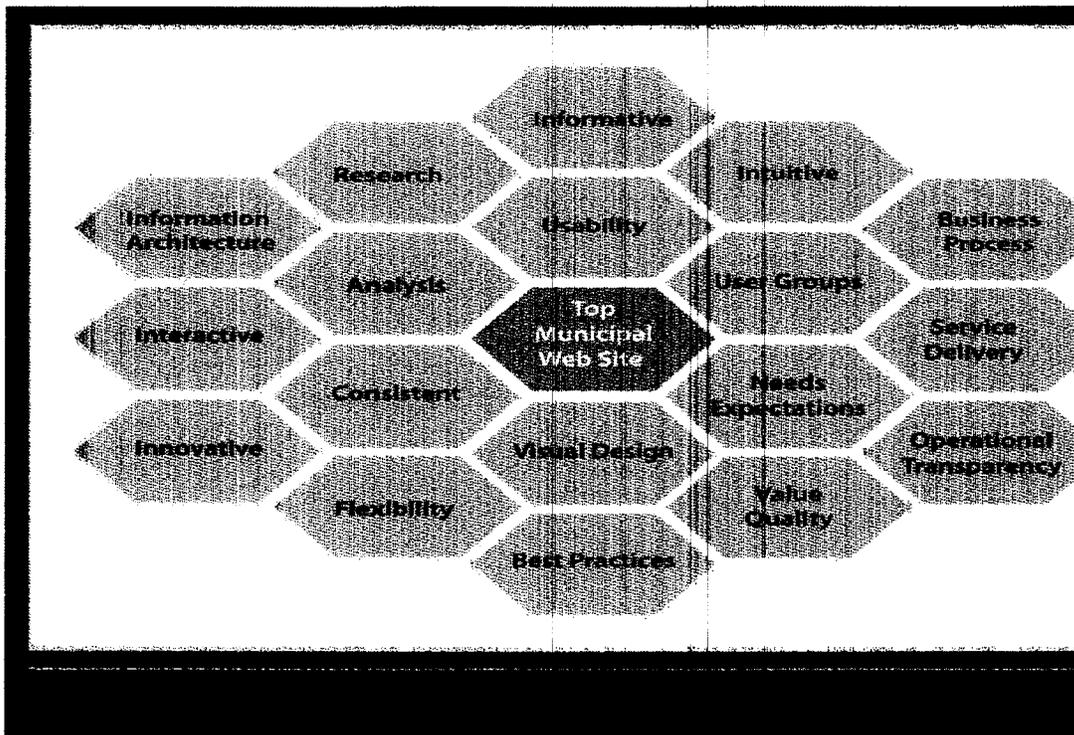
organizations choose using off-the-shelf design templates. Although this may appear advantageous up front with regards to cost and maintenance, it comes at the risk of redesigning a web site with a generic template look and feel. From that point of view, you achieve half of your business goals.

On the flip side, opting for custom-built design templates will ensure the delivery of a top site that is esthetically pleasing, enhances the user's experience while conveying a consistent look and feel; nevertheless it requires more time, money, and professional assistance for organizations with large web sites. Similarly, half of your of your business objectives will be reached.

The real enterprise solution is a compromise where you embrace custom designed templates to deliver a targeted front-end experience and on the back-end you integrate the templates into a CMS interface to edit specific sections in a timely, cost-efficient manner by non-technical page authors. Illustrated below is an example of how fully customized design templates can be selected, applied and maintained across the multiple content levels of the city. The menu system honors the design standards established early in the design process, while enforcing the navigational plan in the custom templates. This approach



offers flexible administration in an easy-to-use format for incorporating templates across every level of the city (corporate, department, division, and program). Overall, this solution offers the best value to reach your business objectives and goals.



**HEADER/FOOTER CASE STUDY: AIR FORCE SERVICE AGENCY**

The Force Support Squadron Marketing Office of the United States Air Force Services Agency presented the need for a high-tech, enterprise web solution to make a corporate presence, communicate effectively to their patrons (front-end), and most of all they needed to eliminate the duplication of effort (back-end) to the one hundred Air Force bases they serve world-wide. In this project, we created an online, one-stop hub for the global services offered by the marketing office, as well as for the site-specific services offered at each of the one hundred Air Force bases. At the back-end multiple content levels were designated for the corporate, squadron, and community levels in addition to creating multiple tiers within those levels in each of the service-specific web pages unique to each of the one hundred bases. Illustrated below is our solution for keeping the user's experience consistent and intuitive. From the front-end, users arrive at the main page to select the base-specific base by choosing one of the bases from the drop down list (first red arrow). Once a base is selected, the header title shows the name of the base (red arrows), ensuring patrons that all the information and services obtained in that site are specific to the base selected from the menu. This easy-to-use navigation feature provided

a simple solution for user's to navigate through hundreds of pages of information and services.



6. The Respondent should propose a plan to apply design templates to web applications. Explain how design templates can be developed, selected, applied, and maintained to Web applications. Applications can be those developed and hosted internally, by a third party Respondent, or a combination.

PLAN FOR APPLYING WEB APPLICATIONS

Web applications must be applied to the template design to meet and exceed the vision of Information Technology Services Department for an interactive web site with innovative applications and packed with features that enhance the user's experience.

The plan for applying web applications must consider two important elements. First, it is important to consideration how well the functionality can be written to the framework. In other words, since the web application is presented and organized within the design template one has to ask whether it will "fit". Second, the functionalities desired must be flexible to customization in order to maintain the theme of the design. Therefore, any plan to apply the design template to web applications should consider whether the web application fits, as is, or does it require another design template to accommodate the application.

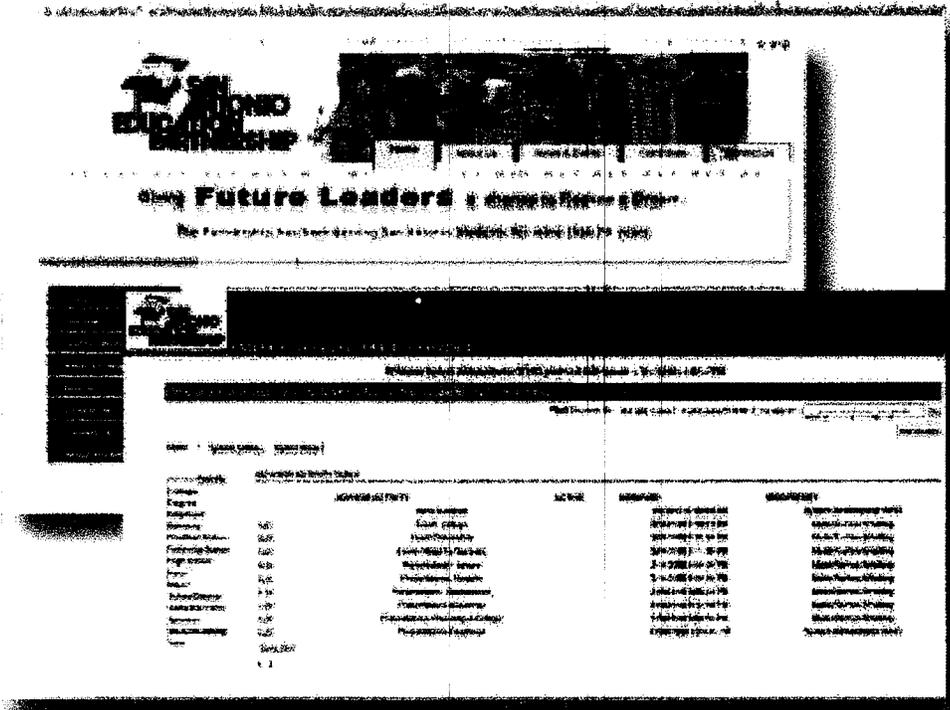
On approach to applying the design templates (without alteration) is to first examine the flexibility of the web application. This is primarily based on whether the web application is an internal custom application or if it comes from a third party source. Some web applications impart full customization and therefore can be integrated into the theme (layout design and user interface design) of the design template to make it functional. On the other hand, some third party web applications are not flexible enough to be incorporated into the templates. In this case, it will be necessary to design a simplified version of the template, for example, one that is stripped away of the common navigation elements to accommodate the web application, while still inheriting the look and feel of the primary design template.

The plan to apply web applications is to produce a set of design templates (primary, secondary, etc.) that not only reflect the multiple content levels of the city, but that also support the functional features of the web site.

Web applications function within the design template. For example, the administrators at the San Antonio Educational Partnership (SAEP) needed web applications in their website where advisors could login and update their



activities online. This web application required a large amount of space in the web page's layout and was not flexible to the theme of the sight in terms of consistency of the template design. In order to deliver the functionality to SAEP the web application was applied to a simplified version of the template design (see example). To integrate the Advisor Activity application framework, an ASP.NET page was created in a "master page" template that was subsequently coded in HTML and CSS, to dictate the style and layout. The codes were then saved, compiled, and uploaded to the web server.





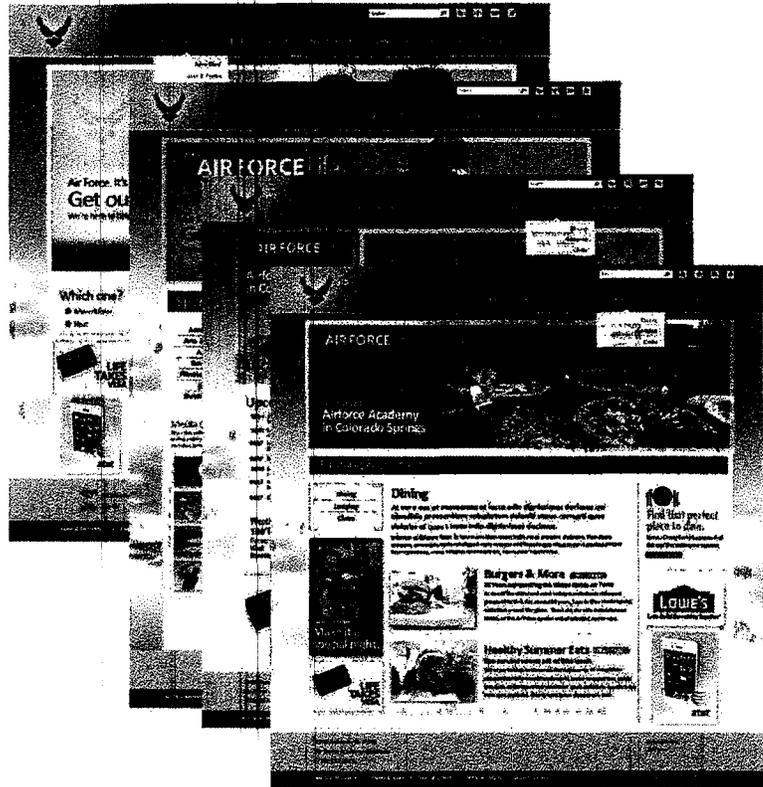
To demonstrate how templates are developed using CSS, work done recently for the Air Force Service Agency is provided. In this project, the template was initially prototyped as a wireframe to define the navigational plan and user interface design (see example). This site contains multiple levels content (Headquarter, Command, FSS installation, etc.), therefore the wireframes included primary and secondary pages. The wireframes were used to create templates (see example). To develop

the CSS for this template, CSS code was made to specify the look and feel (skin) of each page. In this case, the primary (headquarter) page was coded for a gray skin color with a 3 column layout, while the secondary (installation) pages were skinned in blue, green, or yellow with a 3 column layout. The nested CSS were then imported into main CSS file that specified other parameters such as typography, color schemes, and layout. Below is a sample CSS code for the layout.

CSS SAMPLE CODE

Grey Box Method - Layout CSS

```
----- */
body {
  font-family: 'News Cycle',
  arial, serif !important;
  font-size: 13px;
  color:#000;
  background-color: #451034;
  margin-left: 0px;
  margin-top: 0px;
  margin-right: 0px;
  margin-bottom: 0px;
  background-image:
  url( /images/top-bg.jpg);
```





8. The Respondent should only propose design elements that are compliant with the Americans with Disabilities Act (Section 508c). Discuss how previous projects have complied with the Americans with Disabilities Act (Section 508c). Provide examples of ADA accommodations.

ACCESSIBLE DESIGN

On a global scale, the World Wide Web and Internet have emerged as important mediums of communication for all people; therefore it is no wonder that multiple U.S. laws and policies are concerned with accessibility of technology preset on the web. In particular, the Americans with Disability Act (1990), the U.S. Telecommunications Act (1996), and the Rehabilitation Act Amendments, Section 508 (1998) of the Rehabilitation Act (1973). Specifically, Section 508 requires that electronic and information technology pertaining to the Federal agencies be accessible to people (public and employees).

ADA ACCOMMODATIONS

We have experience with accessible design practices ensuring that all types of constraints, technology barriers, physical, and/or cognitive can be overcome. A few examples of ADA, Section 508C accommodations are listed below.

Blind/Visually or Hearing Impaired Surfers
Images are required to have text such as the ALT tag or captions that you provide.

```
<imgclass="imagecenter" src="images/salads.png" width="150" height="150" alt="Fresh Salads & Vegetables" />  
<imgclass="imagecenter" src="images/pasta.png" width="150" height="150" alt="Potatoes, Rice, Beans & Pasta" />  
<imgclass="imagecenter" src="images/vegetarian.png" width="150" height="150" alt="Vegetarian Options" />
```

Mark-up (code) equivalent alternative for images

Some technology users are unable to use the mouse due to limitations of fine motor control or for users accessing the web from a device that does not have that feature. An accessible design in this case is to use alternative keyboard input in the code for images. Accessibility is also verified through mark-up validation services.

COLOR BLINDNESS

Users with color blindness may have problems with color contrasts in combinations of red and green or red and black, so do not use these on your webpage. Furthermore, do not rely on the sole use of color in order to present information. This is achieved by making sure that your content may additionally be understood via the use of **text**.

Normal



1-800-875-2222
 1-800-875-2222
 1-800-875-2222

Your Table is Ready

AEC Restaurant

Lynwood

Cooking - First Reading Solution

When you are reading a recipe for the first time, you may not know what the ingredients are or how to use them. A good recipe will explain this to you.

The staff will read to you the ingredients and explain to you what to do with them. This is a great way to learn how to cook.

Restaurant Training

We will read to you the menu and explain to you what the items are and how to order them. This is a great way to learn how to order at a restaurant.

AEC is a restaurant for people who are blind or visually impaired.

Our staff will read to you the menu and explain to you what the items are and how to order them. This is a great way to learn how to order at a restaurant.

"The staff is so helpful and friendly. It's like being at home."



Gray Scale:
All forms of colorblindness



1-800-875-2222
 1-800-875-2222
 1-800-875-2222

Corporate. Food. Solutions.



CHEFXPRESS

of Frankfort, Kentucky University

ChefXpress fitting your budget and your needs.

Cooking - First Reading Solution

When you are reading a recipe for the first time, you may not know what the ingredients are or how to use them. A good recipe will explain this to you.

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"The staff is so helpful and friendly. It's like being at home."





**Protanomaly:
Anomalous red cones**

SAEC
SPECIAL ADVERTISING ECONOMY COMPANY

Corporate Food Solutions.

CHEFEXPRESS
Anomalous Printing Company

ChefXpress fitting your budget and your needs.

Coloring - Great Printing Solution

SAEC is also proud to feature ChefXpress

How we think

SAEC is also proud to feature ChefXpress

**Tritanomaly:
Anomalous blue cones**

SAEC
SPECIAL ADVERTISING ECONOMY COMPANY

Corporate Food Solutions.

CHEFEXPRESS
Anomalous Printing Company

ChefXpress fitting your budget and your needs.

Coloring - Great Printing Solution

SAEC is also proud to feature ChefXpress

How we think

SAEC is also proud to feature ChefXpress



**Deutanomaly:
Anomalous green cones**

The screenshot shows the top portion of the ChefXpress website. At the top left is the AEC logo. Below it is the text 'Corporate Food Solutions.' The main logo for 'CHEFXPRESS' features a chef's hat with a tomato on top. To the right of the logo is the tagline 'ChefXpress fitting your budget and your needs.' Below the logo is a navigation menu with buttons for 'Home', 'About Us', 'Services', 'Contact Us', and 'FAQ'. The main content area contains introductory text and a small image of a chef's hat.

Mobility Impairments

Floating menus are difficult to navigate for users with mobility impairments, as well as those with other types of disabilities. The solution is to include a text based menu on your webpage. Text-based alternatives allow people that rely on a screen reader to gain access to the information and have alternative text in place of web images. Other people that benefit from the accessible design include the blind, users of mobile with images turned off, and web users with lower bandwidths.





CITY OF SAN ANTONIO



Log out

COMMUNITY INITIATIVES

Home | About Us | Services | Contact Us | Privacy Policy | Terms of Use | Accessibility | Site Map

HOME

Overview

Partnerships

Board & Commissions

Communications

FINANCIAL ASSISTANCE

- After School Fees
- Child Care
- Child Support
- Financial Assistance
- Job/education
- Housing
- SAVIS
- Skills Training



Gloria Huerta
Director

CITY OF SAN ANTONIO - COMMUNITY INITIATIVES

COMMUNICATIONS

- Message from Director
- Mission Statement
- Organizational Chart

FINANCIAL ASSISTANCE

- Delapala Agencies Information Services
- Career Development Services Fund
- Family Strengthening
- American Recovery & Reinvestment

BOARD & COMMISSIONS

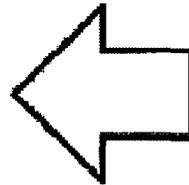
- Commission on Children & Families
- San Antonio Commission on Literacy
- Community Action Advisory Board
- City / County Joint Commission on Elderly Affairs
- Youth Commission
- Head Start Policy Council

CHILD CARE

- Overview - Mission Statement
- After School Challenge
- After School Fees
- Child Care Services
- Emergency Child Services
- Homeless Child Care Services
- Provider Resources

COMMUNICATIONS

- Message from Director
- Mission Statement
- Organizational Chart
- Social Media Links
- Research Handbook
- Internship Program / Application



CITIZEN & COMMUNITY SERVICES

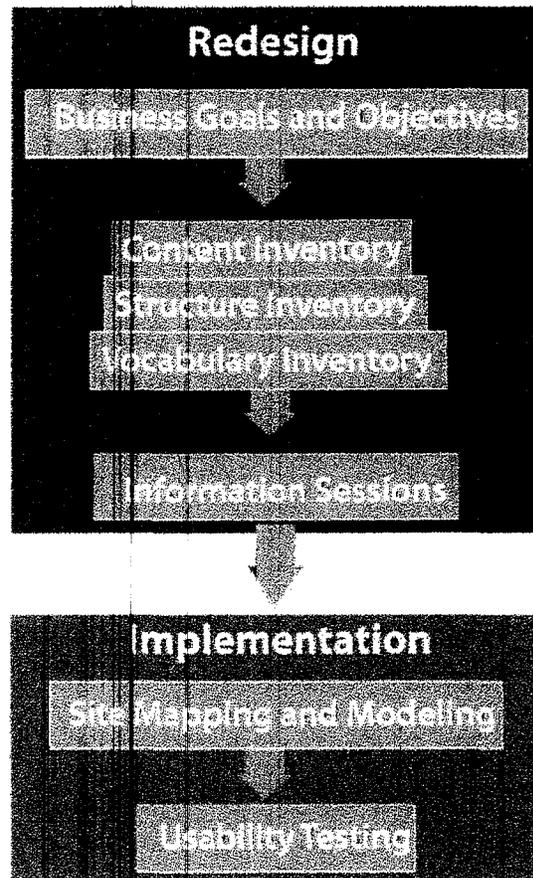
- Overview
- Career Services
- Community Centers (Reserve Meeting Space)



9. The Respondent should provide a plan to document the structure and organization of information contained within the City's Web site. Discuss the methods to document the information architecture of the site, being sure to capture the relationship between content and structure. Provide examples of such documentation for past projects of similar size and scope.

STRUCTURE AND ORGANIZATION PLAN

The information architect is the plan to capture the structure and organization of information on the city web site. It documents users navigation throughout the site (content) and also how the information is organized (structure). The outcome of the information architecture bridges the gap between the business objectives and goals of all stakeholders (design, technical experts, and users).





Business objectives and goals

The information architectural plan begins by documenting the business objectives and goals of the Information Technology Services Department and the city. This process sets a clear direction for the plan. This is also a place to document user definitions and to research to research the site for web metrics (measure events and excerpt trends) and analytics (statistics and components). Other methods to gather information about the users can come web metrics, use of a target audience, user research data, surveys, focus groups, interviews, and field studies.

Content Inventory

The content inventory outlines the current information contained in the web site in the form of lists for every page and documents page elements (title, web address, content manager, general content, etc.). This process will document the content in each page that provides information in the form of natural language, images, animations, etc.

Structure Inventory

The structure inventory is concerned with documenting the organizational hierarchy of the web site. This process will document the logical organization ranked categories. Major categories in the city website include but are not limited to corporate, department, division, programs, and initiatives.

Vocabulary Inventory

The vocabulary inventory collects descriptive terms and documents how they are used throughout the site. The inventory is used to produce a controlled vocabulary of consistent navigational terminology for the content, user design, and navigation plan of the web site redesign.

Information Sessions

This process uses two common approaches to organizing and evaluating the content and structure of the web site: card sorting and white board discussions. From this process categories are organized into consistent groups for intuitive navigation.

Site Mapping and Modeling

The site map organizes and displays information consistent with the user's expectation of finding information. This process presents an outline of the information in a logical and predictable manner different from the structural organization that may not make much sense to the public. Representative models illustrate the information architecture (wireframes, page layouts, and diagrams) as shown below.

Usability Testing

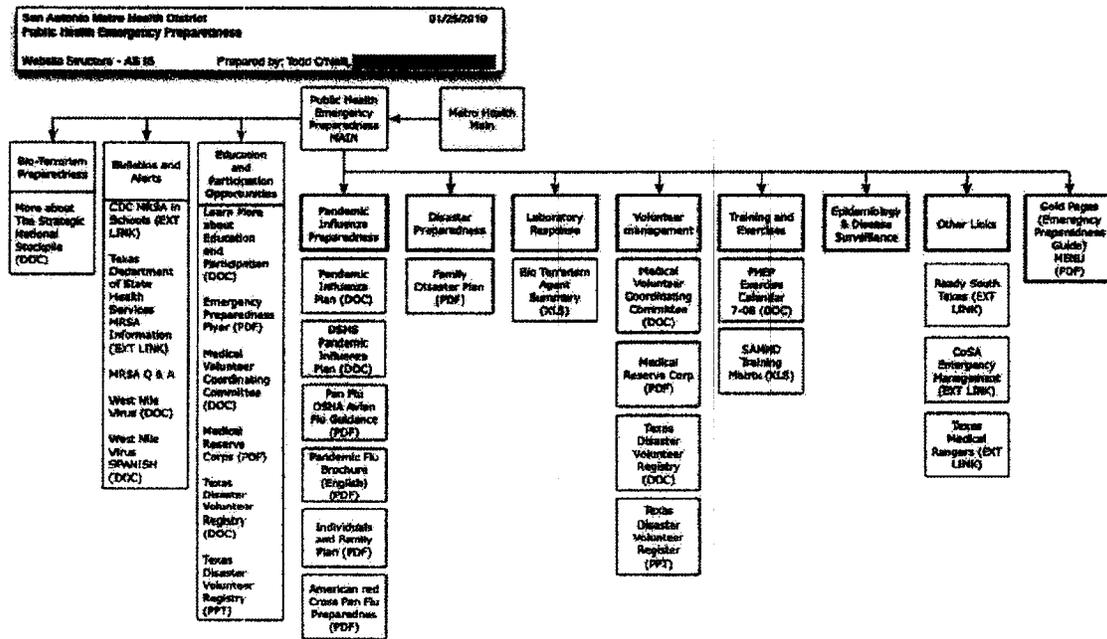
This part of the plan is used to test the usability and interactivity of the redesigned site. The new web site is



constructed from the information gained to this point and may include new menus, content pages, and navigations. The redesign is tested firsthand from the user's end to determine consistency, ease-of-use, speed, scrolling, and location of content.

EXAMPLES

San Antonio Metropolitan Health District Public Health Emergency Preparedness





MetroHealth H1N1 Website Findings and Recommendations

PDF usage

Finding: The site uses many PDF documents for forms and information. Some are contained in navigation menus. None are labeled as PDF files and no file size is provided.

Recommendation:

- Remove PDFs from navigation. Instead, create landing pages for these navigation items and link to the PDF files there.
- Add indicator that PDF files are PDF and include a file size indicator. This will help visitors determine if a PDF is appropriate for download. This is an example of how a PDF would look on the page.

Health Disparities (PDF 401K)

- This format should be used especially on some very large PDFs such as "H1N1 Vaccination Clinic Reference Guide 11-09.pdf" at 16.76 megabytes.
- If possible, embed these large PDFs in the page and offer a download as an option.
- Add a link to the Adobe reader download page on all pages with links to PDFs. Link should be in close proximity to the linked PDF.

File Organization

Finding: For the most part the Health webpages are in a flat file structure in a single directory. This can make file maintenance and find-ability difficult and can limit content management opportunities.

Recommendation:

- Create sub folders within the Health directory for groups of related content. Files at the root of the Health directory should be first level content related to primary navigation nodes.

Content Management

Finding: Christine Patmon is primarily responsible for, and has the ability to, create and update website content for MetroHealth. This limits the amount of time that can be spent on keeping site content fresh since time demands for other duties may and often do take priority.

Recommendation:

- Delegate content update and creation to departments who are the source for content.
- Implement a workflow so that content authors or contributors can submit changes to Christine before publishing. Content can be "pushed back" to contributors if it requires addition work. Provide basic web content training to distributed authors.
- Implement Adobe Contribute, a simple creation, update and management tool. This product has many of the functions of Dreamweaver in a simplified, web browser like interface. Pages can be created and updated, workflow allows for appropriate



Navigation bar: Home, Booty Craw!, Do Tell, Just Sayin', More Stuff, What is This?

URL: http://www.noname.com

Buttons: Log In, Sign Up!

Branding: [Empty box]

Main Content Area:

- VIDEO STORY
- WHADYA KNOW VIDEO

Video Grid:

Video	Title	Video	Title
Video	Title	Video	Title
Video	Title	Video	Title

Right Sidebar:

- Insert: On
- Partido
- News Feed

 - Sed and/or rope to better rhymes
 - College kids open, agitate or
 - Frail girls better yet
 - Marlin and his crew
 - Phishers and their megawatt
 - College students looking for
 - Marlin's and his crew
 - Phishers and their megawatt
 - College students looking for



Site Content Plan

PURPOSE

The LARC Grant website is the hub for information and event registration for the project. It will also contain the quiz module to support the web based trips.

GOALS

- Provide a website presence for the project.
- Provide information about LARCs to the target audience
- Support web based trip events with a Quiz module

SUCCESS MEASURES

To determine whether the content is helping to achieve the website's purpose, we'll gather and evaluate the following data:

- Visitor traffic to site pages
- Usage data for the quiz module

AUDIENCES

- Adults, ages 18-29, male and female

Primary audience:

Personal characteristics	socially and sexually active
Computer expertise	medium to high level
Phone ownership	60% smart phones; 25 feature phones; 15% text messaging phones
Top audience objectives	1. Register for trip events 2. Visit content pages 3. Utilize the Follow/Like links to Facebook and Twitter
Top obstacle(s) to site use	1. Lack of knowledge about website or events due to poor communication to the audience

**CONTENT INVENTORY**

Content	Audience	Priority	Update freq.	Description
Main page (Home)	1	H	minimum: weekly	Contains blog posts, highlight video, news feeds
Sign Up/ Facebook Login	1		NA	Form for Participant registration
Profile (All Mine)	1		NA	Participant information
Events (Booty Crawl)	1		As Needed	Promos and calendar of upcoming events
Stories (Do Tell)	1		2-3 times per month	Produced and user generated
Video (Just Saying)	1		2-3 times per month	Produced and user generated
LARC Information (More Stuff)	1		As Needed	Facts, figures, external links to resources
About (What is This?)	1		NA	Description of the project and Healthy Futures
Contact Us (Talk to Us!)	1		NA	Contact Us form and information
Quiz module (Thinkunolt)	1		As Needed	Quiz question to be used for web based events
Contest Entry	1		NA	Form for contest participation
Contest Rules	1		NA	Rules for the contest
Social Media Links	1		As Needed	Links to Facebook, Twitter, scvngr

**SEARCH ENGINE OPTIMIZATION****Key terms:**

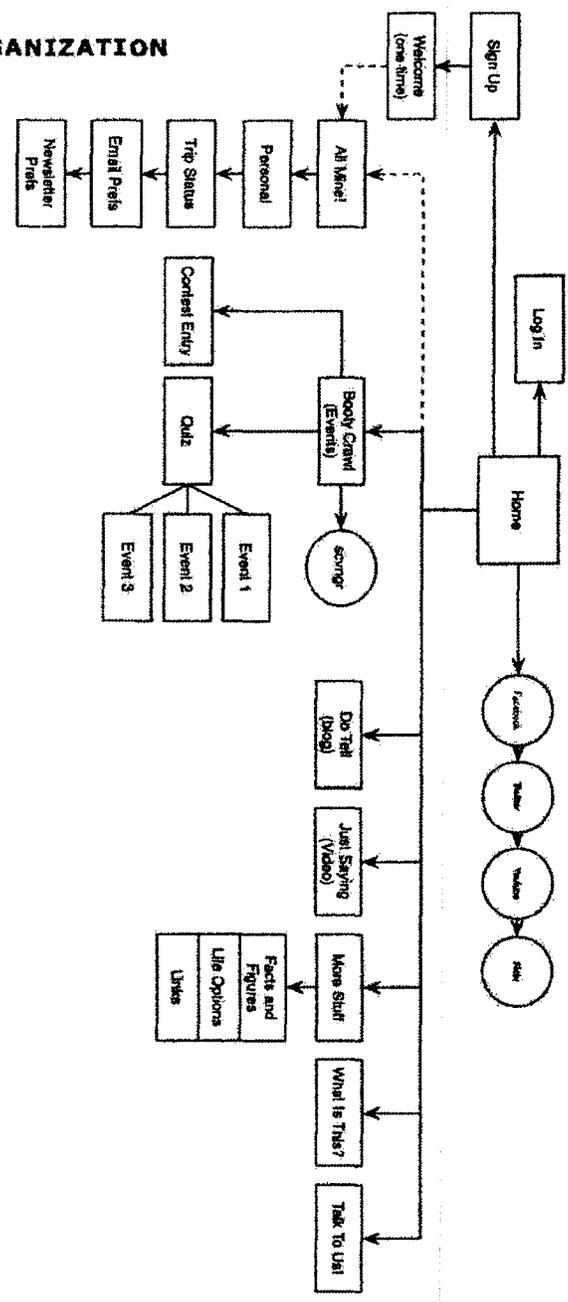
- pregnancy
- sex
- contraception

Page titles and descriptions:

Page	Title	Description
Home	Home	Main page
All Mine	All Mine	Participant personal information
Booty Crawl	Booty Crawl	Event information and calendar
Do Tell	Do Tell	Posts (produced and user generated)
Just Saying	Just Saying	Video (produced and user generated)
More Stuff	More Stuff	LARC information
What is This?	What is This?	Project description
Talk to Us!	Talk to Us!	Contact Us
Thinkunoit	Quiz module	Thinkunoit
Contest Entry	Contest Entry	Contest Entry
Contest Rules	Contest Rules	Contest Rules



SITE ORGANIZATION



Amendments to the COSA WRAS RFP Response

Number	Req. Resp.	Amendment
AM01	001	1b. Task Analysis: To obtain a clear understanding of how well the current site is meeting the web standards, we will analyze and interpret the findings of the SA2020 surveys (www.sa2020.org) in addition to surveying up to five internal key stakeholders (i.e. departments), as designated by the City, to set measurable usability goals.
AM02	001	2. Develop a Site Plan: The design and content of the site should reflect the needs of the target audiences identified in the SA2020 results, as well as from feedback from internal key stakeholders (as defined below), as designated by the City, using a correlating visual layout and 'mood.' Gaining a thorough understanding of the 39 city departments and the wide range of necessary functions anticipated by various users can only do this.
AM03	001	2a. Determine Scope, Audience, and Objectives: -It will be necessary to precisely analyze the data from the SA2020 surveys and input from internal key stakeholders, as designated by the City, to clearly define objectives in terms of the purpose(s) and requirements -including functions, relevant features, and content.
AM04	001	2b. Establish Organization and Information Architecture: The navigation will be defined by considering the outcome of AM03, related to the web site to develop best practice wireframes.
AM05	001	2d. Aesthetic Expression: By utilizing the information captured in the objectives (AM03) and information about the City's branding, we will develop and implement a consistent, effective, and interrelated use of color palettes, templates, and graphics.
AM06	001	3b. Provide Training – Webhead did not include any training as part of this proposal
AM07	001	3c. Provide Bi-annual Review – Webhead did not include any time-based reviews of developed site as part of this proposal
AM07	001	4. Perform Site Testing – Webhead did not include an site testing as part of this proposal
AM08	002	e. Search Tool: We will include a search feature in the design and templates but will not make the search tool responsive and intuitive.
AM09	002	f. Navigational Consistency: We will not make the navigation based on SEO.
AM10	002	g. Feeds: We will not create feeds for the CSS templates
AM11	006	Will propose a plan but did not include programming services to alter code to wrap web applications with the delivered template.

Number	Req. Resp.	Amendment
AM12	007	<i>Based on the selected design, we shall deliver CSS templates limited to the five listed corporate homepage, department.</i>
AM13	009	Will not provide usability testing for interactivity of the redesign site.

Stakeholders

The project stakeholders include COSA departments, executive offices, agencies, and the portal visitors since as they both benefit from the functionalities of the web site. COSA stakeholders are the people who are interested in disseminating information and functions internally and the general public.

TITLE	STAKE IN PROJECT	ORGANIZATION
Team Webhead	Responsible for project success	Webhead
COSA	Leads the web portal project	COSA
Departments	Internal and external users of the web portal	COSA
Executive Offices	Defines the needs for a web site	COSA
General Public	Interested in the success of the web portal	COSA

Team Webhead Roles and Responsibilities

Webhead consists of a team of well-trained, experienced and certified design and web technology professionals possessing unparalleled credentials. Webhead believes that the key to a successful web site redesign and analysis is a strong team.

Role	Responsibility	Name	Functional Manager
COSA	Approves milestones and deliverables, provides analytical data related to the city's current website, provides color palette and branding concepts, implementation of proposed plan, and other responsibilities listed in the RFP.	Evaluation and Executive Committees	Communications Department Project Sponsor and Steering Committee

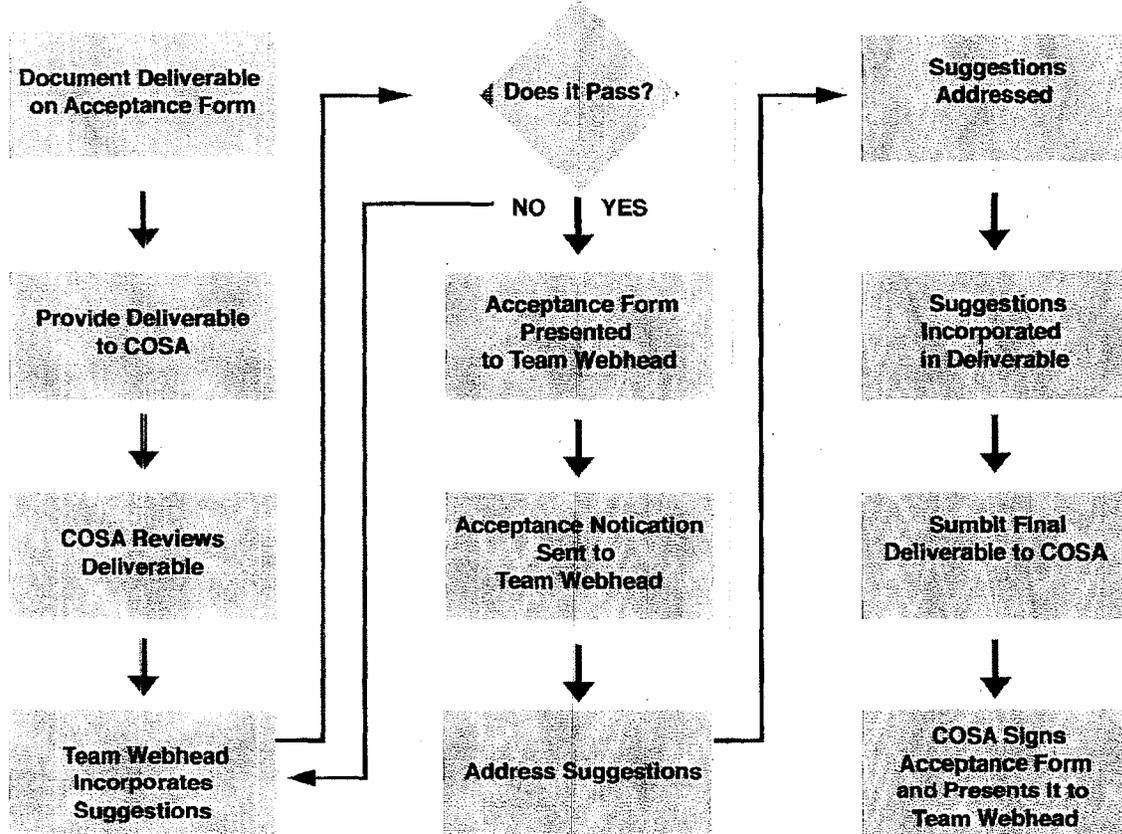
Role	Responsibility	Name	Functional Manager
Business Owner President/CEO	Projects over a certain budget threshold will have an executive officer of the company assigned to them to provide high-level oversight, and to provide a direct communication channel in the event there is a disconnect between the client and the Program Manager.	Janié M. Gonzalez	Executive Sponsor
Program Manager	He acts as the communications conduit to executive sponsors and program steering committee and conducts periodic briefings/status updates, and escalates decisions to executive sponsors as necessary and oversees all aspects of the program.	Greg Olivares	Team Webhead
Project Manager	She will be responsible for the day-to-day communications throughout the duration of the project. Responsible for the development and management of project timelines, budgets, resource assignments, project status reports and other communication, review/approval processes, and final acceptance of all deliverables. She will plan and conduct external communications efforts to develop key messages and activities that alert current site users to coming changes and to smooth rollout of the new project. Produce process documentation and participate in training and knowledge transfer activities. The Project Manager acts as the primary liaison between the Team Webhead, client and key personnel.	Jessica Ibarra, Ph.D.	Team Webhead
System Architect	An executive level technical consultant in enterprise software development and operations. He will conduct evaluation activities to define high-level technical requirements and specifications covering the portal/systems/website selected its functional applications, related databases, any 3rd party components, security requirement, and information systems.	Bill Gonzalez	Team Webhead

Role	Responsibility	Name	Functional Manager
Subject Matter Expert	An executive level technical consultant in Information Systems and Operations. He will conduct evaluation activities to define high-level technical requirements and specifications computing, networking, and information technology and information assurance covering operations of information systems.	Roger Colunga	Team Webhead
CMS Application Design and Development	She will conduct evaluation activities to define CMS-related technical requirements and specifications covering web site visual display, the CMS administration tool, and the content database. Our general approach is to look for an out-of-the-box CMS application that fits the bulk of the client's requirements, and then create custom modules to cover the rest. The CMS Applications Developer produces and tests all code required to modify and integrate the Content Management System into the client's web environment.	Angelica Gonzales	Team Webhead
Creative Director	He will ensure that the new brand fits in with the client's requirements and the image they wish to promote for their company or product. The Creative Director will interface with the client, interpret their communications strategy, and then develop proposed creative approaches and treatments that align with that strategy. He will produce all needed graphic elements for the project, and contribute to the documented Standards & Guidelines.	Shokare Nakpodia	Team Webhead

Role	Responsibility	Name	Functional Manager
Information Architect	He will conduct evaluation activities to determine the information and transactional capabilities that are needed on the website to meet user needs and stated business objectives. Based on the evaluation, they conduct design activities to produce the site's information architecture, content design, navigational constructs, initial visual branding, and the design and behavior of online transactions and activities.	Todd O'Neill	Team Webhead

Delivery and Acceptance Criteria

Deliverables are to comply with the requirements or design documents to COSA for acceptance. Acceptances of deliverables are based on acceptance by inspection. Formal report-based approval documents are used to constitute acceptance procedures, as outlined below.



Communication Matrix

The following communication matrix shall assist in delivering key information to the proper recipient in a timely and efficient manner.

Message	Owner	Recipient	Delivery Vehicle	Notification Medium	Frequency Cycle
Project Status	Project Manager	COSA	Project status report	PDF document via e-mail	Weekly
Meeting Discussion, Decisions, Action Items	Project Manager	COSA	Meeting notes	PDF document via e-mail	As often as meetings are held
Updates on issues, schedules, tasks that to be communicated prior to the next meeting	Project Manager	COSA	Message	E-Mail with attachments as needed	As often as needed
Executive Presentation	PM and Business Owner	COSA	Presentation or report	PDF document or PowerPoint	As often as needed
Project Team Meetings	Project Manager	COSA	Meeting notes	In person	As often as needed

GENERAL ASSUMPTIONS, CONSTRAINTS, DEPENDENCIES AND RISKS:

Team Webhead encourages you to evaluate each general assumption, constraint, dependence, and risk in terms of its possible impact on the project baseline of effort/cost, time (schedule), and requirements (scope, performance, and acceptance, and quality of the final project rollout).

Assumptions

Number	Description
A01	COSA will have a dedicated Project Lead to support Team Webhead to approve work, sign off key deliverables, and can coordinate project tasks to include access to needed COSA personnel and subject matter experts.
A02	Participation and availability of assigned COSA personnel in scheduled meetings is acknowledged by all parties to be crucial for timely completion of the deliverables and to meet the launch date.
A03	A project plan will be developed and approved by COSA before the start of any project activities.
A04	It is expected that COSA will adhere to the timeframe outlined in the proposal timeline.
A05	Team Webhead shall have timely access to the information and documentation materials required for successful completion of the project (SA2020 data, branding concept, and other information necessary to meet the timeline and critical for deliverables).
A06	COSA will provide a level of cooperation, knowledge transfer, and two-way communication sufficient to avoid any scheduling or development risks from arising between Team Webhead and the COSA.
A07	The scope of the project will be frozen and signed off by the COSA and the architecture design will be reviewed and approved by COSA ITSD during the design phase.
A08	Team Webhead will schedule and conduct routine meetings with appropriate COSA staff to ensure the design and functions of template development are within the scope of the project.
A09	All communication that affects this project must be directed through the project manager; otherwise, the information will not materially affect the project.
A10	Review meetings at milestone points in the project will take place to ensure all aspects of the project are on-track.
A11	Any changes made to this technical proposal can change the scope, investment, and time of the project.
A12	Team Webhead will take the project manager role, with decisions to be

	reviewed in advance by your project lead.
A13	Final project requirements determined after the initial project assessment may alter the estimated deliverables and the cost for deliverables. Budget amendments will be discussed with COSA.
A14	Material costs, such as licensing for stock photography, hardware, or the purchase of third-party software are not included and will be added as needed, with prior authorization from COSA.
A15	COSA is to provide all images with full image/media usage rights.
A16	COSA is to approve final branded design for populating designs and CSS templates.
A17	Kick-off meeting will be held within 3 days of signature (see timeline).
A18	Team Webhead does not warrant functionality of third-party software or open-source applications in the CSS templates.
A19	COSA will supply all needed text content in English (soft copy), related to site branding and navigation unless contracted separately.
A20	Payment terms are related to milestone deliverables. See payment schedule for details. Final payment of 40% is due upon final project delivered and client project sign off.
A21	COSA has the necessary hardware and software for web site deployment and running applications integrated into the CSS templates.

Constraints

Number	Constraints
CO1	Technical limitations of the selected web site framework to support CSS templates.
CO2	Access to skills and knowledge to develop interfaces to the required range of technical requirements.
CO3	Security measures appropriate to maintain the integrity of the COSA system.

Dependencies

Number	Dependencies
DE1	Support of COSA hardware, systems, and database specialists.
DE2	Web, database, and authentication servers or other portal hardware.

Risk

Number	Description
R01:	<p>Cost risk can arise from</p> <ul style="list-style-type: none"> • Estimating errors • Overruns by project teams • Scope expansion and change
R02:	<p>Schedule risk can arise from the project missing the delivery of the solution/product, such risks are caused by:</p> <ul style="list-style-type: none"> • Estimating errors • Increased effort to solve technical, operational, and programmatic problems • Resource unavailability, including staffing delays, technology maturity delays, and compressed and complex critical paths
R03:	<p>Technical risk can stem from a wide array of factors that can result in failure to meet target functionality or performance expectations; typical causal factors are:</p> <ul style="list-style-type: none"> • Requirements changes • Product complexity • Integration problems • Immature or unstable technology
R04:	<p>Operations risk is characterized by an inability to effectively implement large-scale change; typical causes are:</p> <ul style="list-style-type: none"> • Inadequate resolution of priority or conflicts • Failure to clarify and resolve responsibility/authority conflicts • Poor or inadequate communication • Incomplete human resources planning • Poor or inadequate training • Insufficient or unsuitable physical resources • Inability of the organization to respond positively to change
R05:	<p>Programmatic risks are external events outside the control of the program such as:</p> <ul style="list-style-type: none"> • Government regulation changes • Legal issues • Marketplace developments • Funding problems • Customer/owner organization strategy and priority changes

PROJECT TIMELINE AND PAYMENT MILESTONE SCHEDULE

The following is a high level timeline for the delivery of major milestones to COSA based on an anticipated contract award date of September 29, 2011. *However, if the project contract is awarded sooner, the scheduled dates will be moved up, accordingly, based on an agreed start date between COSA and Team Webhead.*

Project Management			
•	Project Award	September 29	
•	Kickoff Meeting with City Project Manager	October 03	
•	Project Closeout and Final Report	November 14	
Information Architecture			
•	Conduct sanantonio.gov content inventory and analysis	October 3 – October 28	
•	Analyze data & consolidate recommendations		
•	Present Findings document and 1st Draft Site Map	October 14	Submit Invoice 15%
•	City Review of Site Map		
•	City Present Comments and Changes		
•	Make Revisions to Site Map		
•	Complete Site Map and Deliver Final		Submit Invoice 15%
User Interface Design			
•	Conduct Information Gathering Sessions with City	October 3 – October 28	
•	Analyze Data and Consolidate Recommendations		
•	Present Findings for Incorporation into Design		Submit Invoice 15%
Marketing/Branding Strategy Consulting (Visual Design)			
•	Compile Findings of SA2020 report	October 3 - 14	
•	Analyze Data and Develop Initial Drafts	October 3 - 14	
•	Present Initial Drafts to City and City Comment	October 31	
•	Final Presentation on Design to City	November 6	Submit Invoice 15%
•	Develop CSS template files	November 7 – 11	
•	Develop Design Guides	November 7 – 11	
•	Deliver CSS files and Design Guides	November 14	
•	Project Sign Off	November 15	Submit Final 40% Invoice

Price to City

Total Price to Provide Proposed Services to City:

\$ 69,978.00 *

Price shall include all costs to perform the scope of services as identified in this RFP including all materials, supervision, labor, travel, transportation and any related cost to this project. No other charges shall be applied.

*The Respondent shall provide a total price breakdown for each task/work required to perform completion of the services as described in this RFP.

Cost Proposal

Team Webhead offers a competitive, best value approach based on sound technical approach and historical data from performance on similar projects.

1. Webhead is pleased to provide the enclosed Firm Fixed Price (FFP) proposal in response to the City of San Antonio's solicitation 6100000289 entitled Web Redesign Analysis and Services. Our company's proposal is based on the following terms and conditions which are expressly made part of our proposal. This is a Firm Fixed Price Level of Effort proposal to deliver technical and development services to the City of San Antonio based on the City's RFP. In the event that the City requires more hours than those set forth in our proposal for the work to be accomplished or requires an alternative approach to the one outlined in our proposal, Webhead would require a contract modification with appropriate funding in order to add additional hours/staff to the effort or continue working beyond the levels (hours) identified in our proposal. Expansion of objectives beyond the provided RFP would also result in a Webhead Request for Equitable Adjustment with Webhead providing a revised proposal based on the new requirements.
2. Estimating Methodology: Webhead performed a technical assessment of the RFP and technical requirements based on our 17-year history of delivering similar web-based solutions for our commercial and government clients. To verify our data, Webhead also consulted our proprietary project tasking system, a web-based application called WebTask, to provide a Basis of Estimate for deliverables similar in scope. Webhead studied existing comparable projects within Webhead's 17-yr history of web development and maintenance projects and developed the attached skill mix. Webhead then performed Comparative Salary Analysis of labor categories to develop baseline pricing and build up to fully burdened bill rates which include Fringe, Overhead, General and Administrative costs. Lastly, Webhead performed a Technical Risk Analysis to determine fair and reasonable fee which was built into the Firm Fixed Price.

Assumptions and Terms and Conditions

- a. The first step in the project will be to do a complete Project Definition, which defines the entire project in tasks with as much granularity as possible.
- b. All communications that affect the technical aspects of the project must be directed through the project leader. Any communications that are not directed through the project leader will not materially affect the project.
- c. Formal review meetings will be held at all milestones points in the project. This will ensure that all aspects of the project are on-track or can be scheduled to meet everyone's needs.
- d. Availability of your management and support personnel are critical to this project. All requests will be provided with requested due dates, if these are not met they may effect the timing of the project.

- e. Any changes made to this written proposal can change the scope, investment and timetable discussed in various parts of the project proposal.
- f. Webhead will take the project management role with decisions to be reviewed in advance by your Project Coordinator / Manager.
- g. Final project requirements as determined during the analysis activities and requested by the Client may alter the estimated scope of work and the cost for deliverables. Webhead will discuss any needed budget amendments with the client prior to any resource expenditures.
- h. The Client will supply all needed text content and graphics or photos with usage rights that are not related to site branding and navigation.
- i. Material costs, such as licensing for stock photography, hardware or the purchase of third-party software is not included, and will be added as needed with prior authorization from the Client.
- j. Client to provide all images with full usage rights.
- k. Client to provide all content.
- l. Kickoff Meeting held within 7 days of signature to review program milestones and assumptions.
- m. Due to the rapid design process, cost is significantly driven by schedule. Any delays to deliverables or Government-furnished equipment or information would result increased cost. Should any deliverables be delayed or government furnished items not be delivered on anticipated schedule, then Webhead will require an Equitable Adjustment to contract.

1. Program Management	\$ 5,940.00
<p>The Project Management Life Cycle (PMLC) for the CoSA Web Redesign Analysis and Services will follow the methodology of the Project Management Body of Knowledge (PMBOK) published by the Project Management Institute, a best practice industry standard. At a high level, the project will flow through the following phases: Initiation, Planning, Requirements Gathering, Execution and Control, Closure.</p> <p>Initiation Phase The project initiation phase involves the initial activities to set up the project. These activities include assigning the key personnel to lead the project and having an initiation meeting with the project sponsor team.</p> <p>Planning Phase The planning phase involves developing the three key defining documents for the project: Project Charter, Project Management Plan, and Project Plan. These documents establish the scope, schedule, processes, deliverables, and stakeholders for the project.</p> <p>Requirements Gathering Phase The requirements gathering phase involves defining the client requirements and developing the framework for delivering the finished product.</p> <p>Execution and Control Phase The execution and control phase involves the daily and monthly reports and reviews of project status.</p> <p>Closure Phase The closure phase involves completing the project notebook and archiving all documentation. It includes a review of lessons learned in order to build best practices.</p> <p>Deliverables: Project Kickoff Presentation and minutes, Project Plan, Final Project Report</p>	
2. Marketing/Brand Integration Consulting	\$ 32,405.00
<p>During the design phase, the non-technical requirements are gathered and solidified in a Design Style Guide. This phase also includes the Graphic Design in which Webhead will identify desired visual branding guidelines, define Homepage, page templates, and visual treatments, Review visual elements with Client, Refine needed visual elements, and obtain approve Visual Elements and Design Deliverables.</p> <ul style="list-style-type: none"> • Provide a design template for internal pages • Develop an original design for the City that incorporates the City Brand <p>This process begins with a Market Intelligence Gathering and Analysis which feeds the Creative Director to develop a Brand Prototype. The Brand is then integrated into a sustainable branding system for CoSA which includes a design guide and toolkit for maintaining the brand in future web development.</p> <p>Deliverables: Market Analysis report on comparable websites, Templates for Corporate Homepage, Department Page, Division Page, and Program Page. Templates to be provided in Cascading Style Sheet Format.</p>	

3. Interaction Design

\$ 23,383.00

This paper-based process, supplanted with on-line tool and wire diagram development, assists Webhead and the client in fully defining function and feel at a time when changes are both practical and possible.

Webhead's web design and development approach is structured to work closely with COSA to identify the key aspects not only how the new website will be functional, but also how it will be accepted by visitors. One of the first steps is to help identify who the target audience will be. This is important because this helps us communicate the right message with the most effective tools. Does the audience prefer more graphics than text, more text than graphics, or a good combination of both? This is significant because the website's presence is the first impression and it not only needs to look good, but also make sense to the audience.

We will evaluate and research COSA's current website content and technology, and analyze existing pain points of website visitors. Webhead will take the following steps to accomplish this.

Webhead will work with COSA in developing a collaborative plan to capture visitor feedback on usability and experience from the current web site. Webhead will analyze COSA-provided data regarding visitor sessions in order to determine website-viewer habits and frequented content. Webhead will also conduct research on best development and design processes for websites similar to COSA.

Specifically, Webhead will include the following:

- Redesign website will address the top three priorities in the development process structure, organization and ease-of navigation for a variety of audiences
- Build architecture based on proven and accepted website development standards while maintaining the flexibility to easily grow and add new functionality
- Provide a design that is consistent and utilizes user-friendly navigation framework that is understandable to users on all levels

While the graphic design is a very important phase, it is also imperative that the technical design is just as carefully planned and executed. Quite often organizations place most of their energy in this area and overall overlook the usability factors. That is why Webhead will design technical wireframes that will be presented to COSA for review and approval. This step assures agreed upon functionality on the new COSA site will perform. Included in the designs will be aesthetic and technical elements, and suggested content and layout based on analytics from the client as part of our market research. Specifically, the portal will include the website overall design, themes, online forms, and automatic email responses. Webhead believes in the importance of ensuring that the established COSA's image is conveyed throughout the features and functional aspects of the website.

Deliverables: Navigation Wireframes, Market Report for Similar Websites

Information Architecture	\$ 8,250.00
<p>The purpose of this phase is to provide a plan to document the structure and organization of information contained within the City's Web site. This involves addressing methods to document the information architecture of the site and capturing the relationship between content and structure. The "design before the design" phase begins with documentation of existing City of San Antonio website to collect existing content and as-is information architecture. This content inventory takes into account user profiles (aka "person"), Use Cases (aka "user scenario), and task analysis of how and why various user groups visit the City's website. Combined with Market Research and Analysis, Webhead will then develop a "to-be" information architecture and develop to-be page wireframes for a home page and three sub page types. These wireframes can be delivered in a variety of forms to include low fidelity Mock-Ups, page schematics, Paper Prototypes, and Storyboards. Webhead will also create a Findings Document to accurately report on information gathered during the process and deliver a mixture of these styles.</p> <p>Deliverables: Market Research Report on similar websites, Website Site Map, CoSA "To-Be" Information Architecture Document</p>	
TOTAL	\$69,978.00

In building up this proposal, Webhead applied the following rates. Should additional time be requested via this contract, Webhead will apply these rates on a Time and Materials Basis.

<u>Labor Category</u>	<u>Rate</u>
Project Manager	\$135.00
Project Coordinator	\$55.00
Creative Director	\$135.00
Marketing Analyst/Researcher	\$135.00
Web Design/Developer	\$85.00
User Interface Designer	\$75.00
Graphic Designer	\$63.75
Technical/Copy Writer	\$50.00
Information Architect	\$82.50
Optional - Technical Consulting	
Enterprise Consultant	\$135.00
Information Assurance Engineer	\$135.00