

Josh Arneson, Town Manager
Town of Richmond, Vermont
203 Bridge St.
Richmond, VT 05477

May 10, 2021

Dear Josh:

We would be so pleased to collaborate with Richmond to create a beautiful new website that's effective, efficient, and affordable. Our solution will deliver an ADA-accessible, user-friendly, secure and fast website that will serve the Town well into the future — sustained with our ongoing, proactive maintenance and support.

Ecopixel serves municipalities and nonprofits across Vermont, and beyond. Our customers, like the Town of Waterbury and the Addison County Solid Waste Management District, have learned that we're always here to help them make the most of their websites. You can just call us and we'll take the time to help you.

We would develop the new website using the open-source TYPO3 CMS software that we've specialized in since 2004. It's a secure and easy-to-edit platform that is great for municipalities; it even powers the Quebec.ca government site that serves a population of 8.5 million people. TYPO3 CMS has been around for almost 25 years and remains one of the most popular CMSs on the market, used by an estimated 500,000 sites worldwide. The software's ongoing development is managed by a nonprofit organization with the support of thousands of developers. We are confident it will be around for decades to come.

TYPO3 has integrated tools for forms, calendars, news, photo galleries, and document downloads, so both frontend and backend work smoothly and look consistent. Editors can keep their content interesting because they can choose from a variety of content templates for each page. We'll provide training to every editor so they can make the most of this platform's features, and provide ongoing support by phone or email.

Web accessibility helps everyone use the website more easily and makes your website more inclusive of everyone in your community. We'll build and test your website to help it conform to the latest ADA accessibility standards, including WCAG 2, level AA. Web accessibility is difficult to do well; we'll dig into the details and help you maintain compliance.

Ecopixel customers appreciate that we're an experienced, long-term partner that can handle the many facets of website services under one umbrella: design and development; organizing content and migration of existing content to new designs; ongoing support and training; and fast and secure hosting; and professional domain name management. We would be honored to serve Richmond as well.

Best regards,

Paul Hansen
Owner, Ecopixel

Company Profile

Company History

Ecopixel was launched in 2002, and serves primarily municipalities and conservation nonprofits. By specializing in the open-source TYPO3 CMS platform, Ecopixel delivers websites that are sustainable over the long haul.

We're Business Alliance Partners of VLCT and longtime members of Vermont Businesses for Social Responsibility.

Contact Information & Location

Email: info@ecopixel.com

Phone: 802-878-0380

Mailing address: PO Box 393, Essex Junction, VT 05453. Our home offices are in Essex Junction and Winooski, Vermont. All of our employees are based in Vermont.

Company Financial Stability

Ecopixel has been in business since 2002 and is in good standing with the Vermont Secretary of State. We have now weathered two major economic downturns and look forward to many more years of service to our customers.

Project Team Roles

Paul Hansen

project lead, designer/developer

Paul Hansen has designed and developed websites since 1993. As a member of the TYPO3 Accessibility Team, he designs accessible interfaces for the software and promotes accessibility within its international community. Paul holds a B.S. in Natural Resources Planning from UVM. He happened to be in college when the web was invented, and was an early adopter of the technology. Paul is a former ski racer, an avid backcountry skier, and volunteer coach for sailors with disabilities.

Gabe Troyan

full-stack developer

As a versatile software engineer, Gabe programs the frontend and backend features of Ecopixel's innovative websites. He graduated in 2019 from Champlain College in Burlington, Vermont, where he studied applied computer science. Gabe has recently been focused on GIS map integrations with TYPO3 CMS.

Website Design Experience & Design Portfolio

Please see Appendix A for references' contact details.

Town of Waterbury, Vermont

www.waterburyvt.com

Customer since: 2010

Ecopixel was selected in 2010 to create a website for the Town and Village of Waterbury — a site that the staff could edit on their own, with easy access to Ecopixel's support. The staff have commented at how pleased they have been with the ongoing support that Ecopixel provides — helping the staff make the most of their content management system (TYPO3 CMS) website.

Ecopixel also reached out to the town the day after Irene hit and provided extra assistance in online communications during an extremely difficult time. Ecopixel quickly implemented a community bulletin board for donations. It handled hundreds of postings.

In 2015, the website was updated with a Responsive Web Design template to improve information access for those on smart phones and tablets.

A website redesign is will launch in mid-May, 2021.

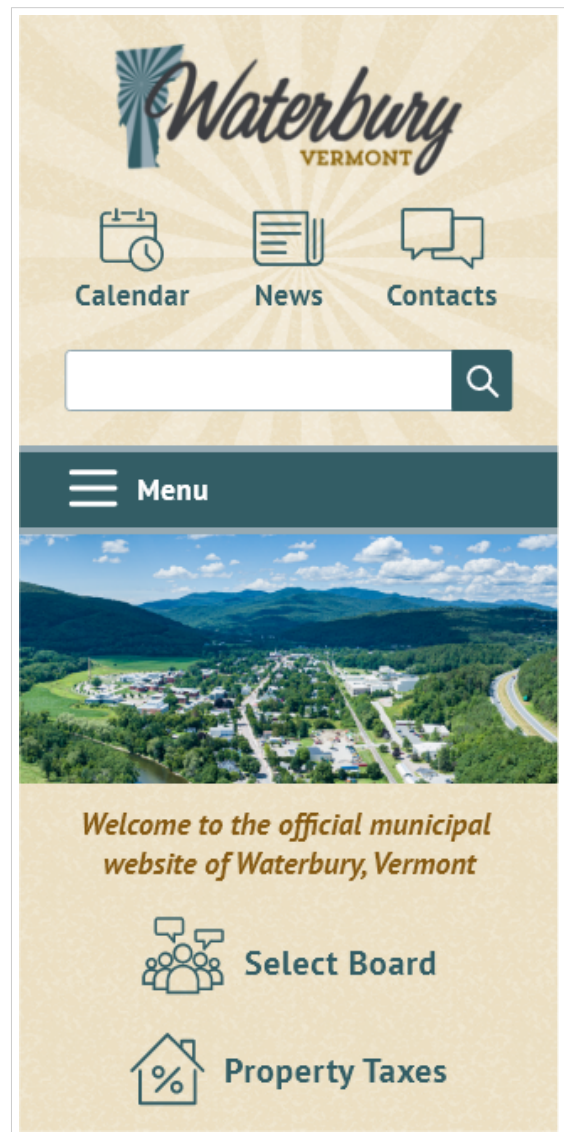
Ecopixel is conducting an in-depth accessibility audit and updating the website with a fresh design, new calendar, and mobile-optimized layout.

We used data from Google Analytics to guide which sections we should feature as icons and how we best to structure the content flow on both mobile and desktop.

Screenshots

We have included screenshots of the new design for the Waterbury home page. *This design has been approved and is currently in production.*

- This page: new smartphone layout
- Next page: new desktop/laptop layout



Waterbury
VERMONT

Search

Calendar News Contacts

Home Departments ▾ Boards & Meetings ▾ Community ▾ Ordinances & Policies ▾

Welcome to the official municipal website of Waterbury, Vermont

Select Board Property Taxes Town Clerk Zoning & Planning

Calendar

APRIL 26 2021	Planning Commission Meeting 7 PM–9 PM	APRIL 27 2021	Auditors 8 AM–4:30 PM	APRIL 28 2021	Main Street Reconstruction Weekly Brief 8 AM–9:30 AM
MAY 3 2021	Select Board Meeting 7 PM–9 PM	MAY 4 2021	EFUD Informational Meeting 7 PM–9 PM	MAY 5 2021	Main Street Reconstruction Brief 8 AM–9 AM

All Events

Town of Waterbury Declaration of Inclusion

Waterbury condemns racism and welcomes all people, regardless of race, color, religion, national origin, sex, gender identity or expression, age, or disability, and will protect these classes to the fullest extent of the law. As a town, we formally condemn discrimination in all of its forms and commit to fair and equal treatment of everyone in our community. Waterbury has and will continue to be a place where individuals can live freely and express their opinion.

News

- Municipal Office - Hours of Operation**
★ PINNED | Posted February 1, 2021
By Appointment Only.
- The State of Vermont has opened a COVID testing site with Waterbury Ambulance at 1727 Guptil Road in Waterbury Center**
Posted April 22, 2021
Pre-Registration is required.
- The Waterbury Public Library is in Search of a Library Director**
Posted April 21, 2021
The Waterbury Public Library seeks an innovative and enthusiastic Library Director to lead our library into the future.
- Edward Farrar Utility District Informational and Annual Meeting**
Posted April 19, 2021
The Edward Farrar Utility District will hold and Special Informational Meeting on Tuesday May 4th, 2021 at 7:00pm.
- Waterbury Green Up – Saturday May 1, 2021**
Posted April 19, 2021
Vermont's 51st Green Up Day is Saturday, May 1, and volunteers are needed to pitch in to pick up trash along roadsides, in and near parks and other public places around town.
- Public Hearing for Draft Interim Bylaws for the Downtown Zoning District on April 26th**
Posted April 8, 2021
The Select Board for the Town of Waterbury will convene a Public Hearing on Monday, April 26, 2021, at 7:00 p.m. via ZOOM and conference call.

All News

Addison County Solid Waste Management District

www.addisoncountyrecycles.org

Customer since: 2018

In early 2019, we were pleased to create a new website for a busy solid waste management district serving 21 member towns. The new mobile-friendly, responsive web design site features a search tool so the public can learn where to dispose of hundreds of items — from A to Z. Importantly, the new site conforms to WCAG 2.0 level AA guidelines for web accessibility, so that everyone can access the website's content.

The design features the standard icons and colors representing types of solid waste, including recycling, food scraps, hazardous waste, and trash. The website's banner image changes automatically to reflect Vermont's seasons. Colorful background photos give featured content a vibrant feel.

Staff post details about programs and services, district news and publications, and practical information to help people properly recycle or dispose of household and business wastes. Even though the site has hundreds of pages, it's easy for staff to edit thanks to the editor-friendly TYPO3 CMS platform.

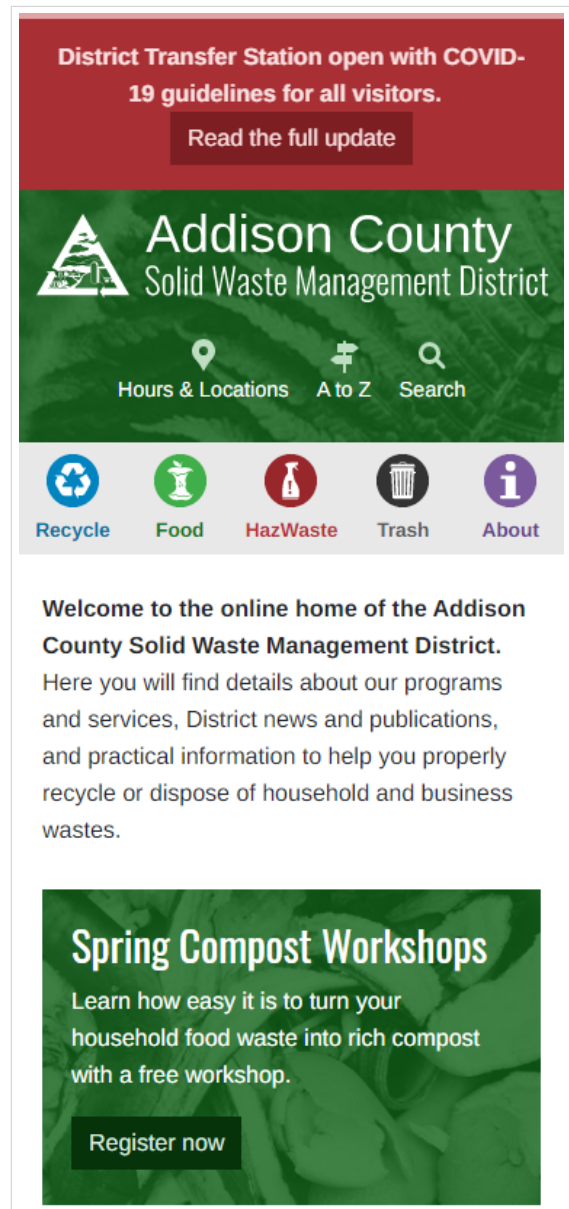
The website features online forms so that people can sign up for composting workshops, report illegal dumping and burning, and preregister for business hazardous waste disposal.

In 2020, Ecopixel added a prominent alert banner on all pages of their website, allowing them to broadcast important coronavirus-related updates. When in-person composting events were canceled, staff used the website's built-in forms to allow participants to preregister for Zoom meetings. Meeting links and passwords are automatically emailed to each participant when they sign up.


Screenshots

We have included screenshots from the existing live website at www.addisoncountyrecycles.org.

- This page: smartphone layout
- Next page: desktop/laptop layout



District Transfer Station open with COVID-19 guidelines for all visitors. [Read the full update](#)



Addison County
Solid Waste Management District

[Hours & Locations](#) [A to Z Guide](#) [Search](#)

[Reduce, Reuse & Recycle](#) [Food Scraps & Composting](#) [Hazardous Waste](#) [Trash Disposal](#) [About & Support](#)

Welcome to the online home of the Addison County Solid Waste Management District. Here you will find details about our programs and services, District news and publications, and practical information to help you properly recycle or dispose of household and business wastes.

Spring Compost Workshops

Learn how easy it is to turn your household food waste into rich compost with a free workshop.

[Register now](#)

A to Z Guide

Search and browse the A to Z Guide to learn what to do with hundreds of items.

[Search](#)

Latest News

NEWS

RFB for Sewerage Construction and Site Improvements

Posted on: 5/5/2021

ACSWM request bids for sewerage construction and site improvements at the District Transfer Station

EVENTS

Compost Workshop Quiz Answers

Posted on: 5/5/2021

Find recent compost quiz answers as well as a link to register for a Backyard Composting Workshop!

EVENTS

Green Up Day Information & Activities!

Posted on: 4/1/2021

Kick off the month of May with Green Up Day!

SPECIAL RECYCLING

ACSWM Top Performer for Battery Collection

Posted on: 3/5/2021

District residents and businesses recycled over 12,600 lbs of batteries in 2020!

[All news](#)

Recycle right!

Do you know what should go in your blue bin and what items need special recycling elsewhere?

[Learn more](#)

Got HazWaste?

The District HazWaste Center accepts household hazardous waste for free six days a week, year-round.

[Learn more](#)

HELPFUL LINKS

- [Home](#)
- [Hours & Locations](#)
- [A to Z Guide](#)
- [District Transfer Station Rates](#)
- [Town Drop-Off Locations](#)
- [Search](#)

CONTACT US

[District Staff Directory](#)

Addison County Solid Waste Management District
1223 Route 7 South
Middlebury, VT 05753

(802) 388-2333 (phone)
(802) 388-0271 (fax)

info@acswnmd.org


[Facebook Page](#)

[Instagram Page](#)

[YouTube Page](#)

SITE SECTIONS

- [Reduce, Reuse & Recycle](#)
- [Food Scraps & Composting](#)
- [Hazardous Waste](#)
- [Trash](#)
- [About & Support](#)
- [A to Z Guide](#)
- [Search](#)

 This site is 110% carbon-offset with Ecopixel

www.ecopixel.com

Websites for Conservation, Collaboration & Community™

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Mount Grace Land Conservation Trust

www.mountgrace.org

Customer since: 2020

Mount Grace’s conservation efforts across 23 towns in northern and central Massachusetts were not well-supported by its 10-year-old Drupal website. In early 2020, the land trust turned to Ecopixel to create a modern website that provides a coherent way to share their work, events, resources and fundraising efforts with partners and the community.

Ecopixel launched the new website on time and on budget, despite staff changes and the start of the COVID-19 lockdown. All of the news articles and thousands of files were smoothly migrated from the old Drupal website. The new site is powered by TYPO3 CMS, a nonprofit-run platform whose open-source ethos aligns with conservation and transparent governance.

Features of the new site include a mobile-friendly responsive design; an integrated donation form that helped to jump-start the land trust’s spring fundraising campaign; an embedded ArcGIS map; visually appealing news and events; and easy navigation to the site’s deep content.

Ecopixel worked with Mount Grace to reorganize all of their website content, and designed a new section for discovering recreational opportunities on many of the area’s conserved lands. Ecopixel alleviated the staff workload by handling the initial entry, migration and layout of much of the site’s content. Ecopixel also created a new e-newsletter template to match the new website design. Staff were trained to make ongoing content changes.

Screenshots

We have included screenshots from the current live website at www.mountgrace.org.

- This page: smartphone layout showing navigation on a complex page
- Next page: desktop/laptop layout of the home page



[Home](#) / [About Us](#) / [Publications](#)

Newsletters & Annual Reports

Mount Grace Newsletters and Annual Reports can be downloaded for free from this site. Members receive three newsletters per year.

In This Section

[Newsletters & Annual Reports](#)

[Sustainable Food Systems](#)

[Conservation Publications](#)

Newsletters



Newsletter Spring 2021.pdf

File size: 1 MB

Mount Grace Land Conservation Trust

VISIT - INITIATIVES - GET INVOLVED - WAYS TO GIVE - ABOUT US - DONATE

Watch Paul Rezendes's video about Beavers during Winter!

Mount Grace Land Conservation Trust benefits the environment, the economy, and future generations by protecting significant agricultural, natural, and scenic lands and encouraging land stewardship in northern and central Massachusetts.

35,000 acres conserved in under 35 years

Visit Us

Support Local Food While Feeding Your Family

Landscape Scale Conservation

MAY 6 2021 Story Book Trail At Skyfields Arboretum (April 30th - May 13th) Read Horatio Mortimer Loved Music while exploring...

MAY 14 2021 Story Book Trail At Skyfields (May 14th - June 1st) Read Nowey Discovers while exploring the Willis Woods...

MAY 15 2021 Flyfishing Workshop Series (May 15 and 16) Join us for our Flyfishing Workshop Series open to all levels of...

All Events

Heart of the Hunt
By Emma Ellsworth
Posted 5/1/21

A Message from Emma Ellsworth on the 35th Anniversary
Posted 4/5/21

Mount Grace Fights Food Insecurity in Our Communities
Posted 3/10/21

Remembering Nature Lover Dr. Peter Tishler
By Allen Young
Posted 3/1/21

All News

JOIN OUR EMAIL LIST

Email Address First Name Last Name Subscribe

Home CONTACT WITH US 1461 Old Keene Road, Athol, MA 01331
Ph 978-248-2043 • Fax 978-248-2053
landtrust@mountgrace.org

Contact Us

Search

Privacy Policy

Donate

ACCREDITED LAND TRUST

Stowe Land Trust

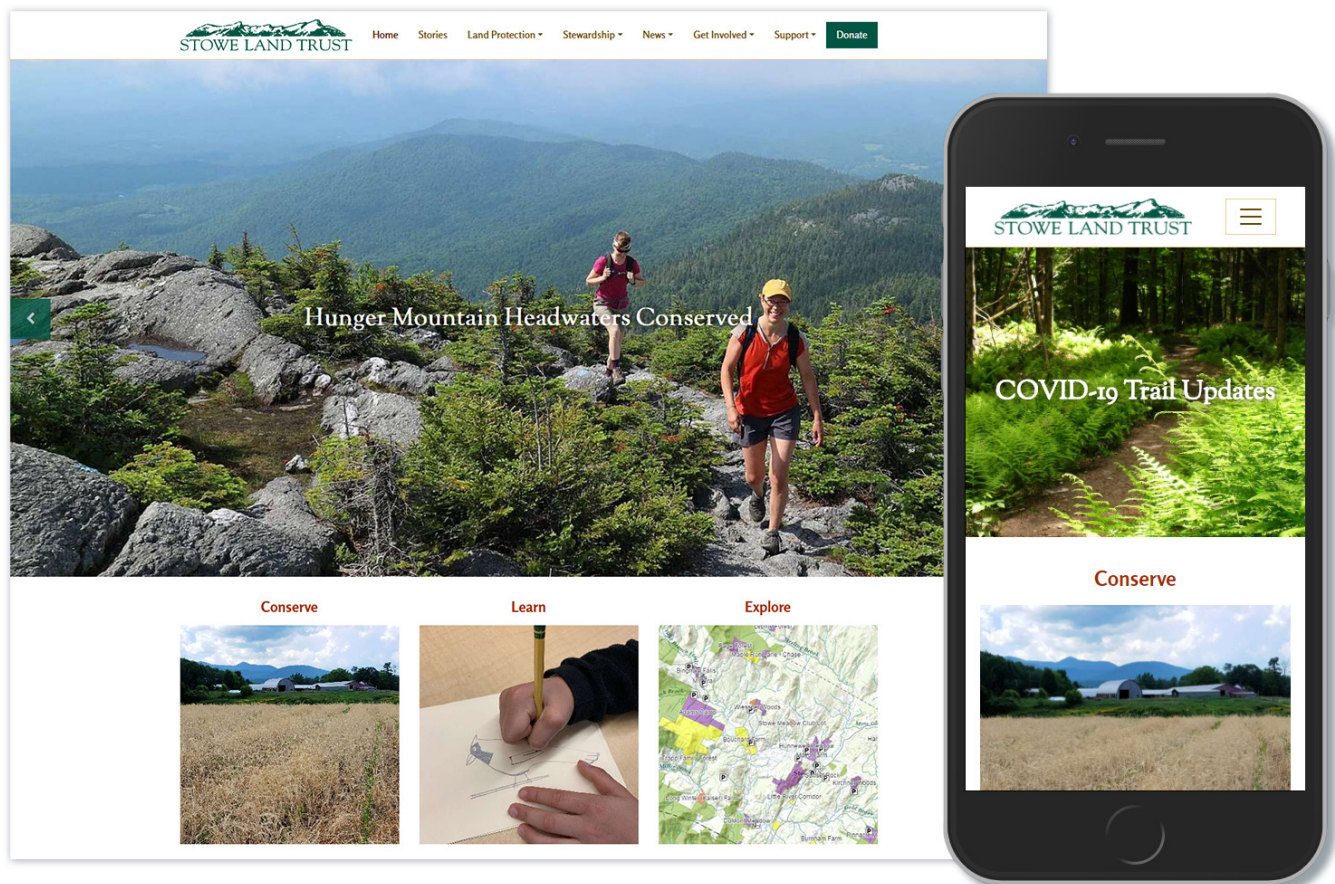
www.stowelandtrust.org

Customer since: 2004

Stowe’s original website had been made by a volunteer, and editing it required HTML skills. In 2004, Ecopixel designed & developed a new website powered by TYPO3 CMS. After a short training session, staff were easily adding content on their own. In 2012, Ecopixel redesigned the website to coordinate with updated print materials, and reorganized property profile pages around their conservation values. A news & events system was added to handle the land trust’s many events.

In 2015, Ecopixel made the site mobile-friendly, while retaining all of the rich content that staff had added over the previous eleven years. The site has continued to improve. Little Green Light’s forms handle donations and get contacts into the land trust’s CRM. Staff embedded an interactive ArcGIS Online map showing all of the town’s conserved lands.

A website redesign is planned for summer 2021. The screenshots below are from the current design, which you can visit live at www.stowelandtrust.org.



Lake Iroquois Association

www.lakeiroquois.org

Customer since: 2019

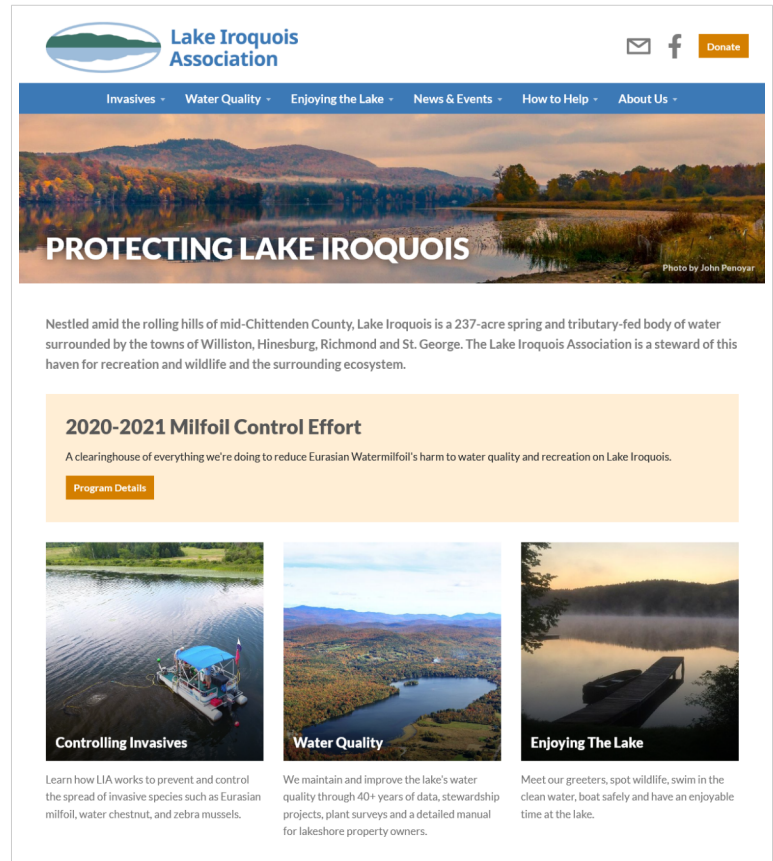
The Lake Iroquois Association is a steward of a 237-acre spring and tributary-fed body of water surrounded by the towns of Williston, Hinesburg, Richmond and St. George in northern Vermont.

This water-quality nonprofit needed a new website as it embarked on a public outreach campaign for its ongoing efforts to control invasive milfoil's impacts on this popular lake. Their old website wasn't up to this task — it was hard to edit and navigate.

The new site is powered by the fast, secure and editor-friendly TYPO3 CMS. Ecopixel created a fresh design that's ADA-accessible and mobile-friendly. The new site features a form to report invasive species at the lake, a secure online membership form and an organized layout that is easy to navigate. Ecopixel also improved the organization's outreach by designing a new email template that matches the website's design.

Early in its work with the association, Ecopixel rebranded the organization, designing a new logo, picking new colors and typefaces. The organization now has a consistent brand across social media, email, in print, and on its website.

In February 2021, the association partnered with Ecopixel to develop and run the first annual Lake Iroquois Ice-Out Challenge. Over 2,200 tickets were sold (more than double the original goal), making it a very successful first year for this annual online fundraiser.



The 2021 Ice-Out Challenge

Tickets are now on sale for our Ice-Out fundraiser! Guess the date and time when a concrete block will break through the ice on Lake Iroquois, Vermont, and you'll win 50% of the pot!

[Enter the Challenge](#)

We're 64% of the way to our \$2,500 goal. Crank up the heat!

Recognition from our Customers

The awards that mean the most to us are the kind words of our customers. Here's a sampling:

**“We are so pleased that we chose Ecopixel to help us with our website needs.
You have far exceeded our expectations.”**

— Carla Lawrence, Town Clerk & Treasurer, Waterbury, Vermont
Ecopixel customer since 2010

**“We couldn't be happier with our new website, built and hosted by Ecopixel.
Visitors love the rich imagery and ease of navigation, and we love the user-friendly yet
powerful content management system and Paul's responsiveness to support needs.”**

— Ryan Owens, Executive Director, Monadnock Conservancy, New Hampshire
Ecopixel customer since 2019

**“Ecopixel understands our conservation work and how to make sure our website
supports our mission and goals. They've always provided us with great support, and
we trust them to keep things user-friendly and secure on both the front and back ends.”**

— Kristen Sharpless, Executive Director, Stowe Land Trust, Vermont
Ecopixel customer since 2004

**“The website looks fabulous and even more importantly — it works!!!!
It's so easy to navigate. Donors and community are raving about it.”**

— Emma Ellsworth, Executive Director, Mount Grace Land Conservation Trust, Massachusetts
Ecopixel customer since 2020

Proposed Development Approach

Proposed Timeline and Project Phases

The proposed timeline for developing the new website is organized into phases based into priorities and your budget. We generally break things down into weekly intervals to keep the project moving. During our kickoff meetings, we'll review this plan and adjust it to align with your real-world schedules.

Phase 1: Kickoff and Discovery (July 19–30)

- Kickoff meetings and discovery.
- Work together to identify key visitor paths.
- Develop a rough draft of the new content outline.
- Town provides Ecopixel all design-related materials.
- Ecopixel provides content accessibility and formatting guidance to Town staff.

Phase 2: Design and Data Collection (August 2–27)

- Ecopixel presents the design concepts for review and discussion.
- Town staff provide feedback on the design, through interactive meetings and by phone/email.
- Work together to refine the content outline as the basis for an easy-to-navigate website.
- Look for organizational ways to improve the paths that key website visitors take to important actions, like downloading minutes, accessing property maps, or submitting a form.
- Town staff identify all content which will be migrated or reused from the old website.
- Town provides Ecopixel with access to content and services for migration purposes.
- Town approves the final design for production.

Phase 3: Website Development and Migration (August 30–September 24)

- Ecopixel begins migration of content from the old sites or other materials.
- Ecopixel provisions and configures CMS for site hosting at a development URL (the existing site remains live until the new site is ready).
- Ecopixel develops the new custom templates based on the approved design.
- Ecopixel integrates and configures features as detailed below.

Phase 4: Training, Testing and Finishing Touches (September 27–October 15)

- Ecopixel conducts accessibility testing and overall QA.
- Ecopixel trains website editors so they can make edits as needed before the site goes live, and hit the ground running with day-to-day content management once it launches.

- Ecopixel makes minor adjustments based on feedback.
- Final QA before going live.
- **Smooth launch, with no downtime, on October 19, 2021.**

The Town's Role

While much of the work will be handled by Ecopixel, the Town has several responsibilities and time commitments as part of a successful project, including:

- Participation in planning, design, and review meetings;
- Training session attendance by web content editors;
- Timely responses to various questions from Ecopixel;
- Timely feedback on design concepts and approval of the final design for production;
- All content for the new website, including web content, documents, and images;
- Access to existing services, as required for data migration, provisioning of new services, and ongoing service; and
- Engagement in final review and testing of the website, and approval for going live.

Design Process

Discovery

We've got some work to do at the start of our project together! We'll hold online kickoff meetings to prepare for the work ahead:

- **Inventory:** We'll need to develop an outline of existing content so you can figure out what will be rewritten, replaced, migrated, or perhaps removed.
- **Draft Outline:** We'll collaborate on a draft outline for the new site. We're experts at organizing and labeling content so visitors can find it.
- **Key Visitor Paths:** You know your constituents. We just need to make sure we serve them through the new design, by digging into your Google Analytics data and finding what people use — and the important content they overlook.
- **Design Materials:** We'll need all of your raw design materials — such as logos and colors — so we can get started on the draft design. Please also provide some photographs that we could use in our mockups.
- **Content Formatting Guidelines:** Ecopixel will provide content accessibility and formatting guidance to Town staff, as you work to gather any new or updated content for the site. For example, how big images should be, and what text formats are most efficient and accessible.

Web Design & Development: Our Process

We start each project with a blank slate of battle-tested, mobile-friendly layouts. From there, we'll work with your existing branding, develop new styles that the website requires, and produce a custom template that is tailored to your needs. We do not use premade templates or themes, as these always force the design into a shape that doesn't fully represent your organization.

We love to collaborate! This design is for you, driven by your tastes and organizational image — not ours. During our online design meetings, we'll work together interactively on the design, and explore various options. This is so much more productive and engaging than passing mockups back and forth via email. (We'll also provide mockups that you can easily share with others.)

If you'd like, we'll invite you into our project management tool so you can see our progress in real time. Prefer to just pick up the phone? That's great, too! We'll prepare meeting agendas and minutes to ensure we are on the same page. We'll always be accessible to you.

Ecopixel employs an iterative design process: cycles of review, design, discussion, and revision. It's OK if there are also small revisions along the way — great work is all in the details! We've identified the number of design cycles in the budget section of this proposal.

At the start of the design process, we'll work together to draft a content outline that will guide the navigational design. We're experts at organizing content so everything is easy to find, and labeling all sections so people know what's in them.

Prior to website development production, Ecopixel will provide the Town with mockups of key pages for approval. These mockups serve as our blueprint for development, but we're flexible and we make progressive improvements throughout the production process. During the migration and content entry phase of the project, we'll optimize the way different pieces of content are displayed. This way, we're designing for your actual content, not some idealized mockup with fake text.

Branding and Style

Ecopixel will use your existing logo, print materials, and established color scheme as the starting point for a clean, accessible, mobile-friendly Responsive Web Design (RWD) template. "Responsive" means the design adapts to the screen size of the computer your visitors are using, from a small smartphone, to a tablet, laptop, or large desktop screen. Ecopixel will also choose "web fonts" that are the same as, or compatible with, the typefaces used in existing print materials.

If you have a style guide, we'll always follow to it to maintain brand consistency. We'll pull in other styles that you've used in recent print pieces, as well. It's likely that the website will expand the toolbox of styles that you can reuse throughout your work.

Some of the colors you use may need adjustments to meet accessibility requirements. Text and background colors need sufficient contrast so that low-vision visitors can read the text comfortably. We'll ensure that all color usage throughout the new site's styles conform to WCAG 2.1 level AA so that accessibility is maintained as you manage the site's general content.

Layout Templates

In TYPO3, it's easy to choose a page layout and apply it to all pages in a section. For example, a layout might include a section-specific header, main content on the left, section navigation on the right, and a footer with contact and credit information. We'll provide training and documentation so you can make the most of this feature in your ongoing content management work. Our templates automatically apply consistent branding, colors, fonts, and primary navigation across the whole website.

A Smooth Launch

During website development, the old website will remain online. The new site will be developed on a temporary, separate website address. When the new site is ready, we'll switch over the primary website address to the new site with no downtime.

Data Migration

Content Migration & Entry

Ecopixel will migrate all content from the existing website, including the PDF accessibility remediation steps described above. With access to your current website hosting, we'll be able to copy and import all of your web pages, documents and images. Revised content may be provided by Town staff.

During discovery, we'll work together to review how the new site will be organized. We'll identify areas where new content will be added, or where updates are needed. Ecopixel will create the page structure/navigation based on the final version of the content outline.

Ecopixel will be responsible for initial formatting and entry of most webpage content in the new website, then turn it over to Town staff in a state ready for final review before launch.

When we enter the content, we'll make it look great, too — a process we call “content design.” We're experts at quickly and accurately migrating or entering your content. All content will be entered in a way that strives to conform to the WCAG 2.1 AA-level accessibility standard (Section 508 compliance). Ecopixel will pay attention to search engine optimization (SEO), as well. This isn't a marketing site, but people still need to find your pages when they search in Google.

URL Mapping

TYPO3 puts you in control of visitor-friendly URLs to every page. In redesigning the website, we will change the locations of some pages, especially when we bring in the Library website. To handle this change gracefully, **we'll map and redirect all major URLs to their new locations, including the Library pages!**

We take the time to do this mapping because we hate it when people redesign their sites and break all the URLs that people have linked to! These links may be in emails, bookmarks, in search engine results, or printed. Folks deserve to get something better than a “page not found” message when they try to connect with their local government.

ADA Requirements

Accessibility and usability are at the heart of what we do at Ecopixel; we want your website to be universally available and inclusive! Project lead Paul Hansen is a member of the TYPO3 Accessibility Team, which implements and promotes accessibility throughout the project's worldwide community. Paul also designs accessible and user-friendly interfaces for upcoming versions of the software.

Ecopixel deploys sites that are accessible to those with with diverse hearing, movement, sight, and cognitive ability, which can make websites difficult to use. We'll build the site to comply with ADA and Section 508, the U.S. Federal accessibility standard, by following Web Content Accessibility Guidelines (WCAG) 2.1, level AA. This is the level currently mandated for U.S. Government websites and any websites of organizations receiving federal funding.

We anticipate that we'll need to spend considerable time working with your content to make it more accessible to all. As accessibility experts and advocates, we're ready to help you bring your site up to date in this critical area that has potential legal implications. The great news is that making a more accessible website makes it better for everyone!

Accessibility efforts span the entire project. When we kick off our work together, we'll talk about how it drives design choices and the way you'll develop your new content. Throughout template development, we'll test for accessibility using multiple testing tools and screen readers. During content migration/entry, we will review all web page content and flag any that will need to be remediated before it conforms to AA-level standards.

Accessibility compliance is also an ongoing content management task. We'll provide coaching to help you create content in a way that maintains accessibility. This extends to the way you add text and images, make PDFs, and the reading level of your writing. The reward is ensuring that all of your constituents can benefit from their local government!

We'll conduct an accessibility review as part of our final quality assurance work. Please note that we will not be getting independent certification of compliance, as that could more than double the cost of the website.

PDF Remediation

PDFs are widely used but suffer from reduced accessibility unless they are carefully created. During an optional phase of the website project, we can audit your archives of PDFs and work with you to determine if they should be remediated or replaced. Where AA-level conformance is not possible (for example, a scanned PDF), we'll work with you to provide the required accessibility notices and alternative text content versions. (The current budget will be focused on making current documents and web pages accessible, as those are the most important.)

PDF forms are especially challenging for accessibility. We recommend reimplementing these documents as online forms. TYPO3's built-in form tool lets you build any sort of form. Ecopixel's frontend templates make these forms accessible with no additional work.

Accessibility Statement

We'll help you develop a simple accessibility statement, linked in the footer of every page, that orients visitors to the accessibility features of the site. It will also provide a way for someone to contact you with an accessibility request.

Training

Please see *Training Opportunities*, below.

Branding

Ecopixel designs websites with a strong sense of place. They are custom-designed to suit each community, as you can see throughout our design portfolio.

We'll integrate the Town's existing branding and aesthetics into the site design, and facilitate adoption of stronger branding across all Town documents and social media. If the Town lacks a professional-quality logo, we can design one for a reasonable budget.

For details, please see *Design Process* under *Project Development Approach*, above.

Ongoing Technical Assistance & Training Opportunities

Ecopixel includes complete technical assistance and training throughout the project and down the road.

For details, please see *Support and Maintenance*, below.

Support and Maintenance

System Ownership, Ongoing Operations and Maintenance

Ecopixel provides complete administration of your website, including setup and access configuration for website editors, CMS software updates, backups and monitoring. We'll also help securely manage your domain name registrations and domain name system (DNS) configuration.

The Town retains ownership to all of its content, Town branding, and domain names. Ecopixel retains the copyright to the code it creates, and grants the Town a perpetual license to use it.

For licensing information, please see *Software Licensing*, below. For security-related operational details, please refer to Appendix B.

Website Design Refreshes

Every 2-3 years, in sync with the upgrade to a new version of TYPO3 CMS (see *Software Updates and Site Maintenance*, below), we'll give your website a design update to ensure it is using the latest features and website best practices. The cost of this vital maintenance is budgeted into our annual service contract.

Maintenance Projects

We can make improvements to your website at any time through additional projects:

Small tasks, like accessibility spot checks, navigation consulting, minor content edits on your behalf, or small changes to the website design, are included in your annual service contract (up to 30 minutes/month). These small tasks help maintain a high-quality website.

Medium projects (up to 10 hours) will receive a “not to exceed” estimate along with a brief specification for your approval. These are billed on your next invoice.

Large projects (more than 10 hours) usually involve meetings to plan the scope of the work.

It's normal for us to catalog your website ideas over the course of each year. We'll work with you to prioritize them into the website budget for the upcoming fiscal year. We can also work from a monthly or quarterly maintenance budget from which we'll work to promptly address any new features or designs that the website needs. We'll always follow the small/medium/large guidelines above, so you're in control over what work is done and how much time is spent on it.

Training Opportunities

Ecopixel provides initial and ongoing training at no cost — whenever new staff come on board, or existing staff would like a refresher, or training in new features. We're here to help you make the most of your website — it wouldn't be an effective service for residents if you held back on training or support over cost concerns.

Ecopixel will provide an initial six hours of online, instructor-led training for your website editors to cover how to manage website content with TYPO3. We'll schedule the time over 3-4 sessions. This is usually enough for most people to be comfortable adding and editing content, documents, images and pages. From there, we provide complete technical support and ongoing online training for supported editors as part of our monthly service. We're always here to help you make the most of your website.

Training will cover adding and removing text, tables, and photos; embedding videos and other external content; uploading PDFs and other documents; creating and editing forms; linking to files, pages and external websites; and posting news and events. We'll cover how to help your content meets accessibility requirements.

Self-Service Documentation and Technical Support

Our primary support method is direct and personal. We love talking with our customers and guiding them to make the most effective use of their websites. It's no bother — it's what we're here for!

We provide complete technical support for any problems with access to, or function of your website. We also proactively monitor, maintain and improve our platform to make sure your site is secure, available and effective. Our service includes direct ongoing support to each person with editing access to the site so they can get help when they need it without going through a central contact person or IT consultant; and so they can make the fullest use of our platform. We're just a phone call or email away.

We'll also provide in-depth video tutorials and self-service documentation tailored specifically to the tasks needed to maintain your website's content, including:

- Creating, moving, hiding and removing pages.
- Publishing news/blog posts and alerts.
- Uploading and managing documents and images.
- Page design including using the many built-in layouts.
- Content layout, including photo galleries and videos.
- Using the flexible plugin architecture of TYPO3 to create dynamic content without coding.

Beta Testing

Quality assurance is an ongoing process throughout website development and after the site is live.

Supported Browsers

We test on and support the most popular, vendor-supported browsers including Chrome, Firefox, Edge, and Safari for iOS and MacOS. Throughout our development process, we conduct live testing of layouts and content rendering on a variety of mobile devices.

Accessibility Testing

In terms of accessibility, we use both automated tools and manual testing throughout our work. Please keep in mind that automated testing tools only identify about 25% of accessibility issues. The rest need to be evaluated manually. Please see other details in the Accessibility section of this proposal.

Quality Assurance

We highly recommend a period of at least three weeks prior to the website launch, when you can internally test and review your content, as well as get feedback from staff, the Selectboard, and key community members. The duration of this phase allows feedback to be collected and acted upon. We'll conduct a final round of QA on elements that are changed. Of course, the site can continue to be refined after it goes live — but it's good to get off to a solid start.

Support Hours

Ecopixel’s regular support hours are 8:30 AM to 5 PM, Monday through Friday.

We provide training and support via phone, email or online meeting, whichever is most convenient for you. Perhaps in the future, we’ll be able to stop by the Town Center, as well.

Standard Response Times

We respond promptly to high-priority issues and typically within the same day or next day for other questions.

Emergency Response

Ecopixel responds to major technical problems around the clock. We monitor your site continuously for any issue that would cause a majority of the website to be unavailable to visitors or editors, such as network downtime or server errors. If necessary, we’ll communicate promptly and transparently about any issue that would affect visitors, until it is fully resolved.

Software Updates and Site Maintenance

Ecopixel provides all software updates and website maintenance as part of its ongoing service.

Although TYPO3 undergoes continuous improvement, a major new Long-Term Support (LTS) release of TYPO3 CMS comes out every 1.5 years on a schedule that is planned well in advance. Each version receives support and maintenance for 3 years (overlapping with the previous and next versions). This means that we’ll be upgrading the website backend — and updating the website frontend to match capabilities — every 2-3 years.

For security-related details, please see Appendix B.

Software Licensing

There are no software licensing costs because our platform is built with open-source software.

TYPO3 is open-source software released under the GNU General Public License, version 2. This license is intended to guarantee your freedom to share and modify this free software — to make sure the software is free for all its users. The TYPO3 project retains the copyright to the code. Ecopixel retains the copyright to all code it creates and grants the Town a perpetual license to use it.

Portions of the website may use of software libraries with other licenses, such as the ArcGIS JavaScript API. Use of these libraries is generally licensed and managed by Ecopixel because they are integral to the website’s operation.

Branding and Aesthetics

Ecopixel designs websites with a strong sense of place. They are custom-designed to suit each community, as you can see throughout our design portfolio.

We'll integrate the Town's existing branding and aesthetics into the site design, and facilitate adoption of stronger branding across all Town documents and social media. If the Town lacks a professional-quality logo, we can design one for a reasonable budget.

For details, please see *Design Process* under *Project Development Approach*, above.

Integrated CMS Components and Tools

TYPO3 is known for its robust built-in core capabilities. (Compare this with WordPress, where dozens of third-party add-ons are needed to create a basic website.) TYPO3 also provides a rich ecosystem of thousands of plugin extensions. In addition, Ecopixel has the expertise to quickly custom-develop plugins that provide other integrations or capabilities as needed by the Town.

Checklist of Capabilities

Browser-Based Administration

- With TYPO3, it's easy to create, edit, or delete template-based web pages and news updates.
- Text content is easy to use with an interface similar to a Word document — styling text is a snap.
- All modern browsers are supported for editing, including Chrome, Safari, Firefox and Edge.
- An edit log tracks all changes by date, person, and what was changed, allowing it to be reviewed or rolled back. This is one of TYPO3's comprehensive security features.
- Draft versions of any page can be created for editing without affecting the live version.
- Workflows can be set up with multiple steps of review and access to publishing content.

Calendar

- TYPO3's integrated calendaring includes support for images, formatted text, and attachments.
- Easily set up recurring meetings, reschedule individual meetings, and automatically exclude all of Vermont's state holidays.
- Google Calendar feeds are automatically imported to display alongside events created on the site.
- Categories can be assigned to organize events by board and department.

☑ Departmental and Town Service Home Pages

- In TYPO3, it's easy to create landing pages for associated municipal departments and Town services (e.g. library, historical society, rec. committee).
- We'll bring the Library website into one combined site with the Town while allowing the Library to have its own rich navigation structure within the website.
- Each section can have a clear dashboard that helps people get to the information they need without encountering a wall of text and links.
- Each section can have its own section-wide header and footer to facilitate navigation and make its pages work together as a unit. This is particularly important for areas like the library and recreation which have a lot of content. Each subsection will still feel like part of the whole website with site-wide branding and global navigation.
- News, events and contacts specific to each department or board would display in its section.
- It's easy to create prominent links to other sites in the community, such as for youth sports and schools. Links can be in the navigation, shown as buttons, or as links in text.

☑ Directories, Listing for Staff

- TYPO3 also has a built-in contact database that can list records in a variety of formats. Contacts can be categorized by board and department so they can appear both on the appropriate board/department dashboards and on a central Contacts page.
- TYPO3's "table" content element takes a spreadsheet and reformats it as an accessible table.
- Email addresses throughout the system are automatically encoded to thwart spammers from harvesting them. They are still clickable to send you a message.

☑ Document and File Repository

- TYPO3's File feature is a complete document and image repository.
- Drag-and-drop files to upload them from your computer; click the View icon to view or download.
- Keep files organized by creating folders, assigning categories, and
- File links in the frontend update automatically as you organize files by moving or renaming them.
- Enter captions, photo credits and alternative text (for accessibility) with all images so they appear automatically when the images are used.
- Magic folders can be created that automatically list their files and subfolders to website visitors. This is typically how we handle the display of agendas and minutes, along with lightning-fast frontend search (see below).
- In the backend, you can search and filter for files by date, filename, file type, category, and other metadata. Searching *within* file contents is a feature of the frontend search (see below), but it's very easy to find these files in the backend because their real filenames are used everywhere, not long, cryptic identifiers that don't mean anything.

☑ Publicly Warned Meeting Document Management

- With TYPO3, it's easy to create, manage, and host agendas, minutes, and other documents.
- PDF can quickly be published by dropping them into a magic folder (one folder per board or committee). They'll automatically appear on that board's dashboard and searchable archives.
- Meeting documents are searchable just like all content in the website (see below).

☑ Search / Archive Center

- TYPO3's fast search engine delivers results in milliseconds. It finds new and changed content within minutes and makes it available for searching. All content throughout the website — including pages, documents, news — can be searched in one central spot.
- Search results are ranked by relevancy and can additionally be filtered by date range, site section, or category, such as Selectboard or DRB.
- A search box will be featured prominently in the website design so that people see and use it.

☑ News Updates

- TYPO3's built-in news/blog system makes it easy to post news.
- Posts support rich formatting, videos and image galleries, attachments, and automatic links to related news based on category.
- Posts can be tagged by department or board so that relevant news shows up on that department or board's dashboard.
- Each department or board can have the equivalent of its own blog.
- Email notifications are supported through our Mailchimp integration.
- RSS feeds allow visitors to subscribe to notifications with a free app on their phone.
- News is automatically archived by date so it does not clutter the "latest news" list.
- Posts have social media icons to share on major social media services.
- Posts (as well as pages) support Facebook's Open Graph metadata, which gives you control over the way posts are displayed on social media, including the right photo and summary text.

☑ Alerts & Emergency Notification

- When necessary, you can quickly and easily post a site-wide alert banner.
- Set an archive date for each alert so it does not stay up any longer than necessary.
- Email and RSS subscriptions are available as part of the site-wide subscription feature.
- We'll link prominently the VT-ALERT signup page.
- Social media sharing icons are integrated into all alerts and news articles.
- Facebook's Open Graph metadata gives you control over how the alert will look on social media and in email alerts.

☑ **Interface to existing systems and databases**

- With TYPO3, it's easy to embed content from other websites using an HTML content element.
- Any external service with an iframe or JavaScript-based embed widget can be placed on any page or news/blog post.
- It's also easy to create links to external websites in the navigation or bodytext.
- Popular embeddable content includes GIS maps, Google Forms and Maps.
- HTML content elements are isolated from the surrounding content (unlike WordPress, where all content goes into one big text box).
- You can put other content to the left, right, above or below the HTML content, creating a seamless integration with your other content.
- **Direct ArcGIS Integration:** Ecopixel has developed a direct ArcGIS integration to pull and render ArcGIS map data on websites. A mix of data from the website and data from your ArcGIS account can be displayed on the same integrated map. This integration performs much better than the standard ArcGIS map embed.

☑ **Community Services Programming/Event Registration & Facility Management**

- The integrated form tool easily handles event signups and facilities reservations that are submitted to someone who manages them.
- Development of event registration for our existing calendar feature is slated for Q3 2021. This would allow people to sign up for an event, optionally with payment and limits on attendance.
- Facility reservations/rentals are typically managed by a person who can handle the various rules for booking the facility, ensure that permit applications are accurate, and that fees have been paid. We recommend a form (per type of facility) for this purpose. They are easy to make.
- A facilities calendar (or calendars) could easily be created to show availability.
- We welcome your input on these new features so they evolve to suit your needs.

☑ **Online Payment Solution**

- We integrate with the Stripe payment platform to provide a secure payment solution.
- Payers stay on your website throughout the transaction, which makes it more user-friendly.
- A payment receipt is provided in a printable format and sent by email.
- Various departments can have their own forms, and custom fields specific to each transaction can be added to any form.
- Our payment forms are accessible to visitors with disabilities. MMC's system is not.
- Reporting and accounting is handled through one central Stripe account.
- Payments can be made using ACH, credit or debit cards.

✔ **Survey/Polling Capability**

- TYPO3's built-in forms are popular for surveys (see below for details).
- You can download the results as a spreadsheet for further analysis in Excel or Google Sheets.

✔ **Security Integration**

- All customer websites are 100% SSL, and have been for several years.
- We are accustomed to the stringent security standards of the DotGov domain registry.
- For security-related details, please see Appendix B.

✔ **Video Hosting**

- TYPO3 has built-in support for YouTube and Vimeo videos. Just paste in the video URL and a mobile-responsive video player handles the rest.
- Create galleries with both images and videos in the same layout. Wrap text around videos, just like you would with an image layout.
- Other video services can be handled with an iframe or JavaScript-based embed widget. Other content on the page is isolated from the embed, so you don't have to worry about breaking your page layout when you add external content.

✔ **Site Statistics**

- We'll continue to use the industry-standard Google Analytics (GA) to report on site usage.
- Our advanced integration tracks document downloads, button clicks, form submissions and more.
- GA will be set up so it doesn't track previews of the website while you are editing it. This helps to prevent excess web traffic caused by the website editors when they are reviewing changes.
- GA is surprisingly complicated to use. We'll help you understand what to look at so you can learn how to improve your content and serve your constituents.

✔ **Sitemap**

- TYPO3 has built-in sitemap support. The sitemap updates automatically as pages are added, moved and removed from the website.
- The sitemap menu that will be linked in the footer of all pages, serving as a table of contents for the website. We also show it on the "page not found" page, along with a search box.

✔ **Mobile Browsing**

- Like all town websites, most visitors to your website are probably using mobile devices.
- Ecopixel websites are fast and mobile-optimized/mobile-first.
- We use true "Responsive Web Design" techniques to deliver a consistent experience regardless of device. People often use different devices throughout the day. We make sure it feels like the same website regardless of device or screen size.

- TYPO3 automatically sizes images for different screen sizes. Mobile browsers get the images that are optimized for small screens.
- We test on multiple mobile devices to make sure the experience is smooth for all visitors.

✔ Online Forms

- With TYPO3's integrated form tool, you'll be able to create online forms with any number of custom fields.
- Form data is immediately emailed to you, and saved to a spreadsheet for secure downloading through the website backend.
- Send an auto-response back to the form submitter to tell them you received their information.
- Publish forms on any page of the website. Reuse the same form on multiple pages with different recipients.
- Spam-blocking is built in, thwarting spammers and letting through submissions by real people.

✔ Photo Center

- Anywhere on the website, you can create a gallery of images and videos.
- Images open in a full-screen "lightbox" that allows visitors to swipe (on touch) or quickly click through the photos.
- Images in the website backend are shown with thumbnails so they are easy to identify. They can be organized into folders and categorized so they are easy to reuse on multiple pages.
- All documents and images track where they are displayed in the frontend. You can view the list of these references and jump right to editing the content where a particular photo is found.

✔ Multilingual Support

- TYPO3 has robust multilingual capabilities, making it easy to edit and display your content in English as well as French and Spanish.
- This is a true multilingual function — not just a Google Translate add-on.
- Visitors can easily switch between languages. Once they switch the language, they'll continue to browse the website in that language.
- If a translation is unavailable in the visitor's selected languages, the default content in English would be shown to the visitor instead.
- Translated pages are indexed by search engines because they are at distinct URLs (such as /boards/selectboard for English, /fr/board/selectboard for French).
- Languages can be edited side-by-side, as well as separately.
- In the backend, automated translation can be processed through DeepL or Google Translate. The text can then be edited to correct the automatic translation. You can translate text manually with side-by-side editing of original and translated text.

✔ Printable Pages

We provide print-ready styles for all pages. Navigation and other non-applicable content is hidden, and content is reflowed to fit on a printed page. Visitors just need to press the print button!

✔ Social Media Interface

- We'll set up mobile-friendly icons for all of your social media services, including Facebook, Twitter, and Instagram.
- All posts and pages support Facebook's Open Graph metadata, which gives you control over the way your content is displayed on social media, including the right photo and your summary text.
- Social media sharing icons are available on all news posts and alerts.
- An Instagram feed shows photos right on your website, so folks don't have to have an IG account.

✔ Slideshow (Photos/Banners)

- Our slideshow component can be used on any page.
- Visitors can easily flip through photos, either on the page, or in a full-screen view.
- Swiping is supported on touchscreen devices.

CMS Features and Functionality

TYPO3 has been evolving and improving for almost 25 years, making it one of the most capable CMSs at putting editors in control over their website's layout and content. You can edit all of the website's content, including the navigation, footer, documents, images, and text.

Page Creation

- In TYPO3, it's easy and intuitive to manage pages in the backend because they are organized in a clear structure with pages and subpages. (You can also search for pages to jump right there.)
- The page structure in the backend is also the navigation shown in the frontend. As you add, move, hide and remove pages, the frontend menus update automatically.
- Adding a page is as simple as dragging it to the place where you'd like it in the page structure. As new pages are blank, they are hidden by default.
- You can easily drag and drop pages to new locations. If you change the URL, a redirect is automatically created so that people trying the old URL end up at the new location.
- Pages are automatically assigned structured, friendly URLs based on their page titles, like <https://www.richmondvt.gov/boards/selectboard> — no numbers, no random gibberish. You can also set the complete URL for the page as needed.
- You're in control of all page metadata for search engine optimization (SEO), including meta description.

Page Content Templates

- TYPO3's Fluid templating system lets us build any sort of layout. It's fast and secure.
- The frontend layout is also used while editing in the backend, so you can tell what's going into each area of the page.
- We provide several accessible, mobile-friendly page content templates, including: one column; sidebar on the left; sidebar on the right; and 2, 3, 4, 5 and 6 equal-width columns.
- Templates can be set for any individual page or applied automatically to all subpages.
- When you switch layouts, content is automatically remapped to the equivalent region of the new template. Content with no spot in the new layout is held in a list of "unused content" to be dragged into the appropriate region.
- A section-specific header and footer can be set, as well. It automatically applies on subpages throughout the section.
- Every piece of content can also be assigned its own layout. You can place images or videos to the left or right of the text, for example. The default layouts look good without extra effort, and you can vary the design of each page to keep your content interesting.

Content Scheduling and Versioning

- TYPO3 has enterprise-level scheduling, versioning and workflow controls.
- Pages, news, individual content elements, and many other elements can be scheduled to automatically publish and unpublish at the times you set.
- You can create multiple versions of any page and work internally on it before publishing.
- Share draft versions with special review links.
- Workflows can be used to require review and approval before content is published live.

Backend User Permission Levels

- TYPO3 provides enterprise-level backend user permission control and security.
- Access can be controlled from the section level all the way down to individual fields.
- Different user groups can be limited to editing of their own section's pages, content and files. They can have read-only access to other areas (so they can link to pages or browse shared files).
- Ecopixel provides complete administration of the backend user groups and privilege levels, so we'll set it up and modify access to meet your needs.
- TYPO3's audit log shows who made a change, what the change was, when it was made, and allows you to undo each change — even if it was made weeks ago.

Other TYPO3 Highlights

- **Automatic navigation:** As you add, move, and remove pages, the navigation updates automatically. Links within the website are monitored and updated when you make changes so that internal links are never broken.
- **Image cropping and mobile image optimization:** TYPO3 generates images optimized for each placement and device, and lets you crop images while leaving the original intact.
- **No limits:** The site can scale to support virtually unlimited pages, files, and editors.
- **Fantastic text editor:** Richly format text and add highlight boxes, bullet lists, headers, and links.
- **Drag-and-drop file upload:** Drag one document — or dozens — into a folder to quickly upload.
- **Upload big files:** Files up to 100Mb in size can be uploaded.
- **Manage uploaded files:** A web-based file manager lets you organize uploaded documents and images so you can easily link to them. Enter and reuse captions, alternative text, and copyright with every file you upload.
- **Easy to share URLs:** All pages have friendly URLs without numbers of random gibberish.
- **Link checker:** Your site has many links to external websites. TYPO3's built-in link checker will automatically test these and help you find links that have stopped working.
- **Magic folders:** Document download links, with optional thumbnails and file sizes, update automatically when you upload to one of these folders — perfect for your agendas and minutes.
- **Email address spam protection:** Email addresses on web pages in TYPO3 are encoded so they're harder for spammers to pick up. They work fine for real people, though.
- **Dynamic content elements/blocks:** Easily manage and reuse content throughout the site.
- **Table content block:** Paste in a spreadsheet file and it will render a nice table in the frontend.

Hosting and Security

Ecopixel provides a complete solution including hosting, administration and security management. We take security and reliability seriously.

Please refer to Appendix B for the content of this section.

Project Pricing Estimate

This estimate is based on the scope of work and what we know as of May 10, 2021.

Project time will be billed per minute at our discounted governmental/nonprofit rates. Ecopixel will not exceed any project budget without written client approval. Pricing valid for 90 days.

Website Design and Development

Website design & development (2 design cycles): \$6,432

Training

There's no charge for scheduled training sessions. We're here to help you make the most of your website — it wouldn't be an effective service for residents if you held back on training or support over cost concerns. We provide instructor-led training for each content editor, individually or in groups, typically in an online meeting with screen sharing.

Content Migration

Content migration: \$3,768

This estimate is based on Google's estimate of existing content:

- 140 pages/posts and 1,380 PDFs in the Town website (and essentially no images)
- 127 pages/posts and 380 images in the Library site

If actual counts exceed these totals, additional charges or staff time will be required to complete the content migration and entry work.

Hosting and Support Costs

Hosting costs are based on the number of active editors and the quantity of content in the website. Assets are all the pieces that make up the website, including web pages, contacts, blog posts, events, content elements, forms, documents, and images. This pricing includes 4,000 assets, which should be suitable for the combined Town and Library websites.

There is no charge for bandwidth or disk space.

- Service and support for 5 editors: \$2,680/year (includes design refresh every 3 years)
- Additional editors, if needed: \$10/month/person (includes direct support for each)
- Additional 1,000 assets, if needed: \$15/month (includes search indexing)
- Managed secure DNS service: \$19.95/year/domain

Optional Enhancements

- Multilingual implementation (French and Spanish): \$960
- Refresh of Round Church logo design and improve basic branding, including artwork, colors and typography. Produce high quality logo versions for website, print, and social media: \$2,400
- Convert ~20 fillable PDFs to accessible online forms: \$720 (forms not provided for review)
- Accessibility remediation of past PDFs: TBD based on number of files and their contents

Guarantees/Warranties

Ecopixel provides free bug fixes for all custom software and user interfaces (“Code”) it develops for a period of one year from the date it goes live. Any modification of the Code by anyone other than Ecopixel voids this warranty.

Ecopixel does not provide any warranty for any third-party software, including TYPO3 CMS, although we know it’s reliable because we contribute to its development and we’ve used it for almost 20 years.

Why Ecopixel?

- We focus on serving municipalities and nonprofits — the services and organizations at the heart of our communities. We help them get their jobs done. Our support includes help with anything you need to get the most out of your website. We don’t just build a pretty website and dump it on your lap so you have to figure out how to keep it hosted, secure and running!
- As local municipal websites experts, we’ll give Richmond the attention it deserves.
- We strive for a collaborative approach. We’re on the same team and working together, through the website development and on down the road. If you’d like, we’ll invite you into our project management tool so you can see our progress on various aspects of the project. Prefer to just pick up the phone? That’s great, too! We’ll prepare meeting agendas and minutes to ensure we are on the same page. We’ll always be available to you.
- Accessibility is a real priority for us. Most websites must be ADA compliant, but unfortunately, many fall short. We design and develop templates that are mobile-first and conform to WCAG 2 level AA. We’ll help you format your content so it is accessible to your website visitors, and providing training so you can add new content in an accessible, inclusive way.
- We’re an all-in-one provider of design, development, hosting, and maintenance. This means there’s no finger-pointing if there’s a technical issue; we’re on it and we’ll make it right. Our cloud-based hosting is optimized for TYPO3 CMS and includes software updates, monitoring, firewall and other security measures, and backups.

- Our clients tend to stick with us. They find it's easy to work with us to do design updates as needed — without losing the valuable content they've put into their websites. Ongoing maintenance work is as important to us as making the initial website. We're here to support your website over the long haul.
- Website projects can be complex. The project lead, Paul Hansen, has more than 25 years of experience serving clients. Paul is a member of the TYPO3 Accessibility Team, loves interface design, and has worked in every area of websites, from programming and server management to content development and marketing.
- Ecopixel is a small business that has been around since 2002. This means you'll work with an expert, not a junior developer at a big company. Even so, we have the capacity to handle several complex projects at a time. As an experienced agency, we're pros at project management.
- We're committed to conservation. For example, we offset the energy usage of our web servers by supporting Native Energy projects. Our home office uses renewable "Cow Power," a program where local farmers use biogas generators to supply energy back to our local power company.

Thank you for your time and consideration. We would love to support our neighbors in Richmond.