



**Technical Proposal:  
JEDCO Design and Development of New Website  
Resolution number 131593.**

RFP 24-0912  
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Submitted by:  
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## Executive Summary

Jefferson Parish is a vibrant hub for business innovation, cultural richness, and a high quality of life. Standing at the doorway of discovery is the JEDCO website - ready to provide an engaging experience tailored to site selectors, executives, entrepreneurs, and startups. Our goal is to highlight the Parish's competitive advantages—its robust infrastructure, accessible resources, and welcoming community—while answering key questions upfront. This user-focused approach will not only elevate Jefferson Parish's brand, but also drive meaningful connections, attract investments, and strengthen its position as a premier destination for growth and opportunity.

Modern websites have many moving parts, and that is why working with experts is critical to your success. Yes, the web is universal, but your site needs to reflect the local community, understand the priorities and needs of your constituents, and prioritize the features and content that will help you accomplish your goals (and your visitors, theirs). There is both a technical and a human component that ensures success. For this reason, we have teamed up with Ninety By Three: A Louisiana-based marketing consulting firm (And Certified Hudson Initiative Entrepreneur), who will facilitate planning and act as our “boots on the ground” in Jefferson Parish. Matt Preuett, a former resident of Jefferson Parish, has years of experience working with the region's business community, managing digital marketing projects to help grow and develop many local organizations. Notably, Matt oversaw the rebrand and website development for the Jefferson Chamber, managed communications for the opening of the Huey P. Long Bridge, developed digital strategy for St. Tammany Economic Development, implemented SEO for the Louisiana Clerks of Court, and is a continued collaborator and supporter of regional economic development initiatives. His experience ranges from designing and developing small business websites to overseeing strategy and implementation of sites for major multi-million and multi-billion dollar corporations.

Ignition72 and Ninety By Three have a track record of success, working together to deliver beautiful, and functional websites for over 4 years.

Ignition72 are experts at the web: Our team has built websites for the Federal Government, Local and State Governments, Universities, and billion-dollar companies like Marriott and IntraFi. We are masters of our craft, leveraging open-source technology and Accessibility best practices to empower our clients to make the most of their online presence. Recently our team has completed engagements with Montgomery County Maryland, USAID, the City of Baltimore and the State of Maryland. In each case, our team ensures that our clients have a stable, flexible, extensible system that is easy to use and optimally hosted and backed up.

The following response to your RFP will introduce you to our team's work, and the path to reaching your website goals. We look forward to hearing from you.

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## Qualifications and Experience

### Overview

The opportunity to redesign and build the new JEDCO website is an exciting one: In 2025, our engagement and storytelling is done online through our websites, social media, and targeted online marketing. Leveraging technology to help our clients reach their goals is our specialty; we can help get the word out, connect individuals and businesses, and build the foundation of business, commerce, and communications today.

Ignition72 has partnered with Ninety By Three to provide the ideal solution: a high-quality development company and an experienced website planning professional in your locale. We have worked together on several other projects and we plan to deliver a seamless product to JEDCO.

Ignition72 is a full-service web development company founded in 2007 in Baltimore, Maryland. Our tech stack focus has always been WordPress and Drupal websites and LAMP development in general, offering our diverse clients new websites, hosting, UX design, strategy, SEO, ongoing maintenance and other digital services.

As web generalists – we do not work in any one vertical – we have encountered different approaches, goals, needs, and budgets. We approach every problem holistically and collaboratively, helping our clients reach their organizational goals via a website that is future-forward, easy to use, high-quality, and results in a great user experience for their visitors.

Our team includes certified front-end & back-end developers, IAAP certified Accessibility experts, and a team that has worked together for well over a decade. We are a Platinum Partner with Pantheon, a highly-regarded hosting system that is discussed below. Our project management team will ensure communications are prompt and clear, and our web strategy team can help you define your KPI's as well as assist with your Analytics, SEO, content creation, and other strategic elements.

This proposal will demonstrate that Ignition72 and Ninety By Three make up the ideal partner: We have extensive experience working on similar sites and with related organizations; we are experts at the web, having a broad perspective that has been informed and refined over the last 18 years; and finally, we are passionate about how we collaborate with our clients, sharing our knowledge and experiences to help our clients achieve their goals online today, and into the future.

Ignition72 understands that users expect a faster, more intuitive experience when they reach out to JEDCO online. Overall, there will be a shift in how the JEDCO website tells its story: where previously it was more of a broadcast platform, sending information in one direction; this new site will ideally be set up to facilitate a dialogue between JEDCO, the community, and prospective businesses. In this case, your website will be an active participant in informing and assisting the entrepreneurial and capital communities.

This proposal describes how we will approach, collaborate and plan the project first. This ensures that we have full buy-in and understanding from all participants and stakeholders. Then it details how we will

design, develop and deploy the site. This includes optimizing your Google Analytics, setting up your SEO, and most importantly, training and empowering your staff to be in complete control.

## Project Team

### Matt Preuett

Strategic Lead & Project Manager

Matt Preuett is a seasoned marketing professional with a reputation for helping businesses align their marketing strategies with broader business goals to drive growth. He is the founder of Ninety By Three, a consultancy that focuses on helping companies optimize their marketing operations. His work has impacted more than 200 organizations, ranging from local small businesses to multi-billion-dollar corporations across various industries. Preuett has earned recognition for his contributions to marketing, including being named "Advertising Person of the Year" twice by the American Advertising Federation in New Orleans.

Additionally, Preuett served as the president of the New Orleans chapter of the American Marketing Association and has played an important role in many marketing initiatives within the Greater New Orleans region. He is a Professional Certified Marketer, Gold Addy Award winner, Palette Advisory Board / Founding Member, and a mentor and supporter of local entrepreneurial programs like IDEAINSTITUTE Northshore, Trust Your Crazy Ideas Challenge, and STARTUP Northshore.

### Stefan Muirhead

Strategic and Technical Support

Stefan is a people person, possessing the innate ability to understand how individuals interact with the digital world. As our strategy expert, he works with businesses both large and small. He has developed the brand identity of billion-dollar companies and helped position non-profits, government agencies, and educational institutions, including NASA, The Nature Conservancy, and Marriott International. Stefan honed his strategy and account management skills at global agencies as well as multiple agencies in the Mid-Atlantic region. He co-founded Ignition 72 to chart his own path in the emerging digital world. Stefan will work with Ninety By Three to support the planning process.

### Joe Wilson

Technology and Development Oversight

As a co-founder of Ignition 72, Joe's forte is meeting Ignition 72's clients' needs through the latest technology. He is an expert at user experience, able to determine the most precise visual details that drive engagement, from the color of a button to the size of visual elements. He not only foresees how things will work on the web, but how they can be achieved efficiently and gracefully. A developer at heart, Joe possesses deep front-end and back-end development capabilities, with expert knowledge of how to best leverage open-source systems and solutions. He has built Content Management Systems for Marriott and Intercontinental Hotels, data systems for the NAACP, and 3D worlds for NASA. Joe ensures the delivery of a seamless, mature system that both empowers and grows a client's online presence and market visibility. Joe will lead the development team.

### Kris Appel

Managing Partner – Operations

As our Operations Specialist, Kris keeps the train running on track, setting schedules and facilitating open communications between teams and team members. She brings over 20 years of experience managing complex processes, including 15+ years managing a variety of the NSA's operations divisions. At Ignition 72, Kris oversees all of our projects, making certain that every aspect of a project flows smoothly and that we meet our deadlines and exceed expectations. Kris will be the Project Manager for this project.

*Leo Sutkin,*

Creative Director

Leo has a master's degree in user experience design; he ensures every visual detail is intentional. A master of the Adobe Creative Suite of tools, Leo works closely with the Strategy and Development teams to execute style tiles and overarching site themes and designs that enhance your story and bring it to life. He can identify odd spacing, failure between contrasting colors, and inconsistency in font size from a mile away. He has a vivid sense of logos, and will design a professional, appealing brand identity for this effort. He is the lead designer for the JEDCO website.

## Relevant Experience

Our work aligns with the JEDCO cause and focus: we worked with and for the Maryland equivalent [TEDCO](#) for multiple years. We have been working on Federal, State, and local government web projects since the beginning; in addition to working with multiple NGOs, non-profits, educational institutions, and large and small businesses. Our work spans the country; we are not geographically focused.

*Current and past Federal clients include:*

GSA: [FedRamp Marketplace](#) and [eQip Security Clearance Portal](#), [SSAB.gov](#), VA.gov (many projects), NCUA.gov, DOT.gov, The Army, The National Guard, NIH, and NASA.



*Current and past State/local government clients include:*

Houston-Galveson Area Council, the University of Maryland, Maryland HSCRC, New York Unified Court System, Alaska Court System, Prince Georges' County Maryland, Washington County Maryland, Baltimore City Schools, Housing Authority of Baltimore City. Louisiana Clerks of Court Association, Louisiana Seafood Promotion & Marketing Board, Mandeville Fire Department/St. Tammany Parish Fire District 4, Louisiana Department of Health.



*Nonprofits and NGO's we have worked with:*

Legal Services Corporation, Indiana Legal Help, Legal Aid Hawaii, Hawaii Victims Compensation Commission, and Baltimore Development Corporation, Institute for Islamic, Christian, & Jewish Studies, Healthy Teen Network, Central Baltimore Partnership, Chicago Parent Program, Bethlehem University Foundation, and the National Center for State Courts. Jefferson Chamber, St. Tammany Economic Development, Houma Area Convention & Visitors Bureau, Crimestoppers of Greater New Orleans, YMCA of Greater New Orleans, Goodwill Industries of Southeast Louisiana, North Oaks Health System.



*Examples of educational institutions we have worked with:*



Gallaudet University, George Washington University, George Mason, St. Joseph College of NY, [University of Maryland](#), [Hagerstown Community College](#), [Widener Law Commonwealth](#), and [Widener Law Delaware](#).

## Additional Examples:

With diverse stakeholder groups, deep functionality integration, user portals, intranets, and varied views of content and functionality based on roles, these sites are vibrant online communities:

This recently launched site for a multinational construction materials company demonstrates both a complex navigation system that is very easy to use and a robust knowledgebase system with thousands of documents, guides, and product spec sheets: [www.gcpat.com](http://www.gcpat.com).

Our most recent site is an ultra optimized, low bandwidth/Digital divide-focused website developed for USAID and launched in November of 2024. Its goal is to create communities, with a fully integrated custom social network powered by Circle, and grant management tracking and reporting features, as well. This system is connected to AirTable to allow our clients to manage their data themselves. <https://localizeglobalhealth.org/>

Ignition72 built and manages the Marriott Franchise Application portal. This system facilitates the hotel application process, making it fast and easy for potential hotel owners to apply to build a new hotel. It is accessible by invitation only, but we can always give you a tour! <https://marriottfranchiseapplication.marriott.com/>

## References

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## Project Objectives

One of the first steps of planning is defining the project goals. Below we have prepared some preliminary goals that demonstrate our understanding of your needs before we have even met. We will of course refine these goals together during planning.

### 1. Engagement and Conversion Enhancement

The core goal of the JEDCO website is assist the organization in building a resilient, equitable and diverse competitive economy in Jefferson Parish. To do this communications between the Parish and local businesses, state entities and local stakeholders is critical: This means not only providing visually rich, dynamic content that draws in visitors, but ensuring that we have planned conversion points throughout the site to escalate our visitors' engagement based on their goals, and our goals for them.

### 2. Updated Visual Personality

A new website is a chance to update how the JEDCO brand is executed: your website is likely the point of introduction to most of your constituents and stakeholders, and we have a chance to educate and excite visitors when they first arrive. Using our proven approach of using Style Tiles, our team will establish a new digital design language for the JEDCO website that transcends the desktop and optimally accommodates devices of all types, well into the future.

### 3. Newer Technology

The current website is running an older version of WordPress, limiting your capabilities and access to the latest security, functionality modules and enhancements. We recommend updating the Content Management System to the latest version, and we will explore the best functionality modules and other enhancements to keep the site running efficiently for the next several years.

### 4. Staff and Team Empowerment

Distributed management of the new website can benefit everyone at JEDCO. It ensures prompt updates, removes bottlenecks, and provides staff with a sense of ownership. As part of this project we will plan the best way to empower staff while maintaining checks and balances, as well as overall site control. Our proposal also includes on-site training, as well as a custom user manual.

### 5. Content Consolidation

Website updates are an opportunity to update and consolidate your content, and as part of this project we will integrate the current JEDCO website into the newly planned and designed site. This will involve focused Information Architecture planning to make sure the navigation is intuitive and allows for future initiatives, content types and site sections.

### 6. And More...

Using our Strategy First™ approach, we anticipate that new goals will be discovered when we prepare your Google Analytics benchmark report, and work through our planning process with your team and

associated stakeholders. We will capture, define and document all goals to ensure that they are incorporated into the project plan.

## Our Approach

Ignition72 takes a linear approach to planning a website, addressing each component as needed. For this project, we anticipate four phases to successful completion. These are outlined below; and in greater detail on the following pages.

- Discovery: Getting our teams up to speed and establishing a shared understanding of the site's current state and similar websites.
- Planning: The process of discussing, exploring, and defining core site elements, processes, and approaches that meet your requirements.
- Outreach: How we will engage with internal and external stakeholders to ensure comprehensive buy-in. This may occur during or after planning (or both).
- Design and development production: Once planning is complete and we have spoken with your stakeholders, we move into production which includes extrapolating all of your page template and website element designs, as well as producing the code that will power the new JEDCO website.

## Discovery

On award Ignition72 will request any existing reports, wish lists, analyses, or other insights that the JEDCO team has collected, including any user feedback (website surveys) related to the site. The Ignition72 team will then undertake the following:

- Analytics: We will request access to your Google Analytics account (GA4) and generate our custom 1-year baseline on how the old site performed, highlighting information about users, content, functionality, friction points, and more. Link to a [sample Analytics Baseline Report](#).
- Landscape Analysis: This allows both our teams to have a shared understanding of how similar organizations have approached their websites: The goal is to find inspiration in what we like, as well as warnings of what not to do. We will review site design, navigation and functionality for a discussion. Link to a [sample Landscape Analysis report](#).

- Current site audit: We will complete a site audit that includes creating a comprehensive site map, functionality audit, and a full site scan to capture all SEO and secondary content.

All discovery reports will be shared with the JEDCO website team before any planning meetings begin to ensure that we have a shared understanding of the landscape and materials with which to consider your options.

## Planning

### Summary

Once we have an established understanding of the existing site, its analytics, and competitive landscape, our teams will discuss, plan, and document the new site using a linear planning process where each component informs the next. This includes:

- Confirming institutional goals, audiences and their goals
- Planning the new site navigation, for both the main site and the user portal
- Defining the donation platform and all website functionality, and identifying granular site capabilities
- Creating wireframes to define the use of space and establishing the list of key page templates
- Understanding all 3rd party integrations and how they will be integrated
- Executing design, including style tiles

### Goals

A key part of planning is understanding the wide range of goals related to the site, including:

- Institutional goals: How can the new site better serve the entire JEDCO audience and how can we attract a larger audience while giving them a more productive site visit?
- User goals: Looking at each audience group that we seek to engage, we will explore and define what they hope to achieve by coming to the JEDCO website, as well as what your team hopes they achieve as well.
- Site administrator goals: The audience most often forgotten, we will want to understand how internal staff will use the website, and plan for ways to enhance the site management experience while reducing the individual effort required to post updates, without compromising governance and review processes that ensure a high-quality end product for all users.
- As part of the goals definition effort we will also seek to identify trackable/measurable goals that can provide instant feedback through analytics.

### Audiences

First, we will focus on your audiences to understand not only who they are, but what they hope to accomplish by coming to your new site. Your audience includes a range of people: attorneys, outreach partners, lay users, and others not working in the legal fields. We will collaborate with your team to learn more about:

- Their goals for the new site, and what they might like to see included
- What devices they will likely use when they visit the new site

- How they use other sites and what they appreciate or dislike about those sites.

If possible, we will interview or survey potential users from each stakeholder group to get first-hand information about their needs.

Since your audience is quite broad, we will want to be clear on what the metrics of success are for each audience group. This way we will ensure that the navigation, wireframes, and functionality are all focused on goal completion.

We'll also want to get stakeholder feedback as we go along. Sending out surveys via email or posting a short survey on the current website will help us gather information such as what users like, what they dislike, and what they think is missing

Once defined, we will create detailed personas and user stories for each audience group to share with you to ensure we are creating a site with them in mind. One audience that is almost always left out, which we will specifically address, is the site administrators and communications teams. If a website is difficult to use, it will reduce the frequency of updates and impact all end-users negatively.

Part of a sample User Persona - Created for a VA.gov website project.



## ARNIE K.

Profession  
U.S. Congressional Staffer  
(Oklahoma Senator)

Location  
Washington, D.C.

Age  
41

<p><small>Goals and motivations</small></p> <p>Arnie is a senior congressional staffer working for an Oklahoma Senator. He has been tasked with researching programs and initiatives at agencies such as ORH that support rural and/or economically disadvantaged veterans. He needs to compile a comprehensive briefing on key programs and some recent data. While he is a senior staffer his knowledge is rudimentary and the research he has done to date is preliminary. The briefing may form the basis of certain legislation and budgeting initiatives.</p>	<p><small>Browsing Behavior and Starting Points</small></p> <p>Colleagues and VA website. Internal documents on VA affairs.</p> <p><small>Challenges and Fears</small></p> <p>Information that is too sparse or unspecific to get an idea about ORH and their scope.</p> <p>Lack of resources on current issues that ORH is tasked to work on and impacts that ORH has had.</p> <p>Minimal contact information and poor organization of materials.</p>	<p><small>Familiarity with ORH</small></p> <p>Minimal. Familiar with VA structure only.</p> <p><small>Device</small></p> <p>Laptop and phone</p>
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## Site Navigation/Content Structure

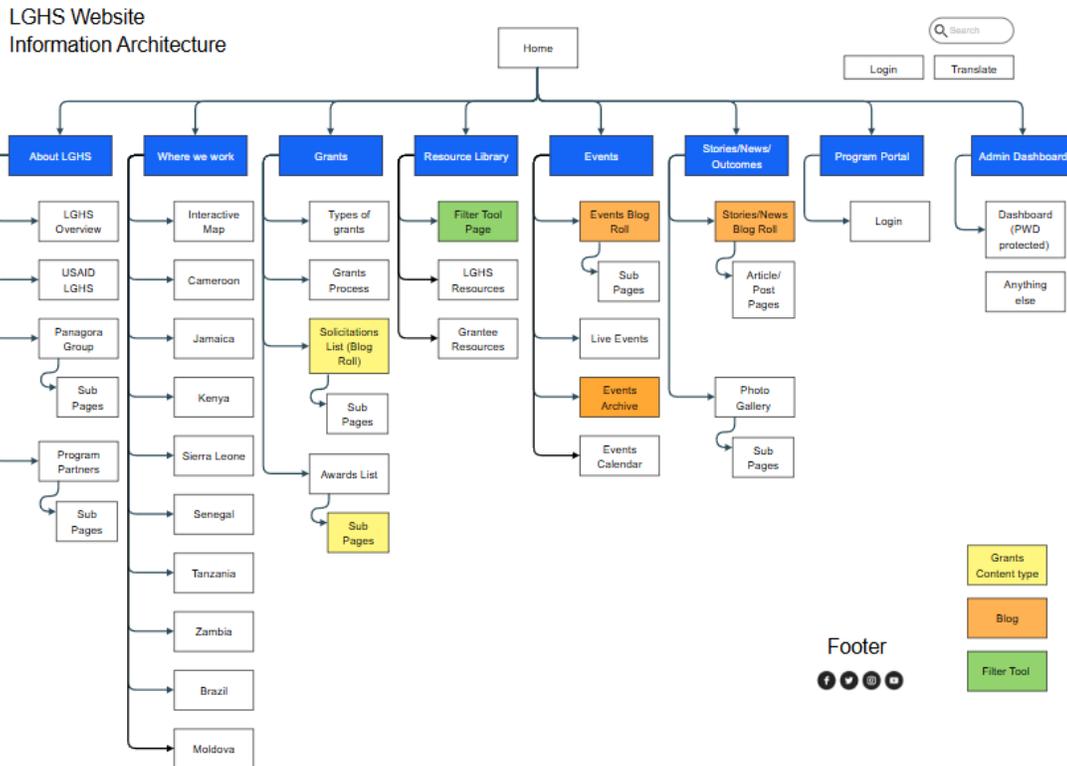
Navigation is critical to the visitor experience and goal completion: it describes the hierarchy of information on the site and will help visitors access and flow through the content. During planning, we will explore new structures and work together to define the new site navigation. We'll consider:

- How will the site accommodate content now, and into the future?
- Is there a preference for how visitors flow through the content? If so, what?
- What are the specific goals or actions that we want visitors to complete?
- Are there different goals for different audiences?

Once we have agreed on the sites' navigation, we will present it to you in a wireframe like the one below for discussion and approval.

Below is the LGHS USAID website top level information architecture.

USAID



## Website CMS Selection/Recommendation

Unlike most new website RFP's, JEDCO has not decided which content management system to use for the new site. This allows your team to consider different options, and Ignition72 is the ideal company to offer a range of choices for your consideration. We do not have a favorite CMS; we use the CMS that's right for each project. We have built large websites in many open source content management systems, including Drupal, WordPress, Big Tree (an education focused CMS), Umbraco and others.

For this discussion, Ignition72 will present our background research on your website and others like it; gain an understanding of your team's capabilities; examine your short- and long-term goals; and listen to your preferences. From there we can make a proper recommendation.

*Please note:* From our study of your current website and our own research, at this point we are recommending the WordPress CMS. Since your team is already familiar with WordPress, this may make training as well as content updating easy and familiar. In addition, changing to a different CMS would require all content on all pages to be loaded into the new site (with some level of manual review). If you choose to remain with WordPress, we can preserve your content while designing and building the optimal implementation to ensure that your team has as much control over the website as you want, without needing any coding skills. Plus JEDCO will own each and every part of the website (with 3<sup>rd</sup> party services integrated).

As we describe continue this document, we will refer to WordPress capabilities and use WordPress language, but we are also happy to propose another CMS after we meet in person.

## Site Functional Elements

What will the new site do? What are both the functional and nonfunctional requirements of the new website? We explore and define all functional elements we will build into the new site, including:

- Compliance: Ensuring your new site is a best practice implementation is what we do at Ignition72. Our IAAP certified developers will ensure that you comply with WCAG 2.2 AA level Accessibility; our privacy team will ensure that you are CalOPPA, GDPR, CAN Spam compliant; and your site will be built using W3C best practices. Optimal site compliance is not just about SEO and safety; it also ensures that your users have the best possible site experience. We have also installed Cookie Consent and other GDPR-related functionality for projects for numerous multinational clients, as well.
- Responsive for all devices and screens: During planning we will explore the technology that your users use and define the compatibility and responsiveness plan for the new site, ensuring an

optimal user experience across all devices. This can also inform whether the site is Mobile first, or not.

- Flexible and modular page templates: The new site will be planned around page templates that are key to the site structure and visitor funnel, however the true functionality of your content display will be much more flexible. All content types will be wireframed and designed to provide you with a seamless design system that allows your team to select multiple ways to display your content.
- SEO structure: The new site will have an optimized SEO structure including fields to insert meta descriptions, aria labels, and other terms to ensure your organic ranking on all search engines is high.
- SEO content: Our in-house SEO team will conduct keyword analysis to identify optimal keywords; create and insert custom titles and tags for each major page on the website; and insert image alt tags, aria labels and all other content related to SEO and accessibility best practices. In 2025 the best SEO and search engine visibility impacts come from strict adherence to web best practices defined by W3C and Google. We have provided optional pricing for ongoing monthly SEO, which helps improve your visibility over time, as well.
- Tracking and analytics: Ignition72 is a Google certified company and analytics specialist, and we will be sure to provide analytics tracking to your new site. During planning we will discuss several analytics options (Google Analytics 4, Matomo, etc.) to determine the best option for your team, as well as defining any custom KPI's that would provide value moving forward. We will set up your analytics, track events and activities as appropriate, and set up your dashboard to make it easy to pull the data you need.
- Custom Forms: One of the most common conversion points is through website forms that allow your users to request information, to be contacted or to share and provide input. While WordPress has a form builder, our team and clients have found that it is complicated and often requires coding. We therefore will most likely recommend an off-site form builder, like Ninja forms or Gravity forms. These systems are cheap, incredibly flexible and really easy for non-technical users to use.
- Advanced site search: We will discuss your search needs during planning. We can add filters, tabs, and other features for users to get the most out of their search. There are also faceting tools available, which allow search results to be combined across sources, and other ways to separate search results into different categories.
- Site governance: During planning we will discuss your site Governance plan, defining user roles, workflow, content regions and other factors that define how the site content is managed. This includes establishing any required workflows or approval processes, as well. Our team have extensive experience integrating site governance with existing Active Directory and other user management systems.

- Security: As part of every project, we ensure that your site is optimally built and hosted to ensure comprehensive security. Our team has extensive experience leveraging Active Directory, SAML, Push/SMS based authentication and more. During planning we will explore the best possible implementation, and during development we will test and validate that we are compliant with all website security best practices.
- Alert/Notification Banner: In 2025 it is important that you manage expectations, especially in the midst of challenging weather or other issues. We will discuss and plan for the inclusion of a custom site header/pop up that will appear site-wide with alerts and notifications for your users. These can include text, links and even be color coded to reflect the urgency of the message.
- Asset management: Images, videos, files, and PDF files are critical to a modern website, and we will discuss how best to store and organize these assets to ensure ease of access and use. This includes discussing naming conventions and other processes to help ensure these assets are easy to access and use. When leveraging large media files we typically recommend using a platform like Youtube: Not only is it free, it is the second largest search engine in the USA, and it will optimally format your assets to ensure seamless delivery across all device types and networks.
- Ease of use: Every effort will be made to optimize the site backend, by limiting plugins, and by deploying your WordPress instance optimally, to ensure ease of use. Training for your team, and our custom user manual will also go a long way to ensuring that the site can readily be updated and managed by a range of users.
- Easy tools for downloading, sharing, emailing, and printing: We will determine the best way to integrate page and document handling so the user can download, share, print, or email the information. For printing, we will remove color and unnecessary images.
- Related Content: Next we will define content types for the site, as well as site taxonomy. These will enable you to associate content in groupings related to topic, while powering dynamic systems like a resource page, FAQs, search, Search aggregator and more. This reduces the amount of manual updating, while keeping the latest, fresh content flowing throughout the site, automatically.
- Broken link checker: Our team will deploy the WP Link Checker to the site, ensuring that you are notified of any issues related to internal or external links, reducing the risk of broken links negatively impacting your SEO.
- Filter option: Clear, easy to use filters, along with taxonomy, will enable users to see only the information they are asking for. This can include different language versions, scope and cost of legal help, and more.

- Maps: We can integrate ArcGIS maps internally, though the integration and customization is somewhat limited. Google maps provides a variety of very flexible platforms, which gives us many more opportunities to display useful maps. During planning we will seek to understand the objectives of the maps, how you would like users to use them, and what information they will deliver.
- Pulling data into the site/API's : There are many ways to pull data into maps, tables, content, callouts, etc. Once we determine the data source, we can design the appropriate element for each display.
- Document Upload Capability: During planning we will discuss the scope of this functionality as accepting raw documents from the public will increase the risk that you receive a corrupt or compromised file. We will plot the desired functionality, file types and what happens to the files to ensure that they are clean. For this type of functionality we typically collaborate with your IT department to ensure that we are in compliance with any data security and handling rules.
- Events/calendar: Some of the most productive activities that JEDCO will undertake take place offline, so it is critical that your new website manage user expectations and deliver an optimal forecasting tool of events and activities. We typically recommend using a Calendar system that can extend off of your internal organizational calendar; whether that is Google Calendar or Outlook Calendar, or something else. This ensures that managing your calendar on the website is seamless, with website related events categorized and viewable internally on one centralized system. If no existing system exists we typically use Google Calendar as it has a vast number of functionality and styling options, as well as being free, Accessible and mobile responsive.
- Accepting online payments: During planning we will seek to define and understand how payments can be best used on your site. Our team have connected dozens of payment platforms to sites, stores, donation engines and more. Stripe tends to be the most used provider, especially for government clients, but we will collect all of the relevant information and provide you with a recommendation that brings optimal UX to your visitors, while ensuring that the Parish is not exposed to any liability (by ensuring compliance with PCIA best practices).

All functionality is discussed and explored during planning to ensure that your team (and your IT Department, Leadership etc) are in agreement on the best path forward.

## Other Possible Elements

The above list is not comprehensive; your new website will include a whole host of content types, callouts, features, bells and whistles including: Sliders, translation, calendars, and third-party integrations like Tag Manager, SEO tools, Analytics, and more. We will explore and plan dynamic content blocks that can automatically distribute posts/stories to relevant pages; keeping your content evergreen but also significantly reducing the maintenance workload, as well.

Here are some elements that can be deployed:

1. A “How do I...” section or content collected by Audience (I am a...)
2. Banners and Callouts with forms
3. Website feedback button
4. Chat function
5. Robust directory (archive, knowledge base, etc.) of resources, with filters or categorization for users.
6. A resource for mentors or advisors that would be helpful for entrepreneurs and new businesses
7. Easy to use and filter FAQs

We will discuss these elements and other ideas gained from our review of other similar sites we will undertake during the Discovery phase.

## Dynamic Storytelling Features

Engaging visitors on your website in 2025 is a multi-faceted undertaking: Some respond to interactive features well; others want the most streamlined flow possible with few friction points. Key to each of these interactive concepts is ensuring three things:

1. Compelling and relevant to the user: Features should have a goal and strategy: a reason why users will engage and what we/they will get out of that engagement.
2. Easy to implement dynamically with the site: You should not need a developer or other technical person to implement any of these elements.
3. Has usable data to show you are making progress with your efforts and initiatives.

During planning we will discuss each of these elements and how they can be incorporated into the website. Ignition72 has implemented dozens of polls, quizzes, sidebars, footnotes and infographics in our websites; leveraging tools like Hotjar; HubSpot, Charts.JS, Google Forms and dozens of other resources to bring about the functionality desired within the framework of how your team want to work.

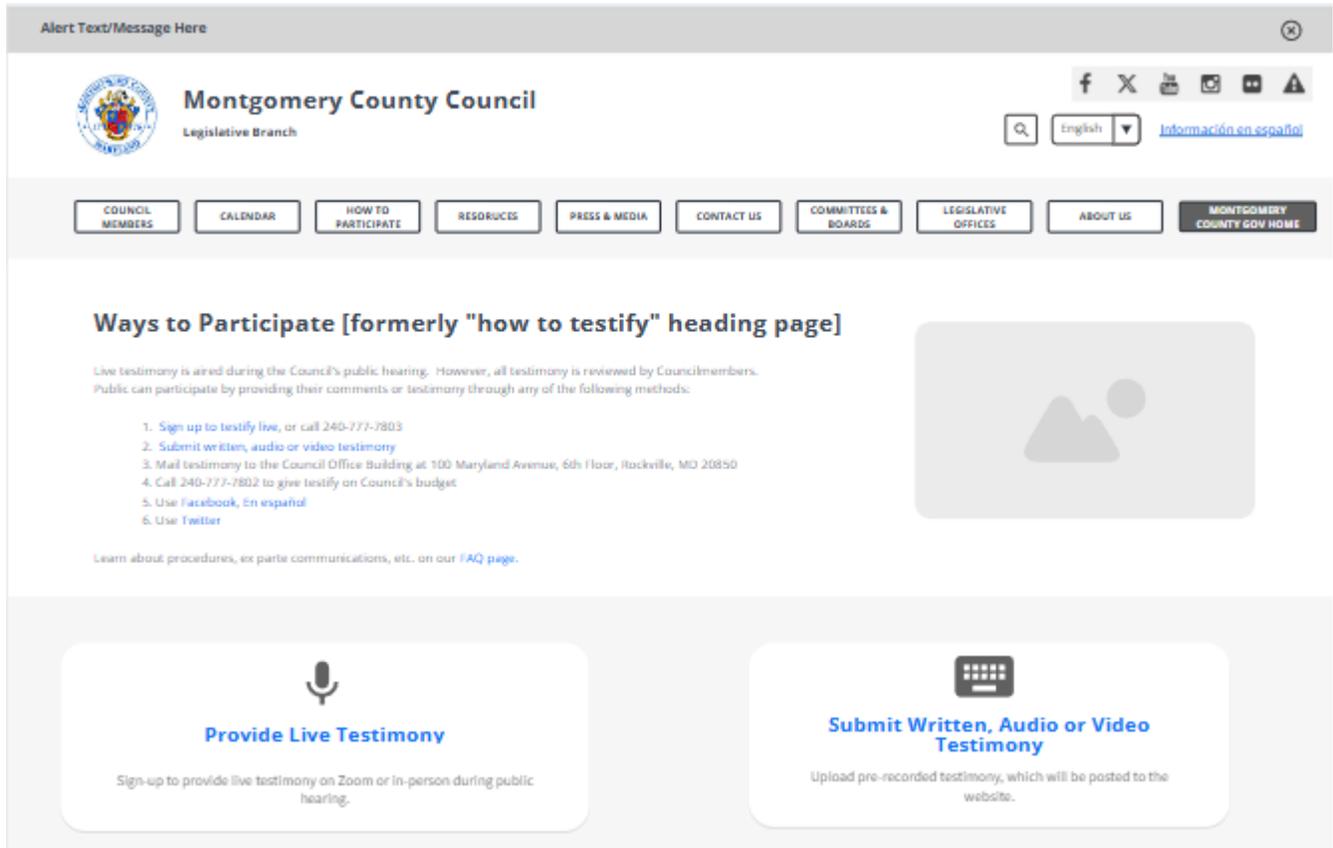
## Wireframes

Once the audiences, goals, navigation, and functionality have been determined, we are able to start establishing the user experience (UX) and use of space on the site, framing out fixed elements like the header and navigation, and creating spaces for the specific functionalities and content types agreed upon during planning. The goal is to create intuitive and user friendly interfaces that build on existing mental heuristics.

Wireframing allows us to plan standard templates to accommodate functionality, content types, and specific site areas (like the portal). For this project we anticipate 4-6 or so custom page types or templates, understanding that derivatives and versions of these templates will be easy to make and manage within the CMS by any trained user.

Wireframing also ensures that everything that is mobile-friendly is equally desktop-friendly, and vice versa. Our team will generate wireframes for desktop and mobile views of the site. All wireframes are shared with the JEDCO team for review and feedback, and refined through up to 3 rounds of revision until

we have a new custom structure for the site. See below for a sample wireframe from a recent project for the Montgomery County Council in Maryland.

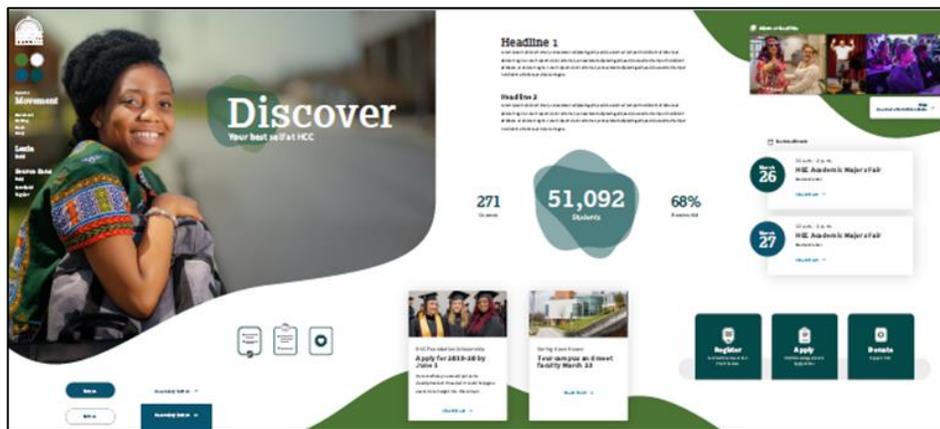
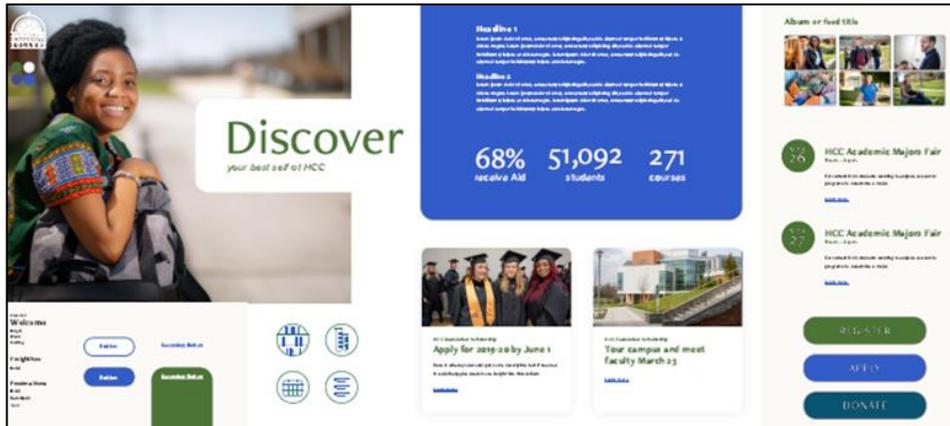


## Style Tiles

The next planning component is the site's look and feel. Together we will review the new JEDCO brand identity and create style tiles. These are much like interior design boards, collections of like design elements that will establish a design language for the new JEDCO website. These include color palettes, fonts, text, forms, showcases, image treatments, buttons, and more.

We will create at least three unique Style Tiles, each of which leverages the JEDCO visual identity, and evolves it in a different direction while staying on brand. This includes callouts, text and image treatments, buttons, icons, and other elements of your new design language. These style tiles will be refined through three rounds of revisions until one is approved. We will use this Tile as the basis for the overall design, which will then be built out during production using the wireframes we prepared during planning.

Below is a sample collection of three style tiles from the Hagerstown Community College website project. Each contains the exact same elements in the exact same position but reflects different themes, photo treatments, and styles.



## Hosting

The new JEDCO site will be optimized to load quickly and efficiently. A key part of this is ensuring that you have the best possible hosting for your site. To accomplish this, we recommend hosting the site through Pantheon. Pantheon focuses on WordPress and Drupal only, meaning they are specialized and focused. Their CDN product vastly speeds up your site, and their managed services ensure that your site is up and running no matter what. With our Pantheon Platinum Partner status, you will have access to all Pantheon documentation and 24x5 chat support access. In addition, you will have a three server topology, with: Dev server for coding, Staging server for content loading and a Production server that is the live site (and cannot be edited directly by anybody). Our team will ensure that the JEDCO team have a set process and comprehensive understanding during website training.

## Deliverable: The Strategy Report and Comprehensive Project Plan

The planning sessions culminate once we have completed the design exploration, at which point we will assemble a comprehensive project plan that identifies each and every part of the new JEDCO site as we head into production. This includes:

- A definition of your audiences and goals, including user personas
- The new site information architecture
- The detailed functionality scope, including all functional and nonfunctional requirements identified during the planning sessions
- Wireframes of the site, representing fixed versus dynamic space, accounting for the navigation and mandatory existing functionality in a mobile first format
- A creative brief and the style tiles that resulted from this exploration and refinement
- A detailed production timeline with key milestones.

This collection of all planning components will be presented to you as a draft, allowing for final feedback and tweaking as needed before approving the Strategy Report and moving to the production phase.

## Production

One of the ways that our team is able to deliver large, beautiful, easy-to-manage websites on time and budget is the fact that all key decisions take place during planning, allowing our team to roll out the site efficiently during production.

The following pages detail our approach for the two main components of production: Design and development.

### Website Design Production

Once the Strategy Report has been approved, our team will assemble all of the collected elements into a final site design. To begin we will present one or two pages: The home page and a specific functionality/content type page. These will be examples of the implementation of the visual strategy, wireframes, style tiles and other materials relevant to the look and feel of the site.

These designed pages will be refined through up to three rounds of revisions until they meet your approval. Our team will then build out all of the approved templates from the Strategy Report as fully designed pages on both mobile and desktop/tablet views and provide them to the JEDCO team for review and feedback.

The templates themselves consist of building blocks that will be used to build and revise the site as needed. Further, the blocks are part of a comprehensive design system based on the style tiles to accomplish design consistency as to the most important parts of design - color palettes, typography and scales, spacing, responsiveness, hover interactions, and other design elements.

Once approved, the site design will be passed to the development team for conversion into site theme files using HTML5 and CSS 3 technology.

## Development

All development will take place on our development server, to which you will have access so that you can review and see ongoing progress. Once the design is approved, the development team will create and install the new theme files on the latest WordPress install. Any code we create is commented and clean, we avoid doing any work to break the upgrade path for the core of the CMS. At regular intervals, we will share our progress, solicit your feedback, and validate through testing.

The site's functionality will be built out using core CMS capabilities, as well as external services and add-on capabilities (note: we philosophically seek to minimize external plugins as much as possible). In every case, we will load content to test and validate all site functionality. All code is developed using Subversion or Git repositories, and we can provide access/control to the JEDCO IT team as needed.

## Content Migration and Loading

One of the benefits of remaining with WordPress is that your content will already be in the proper database format and content type structure, dramatically reducing the level of effort to populate the website. During planning we will do a comprehensive site scan and identify which content pages will be

carried over to the new site, and which pages will require new content. Based on [our current scan of your site](#) we see: 129 HTML Pages, 325 images, 43 media files and 143 PDF files.

## Functional and Compatibility Testing

During the development phase of the project, our team engages in constant functional testing (including integration testing, interface testing, system testing, and regression testing) ensuring that the site and all of its capabilities function as planned and reflected in the Strategy Report. All issues are tagged and logged in Jira.

If the JEDCO team determines that the site needs to have PII or any other type of compliance, then we can work with your team to establish the proper means and methods of compliance, both on the website and in the hosting environment.

## Review, Soft Launch & Acceptance

Throughout the development process, the JEDCO team will be given access to the development server to see progress updates, test functionality our team have developed, and see overall progress with the site build-out. The JEDCO team will be able to use the Strategy Report to validate the site, as well as their own experiences using and testing the site themselves using their own devices.

Once the site has been accepted as ready for launch, our team will address any domain repointing, SSL implementation, or other adjustments by working with your IT/web team in order to make the site live.

## CMS Training

One of the key deliverables for this project is ensuring that the JEDCO team is fully capable of doing everything and anything on the new JEDCO website. Our content-focused training will guide your staff through a comprehensive training that includes:

- A complete user manual, customized to your site setup.
- A style guide, providing guidance on how to create and maintain visually appealing pages that are optimized for consumption and compliance.
- An image handling guide, which includes recommendations for image size and orientation.
- An accessibility guide, so future content will be loaded correctly to maintain accessibility.
- Guidance on how to use and maximize your hosting platform.

In addition to the user manual, our team will provide a remote training session which can be recorded.

## Project Organization

For projects that have potentially large groups of interested parties, we typically recommend a stratified approach to grouping project participants, including both internal and external groups. :

1. Point of contact: Ideally we would like to have one primary point of contact who is our direct liaison for the project.
2. Executive web team: This collection of JEDCO team members is focused on the planning and ongoing oversight of the project. This team will often contain representatives from different departments, like IT, Marketing/Communications and JEDCO leadership. This is the day-to-day website planning team.
3. Stakeholders: Including both internal and external members, the stakeholders are engaged through breakout meetings, surveys and polls that can focus on specific areas, for example, local business engagement. Typically we will define stakeholder groups when we define your audiences during early planning.
4. Leadership: Many local government projects have a ‘reporting to leadership’ component, which typically is focused around sharing conclusions or the comprehensive project planning document.

On projects like this, we will leverage technology to facilitate communications and planning. Ideally, we would like to leverage systems that you prefer/already use, including:

- Persistent communications: Using a tool like Slack or Teams allows our team to establish a shared space that can act as a repository for conversations, files, and other assets.
- Ticketing system: Ignition72 uses Jira, a ticketing system, to track items and issues. If your team likes, we can give you access so you can create and track tickets, as well.
- Virtual meetings: Whether it is teams, Google Meet, or any other platform, we can hold small and large meetings virtually, as well as having our strategy lead present in person if needed, as well.
- Design sharing: We will prepare digital mockups and we can share them as PDF files, but we also leverage tools like Zeplin and Figma to enable participants to view content online, as it will be seen when the project is completed.
- Wireframing: As part of planning we will plot the use of space and do this in a collaborative environment that allows for exporting, sharing, and more.

Timing and cadence: Out of respect for your teams’ time we front load your involvement heavily to the planning phase of the project.

- Ideally we like to have one (long) or two (shorter) planning meetings per week. These planning meetings will have agendas shared in advance, and will follow our workflow process to ensure that each phase of the project informs the next.

- Once planning is approved we typically meet less often or just with the primary point of contact.
- Planning typically takes a month to two months to complete. Development is usually around 90 - 120 days.
- All project work is completed transparently on a development server with a private URL to allow your team to review progress and provide feedback.

Go Live Process: Once the site is coded we will need to migrate all content, review all pages and provide a beta site to your team for final review.

- We will provide comprehensive training to your team, so they can participate in content loading and refinement, as well as become comfortable with the new system. Training includes a comprehensive user manual, as well.
- When the site is ready our team will work with yours to effect the cutover to the new site. This process ensures that your transition from old site to new will be seamless. Your team can drive and we can provide support, or we are happy to directly facilitate this step.

## Timeline

<b>JEDCO Website Timeline</b>		
<b>Initiative</b>	<b>Complete by</b>	<b>Responsibility</b>
<b>Project Set-up and Strategy Review:</b>		
Prep for kick-off/landscape analysis	Week 0	90x3
Kick-off Meeting	Week 1	90x3/JEDCO
Strategy calls	Weeks 2-6	90x3/JEDCO
Nav, wireframes, functionality, style tiles	Weeks 2-6	90x3/JEDCO
Development site set-up	Week 3	i72
Strategy Report approved	Week 6	JEDCO
<b>Design:</b>		
Homepage design submitted	Week 5	i72
Up to 2 rounds of revision	Week 5	i72/JEDCO
Homepage design approved	Week 6	JEDCO
Remaining templates submitted	Week 7	i72
Up to 2 more rounds of revision	Week 8	i72/JEDCO
Remaining templates approved	Week 9	JEDCO
<b>Development:</b>		
Integration of WordPress theme	Weeks 5-9	i72
HTML/CSS of Approved Design	Weeks 8-10	i72
Content Migration / QA	Weeks 10-13	i72/JEDCO
<b>Soft Launch:</b>		
CMS Training	Week 12	i72
Remaining content loaded	Week 12-14	i72/JEDCO
Compatibility testing and validation	Week 15	i72
Accessibility testing	Week 15	i72
<b>Delivery to JEDCO:</b>		
Review and Content Editing	Weeks 15-17	JEDCO/90x3/i72
Site Live	Week 18	i72/JEDCO

90x3 can assist with training if needed.

As requested Pricing for this proposal has been included in a separate file.

**Request for Proposal**

**AFFIDAVIT**

STATE OF Maryland

PARISH/COUNTY OF Baltimore City

BEFORE ME, the undersigned authority, personally came and appeared: \_\_\_\_\_

Stefan Muirhead (Affiant) who after being by me duly sworn, deposed and said that he/she is the fully authorized Managing Partner of Ignition72 (Entity), the party who submitted a proposal in response to RFP Number 24-0912, to the Parish of Jefferson.  
RFP: 16181733

Affiant further said:

Campaign Contribution Disclosures

**(Choose A or B, if option A is indicated please include the required attachment):**

**Choice A** \_\_\_\_\_ Attached hereto is a list of all campaign contributions, including the date and amount of each contribution, made to current or former elected officials of the Parish of Jefferson by Entity, Affiant, and/or officers, directors and owners, including employees, owning 25% or more of the Entity during the two-year period immediately preceding the date of this affidavit or the current term of the elected official, whichever is greater. Further, Entity, Affiant, and/or Entity Owners have not made any contributions to or in support of current or former members of the Jefferson Parish Council or the Jefferson Parish President through or in the name of another person or legal entity, either directly or indirectly.

**Choice B** ~~\_\_\_\_\_~~ there are **NO** campaign contributions made which would require disclosure under Choice A of this section.

Affiant further said:

Debt Disclosures

**(Choose A or B, if option A is indicated please include the required attachment):**

- Choice A  Attached hereto is a list of all debts owed by the affiant to any elected or appointed official of the Parish of Jefferson, and any and all debts owed by any elected or appointed official of the Parish to the Affiant.
- Choice B  There are **NO** debts which would require disclosure under Choice A of this section.

Affiant further said:

Solicitation of Campaign Contribution Disclosures

**(Choose A or B, if option A is indicated please include the required attachment):**

- Choice A  Attached hereto is a list of all elected officials of the Parish of Jefferson, whether still holding office at the time of the affidavit or not, where the elected official, individually, either by **telephone or by personal contact**, solicited a campaign contribution or other monetary consideration from the Entity, including the Entity's officers, directors and owners, and employees owning twenty-five percent (25%) or more of the Entity, during the two-year period immediately preceding the date the affidavit is signed. Further, to the extent known to the Affiant, the date of any such solicitation is included on the attached list.
- Choice B  there are **NO** solicitations for campaign contributions which would require disclosure under Choice A of this section.

Affiant further said:

Subcontractor Disclosures

**(Choose A or B, if option A is indicated please include the required attachment):**

- Choice A  Affiant further said that attached is a listing of all subcontractors, excluding full time employees, who may assist in providing professional services for the aforementioned RFP.
- Choice B  There are **NO** subcontractors which would require disclosure under Choice A of this section.

Affiant further said:

That Affiant has employed no person, corporation, firm, association, or other organization, either directly or indirectly, to secure the public contract under which he received payment, other than persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project or in securing the public contract were in the regular course of their duties for Affiant; and

That no part of the contract price received by Affiant was paid or will be paid to any person, corporation, firm, association, or other organization for soliciting the contract, other than the payment of their normal compensation to persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project were in the regular course of their duties for Affiant.

Stefan Muirhead  
Signature of Affiant

Stefan Muirhead  
Printed Name of Affiant

SWORN AND SUBSCRIBED TO BEFORE ME  
ON THE 14<sup>th</sup> DAY OF January, 2025.

Paul Eunzoon Yang  
Notary Public

Printed Name of Notary

Paul Eunzoon Yang  
NOTARY PUBLIC  
HOWARD COUNTY  
STATE OF MARYLAND  
My Commission Expires June 11, 2028

Notary/Bar Roll Number

My commission expires June 11, 2028.

Jefferson Parish  
RFP 24-0912 /16181733  
Design and Development of JEDCO Website  
1/14/25

**Sub Contractors:**

For this project Ignition72 anticipates working with one subcontractor: 90 x 3 Consulting, based in New Orleans, LA.

Ignition72 expects to work with the company principal, Matt Pruett.  
[matt@90x3.com](mailto:matt@90x3.com)  
[90x3.com](http://90x3.com)