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Technical Proposal for the Design and Development of JEDCO Website RFP#141593

Submitted To

Jefferson Parish Economic Development Commission
ATTN: Kelsey Scram
700 Churchill Pkwy
Avondale, LA 70094
Email: kscram@jedco.org

01/16/2025





Cover Letter

01/16/2025

Jefferson Parish Economic Development Commission
ATTN: Kelsey Scram
700 Churchill Pkwy
Avondale, LA 70094
Email: kscram@jedco.org

Subject: Response to Design and Development of JEDCO Website RFP.
Dear Ms. Scram,

Imagine a website that not only reflects the vibrancy of Jefferson Parish but actively fuels economic growth—a digital platform that captivates, engages, and empowers your users. Neumeric Technologies and Searle creative are pleased to present our proposal to redesign the JEDCO website. Together, we have a proven track record of successfully delivering transformative digital solutions for public sector organizations and economic development agencies.

Neumeric and Searle Creative bring a perfect balance of technical expertise and creative innovation. We understand your project needs to highlight Jefferson Parish as a premier destination for businesses while providing your users with easy-to-use tools and quick access to information for site selectors, executives, and entrepreneurs. Our commitment is to deliver a website that captures the vision of Jefferson Parish and serves as your vital tool in attracting new development.

Searle Creative, with extensive design experience working with economic development agencies, will lead the discovery and design phases of your project, ensuring that your unique story is effectively conveyed. The team at Neumeric will spearhead the technical development, launch, post-launch support, and overall project management of your project, ensuring that your updated website exceeds your expectations in both form and function. A few of the similar organizations we've work with include the City of Moreno Valley Economic Development, City of Camarillo Economic Development, City of Lancaster Economic Development, City of Lake Elsinore Economic Development, City of Menifee, the City of Milwaukee, Foster City, Ventura County, and Delaware County.

We hope that our proposal reflects our commitment to performing all of the many services outlined within your RFP and we look forward to the opportunity to further discussing our proposal, services and your unique needs with the JEDCO team.

As your primary point of contact please don't hesitate to reach out with any questions.

Thank you,

Marc Fields, Vice President
Neumeric Technologies Corporation
marc@ntc-us.com
D (614) 612-1510
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Qualifications and Experience

Overview

Our qualifications are grounded in over two decades of experience in creating tailored websites for public sector and economic development agencies, county's and municipal clients as well as for large-scale venues. We specialize in developing modern, visually compelling, and data-driven digital solutions that prioritize user engagement, accessibility, and quantifiable results.

Why a partnership – what makes us unique?

You may be wondering why we're presenting a collaborative team and how this partnership benefits JEDCO. The answer lies in the expertise we bring to your table. Most digital marketing and development firms focus exclusively on either the creative or technical aspects of a project. It's rare to find a single agency with deep subject matter expertise in both the creative and technical areas. By combining Neumeric's deep development capabilities with Searle Creative's innovative design expertise, we can deliver a visually stunning and technologically advanced website. Together, we offer a holistic approach, ensuring that JEDCO's website is not only visually captivating but robust, user-friendly, and primed for long-term success.

Searle Creative Group

Searle Creative Group is a single-member LLC owned by Kellie A. Searle and incorporated in the State of California. A dynamic marketing and design firm located in Ventura, California, Searle Creative Group provides a full range of strategic and creative services, including award-winning graphic design, website development, and branding. We have been in business since 2000 and have helped hundreds of clients – from cities to multi-million-dollar public companies, special districts to nonprofits – find creative solutions to their communications challenges. Our multi-industry experience enables us to bring a fresh perspective to new projects. No fluff, no art for art's sake, and no big egos. Plus, our team is fun and easy to work with.

Highlights

- SBA Certified Woman Owned Small Business
- California State Certified Small Business
- SAM.gov registered with assigned UEI
- Founded in 2000; currently 15 team members
- American Advertising Federation Central Coast "ADDY" Award winner (multiple, for print and web)
- Featured on Pacific Coast Business Times' Top Advertising Agencies, 2014-2025

Few of our economic development, municipality, and special district clients includes:





For almost 25 years, Searle has produced high-quality, award-winning creative work, fostered great relationships with clients, gotten involved in the community, and kept growing. We've earned an outstanding reputation because we do the things we say we are going to do.

Neumeric

Since 1999, and the past 25 years, Neumeric has been providing cutting-edge technology solutions to public and private sector clients. Based in Columbus, Ohio, platform agnostic, working in today's most recent and current technology stacks. Our team regularly works with WordPress, Drupal, DNN, ASP.Net, SharePoint, Joomla, Umbraco, Magento, Cascade, and the most recent and current open and closed CMS platforms. Platform agnostic, our recommendations are always based on what's best for our clients – not what's easiest for our team to build and maintain.

The heart of our organization is centered on being client centric, providing superior design, developments and support services to our clients. The team at Neumeric will be spearheading overall project management and handling the development, deployment, warranty, and any post- deployment support services for your project. With over 60% of our business in the public sector we have a strong track record of working with clients who service their unique communities.

Few of our clients include:



The heart of our organization is centered on being client centric, providing superior design, development and support services to our clients. The team at Neumeric will be spearheading overall project management and handling the development, deployment, warranty, and any post- deployment support services for your project.





Project Team

Kellie Searle | CEO & Chief Strategy Officer

As company founder, Kellie has carried discovery, strategy, branding, site organization, and content development for every site in our portfolio.

Kellie excels at developing effective communication strategies and enjoys the challenge of discovering the best and most impactful ways to present information to an audience. With a strong background in copywriting, Kellie's creative oversight ensures that her clients' marketing communications efforts stay in brand and on target. Kellie holds a bachelor's degree in creative writing from the University of California, Santa Barbara. Before launching Searle Creative Group in 2000, Kellie served as in-house copywriter/creative director for a \$65 million agricultural brand (eventually bought by Monsanto), and prior to that she was a writer and editor for Santa Barbara-based educational publisher ABC-CLIO. In the early aughts she served as editor at large of SAM: Sales-Advertising-Marketing Magazine.

Aimee Allred | Creative Director

As creative director, Aimee has carried out site architecture, creative work and oversight, brand management, discovery, site buildouts, functionality testing, and project management for every site in our current portfolio.

A true multi-talent who constantly pushes the envelope, Aimee brings a contemporary taste and unique perspective to all the pieces she oversees, whether it's an award-winning website, a high-profile logo, or an automated email marketing system. Aimee is a careful curator of quality, pushing every project to be its absolute best. Not limited to brilliant creativity, she is also an amazing analytical thinker, eagerly diving into new technology and solutions. Aimee earned a certification in Graphic Design for Web from the Technology Development Center in Ventura, California and freelanced in both print and web for several years before joining Searle in 2010.

Kelly Myers | Senior Web Designer

Kelly has served as lead designer on all sites in our portfolio.

Kelly attended Sonoma State University where she dabbled in everything from mathematics to metal sculpture, but never found her passion. She became interested in graphic design when her roller derby league found itself desperate for materials to market its matches. Kelly stepped up, and she soon discovered a natural talent for illustration, layout, and typography. In 2009 Kelly received her professional certification in Graphic Design for Web and Publishing from the Technology Development Center in Ventura; she's been working at Searle since 2014.

Andrew O'brien | Graphic Designer

Andrew designs graphics and illustrations for websites.

Andrew brings a fresh voice to the creative team after years working as a self-taught freelance designer. Specializing in print layout and identity design, he is interested in all things branding and typography. Andrew is currently attending the Los Angeles Film School to earn his Bachelor of Science in graphic design.

Marc Fields

Client Satisfaction Manager, Neumeric

Marc Fields, with over six years at Neumeric, heads the business development and client satisfaction departments. Based in North Carolina, he serves as the **key point of contact** for this project, ensuring smooth communication between JEDCO and Neumeric's team. Marc is an active client advocate responsible for managing the various non-technical and technical aspects of our projects. Simply, Marc's function in your project is to facilitate communication between your team and ours, making sure that your





wants and needs are communicated internally – and most importantly – they are met. He will be your main point of contact throughout the project.

Some of his work include the City of Foster City, Central Health of Travis County, the City of Milwaukee Municipal Court, Delaware County, the City of Miami Beach, Utah Housing Corporation, University of Houston Downtown, Palmdale Water District, Orange County Sanitation District, and others.

Bob Peters

Project Manager, Neumeric

Bob has been leading teams for over 11 years and has managed multiple large website projects, content migration, custom plugin development, theme customization, 3rd party integrations, and mobile application development for clients just like you. Leading the back-end technology teams, Bob ensures that our best personnel are assigned to each project. Working with his team of delivery managers Bob has continued to deliver successful projects on time and on budget.

Some of his work includes the University of Houston Downtown, City of Milwaukee Municipal Court, Orange County Sanitation District, Delaware County, the State of Utah Department of Commerce, the State of South Carolina SCETV. For JEDCO, Bob will manage the project, coordinating teams to ensure seamless execution.

Kennedy King

Lead Full-Stack Developer (UX/UI), Neumeric

Kennedy King has over eight years of experience as a developer with expertise in full-stack development, robust architectures, and web accessibility. Kennedy will lead the development team for JEDCO, overseeing migration, integration, and implementation of site features and functionality. Proficient in PHP, MySQL, Drupal 6-10, AJAX, JavaScript, HTML, and CSS, Kennedy's past projects include Central Health of Travis County, Palmdale Water District, University of Oklahoma NCSBY, and Detroit People Mover. His solutions have consistently improved website performance and usability.

Steven Vetts

Quality Assurance Lead, Neumeric

Steven Vetts is a seasoned QA manager with over a decade of experience in software testing and quality assurance. Steven specializes in creating comprehensive test strategies and leading QA teams to ensure website compliance, functionality, and user experience. He has developed and executed QA strategies for clients including the University of Houston Downtown, Utah Housing Corporation, Washington State Dept. of Retirement Systems, and University of Montevallo. Steven will oversee all QA efforts for JEDCO, ensuring the website meets rigorous quality standards.

Paul Jefferson

Full-Stack Developer, Neumeric

Paul Jefferson leads a team of developers with expertise in building and refining web pages to integrate advanced features. He has extensive experience in translating design blueprints into functional website pages, which are then enhanced with features and integrations by Kennedy King's team. His work includes collaboration on projects such as Orange County Sanitation District, Palmdale Water District, and University of Houston Downtown. Paul will focus on developing the framework and structure for JEDCO's new website.



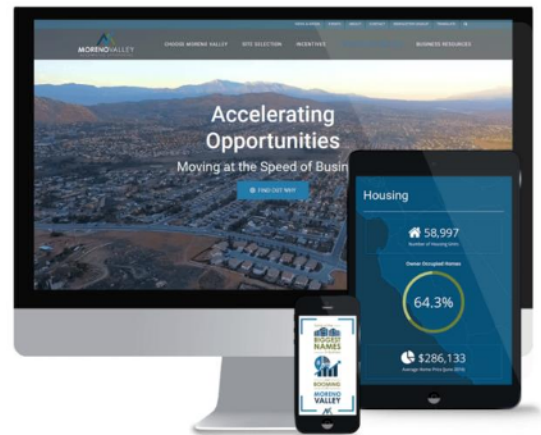


Relevant Experience

City of Moreno Valley Economic Development (Searle Creative)

Moreno Valley's Economic Development website showcases the city's benefits to its target market with features like GIS property search integration, animations, a video hero shot, and custom infographics. A robust interlinking system ensures users can easily access vital information on the city's economy, population, and business climate. Tailored landing pages provide targeted data and property searches for key decision-makers without overwhelming them.

Moreno Valley's new site presents a great deal of very important, detailed data for key decision-makers in an informative way that doesn't overwhelm them.



City of Camarillo Economic Development (Searle Creative)

<https://choosecamarillo.com/>

This video and photography project for Camarillo Economic Development was a multi-day shoot that captured the essence of the city for businesses considering moving to or starting up here. Through this video and its [economic development](#) activities, the city aims to attract new and existing businesses in all industries, especially healthcare services, life science, ag tech, and manufacturing.

The goal of this photography and video shoot was to showcase all the things that make Camarillo an ideal location not just to build a business, but to build a life. This was a multi-day coordination and production including several business industries, restaurants, and exterior downtown locations, two videographers, multiple actors, a drone operator, and still photographer. As a result of this project, Camarillo Economic Development now has a collection of beautiful video and photography assets to use across their marketing materials.



City of Lancaster Economic Development (Searle Creative)

<https://businessinlanasterca.org/>

This video and photography project for Lancaster Economic Development showcases the city's unique position as a leader in clean energy, advanced manufacturing, and aerospace innovation. This multi-day shoot featured several business sectors, including clean energy, advanced manufacturing, aerospace, and retail, alongside community-focused locations like Lancaster's parks and recreational areas. Capturing these elements required a collaborative effort, including drone operations, actors, and still photography, resulting in stunning visual assets that showcase the city's vibrant lifestyle and business-friendly environment.





The visuals from this project serve as a cornerstone for Lancaster's economic development initiatives, positioning the city as an ideal destination to live, work, and innovate.

City of Lake Elsinore Economic Development (Searle Creative)

<https://lakeelsinorebusiness.com/>

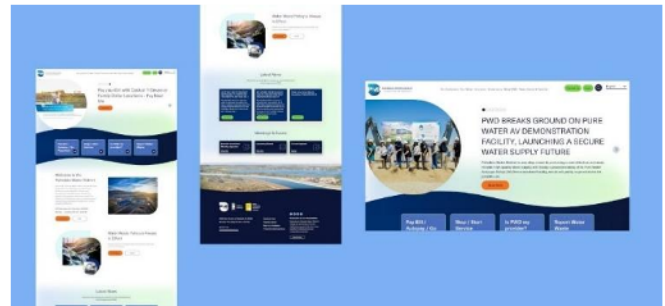
To capture the dynamic spirit of city, Searle designed a bold, user-focused economic development website with an innovative approach. The site features a full-screen hero image and a hidden top navigation menu that reveals itself as users scroll, creating an immersive and intuitive experience.

We carefully crafted the menu structure and page layout to mirror the city's vibrant and ambitious spirit. Partnering with the Lake Elsinore Economic Development Dream Team, we delivered engaging copy and eye-catching infographics to give busy business owners quick, impactful insights into the city's advantages. Rooted in Lake Elsinore's identity as an action-sports destination, the site blends bold colors, energetic visuals, and the new Economic Development logo to create a digital presence that stands out.



Palmdale Water District (Neumeric)

The original Palmdale Water District website was outdated, making it difficult for users to access services and find information. Neumeric provided a complete redesign with ADA-compliant, research-based design concepts, modernizing the home page and internal pages. New functionalities included a bill estimator, interactive chatbot, online forms, appointment scheduling, and enhanced search capabilities, along with multi-language options and social media access. The updated site significantly improved user experience and communication with district staff. Ongoing hosting, maintenance, and support services through AWS ensure the website remains effective and user-friendly for residents and businesses alike.



Neumeric currently provides ongoing hosting services through AWS and maintenance and support services (including core and plugin updates, new functionalities, & training) to the Palmdale Water District.

Orange County Sanitation District (Neumeric and Searle Creative)

OCSan is one of the largest public agencies that provides wastewater collection, treatment, and recycling to approximately 2.6 million people in an area of 479 square miles in central and northwest Orange County. OCSan provides services to 20 cities, two sanitary districts, two water districts in Orange County.

OC San was looking for a partner to redesign their outdated Granicus site to a new modern, engaging and compliant WordPress website while maintaining and integrating their current Legistar application. Their goal was for a new modern website that would tell their story, quickly engage their communities, and quickly provide information to their municipal and community users.

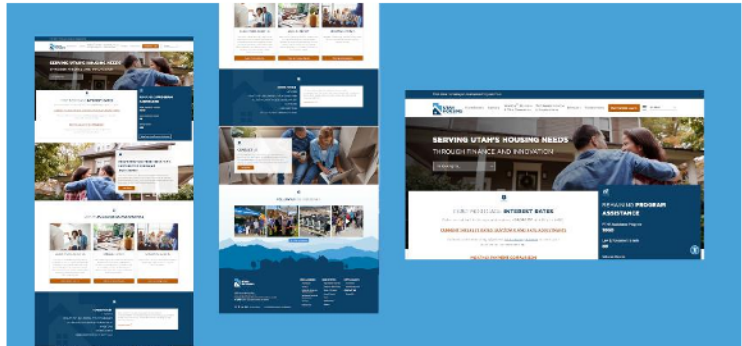
The new website was launched in Dec 2024. <https://www.ocsan.gov/>





Utah Housing Corporation - Neumeric

The Utah Housing Corporation (UHC) launched its new website in June 2024, aiming to enhance communication and streamline services for a broad audience, including homebuyers, lenders, developers, and real estate agents. UHC, a public corporation dedicated to creating affordable housing for lower-income Utah residents, sought a digital partner to modernize their outdated website while using their updated branding and style guidelines. After a thorough search, Neumeric was chosen to lead the design, development, and deployment of the new WordPress website.



Neumeric's work included a complete site rebranding, creating new designs for the homepage and key pages, updating digital style guidelines, integrating dynamic rate calculators and 3rd-party applications, and implementing interactive forms and directories. The backend was also simplified for easier maintenance, delivering a cutting-edge solution to meet UHC's diverse needs.





References

Searle Creative

1. Client name: [City of Lake Elsinore Economic Development](#)

Contact name: Gina Gonzalez, M-URP, CEcD, ACE
Director of Economic Development and Legislative Affairs
(also former ED Director for City of Menifee.

Phone number: 951-674-3124 ext. 919

Email address: ggonzalez@lake-elsinore.org

2. Client name: [Triunfo Water & Sanitation District](#)

Contact name: Becky Haycox, Public Information Officer
(also former Marketing Manager for Port of Hueneme)

Phone number: 805-212-8394 (cell)

Email address: beckyhaycox@triunfowd.com

Neumeric Technology Corporation

3. Client name: [Palmdale Water District](#)

Project: Website redesign and CMS implementation

Contact name: Jim Stranton, Information Technology Manager

Phone number: (661) 456-1050

Email address: jstanton@palmdalewater.org

4. Company name: [Utah Housing Corporation](#)

Contact name: Michele Barker-Allred

Title: Development Team Supervisor

Phone number: (801) 902-8268

Email address: mbarkerallred@uthc.org

5. Client name: [Orange County Sanitation District](#)

Contact name: Belen Carrillo

Title: Public Affairs Office | Sr. Public Affairs Specialist

Phone number: 714.593.7886

Email address: bcarrillo@ocsan.gov





Project Approach

Summary of Approach

We know that recruiting and retaining businesses is tricky no matter how you look at it. Not only do you want to attract new businesses, you want to bring in the right kinds of businesses that will support economic vitality for the long term and align with your region's workforce, resident demographics, and community values. With the increase in the regional municipal competition; especially after the pandemic, it seems like the topic of economic vitality and resiliency has never been more important. Municipalities and counties are differentiating themselves by highlighting their economic opportunities, streamlined process, their talented and available workforce, and their vibrant business districts and communities. Quality of life often takes centre stage, with companies also considering the availability to attractive neighbourhoods, education, cultural attractions, and transit, just to name a few.

With many factors influencing the potential for a positive business opportunity, it's clear that Jefferson Parish has a lot going for it as an attractive business destination. It's a vibrant and diverse county offering an outstanding quality of life. Its cities are business friendly and business minded. Its workforce is ready and available. Its planning and development process is streamlined and consistent. The Parish provides many resources for business owners and developers to make it even easier to navigate the process, and its arms are open wide for small local business growth.

That's a lot to address in a campaign, right? But all of this is what makes up your story. Helping you tell it, powerfully and effectively, is what we'll do. We'll combine outstanding creative and strategic marketing know-how and deliver exceptional results for JEDCO and the Attraction Campaign. We'll learn what promises you can keep better than any of your competitors and we'll create a new website that positions you to own them. We'll make your strengths shine.

Project Activities and Schedule

Discovery

The Objectives

- Create a responsive, modern, and intuitive website tailored to JEDCO's audiences.
- Optimize and reorganize content for easy access and improved usability.
- Build a future-ready framework with enhanced functionality and integrations.
- Reflect JEDCO's identity with visuals aligned to its Brand Standards.
- Define milestones and success factors to ensure project goals are met.

Discovery gives us a perspective of where you stand today and, more importantly, helps us establish benchmarks for the project's strategy and development. The discovery process begins with the team meeting to gain insight into your history, operations, site content, goals, pain points, target audiences and your overall objectives of the project. The discovery phase enables us to fully understand and confirm the project requirements, and plan the balance of the project.





Your website is a front-row seat to all the economic benefits of doing business in Jefferson Parish. Not only should your new website appeal to executives, site selectors, real estate developers and entrepreneurs, it should speak to the community you serve (which also happens to be the place where small businesses spark into existence). Plus, strong communications conveyed by a well-designed and easy-to-use website creates the perception of government transparency, accessibility, and efficiency.

We approach our projects with a spirit of collaboration – we're here to serve you, not dictate to you. We're experts in our field, but clients possess a depth of knowledge about their products and services above and beyond what we bring to the table. We care about what you have to say.

What Discovery Looks Like

During Discovery, we'll take a critical look at your branding, messaging, and some technical stuff. We will:

- Learn everything we can about your parish: your programs, your relationships with the community and your stakeholders, your achievements, and your communications challenges.
- Audit your current website to understand how you've presented yourself historically— what do you want your website to do better at?
- Gather information about what benefits and tools are most important to your constituents and explore the best ways to meet those needs.
- Uncover your value: what is JEDCO's promise to the community?
- Discuss expectations and measurements of success
- Evaluate current assets available
- Review and define each functionality request to ensure that the development of your website tools will meet your needs and exceed your expectations

Now's the time to take a hard look at site organization and content.

JEDCO's current website has been around since 2017 and it's a beast (we don't mean this in a bad way!). Discovery asks several really important questions that will help you evaluate and re-organize your new site.

1. What's most important for visitors to see, understand, and access?
2. Are people using all the pages? What are the most visited pages?
3. Do we have too much content/too many pages? Can it be whittled down?
4. Are we missing any key content that needs to be added?
5. How well would the average user be able to find what they were looking for?

Evaluating Content and Content Structure

There is no point in paying tens of thousands of dollars for a new website if we don't bother to take a look at what's actually in it. We create a spreadsheet containing all live URLs on your site. It will reflect the current navigation sections (we aren't moving anything around yet). Next, together we are literally going to click on every URL on the website and take a look at it to determine:

- Is the content still accurate and relevant?
- Can the content be condensed, combined with another web page, or expanded upon to increase its usefulness and SEO power?
- Is there any functionality happening on this page? Is this still a feature you need? Would that be better handled somewhere else?
- Does the page need a particular new functionality (e.g., a form, a calendar feed, links to other related articles, a payment link, etc.)?

Through this evaluation, we'll determine what is going to happen with each page and what it needs, and we'll list those directions to the spreadsheet. We start to define what general buckets (which will eventually





develop into your navigation) that your pages belong in. We'd take a look at what navigation and naming conventions makes sense for your audiences. For example, what is a small business owner looking for and what language would they use to find what they were looking for? How about a large multinational corporation? The goal is that we come out of Discovery with a clear understanding of what needs to be done and how to tackle it.

Project Kick-off

- Learn about JEDCO, including its relationships with the community, its achievements, and challenges.
- What is JEDCO's promise to the community?
- Audit your current website to understand how you've presented yourself historically.
- Gather information about key benefits and tools to highlight to your constituents.
- Determine what content, data, documents, etc. need to be included in the new website.
- Evaluate current assets.
- Review and define each functionality request to ensure that the development of your website tools will meet your needs and exceed your expectations.
- Discuss expectations and measurements of success.
- Establish project timeline.

Understanding Users and Their Needs

Many cities and organizations automatically organize their sites by their INTERNAL organization, which can create frustration for an outside user. The key to a successful website is to consider how your end user would look for what they need and make it easy for them to find. We will work on this via our Discovery process to get it dialled to best serve your audiences.

We're Great at Working with Groups

Boards of directors, committees, executive offices, C-suites, sales teams, administrators, teachers, you name it. We never could have gotten this far without being excellent listeners, responsive to requests, accommodating to diverse personalities, and helpful in building consensus.

The Outcomes

- A seamless and engaging website for all audiences.
- Easy navigation with clear, organized content.
- Consistent visuals showcasing JEDCO's identity.
- Scalable architecture supporting growth and innovation.
- Defined benchmarks and metrics for tracking impact.

Design

The Objectives

- Create a visually appealing website for a strong first impression.
- Design a modern, timeless site to enhance the Jefferson Parish brand.
- Ensure easy access to resources and tools for all users.
- Integrate feedback tools to improve user experience.
- Collaborate closely with your team for alignment and success.





Your website is often the first impression people have of your organization and we all know how important it is to make a good first impression. The average user takes about 50 milliseconds to form a first impression on your website. Our team's goal is to create a design for your website that will retain users and engage them in making a positive call to action.

Here's where we translate the creative brief into concepts that will hit the mark. We want to develop a welcoming, modern and user-friendly site that knows what it is there for: to provide resources, tools, and information to residents and other website visitors in a way that makes them feel positively about Jefferson Parish. We're looking for a clean, contemporary look and feel but not a trendy one, because we want the site to last and appeal to a wide range of users. We want a design theme that will enhance the brand, not distract from it.

The foundational keyword for this project is "easy." Make information easy to find. Make services easy to access. Make communicating with your team simple and straightforward. Ensure a feedback-gathering tool so that site users can respond and your team can maintain site quality and shore up anywhere it needs to.

Strategic

- Project kick-off meeting
- Asset review and determine photographic/video needs
- Complete creative brief with client to ensure designs are on-target with client's vision
- Development of site outline (navigation and site map) to ensure intuitive, user-friendly content organization
- Create a wireframe that describes the hierarchy and flow of information on the home page
- Determine what callouts and calls to action are needed and in what sections

Creative

- Initial presentation of two custom solutions for home page
- Further development of your favourite home page design, up to three rounds of revisions included
- High level design for key landing pages (your most trafficked or special sections you want to give special attention to)
- Content wireframe and design of 8-10 unique page templates for different classes of content (usually for major departments), will harmonize with your chosen home page design
- Up to three rounds of revisions are included
- Layouts will integrate multimedia, video, and social media into design
- Content page designs (including news, calendar, and custom post types) that harmonize with home page design
- Design online forms
- Infographics, illustrations, and light animations as needed
- Mobile-first design - we design with desktop AND mobile experience in mind
- Responsive site will have optimized display on smartphones and tablets
- Images and content will be shareable across social media

The Process – How We Work Together

Here are the main things we cover as we start on a website. We do this collaboration with YOU, our client, especially in the beginning as we get to know your organization and brand.

- Context: How does the website fit into the big picture and support the mission of the organization?





- Audience: Who are we communicating with and what do they need?
- Content: What key benefit(s) is this piece highlighting to the audience?
- Emotion/Connection: What feeling do we want the website to express, how do we want the audience to feel about us when they engage with it?
- Brand Creative: What creative considerations need to be taken into account so the site enhances Jefferson Parish's (and JEDCO's) brand?
- Functional: What functionality should the website have to serve the needs of its audience?
- Evaluation: What's the measurement of success?

Production and Communications

- We keep to the schedule. We keep track of what's due, when it's due, what we need for it to be completed, and where it's going.
- We will always have open communication with you about project status, hurdles, and victories. Any time you ask, we will answer.
- We stay on top of our clients to keep things moving. We know you get really busy, but we will push you if we have to, to make sure stuff gets done on time.

Project Proofs and Approvals

- When Searle sends concepts and artwork for approval, we communicate any thoughts about the ideas we developed, along with any questions about preferences.
- You receive the work and give approval or requests revisions either via email or we set up a meeting to discuss.
- Searle will speak up and advise if we feel strongly that a revision will take away from the work, but in the end, it's your call and we aren't sensitive about it.
- We make your revisions and send revised artwork for review. Repeat until approved.

The Outcomes

- Mobile-first, responsive website with intuitive navigation.
- Clean, brand-focused design that resonates with users.
- Streamlined access to services, forms, and multimedia.
- Increased user engagement through feedback and interactive tools.
- On-time delivery with clear communication and transparency.

Development

The Objectives

- Build a modern, user-friendly WordPress site tailored to JEDCO's needs.
- Implement dynamic features like GIS dashboards and seamless content migration.
- Ensure ADA compliance with WCAG 2.2 AA standards using AudioEye.
- Provide tools for easy content management, analytics, and security.
- Deliver a scalable, secure, and sustainable website.





With the new page designs and layouts signed off, our development team will get to work building your new WordPress website, handling the custom coding, building each landing and child page, creating all of your page templates, populating and migrating all of your current and updated content, adding the links and digital assets on all of the pages, implementing all of your features and functionalities, integrating all current 3rd party applications, and running a series of user and functional tests throughout each sprint. During this phase we'll bring your new website to life and you'll be provided access to the front end of the development site so you can see your project come together sprint by sprint – providing feedback and seeing your feedback incorporated.

The CMS – why WordPress?

Our CMS recommendation stems from careful consideration of the project's requirements and the unique needs of your community and audiences. Why WordPress?

- Simply you know the CMS.
- It's easy to use – you don't need technical or coding knowledge to create new content, pages, or edit content on your website.
- You can add unlimited users and user roles, no license required for adding additional users.
- WP supports all types of media content.
- Data ownership: You own your website data, content, source files, and your website. You get full control over your site's design and content.
- With over 65,000 available plugins offering a new feature or enhancement you have unlimited possibilities for customization and growth.
- WordPress is designed to be SEO, compliant, user friendly, and is built for speed.
- WordPress is always growing with a massive community of developers across the globe. While the core CMS is very stable and secure, new features and enhancements are always being released

We will collaborate with the JEDCO team during requirements gathering to structure content, highlight events, news, and land-use planning, and develop ArcGIS-powered dashboards (via LeafletJS) to assist businesses in selecting optimal locations.

Key Best Practices:

- Update demographic info regularly.
- Highlight key industries, leading employers, and incentives for businesses.
- Ensure a modern, user-friendly design with clear navigation and a 2-3 click rule.
- Feature GIS dashboards, easy contact access, and the latest news/events.

Economic Development Strategies:

- **Workforce Development:** Training programs, accelerators, and talent attraction.
- **Business Support:** Incentive programs and streamlined regulatory processes.
- **Sustainability:** Promote conservation and tourism.
- **Partnerships:** Foster public-private collaborations.

As a platform agnostic firm, choosing the right CMS is all about options and what works best for you – not what's easiest for our team. During the discovery phase of your project, we'll explore other CMS options, including Drupal, DNN, and other open-source platforms, and if your team feels a different CMS better fits your needs – we'll build your new site using that platform at the same cost. It's not about what's easiest for us – rather – it's about what is best for you. The CMS used for your project will not affect the design phase of your project whatsoever.





We will implement the latest tools for optimized performance and security. Our team will install Google Analytics 4 (while preserving prior data), Google Tag Manager, Yoast SEO, Monster Insights, and Wordfence. These tools will provide a comprehensive monitoring platform directly within your website dashboard, allowing your team to track key performance metrics, user behavior, and site security without switching between multiple applications. This streamlined approach ensures efficient management of analytics and security, empowering your team with actionable insights to enhance site performance and protect against threats.

Throughout the development process, our QA team will execute multiple levels of testing, and review, including browser and device testing so there are no surprises. Prior to deploying your site, we'll review all of your site pages and features with you and make any last-minute changes.

Content Migration

Our content migration process starts with our mapping out your existing pages and their related content, links, 3rd party integrations, and assets over to their new locations in your new site. As your site architecture changes (and is improved) where your pages land will change based on the feedback we receive from your team. The actual migration of the content and digital assets is both a manual and automatic process and we use a team of developers and QAs to migrate, test, and retest the migration so that all your links, functions, and content has been moved over to its new home. Everything is included in our turn key proposal.

ADA compliance: While all of your pages will be designed to meet the current WCAG 2.2 AA standards, we strongly recommend (and have included) the AudioEye online ADA compliance user interface tool. *Our proposal includes the first-year licensing fee, testing, and setup charges for this A.I. tool.*

Why use AudioEye to handle your online compliance needs? First, AudioEye will crawl your site every time a page is clicked. The A.I. tool will review and fix all of the non-coding / non custom required compliance issues to the WCAG 2.2 AA standard (or most current AA standard). Next, the tool will provide your team with a compliance audit on demand. Third, the tool can help us keep your site running at or near 100% ADA /WCAG AA compliant so you don't need to worry about compliance audits. The tool also provides your site users with the immediate ability to directly register a compliance complaint to the audit team at AudioEye – this is a big one! Finally, throughout the warranty period and optional M&S period, our compliance team will monitor the site reports and make all the “non-AI automatic tool” coding updates and fixes.

The Outcome

The outcome includes

- A fully functional website that aligns with the approved design and meets the project's objectives.
- A website equipped with the necessary features, functionality, and content management capabilities.
- A fully functional back-end with users and user roles assigned to your staff.
- A clean and easy ready for deployment website.
- Extensively tested to ensure compatibility, usability, and bug-free performance.
- The development phase sets the stage for the next steps -- the deployment and launch of your new website.





Delivery

The Objectives

- Training for your staff prior to deployment.
- A thorough pre deployment testing process.
- Setting up the staging and production environment.
- More testing.
- Moving from development to the staging & live instances.
- Kicking off the warranty

By this point your website has been through a battery of tests, reviewed by your team and ours multiple times, and any bugs have been found and fixed. Now it is time to move your new website from our development environment to its final staging and production environments, deploy the database and put all of the security and monitoring tools in place.

Prior to deployment, we'll perform an additional round of testing on the production environment. We'll leave no stone unturned so that you can be confident that your new website will be up and running seamlessly. Our proposal includes setting up and testing both the staging and live environments in the cloud provider, adding the SSL certificate, and doing multiple rounds of testing and monitoring through the warranty and maintenance periods.

Training – pre-deployment: Training can't be over emphasized and unless your team is able to work within and manage your website – your project is not considered a success. That's why we've scheduled (4) full days of online training sessions with our team. Our training programs are designed to make your admins and content editors confident in using your new website in as short period as possible.

*Unlimited training sessions are available at **no charge** through the 90-day warranty period and M&S period. All you need to do is reach out to your client satisfaction manager and he/she will schedule live training sessions as needed. **Training is always free and unlimited for existing and new staff. If your team needs a refresher or you hire a new employee who needs to learn the ropes – reach out and let us help.***

Availability of robust self-service documentation and technical support

- ✓ Our proposal includes 4 days of pre-deployment training and unlimited as needed when needed training at no charge.
- ✓ Comprehensive training manuals, documentation, and materials containing all plugins explaining the steps needed to manage the CMS
- ✓ Direct email access to our technical support team who will quickly review and respond to questions
- ✓ All source code and development documentation provided via a GIT repository

Content editor and admin manuals will be provided prior to the training sessions and the manuals will be updated for any functional updates during the M&S engagement period. REMEMBER, training is unlimited and at no charge, can be used to assist current and new employees in using and maintaining the website.

The Outcome : The outcome of the delivery phase is a fully functional, secure, compliant, visually appealing website with seamless navigation, working perfectly, and YOUR complete satisfaction.





Warranty

Our proposal includes our 100% satisfaction warranty against any bugs and performance issues throughout the first 90-days following the website “go-live” date. We’ll fix any bugs, update the CMS core and plugins, provide regular maintenance and backups of the database and CMS, monitor the website’s performance, review and fix compliance issues, and continue to assist through training and updates.

Maintenance and Support

Our maintenance and support programs are tailored to your specific needs and budget. Each M&S program includes 24/7 emergency support and 24/7 email support with a dedicated support team that knows your site. Every service call is handled by the same dedicated service team.

Package A: Our base M&S program includes:




- Weekly or Bi-monthly status meetings with our support team (scheduled to your specific needs).
- Updating & testing the Core CMS and all plugins to keep your website current.
- Technical troubleshooting and bug fixes.
- ADA compliance review and fixes per the information provided by the A.I. compliance tool.
- Security monitoring and security updates
- Working with your cloud hosting provider to make sure your sites are secure, optimized, and running reliably.
- Scheduling, implementing, testing, and pushing all updates and fixes from staging to the live environment.
- Assistance in working with existing page templates to make content modifications, deletions, and the creation of new pages from existing templates.
- *No Charge training and support services* for your staff as needed when needed.
- Updating the staff user manuals when new post deployment features are added by our firm.

Package B: Package B includes all the services in package A plus live call center support Monday through Friday during normal business hours (excluding holidays).

Cloud Hosting (optional)

Our recommended hosting solution is to use the reliability and power of Amazons’ Light Sail (or EC2) as your production and staging environments for your website. AWS provides flexible computing, storage, and database services priced by the capacity and modules used making it an ideal platform to run your CMS workloads. In addition to being backed up by Amazon’s State and Federal Agency security certifications (PCI-DSS, HIPAA/HITECH, FedRAMP, GDPR (General Data Protection Regulation), FIPS 140-2, and NIST 800-171), their 24/7 managed service support team, instantaneous backups, and recovery services – your team will have complete control over its computing resources.

While our proposal includes the setup of your staging and live environments, monitoring both instances and working closely with the hosting provider – if Neumeric is providing the post warranty maintenance and support services – we DO NOT add any fees to your hosting and staging environment charges. We charge the actual monthly provider fees and provide a copy of each monthly invoice with our M&S invoice.

		
99.99% Uptime Guaranteed by AWS	Technical and Security Support by AWS and Neumeric	24/7 Managed Services by AWS and Neumeric





We always provide a complete cloud service review and stress the importance of having multiple instances, redundancies, load balancers, backup plans in place, and a team of 24/7 network and security engineers monitoring your site.

As a part of our M&S packages, included is the monitoring, the management of, and working with your cloud hosting provider – regardless of who your hosting provider is and who handles the account.

If we're providing those services, we recommend the following AWS setup.

- DDOS Protection (AWS Shield)
- AWS Identity & Access Management (IAM)
- Detective controls (Amazon Inspector)
- Elastic Load Balancers
- AWS Amazon CloudWatch
- AWS WAF - Web Application Firewall
- AWS Certificate Manager
- AWS CloudTrail

Optional - Additional comprehensive end to security protection features that provide full 360-degree protection against every attack and replaces 6 other security tools are available as a separate service.

Our unique single security platform is based on modules, adaptable, all located in a single data engine and dashboard, and can secure your entire organization from today's sophisticated attacks. The security platform offers full-stack security solutions that works independently and in synchrony, allowing you to pick and choose, mix and match, security modules based on your specific needs, while ensuring 95% of all security alerts are automatically resolved and prioritizing the remaining 5% for effective IT intervention and optimal resource management. Available modules include: EDR, Cloud Security, MDM, Email Security, User Data Governance, Endpoint Data Governance, Endpoint Security and Network Security.

Our security platform partner (Coro) is a market leader in the modular security space, providing enterprise grade cybersecurity to any type of organization with lean IT teams. The platform automatically detects, analyzes, and remediates security threats faced by today's businesses, significantly reducing the security burdens placed on IT teams. The company and platform is a leader in G2-Grid for EDR/MDR and received Triple A Grading from the testing institute SE Labs.

Please reach out for a demonstration of our security platform and pricing.

Innovative concepts and methodologies

Our proposal includes or suggests:

- A user centric design by creating user personas, journey mapping and heatmap analysis to create an Information Architecture that addresses each user persona uniquely and equally.
- An AI enhanced accessible site that is responsive on all browsers, devices and OS's
- Adding interactive features using GIS mapping tools for business locations, infrastructure and community resources
- Using D3.Js and chart.JS and other visualization tools to connect to different data sources and provide economic information, success stories, trends on the map of Jefferson Parish, New Orleans.
- Implementing content personalization based on the type of logged in user and user location
- A CRM integration to allow JEDCO team to pursue and help potential businesses in setting up their offices in the JECO region.





- The use of an Agile project methodology with weekly status calls to ensure that the site progress is monitored and your feedback is incorporated into each sprint.
- Implementing data analytics to your KPIs and investigating the use of predictive analytics (Using ML Algorithms) that predict trends and user needs

How we'll fulfill the important JEDCO features

- We will create multiple page templates that help in integrating your existing content into new content through the mapping of each page with an associated new templates.
- We will work with the JEDCO team to create a directory listing of all partners and agencies, site and building information and map it on an interactive mapping system using ArcGIS, LeafletJS or any other agreed JavaScript library that brings an interactive feature and provide profile information of the site, building, business entity, partners and agencies to be added on the site on the map of Jefferson Parish region.
- We'll use HTML5 Players or use YouTube / Vimeo extensions to embed videos that showcase key messages, and announcements. We will also use Slider to embed videos playing in the background to use storytelling concept to create intuitive video integration.
- We'll use an Event calendar plugin and will use Web APIs to integrate secured, online payment integration using Intuit QuickBooks.
- WordPress allows popups created as re-usable components and can be configured to display important information and use content scheduler plugin to turn on and off the notifications. We will also discuss the use of Carousel slider to do the same functionality and promote all important notifications / updates / Call-to-Action buttons on the site.
- Our proposal includes a distinctly visible search bar on all pages to allow for site-wide information searches using the Advanced "SearchWP" and Yoast SEO plugins. These search features provides fuzzy logic, indexing, ranking, and search flexibility with the various search engines and analytics that make the site search indexed so users have a faster retrieval of information. Unpublished pages will not show up in the search results so only up-to-date and current pages are visible. We can also exclude specific content areas, sections, plugins, and pages from the search results.
- Using RSS aggregator tools, we'll combine RSS feeds from multiple external sources by entering the full URL into separate input labels with the generated feeds saved in the database as widgets. The website will allow users to subscribe to the RSS feed to receive regular updates from the website in the form of Newsletter and using appropriate CRM tools, site visitors can register to a department or category.
- We will create a dynamic easy to use online form builder using the "Gravity Forms" plugin for flexible and versatile online interactive lead generation forms.
- We'll integrate with the CRM tools using web APIs so your staff can capture leads and facilitate communication with your prospective and current business owners. All data retrieved from the forms on the captured leads will be integrated in the WP admin dashboard and the CRM tool to help your staff manage and track the leads.
- We'll use the Media Library and Memphis Document Library plugins to create and configure your document library and share content from network site to subsites by arranging and giving permissions to the required folders





Organization

Our Communication Style

As a group of customer-centric individuals – we recognize the benefits of open collaborative communication with our clients. In fact, we encourage getting your feedback so we can incorporate it throughout the project life cycle.

We're not like other digital and development firms. We don't have Account Managers, instead you'll have a dedicated client satisfaction manager who will serve as your advocate and primary point of contact. As your advocate, he/she will be carefully listening to you and your team, asking for feedback, and making sure that your comments and suggestions are heard and implemented.

Throughout the project, your CSM will hold a weekly standup meeting with your team (we expect to hold more frequent meetings during the initial phases of your project) updating your team to the project status, gathering feedback, and showing you how your feedback has been incorporated into the project.

Communication is the key to a successful project and our communication commitment to you includes:

- To be straightforward, clear, and honest with our information at all times.
- To keep you and your team informed throughout the project.
- To provide clear insights into each sprint, phase, and decisions made throughout your project.
- To provide opportunities for feedback

In addition, you will also have direct contact with the project creative, technical, and support managers throughout the project.





Timeline

Being honest is a critical component of every project and pointing out potential project impacts is a must. After careful consideration of the project requirements and our commitment to delivering a high-quality, customized solution, our initial project timeline is 143 business days. We can make adjustments but areas that we don't rush through are the Discovery and Design phases of your project. These are the key areas where your goals and expectations are defined, and your new design concepts and layouts are finalized incorporating your feedback and our research. Testing and user testing with your team are also areas that we don't rush through. Where we are comfortable in making improvements is in the Development phase. By being proactive in setting up the development and staging environments, adding additional resources (which we have), and extending our hours (which we will – on our tab) we can reduce the project's timeline for launch.

Factors that are outside of our control include the time to finalize all contractual agreements, the actual kick-off date, information gathered during kick-off meetings, obtaining already content and digital assets, and your team's continued participation throughout the project in providing feedback to ours in a timely manner. Scope creep and scope changes may affect the project's timeline.

