

1. Letter of Interest

April 25th, 2016

Melanie Rose
Community Affairs Officer
Spokane Valley Fire Dept.
2120 N. Wilbur
Spokane Valley, WA 99206

Dear Melanie,

Thank you for reaching out to Rogue Heart Media with your Web design needs. We're excited for the changes coming for the Spokane Valley Fire Department, and that you'll soon have a website and tools that are easy to use so you can focus on your mission!

As I look at the scope of work and expectations for this project, the word that sticks in my mind is 'usability'. While most of my professional career has been in technology and media I did take a 5 year break from 2003 to 2008 and served as a Park Ranger at Riverside State Park, which means I have a lot of empathy for those in the public sector who suffer from being behind the technology curve. Our public servants shouldn't have to suffer through poorly designed systems, and the public should easily be able to access pertinent information, so usability needs to be the cornerstone of this project. Anything with a Content Management System is going to seem better than what you presently have, but we approach every project with a deep understanding of User Experience (UX) which will ensure a great experience for everyone, from the customers visiting the site, to the staff that have to interact with the members area, and the editors who are ultimately responsible for creating content.

You and your team have done a great job laying out the scope of work and expectations, and you're asking the right questions. Hopefully the following information highlights our recommended approach for the project equally clear. If you have any questions please don't hesitate to ask.

Sincerely,

Rob Kennedy

Rob Kennedy
509-217-7059
rob@rogueheartmedia.com
Lead Developer



Video Production



Commercial Photography



Web & Graphic Design

WEB DEVELOPMENT | OUR PROCESS

2. Scope of Work / 3. Schedule /
4. Approval Process

DISCOVERY & PLANNING

In this initial phase we will get to know Spokane Valley Fire Department and further explore the optimal way of implementing functionality for your new website to meet your goals. The RFP process provides an excellent starting mark. This is a critical phase to ensure your website will be an optimized and measurable part of your marketing efforts, and we invest a lot of energy in developing around UX (user experience). Your website can be more than a collection of digital pages: through UX we set the foundation to tell a story, and actively guide visitor navigation.

MILESTONES: Define goals and objectives
Sitemap draft created by June 17th 2016

LAYOUT & DESIGN

Now we'll create a design for each Web page layout, based on the needs determined in discovery and planning as well as the content that has been supplied and generated. Depending on how well-defined your brand is, there may be some time spent here refining design elements as well. These designs will be presented to you in an interactive PDF for the first round of proofing. This is also the stage to be collecting and developing content, determining what will migrate over from your existing site versus being created anew.

MILESTONES: First proof by July 15th
Design & Layout approved
Content supplied/developed

DEVELOPMENT SITE CREATION, FUNCTIONALITY TESTING, & TRAINING

Having decided on the design and functionality requirements, we will now create your development site and install our own content management system (CMS), which will be hosted on our dev server at <http://client.neverhalfhearted.com> so that we can build your site live. We will build the HTML/CSS templates that will be implemented on all the pages in the approved site map. All site functionality will be tested at this time and viewed on all modern browsers and on mobile devices. We will complete any custom programming needed to achieve the desired functionality. Two live proofs are included in this estimate with a round of changes, and then a final proof before launch. You will receive training on the content management system so that you are confident to update your own content after the launch.

MILESTONES: Development site launched
Basic Content added and Training Provided
Site tools and function tested and approved by September 15th 2016

LAUNCH

Because your site was built live on our development site, once it is approved we can simply redirect your domain to the dev site on our server, making the transfer seamless. Google Analytics will be applied to all pages of the site, and we'll submit your site to all major search engines for indexing.

MILESTONES: Transfer domain name (can take 14 days) & launch website September 30th 2016



Video Production



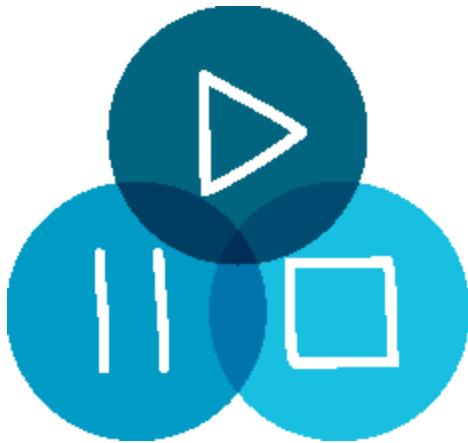
Commercial Photography



Web & Graphic Design

5. Company Background

ABOUT ROGUE HEART | Our Services



Synergy: the interaction of elements that when combined produce a total effect that is greater than the sum of the individual elements.

We are a media design and production company, and we create cinema-quality videos, compelling commercial photos, dynamic multimedia websites, and creative print materials that strengthen the brands of our clients. These three mediums—video, photography, and Web/graphic design—have a creative synergy. The three work together and enhance one another, and our team's unique mix of skills makes it possible for us to specialize in each, and create a

brand message that is powerful and consistent across all media platforms.

We aim to intrigue, inspire, and impact with every job we do.

Rogue Heart Media, Inc. launched in 2011 and is based in Spokane, Washington, but our projects have taken us all over the country. We have two principal creative partners and one designer on staff, as well as a healthy network of dependable freelance team members who support in the variety of services we offer.

The foray into Web design:

Every evolution of our business has been to fulfill a need we see in the marketplace. Starting 5 years ago we struggled with finding a web solution that would work for our business (at that time we were providing only photo and video services), hoping to find something that was flexible enough to allow for creative design, but also easy to manage by those whom were less tech savvy. Rob's background was in computer programming, and in 2012 he discovered the PHP commonly used by content management systems was not that much different from the languages he used to program in.

We ended up creating an amazing web presence, and it was then that we decided to hire a designer, consult with a UX engineer in Canada and a Google Analytics expert in Seattle to refine our processes. And then ultimately determined to share what we had created with others. Many of those we serve are now multimedia clients - photo, video, and web.



Video Production



Commercial Photography



Web & Graphic Design

6. Participation of Key Staff

ROGUE HEART | The Team



ROB KENNEDY
Lead Web Developer | Videographer

Rob has 13 years of experience in information technology, from traditional programming and leading a department at a prominent international software company to more nontraditional roles integrating technology into new industries. He has used the skills and insight built over that time to craft his own unique system for building and managing websites. Rob has a deep understanding of Search Engine Optimization and what makes a website successful. He has a proven track record of championing websites to the top of Google searches, especially ones he has gotten to build.

Rob will be the main point of contact throughout the project, serving as project manager and developer, creating User Interface and ADA compliance, and other desired functionality and tools.



MALLORY BATTISTA
Graphic & Web Designer | Copywriter

Mallory has a bachelor's degree in Business and over 10 years of experience in marketing, print and Web design, brand development, copywriting, and creative promotional campaign development. Whether designing print campaigns, book covers, Web pages, or a start-up's branding identity, she connects clients with truly unique creative design and the materials and media to best garner results.

Mallory will serve as the lead designer for the SVFD Website, including wireframe, design proofs, and implementation.



MEGAN KENNEDY
Producer/Director | Principal Photographer

Megan is an award-winning photographer and videographer with over 10 years of video production experience, from directing and editing national PSA campaigns to producing feature-length documentaries. Megan also leads the team's photography services, specializing in portraiture, product photography, event coverage, and creative photography for Web design. In 2015, she was named an Emerging Business Leader by Inland Business Catalyst magazine.

Megan will assist in client support and coordination, as well as internal creative feedback for this project.



Video Production



Commercial Photography



Web & Graphic Design

7. Client References

EXPERIENCE/REFERENCES | Case Studies



SONDEREN PACKAGING

When Sonderen Packaging approached us to redesign and host their website, we had already had the privilege of working with them on several multimedia projects, beginning with a legacy video for their 50th Anniversary back in 2013. We had worked to develop a deep understanding of their brand and were able to craft a custom website for them, with all unique photo and video elements, that is authentic to Sonderen Packaging and its rich history.

The content management system enables them to make changes and additions themselves, while maintaining the high standard of design.

We have remained Sonderen Packaging's multimedia provider, supplying them with ongoing product photography, staff photography, design for their trade show booths, and copywriting and photography for their blog to continue to add content to their flourishing Web presence.

Keva Sonderen
 Sonderen Packaging
 2906 North Crestline St.
 Spokane, WA 99207
 509-487-1632
keva@sonderen.com
www.sonderen.com

"I would recommend them to any company who was looking to capture the SPIRIT of their company."

Keva Sonderen | Co-Owner, Sonderen Packaging

Keva can speak to her experience working with Rob, Megan, and Mallory each in various service capacities.



Video Production



Commercial Photography



Web & Graphic Design

EXPERIENCE/REFERENCES | Case Studies



STEAM PLANT CENTENNIAL

We've had the privilege of documenting a series of events leading up to the March 2016 Centennial Celebration of the Steam Plant. From still photography, to video interviews and historic research, we were able to serve Steam Plant in both preserving their legacy and promoting their contemporary vision.

From the incredible peek into the past to the community-minded philosophies that drive what the space will be in the future, this was a production that will remain close to our hearts as proud Spokane residents.

Annette Long, DSM Program Manager

Avista Corporation
 1411 E Mission Ave,
 Spokane, WA 99202
 509-495-8729
annette.long@avistacorp.com
www.steamplantspokane.com

"Rogue Heart Media worked with us on the Steam Plant 100 Year celebration video. Rob and Megan are the best! They were flexible with our schedules, very professional and the project came in on time and budget. They took care of every detail."

"While they were working on the video there was a last minute commercial that we requested. They did not skip a beat and helped finish that project too. I would definitely work with them again and I most certainly recommend them to anyone that needs photography or video."

Annette Long | Steam Plant Square

Annette can speak to her experience working with Rob and Megan in relation to a longterm and intensive creative project - in this case, video production.



Video Production

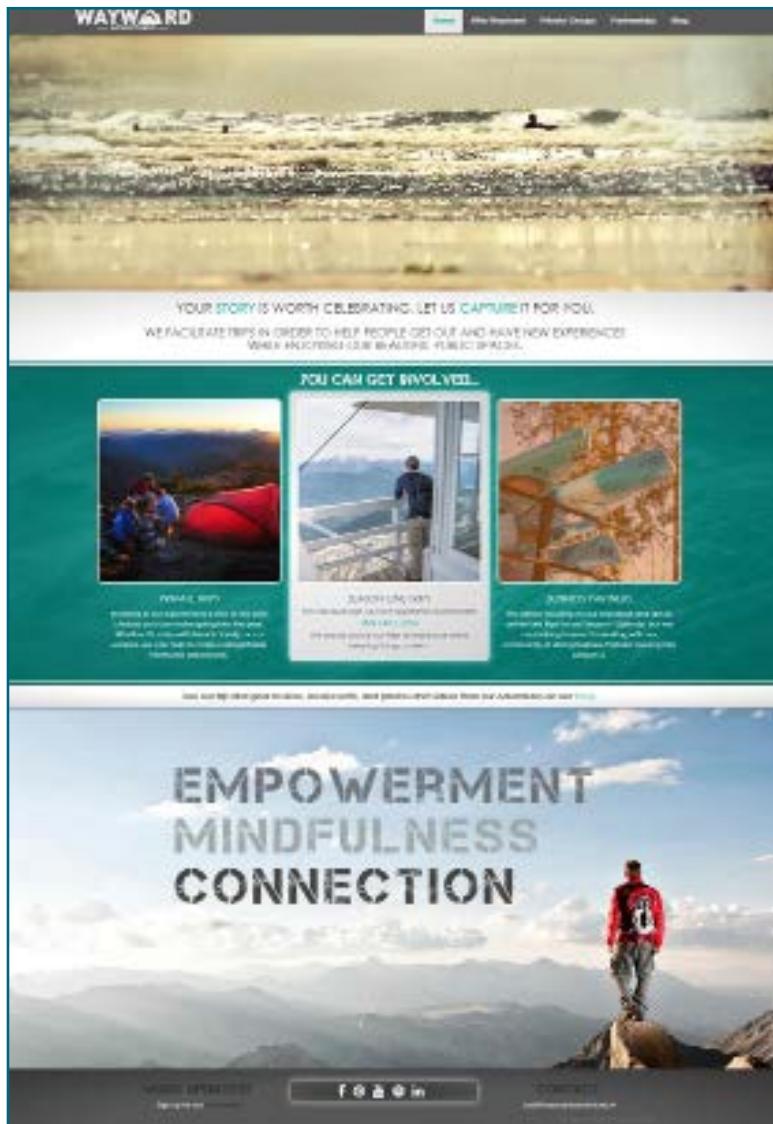


Commercial Photography



Web & Graphic Design

EXPERIENCE/REFERENCES | Case Studies



WAYWARD ADVENTURES

The Wayward Adventures website included third party e-commerce for crowd sourcing their excursions and we developed a fun and edgy look for the site to appeal to their adventure-seeking audience. The site uses video as both background elements and within iframes, and the entire site is very photo and video heavy, since that is part of their product offering.

We also set them up with full blog functionality and social media integration, since developing an active community was one of their goals.

Jodi Benson
Wayward Adventures
509-368-0203
Jodi@waywardadventures.tv
www.waywardadventures.tv

Jodi can speak to her experience working with Rob through all stages of concept development, design, and implementation.



Video Production



Commercial Photography



Web & Graphic Design

RELEVANT WORK EXPERIENCE

8. Work Examples

1. SONDEREN PACKAGING: WWW.SONDEREN.COM

Sonderen Packaging had outsourced their website overseas and were having a difficult time managing updates for the site. When the number of form submissions they received from the website began to drop, they decided they needed to make a change. They didn't have a large budget because they had just invested in building a site with the company overseas, and the timeline needed to be fast because they were losing potential leads. We were able to work with them within both their budget and timeline to help give Sonderen Packaging a healthy Web presence, and we continue to be a resource in content creation, hosting, and analytics.

2. WAYWARD ADVENTURES: WWW.WAYWARDADVENTURES.TV

Jodi Benson's life was changed when she started rock climbing, and she decided she was going to help others engage in living an active lifestyles here in the Pacific Northwest. To work toward that mission she launched Wayward Adventures in January 2016 with a website and a crowd funding campaign. Compared to Kiskstarter, which charges almost 10% for their crowd funding platform, we developed our own landing page and e-commerce function and kept the cost down to 2.5% in fees per transaction. In addition to the e-commerce function, media and storytelling were a big focus for the content of this site, which showcases unique video backgrounds and other creative features.

3. AMPD AUDIO VISUAL: WWW.AMPDAUDIOVISUAL.COM

Justin with AMPD Audio Visual was having trouble keeping his inventory up-to-date with his self-made website. When he came to us, we worked with him to develop an easy way for him to organize his growing and diverse inventory. Though our team was not commissioned to assist with design, we include this example as a demonstration of content-heavy organization.

9. Insurance & Licensing

APPLICABLE INSURANCE

Rogue Heart Media, Inc. carries property and liability insurance through Travelers and Liberty Mutual, brokered by local company Wheat & Associates.



Video Production



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10. Description & Costs of Services

FUNCTIONALITY AND TOOLS | INCLUDED

CONTENT MANAGEMENT SYSTEM - WORDPRESS

In 2014, we decided to explore adopting a new CMS (Content Management System) and after 3 months of intensely testing the 5 industry-leading CMSs, we decided that WordPress was by far the most powerful, versatile, and intuitive to navigate for our end users. Some people may still think that WordPress is for blogging, but it has evolved into a powerful CMS and is used by Web designers around the world.

In tandem with WordPress, we use BootStrap to make our websites dynamically responsive. Bootstrap also includes framework for a number of other features, including a 'Mega Menu' similar to the one used by Tualatin Valley Fire & Rescue. Bootstrap is open source and usable with many CMSs.

Use of third party plugins: WordPress is so widely used there are a lot of third-party plugins available, which can be used to keep cost down. However, there is the reality that those who created the plugins may stop maintaining them. It is important for us to keep WordPress up-to-date and that means sometimes plugins need to be updated or they may stop working. Sometimes Web administrators will just revert to an old version of WordPress to keep everything working, but that means ignoring security updates that can make your site vulnerable. We prefer to develop our own plugins in-house, but that can be costly, so for Spokane Valley Fire we may recommend a few third party plugins as a temporary solution that might help defer some of the development cost for a couple years. That said, while we commit to building a partnership with our clients and being an ongoing resource, we are not able to guarantee or support third party tools.

CONTENT MANAGEMENT SYSTEM - USERS

We will create two user types, authenticated users and editors. Authenticated users will be your staff accounts for access to private pages. Editor accounts will have access to the dashboard, be able to go in and edit content, create new content, create new authenticated user accounts for staff, etc. For security, Rogue Heart will have the only administrator account, but we'll be able to create new editor accounts for Spokane Valley Fire Department as they are needed.

FOR EMPLOYEES AREA

Creating pages for authenticated users to access is pretty straightforward, we can add PDFs, videos, and spreadsheets like on any other page. I recognize the desire of SVFD to want that area connected to the intranet (not having to update information in both places), however, for security reasons, I don't think using a Web portal to access the intranet is safe, and just isn't something we'd feel comfortable taking on. I think this would be better approached by your IT department setting up an SSH tunnel or something similar, and simply including the directions to access the intranet in the employee section.

SEARCH FUNCTION

There are a handful of ways to include a search function on a website, but we would develop a search script for SVFD so we have the maximum amount of control. Using a third party tool for this function may be difficult to match to the style of the page and there are often ads (or you can pay monthly to remove the ads).

PRINT FRIENDLY

All pages will have a print friendly button. Placement of that button can be determined in the discovery and planning phase.



Video Production



Commercial Photography



Web & Graphic Design

FUNCTIONALITY AND TOOLS | INCLUDED (CONTINUED)

IMAGE SIZING

One of the ways that we've customized our WordPress CMS is in managing image uploads. Images are automatically resized when uploading so that they're high enough resolution for 100% page width but not so large that it kills load time (600 to 800 kb), and then Bootstrap is used to display the image at the correct size for the device it's being viewed on. This way, our end users don't have to worry about uploading image files that are too large.

SEO & ANALYTICS

The responsibility of SEO falls on both the Web host and the content creators. Our focus as the host is to monitor site analytics and minimize bounce rate. I think I heard some speculation about your current bounce rate, the most likely culprit is ghost traffic. If you look at your overview page, check the country of origin, and if you see a lot of hits from Russia and India then spam is the cause of the bounce rate. Starting last year they figured out a way to ping your Google Analytics UA number so traditional methods of blocking spam from the server don't work because they aren't actually visiting your website. We have found a way of filtering out that traffic but it's a bit time intensive, so we are researching additional methods.

The other half of SEO and the responsibility of the content creators is having your keywords in the body, headers, and urls of as many pages as possible. With the way we set up our editor dashboard, this is very easy to manage.

SOCIAL MEDIA INTEGRATION

Spokane Valley Fire Department is doing an amazing job getting a variety of content out there on multiple platforms. It would be criminal not to have this integrated into the website!

ADA COMPLIANCE

Website guidelines for ADA compliance are relatively easy to achieve. In our view SVFD two biggest risks for non-compliance would be posting a PDF document without a doc version (PDFs often can't be read by screen readers), and having an image get posted to the website by an editor without adding an alt tag (description of the image used by screen readers). To help eliminate this we would add a detailed note on the dashboard anywhere a PDF was added to make sure to also post a doc for ADA compliance. For the alt tag, we'll go over best practices for adding content during our CMS training. Plus, we'll continue to monitor the site using Google webmaster tools and we'll receive notices if images are missing alt tags, and we'll be able to bring it to your attention.



Video Production



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12. Optional Functionality

FUNCTIONALITY AND TOOLS | OPTIONAL

INTEGRATION WITH MAPPING

Included with the base bid amount we would include a map with all the station locations.

Map Integration Option 1 - would include adding a toggle with all the fire hydrant locations.

Map Integration Option 2 - could include adding an 'enter your address' to find nearest station/hydrant. This idea was brought up at the question session, and we could look to develop this in the future, however, we don't feel comfortable bidding this option now as Google Maps API is looking at a potential big change to the Nearby Search function we would have used to create this.

SUBSCRIBERS

For this option we would be looking to identify a third party email marketing service. Ultimately SVFD would be paying and interfacing with the service directly, but we would want to help you identify which service would be best for your needs. Knowing your mailing list is 45,000 homes we know this could grow to be a big list, so making sure it is scalable and manageable is very important. MailChimp is a popular platform (one we use internally), and another good platform would be AWeber. They each have their own strengths and hang-ups, but we could work with you to make the right choice.

FORMS

There are a few options for submission forms,

Forms Option 1 - We would probably recommend JotForms over Gravity Forms (as mentioned in the RFP) as their prices and services are a little more competitive and they do have the e-commerce option. This option would incur another monthly fee, and the managing of the inquiries would be through the JotForm website (it's a great interface, but one more dashboard to log into). A simpler option might be...

Forms Option 2 - to run the form submissions through the Web server instead of a third party server by using a plug-in. This would be a one-time fee, and you would see all the submissions in the dashboard of your website, so you only have one place to log in.

INTEGRATION WITH REAL-TIME INCIDENT REPORTING FEED

Oy, we tried to get creative with this one. Importing XML in WordPress is pretty straightforward, but Live XML could present a bit of a challenge. We exhausted a handful of options, but we narrowed it down to two.

Real-time Incident Reporting Option 1 - First, we recommend trying a number of existing WordPress plug-ins, there seems to be at least three that work on the latest version of WordPress and seem like they might meet the needs of SVFD. We'd want to push the feed to a dev site for a number of days to monitor server activity and make sure everything runs efficiently. I think this option has a high chance of success.

Real-time Incident Reporting Option 2 - If option 1 fails we'll need to develop a live XML reader, which I'll need to research a little more before we tackle, but I know enough I should be able to give a ballpark figure.



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FUNCTIONALITY AND TOOLS | OPTIONAL (CONTINUED)

CALENDAR

For the calendar we would create an 'events' content type. Each event will have its own page you can navigate to by clicking on it on the calendar, which can include any number of event details and registration. By having the calendar be a collection of events it makes it much easier to manage and navigate through, rather than trying to embed a Google calendar or something similar.

EVENT REGISTRATION

We feel Eventbrite is probably the best option for SVFD. If your events are free there is no charge by Eventbrite. Plus, many users are going to Eventbrite to look for local events, so SVFD gets the added visibility of being listed under Spokane events. The event pages are also easy to share in your calendar.

OTHER COOL OPTIONS!

VIDEO BACKGROUNDS

So we all have been using video embeds for some time, but a couple years ago we started seeing some sites use a loop video as a background element. It posed some challenges but at Rogue Heart we've finally got the compression settings down where we can have reasonable load times and still have high quality video. Since we have a lot of great footage from Fire Ops 101 we could create a great video background for the website! www.waywardadventures.tv is a great demonstration of this feature.

PHOTO GALLERY

While sometimes it's nice to use third party services so the Web server doesn't bare the burden of every function, we do recommend having the website function as your photo gallery instead of having your editors have to manage another account, like flickr.



Video Production



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COST BREAKDOWN | WEBSITE DEVELOPMENT & MAINTENANCE

www.spokanevalleyfire.com

DESIGN SERVICES	COST
Website Design & CMS	
Project Management	\$2000
UX & Project Planning	\$900
Mobile-Friendly Theme Creation	\$2100
Implement Theme Home page & Inner pages	\$4000
	Web Design Total
	\$9000

ADDITIONAL OPTIONS (not included in total)

Map Integration Option 1 -	\$1600
Map Integration Option 2 -	TBD
Subscribers - (this would be paid directly to third party)	\$50 to \$250 per month depending on size of mailing list
Submission Form Option 1 - (paid directly to third party)	\$20 per month
Submission Form Option 2 - (managed by Rogue Heart)	\$200 one time fee
Real-time Incident Reports Option 1 -	\$450
Real-time Incident Reports Option 2 - (approx. cost)	~\$2400
Calendar	\$400
Event Registration	\$150
Video Background	\$250
Photo Gallery	\$600

WEB HOSTING (not included in total)

This includes hosting, regular web site back-ups, basic monitoring of analytics (review basic metrics like bounce rate and session information) and web master reports (monitoring usage and checking for errors), and CMS training.	<i>\$385 Annually</i>
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WEB PROJECT AUTHORIZATION FORM - EXAMPLE

25 April 2016

Spokane Valley Fire Department

Website Development

PARTIES & AGREEMENT: This contract contains the entire understanding between [Client Name], hereinafter referred to as Client, and Rogue Heart Media, hereinafter referred to as Contractor. This written agreement supersedes any prior agreements between Contractor and Client. All revisions, additions, subtractions, or changes of any kind to the present agreement must be made in writing and must be signed by all parties to this contract. The signors to this agreement hereby represent they possess actual authority to enter into this contract. In the event the signor does not possess actual authority, Rogue Heart Media reserves the right to cancel this contract and charge the signor personally for all work performed.

JURISDICTION & SEVERABILITY: The laws of Washington State shall govern this contract. In the event a dispute arises between the parties, each party agrees jurisdiction and venue will reside solely in Spokane County, Washington. The parties shall attempt in good faith to resolve any dispute arising out of or relating to this agreement. If a party believes there to be a dispute, the party must provide written notice to the other party.

PAYMENT: Client agrees that an initial, non-refundable deposit equating to no less than fifty percent (50%) of total project cost is required at the time of contract acceptance. Unless the total fee is paid at the time of acceptance, the remainder owed shall be paid upon final approval of the site prior to launch.

PRODUCT: All website development products come with two (2) revisions included in the quoted fee. Proofs must be responded to promptly and will be considered approved if not replied to within 30 days. Revisions outside the scope of the project will be billed at the hourly rate of \$120 per hour, or may be bid as a separate project. Additional revisions will be billed separately from the quoted fee. Client is responsible for final proofing for content and accuracy. Website will not be launched until site is complete and approved by Client. Although all reasonable care will be taken to provide a satisfactory product to Client, Contractor cannot guarantee Client's satisfaction due to the subjectivity surrounding the nature of work being performed. Client understands that cooperation in the creation and revision process is necessary for success and agrees to attend and participate in all scheduled meetings and reply promptly to communications.

- Web Design
- Map Option 1
- Submission Form Option 2
- Real-time Reports Option 1

- Calendar
- Events
- Video Background Function
- Photo Gallery

I hereby authorize Rogue Heart Media to commence work. Work will begin after the initial payment of \$4500 has been received.

Authorized Client Signature

Date



Video Production



Commercial Photography



Web & Graphic Design