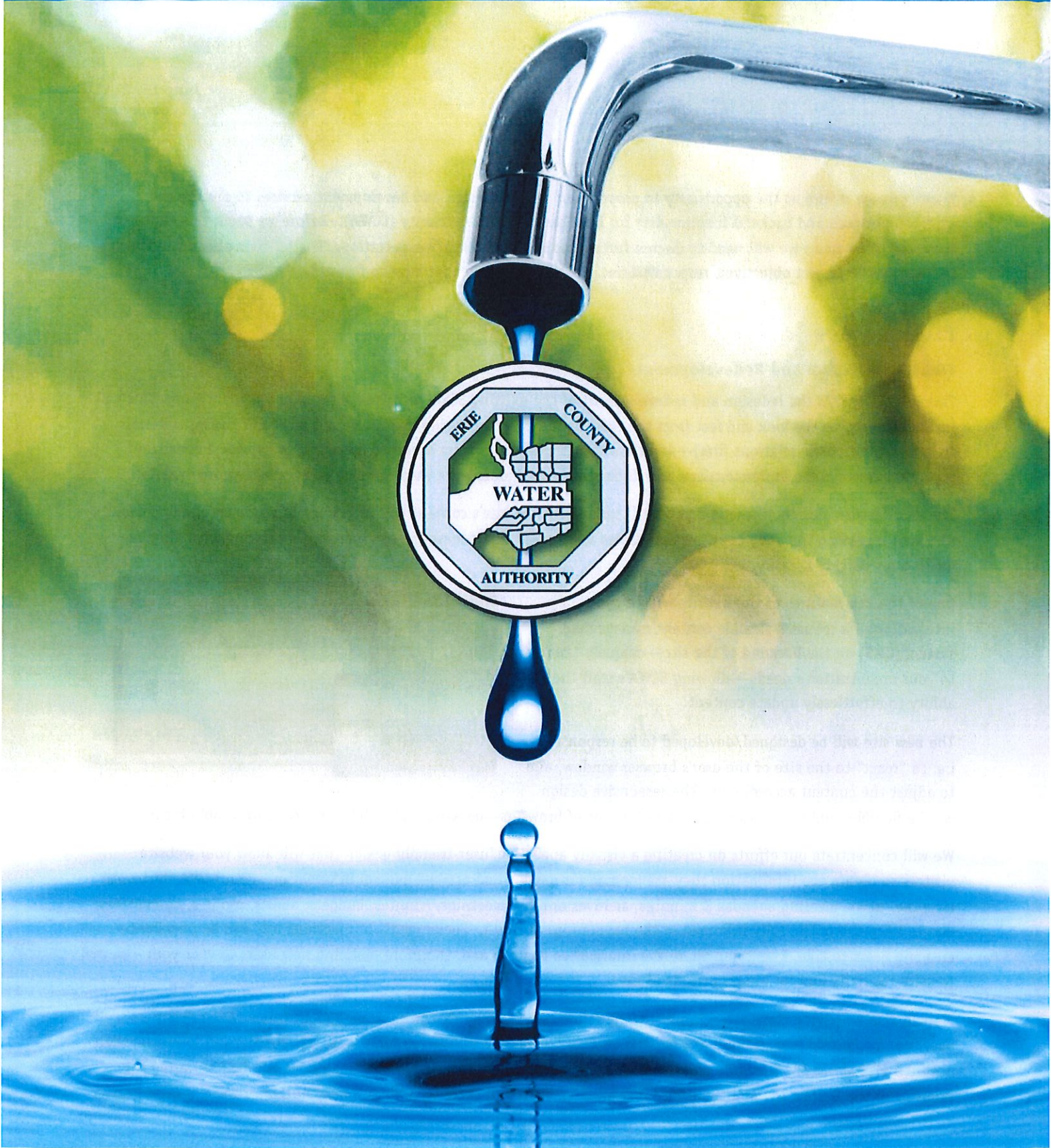


Website Redesign & Redevelopment Proposal for:



716.855.8550  
[www.ingenious.org](http://www.ingenious.org)

June 15, 2018

June 15, 2018

Terrence,

Thank you for giving us the opportunity to propose our website design and development services to revamp the Internet presence and backend functionality for Erie County Water Authority (ECWA). Before we begin this endeavor, there are a few items we will need to discuss further, as well as to clarify expectations. The following document begins to identify the project objectives, responsibilities, and the procedures for moving forward.

## Project Scope

### Website Redesign and Redevelopment

This project entails the redesign and redevelopment of the existing ECWA website—located at [www.ECWA.org](http://www.ECWA.org). This will include leveraging the look and feel from the existing identity/marketing materials (and any forthcoming materials from your new public relations firm)—as well as the creation of custom designed elements, to provide a consistent style that conveys the professionalism and distinctiveness of all aspects that make up your esteemed organization.

The architecture, design aesthetic and overall tone of the website's content will be crafted to maximize the opportunity of a visitor reading the body copy, section names and overall brand message—so individuals can find what they are looking for quickly & easily.

One of the key features of the website will be the integration of a robust & flexible content management system (CMS) on the backend of the site—uniquely tailored to your organization's needs—allowing ECWA's staff the ability to effortlessly update content.

The new site will be designed/developed to be responsive—i.e. to "react" to the size of the user's browser window, and to adjust the content accordingly. The responsive design will be flexible, and will accommodate a full gamut of browsers—desktop and mobile—for the foreseeable future.



We will concentrate our efforts on creating a visually appealing/user-friendly design that will allow your website visitors to obtain the information they are looking for quickly and easily—general information about ECWA, historical timeline, news, meeting agendas & minutes, archives of older meetings/minutes, budgets, audits, profiles, committees, etc. to keep the public fully informed of the happenings at ECWA. Social media interactions will also be prevalent—enticing users to Like, Tweet and Share the informative content and, therefore, enticing new users to visit your website regularly and for longer periods of time.

We will also be paying close attention to the guidelines set forth by the Authorities Budget Office (ABO) *Policy Guidance for Posting and Maintaining Reports on Public Authority Web Sites* (dated April 12, 2010)—and following their outlined *Procedures for Retaining and Maintaining Information on Web Sites*. Additionally, we will be leveraging the findings of the Buffalo Niagara Coalition for Open Government in their *Local Government Authority Website Report Card*



(dated March 12, 2018). We strongly feel both sets of goals will be easily accomplishable with website and custom CMS we will build for you.

The initial phase of the project will commence with a Discovery Phase—to establish a full understanding (on both our parts) and identification of the tasks needed to be addressed/resolved to successfully complete this project. We are confident there will be no surprises, but we want to make sure all expectations are managed properly.

Upon the completion of the Discovery Phase, we will move into the Design Phase. Once completed, we move into the Development/Testing Phase. Deployment of the completed site will occur after the ECWA staff has been thoroughly trained and the site has been beta tested (by both Ingenious and ECWA). For more details on the steps of the project timeline, please refer to the proposed **Project Timeline** section of this document.

### **Design & Development**

- Work directly with ECWA's staff to refine an intuitive site architecture and thorough definitions for content datatypes—to maximize the site functionality and usability for new and returning visitors.
- Collection of all collateral materials, content and existing identity pieces—any any materials developed by your new public relations firm.
- Creation of three (3) design variations of the general/overall home page and corresponding internal pages (various page templates for the different content types—news, meetings, profiles, general content, etc.) for approval before any coding begins.
- Three (3) design revisions of the chosen concept.
- Based upon the chosen concept design/layout, we will establish the user interface for the subsequent sites.
- Design for cross-browser & cross-platform compatibility.
- Coding for the website will be developed with future additions/enhancements in mind.
- Modification and optimization of all client-provided graphics—and the rendered coding—for the web, to minimize page load time. Our streamlined codebase ensures fast page loads.
- Leverage PHP/CSS/MySQL site layout template structures to build out all site pages.
- Development and integration of other user interface enhancements—based upon overall design, as well as the Discovery Phase of the project.
- Integration of website statistical package (Google Analytics) to maximize tracking of visitors to the website.



### Content Management

- Development and implementation of your unique user-maintainable content management system (CMS) to allow non-technical staff to intuitively control web page content (text & images) easily from anywhere with an Internet connection.
- *We customize a tailored CMS solution to your specific needs and requirements—without the widespread issues (i.e. security & updating problems) associated with the off-the-shelf/cookie-cutter solutions, such as WordPress, Joomla, Drupal, etc. Additionally, we do NOT charge an ongoing licensing fee.*
- The CMS will allow for the management of all of the various page content types: news, events, timeline, profiles, resources, etc. — dependent upon the requirements identified in the initial Discovery portion of this project
- The site will allow for the management of images (ex. photo galleries) and videos.
- The CMS is web-based and completely mobile-friendly—allowing administrators to easily manage the site content from mobile devices.

### Third-Party System Design

- We will assist with creating a look & feel for the ECWA's user portal.
- The portal design elements will be crafted to mimic the design of the new website, to the extent of the third-party system's capabilities.
- We will work collaboratively with the ECWA technical staff to provide layout elements (CSS, markup coding, graphics, etc.) to allow them to implement the design as easily as possible.

### Responsive Design

- The site coding will be set up to "respond" to the page dimensions of the site visitors—providing the optimal display for desktop, tablet and smartphone users of various screen sizes.

### Content Creation

- It is our suggestion that the project should include a written copy specialist to spearhead the crafting of the "voice" and overall website messaging to be optimized for use on the Internet. *This item has been estimated separately.*
- Additionally, we would suggest having a professional photographer on the team to create custom photographs for the website—including portrait images for the staff and board of director profiles, and environmental photos to enhance the overall website "feel". *This item has also been estimated separately.*
- We understand that ECWA will be engaging a public relations firm to help craft a brand message for the organization, and their process may inform the path to be taken for content creation.

### Interactive Timeline

- The new site will incorporate a dynamic timeline feature—allowing ECWA to showcase the history of the organization in a more visually appealing (and easy-to-update) manner.



- We will work with ECWA to establish the final sets of parameters defining the individual timeline items, to maximize the visual impact.

### Video (optional)

- We will consult with you to devise the best solution for working with video on your site
- Our focus will be on utilizing an established third-party video service (ex. Vimeo or YouTube) that specializes in optimal delivery of video content.
- Embedded video will be set up to format properly for optimal display on each page type and for each type of user—desktop vs. mobile users.

### eNewsletter Sign-up

- We are aware that you currently utilize IVR Technologies for mass emailing functionality. But, we have been informed this will be changing.
- It would be our suggestion to have the new website allow visitors to submit their email addresses directly to a 3rd party system that allows for the management of your listing in a simple & straightforward manner. (We normally suggest MailChimp)
- Depending on the new solution you are implementing, we will assist with the integration of an email collection form on the website, to the best of their system's capabilities.
- We will also assist with establishing up to three (3) design templates that will resemble the new website design for your outgoing correspondences to your mailing list.

### Browser Specifications

- The site will be developed to allow for as universally accessible of an experience as possible.
- Although we will be looking to integrate the latest available technologies, we will target the most effective solutions for reaching as many of your users as possible.

### Usability and Accessibility Standards

- A solid website design should include a significant amount of forethought as to how the website will be used by the end user. Our years of experience have allowed us to assume the perspective of the first-time visitor of a site, giving us the ability to design the site in a manner that will provide the most logical paths through the website's structure.
- All of our team members have experience working on websites that must adhere to Section 508 Standards (see <http://section508.gov> for details). We have even worked with websites where the user-base is predominantly individuals with visual disabilities. We will also assure the site follows Payment Card Industry (PCI) Data Security Standard compliance.
- Based upon these prior experiences, we insist that websites that service a large demographic base are as accessible—and as functionally usable—as possible.



## Search Engine Optimization

Our sites are optimized for search engines to index the site content and to maintain/raise search engine rankings. This is intrinsic to our website development—it is part of what we create for all of our clients. *{Content is king. And we will assist you with identifying the best practices for your content creation. We do not subscribe to the practice of most web companies to overcharge clients for something that should be part of their systems from the onset.}*

- The site framework will be set up to optimize the delivery of site content to search engines.
- We will leverage the Google Webmaster Tool Kit, to gain additional knowledge about how Google “sees” the content of your website.
- Additionally, we will devise an XML site map file for submission to Google—allowing the site content to be listed in Google with as much up-to-date information as possible.

## Site Statistics / Effectiveness Measuring

- We will leverage the current websites’s Google Analytics accounts for the new site—allowing you all to see the comparisons of traffic for the new sites compared to the previous iterations.
- Additionally, the CMS will present basic analytic data (from your Google Analytics) in the Dashboard view.

## Hosting / Security

- Ingenious, Inc. will set up a Linux-based web-hosting environment for the ECWA website. Our website hosting servers are housed in a world-class Tier 1 hosting provider.
- All of our websites are secured with a secure certificate (SSL) to encrypt all informational transfer—utilizing the HTTPS protocol. (This will also boost search engine rankings)
- We do not limit our clients’ storage space, nor their bandwidth on our servers.
- The hosting will not include email hosting—as we do not host email services. Should you need assistance with email services, we will most certainly assist you in choosing an appropriate vendor.
- We (and the network operations center) will continually perform backups of all the site data and files—both on-site and multiple redundancies of off-site locations.
- The hosting server will be regularly updated, as necessary.
- The hosting environment is completely secure, and constantly monitored for malicious activity. We are alerted immediately if any suspicious incidents occur.

## Training

- We will provide an in-person training session with your staff when the site buildout is staged.
- Additionally, we will be available to provide follow-up or ongoing training via GoToMeeting screen share sessions, as necessary.
- We will provide a printable user manual (PDF) as a reference for the use of the website’s CMS.
- The CMS will also provide inline documented help for all datatype information.



### Maintenance {optional}

- We will create a maintenance arrangement that best suits your needs. Our maintenance plans range from retainer contracts, to blocks of hours, to time & material arrangements.
- The types of maintenance work include, but are not limited to, the following tasks: Graphic Design, User Interface Development, Database development, Technical Support, etc.
- Purchasing Support/Maintenance is not required. We have many clients who do not require our services regularly, so they do not call on us. This is perfectly okay—we want happy clients who feel self-sufficient, and have a sense of ownership for the great website we create for them.

### Out of Scope Work

Tasks performed outside of the Project Scope (above) will be considered “out of scope” work—and will be billed at normal hourly rates (currently \$155/hour). Out of Scope work will be discussed and approved beforehand.

### Timeframe/Expiration

- Project will begin upon receipt of signed project agreement and start-up payment.
- Anticipated **Project Timeline** is outlined below.
- If the project has not been completed within six (6) months of the initial sign-off date, Ingenious reserves the right to re-visit the scope and fees of this project.
- This proposal will expire 30 days after the date on the first page. Should you wish to move forward after the expiration date, a new proposal will need to be submitted.

### References

Please view **Appendix C** for a few current client references.

### List of Clients / URLs of Sample Work

Please view **Appendix A** for example sites we have designed and developed, and **Appendix B** for detailed relevant experience. For a full listing of clients—and links to sites—please visit [the Clients section of our website](#).



## Client Responsibilities

ECWA will be responsible for the following:

- Establishing a single point of contact to be the direct liaison throughout the project. All client-side communications should be funneled through the liaison. The liaison for this project will have read and fully understand the items detailed by this engagement letter.
- Providing all collateral material, including content (text and copy) and images in standardized formats. We will assist you in identifying the most convenient formats for you to use.
- Providing all account access information (Domain registrar, Current site FTP/admin, Google Analytics, eNewsletter account, etc.) at the beginning of the project, where applicable.
- Assuring permission for the use of any images, logos, text or other collateral associated with existing and forthcoming marketing material.
- Client pays any out-of-pocket costs—such as translation services, third-party API fees, eNewsletter service fees, eCommerce fees, etc.—directly to outside vendors (unless otherwise established at project startup).

## Project Milestones & Deadlines

The client liaison will be responsible for satisfying all of the client-side deadlines—approval of outlines/datatypes/designs, delivery of content, etc. Failure to meet deadlines will adversely affect the flow of the development and will result in the delay of the project. Delaying the development will affect the overall cost of the project. Therefore it is critical for all deadlines to be met.

- The project timeline will be finalized/approved by ECWA and Ingenious upon completion of the Discovery Phase.

## Project Team

Please view [Appendix D](#) for a listing of the key staff members who will be responsible for designing and building the website and content management system. We are also including a freelance copywriter into the project—to provide a marketing spin, and an outside perspective to the tone/voice of the website's writing, as well as to ensure consistency, accuracy and completeness. We will also engage a professional photographer to create a cache of new high-end imagery for the new website.

## Ownership

All work will be performed as work for hire for Erie County Water Authority. You will have an indefinite non-transferable license of the content management system (CMS) to use for this single site. You may not resell, nor give away, nor create a derivative of what we have created for you. Should Ingenious, Inc. cease to exist, we will provide Erie County Water Authority with all files required to run the system without issue. Any changes to this would require explicit written permission from Ingenious, Inc.





## **SUBSEQUENT PHASES OF DEVELOPMENT (PROPOSED ITEMS):**

### **Multi-Language Support**

- We will establish a framework for allowing the ECWA staff to have individual "sites" of content in various multiple languages of your choice. {NOTE: This could also be accomplished with the new website, on a single-page-per-language level}

### **Digital Signage/"Menu Boards"**

- Utilize large displays at the ECWA office (or off-site locations), to display selected content about news, events, videos, etc. directly from the website CMS.

### **Online Customer Feedback Survey/Automated Data Analyzation**

- Creation of a custom online survey to allow customers the ability to quickly & easily provide their feedback directly through the website.
- The survey would be set up to *analyze* the information people are submitting, and to *prioritize* the actionable information being submitted—including the ability to alert specific ECWA staff to specific sorts of alerts.
- Survey results would be aggregated to provide analytic data reports on the specific content of the user submissions, for quick & review by the ECWA staff.



## Project Timeline (Proposed)

Based upon the tasks required to develop this project, a possible (expedited) timeframe could proceed as follows:

Milestone	Timeframe
Presentation of online creative brief/survey.	Week 1 (beginning)
Online survey deactivated. Results collected and reviewed.	Week 1 (mid)
Initial meeting with ECWA's team.	Week 1 (end)
Initial draft of the website outline/structure. (Google Doc)	Week 1 (end)
Feedback on site outline/structure collected.	Week 2 (beginning)
Revisions to site outline/structure. Presentation of site datatypes. (Google Doc)	Week 2 (mid)
Finalization of site outline/structure.	Week 2 (end)
Site datatypes finalized.	Week 3 (beginning)
Initial site design concepts presentation. In-person meeting at Ingenious office.	Week 4 (mid)
Client feedback gathered.	Week 4 (end)
Design revisions completed—based on feedback. Initial internal page designs presented.	Week 5 (mid)
Client feedback gathered.	Week 5 (end)
Final site copy needs to be completed & handed off to Ingenious.**	Week 5 (end)
Design revisions completed—based on feedback.	Week 6 (mid)
Client approval on concepts.	Week 6 (end)
Initial site buildout coding staged for review.	Week 8 (end)
Client feedback on initial site templates gathered.	Week 9 (beginning)
Revisions to site coding (if any) staged for review.	Week 9 (mid)
Site website architecture built out (sections/sub-sections). And content float.	Week 10 (beginning)
Training of ECWA staff to use content management system.	Week 10 (beginning)
Beta testing of site by ECWA staff begins.	Week 10 (beginning)
Client feedback gathered.	Week 10 (end)
Revisions made, if necessary.	Week 11 (beginning)
ECWA site launch.	Week 11 (mid)

*\*\*The delivery of site content is critical. If this milestone is missed/delayed, it will affect everything else dramatically.*

Each task affects subsequent tasks, so completion of a task sooner will allow the next task to happen sooner—conversely, a delay will cascade to the subsequent tasks.



## Investment

In order to complete the services outlined above, the estimated fees for this project will be as follows:

<b>Website Design &amp; Development Project Fee</b> ** <i>{@ discounted rate — savings of \$4247}</i>	<b>\$ 16988</b>
<b>Copy Editing &amp; Creation</b> {estimated}	<b>\$ 2850</b>
<b>Custom Video &amp; Custom Photography</b> {estimated}	<b>\$ 6200</b>
<b>Website Hosting</b> ( <i>first year</i> )	<b>FREE</b> <i>\$120/year thereafter</i>

*\*\*NOTE: There are \*NO\* ongoing licensing fees for our CMS.*

## Payment Schedule

The schedule for project fee payment should be as stated below:

- Initial one third of total fee at start-up, before project begins.
- Second one third of total fee at initiation of site buildout.
- Balance of fees at completion of project.

*Approval is dependent upon client review.*

I look forward to establishing a long-lasting relationship with Erie County Water Authority. Please do not hesitate to contact me directly with any questions.

Sincerely,

Joseph P. Murphy  
[murphy@ingenious.org](mailto:murphy@ingenious.org)

*Please sign below to acknowledge acceptance of the terms and conditions of this proposal.*



**Erie County Water Authority Website  
Redesign & Redevelopment Project**

**June 15, 2018**

**Erie County Water Authority**

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

*\*Please return signed original document with start-up payment to:*

**Ingenious, Inc.  
755 Seneca Street  
Suite 201  
Buffalo, New York 14210**



## Appendix A:

### Examples of Our Work

The following is a very small group of our clients—and their respective websites. There are many more examples of our work in [the Clients section of our website](#). The parenthetical information shares noteworthy features of each site.

- **Graycliff Estate** (CMS / Responsive Design / Online Donations & Membership / Online Ticketing)  
[www.experiencegraycliff.org](http://www.experiencegraycliff.org)
- **Partnership For The Public Good** (CMS / Responsive Design / Event Management)  
[www.ppgbuffalo.org](http://www.ppgbuffalo.org)
- **Allentown Art Festival** (CMS / Responsive Design / Location Mapping Functionality)  
[www.allentownartfestival.com](http://www.allentownartfestival.com)
- **Ted's Hot Dogs** (CMS / Responsive Design / eNewsletter management / GeoLocation Services)  
[www.tedshotdogs.com](http://www.tedshotdogs.com)
- **Burchfield Penney Art Center** (CMS / Online Donations & Membership / Art Collection Management)  
[www.burchfieldpenney.org](http://www.burchfieldpenney.org)
- **Cuvée Imports** (CMS / Responsive Design / Locations Directory Management)  
[www.cuveeimports.com](http://www.cuveeimports.com)
- **Racial Equity Roundtable** (CMS / Responsive Design)  
[www.racialequitybuffalo.org](http://www.racialequitybuffalo.org)
- **Hypertherm CAM** (CMS / Product Catalog / Localized Multiple Language Management)  
[www.hyperthermcam.com](http://www.hyperthermcam.com)
- **Honey + Punch** (CMS / Responsive Design / Streaming Video Home Splash)  
[www.honeyandpunch.com](http://www.honeyandpunch.com)
- **CJS Architects** (CMS / Responsive Design / Project XML Exports to InDesign)  
[www.cjsarchitects.com](http://www.cjsarchitects.com)
- **Niagara Share** (CMS / Responsive Design / Streaming Video Home Splash)  
[www.niagarashare.org](http://www.niagarashare.org)
- **Kuni's Sushi Bar** (CMS / Responsive Design)  
[www.kunisbuffalo.com](http://www.kunisbuffalo.com)
- **Watts Architecture and Engineering** (CMS / Responsive Design)  
[www.watts-ae.com](http://www.watts-ae.com)
- **UB Sustainability - State of Sustainability** (Responsive Design / Integrated Video Backgrounds)  
[www.ubsustainability.org](http://www.ubsustainability.org)
- **Gerard Place** (CMS / Responsive Design)  
[www.gerardplace.org](http://www.gerardplace.org)
- **Stieglitz Snyder Architecture** (CMS / Responsive Design)  
[www.stieglitzsnyder.com](http://www.stieglitzsnyder.com)

## Appendix B: Relevant Experience

We have worked with a wide array of clients, in a variety of industries—which affords us a broad perspective on all of our project work. We are not narrowly focused on one type of industry, nor are we limited by blinders. As requested, here are some “relevant experience” projects that deal with elements we foresee being a part of your redesign & redevelopment project—both short-term and in the future.

### Graycliff

[www.experiencegraycliff.org](http://www.experiencegraycliff.org)

Frank Lloyd Wright designed one of his most noteworthy creations on the shores of Lake Erie for Darwin Martin and his wife Isabelle in 1931. The property fell into disrepair, and has since been on track to restoration — which includes allowing the public access via tours. We established a robust website and content management system with a custom eCommerce component that allows the Graycliff staff the ability to fully manage their tours online (times/types/pricing), as well as their levels of donations and memberships—all through a simple user interface.



The success of their new website was punctuated by their online sales for their first month eclipsing the cost of the entire website project. A great return on investment!

### Ted's Hot Dogs

[www.tedshotdogs.com](http://www.tedshotdogs.com)

If you live in Western New York, *this* client is a household name. We were fortunate enough to work with Ted's through their agency of record (White Bicycle), and to build its responsive website—which features geolocation to alert mobile users of the nearest Ted's location (measured in miles and in footlongs...).

The Ted's Hot Dogs website also features strong integration with its social media outlets, including the publishing of its menu to Facebook and the publishing of its eNewsletters via Constant Contact. The site is simple on the front end, but an example of a very functional implementation that allows all visitors to find what they need quickly & easily.



Our flexible CMS has allowed us to integrate new functionality to the Ted's website—accommodating the management of its new food truck's location/menu and the large LCD menu displays for Ted's new location on Chippewa Street, as well as their Union Road location.

### Watts Architecture & Engineering

[www.watts-ae.com](http://www.watts-ae.com)

As one of the largest firms in the Western New York area—with locations in Syracuse and New York City—and looking to expand their reach throughout the NorthEast, we helped the team at Watts identify a solid strategy for improving their reach to new/prospective clients via their Internet presence. One of the main focuses of the revamped website was to showcase their capabilities and market diversity/reach—mainly through the highlighting of selected projects they have completed.



With their custom content management system (CMS), the staff at Watts can update their website portfolio of work on-the-fly—including rearrange their projects, services and markets based upon prospective work they are pursuing (i.e. elevate relevant services when bidding on certain projects).

### Hypertherm CAM

[www.hyperthermcam.com](http://www.hyperthermcam.com)

Although not a household name, Hypertherm is an industry leader in the industrial manufacturing world, having developed software for nesting, cutting and metal fabrication. In plain English, Hypertherm provide its customers with solutions that allow them to automate their cutting/fabricating work.



We built a content management system that allows Hypertherm to manage its extensive website in all fifteen (15) localized languages it currently supports—and, as needed, to add additional language sections to the website without our assistance.

### Cuvée Imports

[www.cuveeimports.com](http://www.cuveeimports.com)

At Cuvée Imports, they believe that consumers should feel connected to the wine they drink, and they strive to work cooperatively with their producers to bring the full experience of their wines to their customers.

Our part in the process of connecting consumers was to create an engaging website that allows the viewers (consumers and distributors alike) to learn more about each of the wines and the people who produce them—down to the differentiating stories, specifications and details. From an administration side, Cuvée can easily add new wines, producers, etc. through their custom Content Management System (CMS) as their business continues to flourish.





## Appendix C:

### References

The following are a few companies/organizations for whom Ingenious, Inc. provides frequent website development (and other creative & technical) services.

Kathleen Heyworth  
Head of Marketing and Public Relations  
Burchfield Penney Art Center  
1300 Elmwood Ave.  
Buffalo, NY 14222  
716-878-4529  
[heyworkm@buffalostate.edu](mailto:heyworkm@buffalostate.edu)  
[www.burchfieldpenney.org](http://www.burchfieldpenney.org)

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[www.watts-ae.com](http://www.watts-ae.com)

Mark Graham  
Director of Marketing  
Allentown Village Society Executive Committee Member  
435 Delaware Avenue  
Buffalo, New York 14202  
716-881-4269  
[grahau@gmail.com](mailto:grahau@gmail.com)  
[www.allentownartfestival.com](http://www.allentownartfestival.com)





## Appendix D: The Ingenious Team

Ingenious, Inc. has been in business since May 2005. We are a studio that prides itself on providing high-end / custom solutions for all of our clients. We push the envelope of technology where appropriate—but we do not want to overreach the end-user's ability to use our clients' sites quickly & easily.

Each of our staff members has more than a decade of experience designing and developing Internet technologies (including, but not limited to, websites for non- and for-profit organizations both large and small). As a dexterous development studio, we are not mired by superfluous layers of minutia—we work closely with each of our clients to deliver the most functional realization of their expectations as possible. We are proud to divulge that we **do not outsource** any of the design and development of our projects; we keep our work in-house and maintain order with our codebase and development components.

### Joe Murphy

*Owner/Project Leader/Web Guy, Ingenious, Inc.*

After more than a decade's worth of experience in Internet design, development and consultation services, Joe Murphy ventured to establish a web design/development studio unlike any other in the Western New York region in May of 2005. The focus of Ingenious, Inc. is to bring together high-end creative, cutting-edge technical and well-grounded business solutions in a balance only achievable by a mentally ambidextrous individual.

Joe has won several national awards for his work—from Photo District News, Print Magazine, Art Directors & Communicators Club and Brainstorm (both as a Creative Director at Algonquin Studios, a Buffalo-based web design firm and for solo endeavors). Among Joe's accomplishments are several local and national web and multi-media projects, including: Managing/creative directing the redesign and redevelopment of the web services for clients such as the the Burchfield Penney Art Center ([www.burchfieldpenney.org](http://www.burchfieldpenney.org)), Richardson Olmsted Complex ([www.Richardson-Olmsted.com](http://www.Richardson-Olmsted.com)), Allentown Art Festival ([www.allentownartfestival.com](http://www.allentownartfestival.com)), Optimum Physicians Alliance ([www.opawny.com](http://www.opawny.com)), Honey + Punch ([www.honeyandpunch.com](http://www.honeyandpunch.com)), Graycliff ([www.experiencegraycliff.org](http://www.experiencegraycliff.org)), Greater Buffalo Racial Equity Roundtable ([www.racialequitybuffalo.org](http://www.racialequitybuffalo.org)) Watts Architecture & Engineering ([www.watts-ae.com](http://www.watts-ae.com)), and Cuvée Imports ([www.cuveeimports.com](http://www.cuveeimports.com)). And this barely scratches the surface of Joe's client portfolio...

For this project, Joe will act as the client liaison, project manager and creative/development director—responsible for managing the project communications, timeframe, design and production of the website.

### Christopher Morrissey

*Senior Web Developer, Ingenious, Inc.*

Christopher joined the Ingenious, Inc. team in 2008 after being the lead web developer at Digitell, Inc. In addition to designing, building and establishing Digitell's online presence, he developed Digitell's highly successful podcasting, content delivery, and eCommerce solutions for distributing Higher Educational Content from some of the country's leading medical associations. While at Ingenious, Inc. Christopher has spearheaded the development of numerous websites—such as the Burchfield Penney Art Center ([www.burchfieldpenney.org](http://www.burchfieldpenney.org)), Greater Buffalo Racial Equity Roundtable ([www.racialequitybuffalo.org](http://www.racialequitybuffalo.org)), Graycliff ([www.experiencegraycliff.org](http://www.experiencegraycliff.org)), Inspired Health Group ([www.ihgwny.com](http://www.ihgwny.com)), Cuvée Imports ([www.cuveeimports.com](http://www.cuveeimports.com)), Seymour & Hau ([www.seymourandhau.com](http://www.seymourandhau.com)), Honey + Punch ([www.honeyandpunch.com](http://www.honeyandpunch.com)), Watts Architecture & Engineering ([www.watts-ae.com](http://www.watts-ae.com)), CJS Architects



([www.cjsarchitects.com](http://www.cjsarchitects.com)), Ted's Hot Dogs ([www.tedshotdogs.com](http://www.tedshotdogs.com)), Hypertherm CAM ([www.hyperthermcam.com](http://www.hyperthermcam.com)), and dozens more—from the ground up, including custom content management systems (CMS) for these sites.

For this project, Christopher will act as the web development leader—responsible for integrating the site design into a dynamic website, database design/development, integration of third-party APIs, JS development, as well as implementing all required technical specifications to maximize the site functionality.

### **Kirsten Hensberry**

*Lead Graphic Designer, Ingenious, Inc.*

Joining the Ingenious, Inc. team in 2012, Kirsten brings a fresh outlook and passion for design to the table. She is a graduate of Daemen College in Amherst, NY with a Bachelors of Fine Arts in Graphic Design. Traditionally trained in the graphic arts, Kirsten uses her expertise to design an engaging user interface for every website. Her working strategy is to find a thoughtful balance between functionality and visual impact, resulting in a clean, well-rounded user experience.

Examples of her design work include Graycliff ([www.experiencegraycliff.org](http://www.experiencegraycliff.org)), Cuvée Imports ([www.cuveeimports.com](http://www.cuveeimports.com)), Greater Buffalo Racial Equity Roundtable ([www.racialequitybuffalo.org](http://www.racialequitybuffalo.org)), Inspired Health Group ([www.ihgwny.com](http://www.ihgwny.com)), Seymour & Hau ([www.seymourandhau.com](http://www.seymourandhau.com)), Honey + Punch ([www.honeyandpunch.com](http://www.honeyandpunch.com)), Watts Architecture & Engineering ([www.watts-ae.com](http://www.watts-ae.com)), Bear Metal Works ([www.bearmetalworks.com](http://www.bearmetalworks.com)), 56 Services, Inc. ([www.56services.com](http://www.56services.com)), and the Free Thought Trail ([www.freethought-trail.org](http://www.freethought-trail.org)).

For this project, Kirsten will act as the lead graphic designer—responsible for overall design and layout, user interface elements, and integration of existing brand materials.

**FORM A**

**Offerer's Affirmation of Understanding of and Agreement Pursuant to State Finance Law §139-j(3) and §139-j(6)(b)**

**Instructions:**

A Governmental Entity must obtain the required affirmation of understanding and agreement to comply with procedures on procurement lobbying restrictions regarding permissible contacts in the restricted period for a procurement contract in accordance with State Finance Law §139-j and §139-k. It is required that this affirmation be obtained as early as possible in the procurement process, but no later than when the Offerer submits its proposal.

Offerer affirms that it understands and agrees to comply with the procedures of the Government Entity relative to permissible contacts as required by State Finance Law §139-j(3) and §139-j(6)(b).

By: **Ingenious, Inc.** Date: **06.15.18**

Name: **Joseph P. Murphy**

Title: **President**

Contractor Name: **Ingenious, Inc.**

Contractor Address: **755 Seneca Street, Suite 201**

**Buffalo, NY 14210**

**FORM B****Offerer's Certification of Compliance  
With State Finance Law §139-k(5)****Instructions:**

A Governmental Entity must obtain the required Certification that the information is complete, true, and accurate regarding any prior findings of non-responsibility, such as non-responsibility pursuant to State Finance Law §139-j. The Offerer must agree to the Certification and provide it to the procuring Governmental Entity. It is required that the Certification be obtained as early as possible in the process, but no later than when an Offerer submits its proposal.

**Offerer Certification:**

*I certify that all information provided to the Governmental Entity with respect to State Finance Law §139-k is complete, true, and accurate.*

By: Ingenious, Inc. Date: 06.15.18

Name: Joseph P. Murphy

Title: President

Contractor Name: Ingenious, Inc.

Contractor Address: 755 Seneca Street, Suite 201

Buffalo, NY 14210

**FORM C (Continued)**

**Offerer's Disclosure of Prior Non-Responsibility Determinations**

Name of Individual or Entity Seeking to Enter into the Procurement Contract:

Joseph P. Murphy, President - Ingenious, Inc.

Address: 755 Seneca Street, Suite 201

Buffalo, NY 14210

Name and Title of Person Submitting this Form: Ingenious, Inc.

Contract Procurement Number: \_\_\_\_\_

Date: 06.15.18

1. Has any Governmental Entity made a finding of non-responsibility regarding the individual or entity seeking to enter into the Procurement Contract in the previous four years? (Please circle):  
 No  Yes

If yes, please answer the next questions:

2. Was the basis for the finding of non-responsibility due to a violation of State Finance Law §139-j (Please circle):  No  Yes

3. Was the basis for the finding of non-responsibility due to the intentional provision of false or incomplete information to a Governmental Entity? (Please circle)  No  Yes

4. If you answered yes to any of the above questions, please provide details regarding the finding of non-responsibility below.

Governmental Entity: \_\_\_\_\_

Date of Finding of Non-Responsibility: \_\_\_\_\_

Basis of Finding of Non-Responsibility: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Add additional pages as necessary)

**FORM C (Continued)**

5. Has any Governmental Entity or other governmental agency terminated or withheld a Procurement Contract with the above-named individual or entity due to the intentional provision of false or incomplete information? (Please circle):                      No                      Yes

6. If yes, please provide details below.

Governmental Entity: \_\_\_\_\_

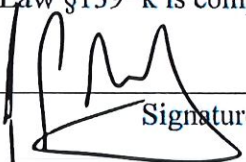
Date of Termination or Withholding of Contract: \_\_\_\_\_

Basis of Termination or Withholding:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Add additional pages as necessary)

Offerer certifies that all information provided to the Governmental Entity with respect to State Finance Law §139-k is complete, true, and accurate.

By:  \_\_\_\_\_ Date: **06.15.18** \_\_\_\_\_  
Signature

Name: **Joseph P. Murphy** \_\_\_\_\_

Title: **President** \_\_\_\_\_

**PROPOSER CERTIFICATION**

I have carefully examined the Request for Proposal and any other documents accompanying or made a part of this Request for Proposal.

I hereby propose to furnish the goods or services specified in the Request for Proposals at the prices or rates quoted in my response. I agree that my response to the RFP will remain firm for a period of up to 120 days in order to allow the Authority adequate time to evaluate all responses.

I agree to abide by all conditions of this RFP.

I certify that all information contained in my response to the RFP is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this response on behalf of my firm as its act and deed and that my firm is ready, willing and able to perform if awarded the contract.

I further certify, under oath, that this response to the RFP is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a response to the RFP for the same product or service; and that the undersigned executed this Respondent's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

**Ingenious, Inc.**

NAME OF BUSINESS

BY:

SIGNATURE

**Joseph P. Murphy, President**

NAME & TITLE, TYPED OR PRINTED

**755 Seneca Street, Suite 201**

MAILING ADDRESS

**Buffalo, NY 14210**

CITY, STATE, ZIP CODE

**( 716 ) 855-8550**

TELEPHONE NUMBER

**06.15.18**

