



REQUEST FOR GRAND RAPIDS EDA ACTION

AGENDA DATE: January 23, 2025

STATEMENT OF ISSUE: Consider approval of a proposal from Sandpieper Design for the design of a new GREDA website.

PREPARED BY: Rob Mattei, Executive Director

BACKGROUND:

A project to comprehensively update GREDA's website has been a carry-over task on the Work Plan for three years. The current website, which was designed and launched in 2011, utilizes an open-source content management system that requires staff resources to become proficient with it and make edits and updates to the site's content, which has fallen behind over the years.

Other deficiencies with the current site include:

- Current site isn't Search Engine Optimized
- Main landing page is extremely text heavy
- Current site has broken and/or expired links
- Current site isn't a responsive design, so it doesn't adjust to mobile device screen sizes
- Current site is very slow to load some pages
- No social media integration (this really hurts your search engine rankings)
- Site is hosted on an outdated platform which is a security risk as well as making it difficult to update and integrate 3rd party tools.

Since GREDA's last discussion on this topic, the rules surrounding the Americans with Disabilities Act (ADA) and access to technology have been clarified. The new rule, signed by the United States Attorney General on April 8, adopts a technical standard for web and mobile accessibility to ensure that people with disabilities can better access important public services.

GREDA has previously considered proposals that did not address ADA compliance and were also either too costly or not from a Google certified web developer.

We sought the attached proposal from Sandpieper Design, who is Google certified and includes items in the work scope that address ADA compliance.

The proposal lists costs for other services that are optionally available. We have highlighted the items that we would like to include in the scope of work at this time, which include:

- Website Hosting \$35.00/month
- Website Design, Programming \$7,500.00
- Advanced Search Engine Optimization for AI \$1,500.00
- ADA Compliance Programming \$2,500.00
- ADA Compliance Programming Plug-In \$179.00/year
- Google Analytics Report \$85.00/year

With these work items, the total up front/one time cost is \$11,500.00 and the annual costs are \$684.00.

RECOMMENDATION:

REQUIRED ACTION: Make a motion to approve a proposal from Sandpieper Design for the design of a new GREDA website, as presented.