



BUDGET & SCOPE

A transparent investment.

One proposed project ceiling covering delivery and an expense allowance. The allocations below are planning amounts within the fixed total.

Workstream	Amount
Discovery & content decisions	\$5,500
Information architecture & content design	\$4,500
Brand application & responsive design	\$6,500
Custom website, CMS & integrations	\$11,000
Migration, accessibility & launch testing	\$6,000
Training, launch & stabilization	\$4,000
Project expense allowance	\$2,500
Total proposed fee	\$40,000

Included in the investment

Discovery and stakeholder coordination; content inventory and migration decisions; navigation and content models; application of supplied brand standards; reusable responsive templates; staff CMS configuration and agreed integrations; content migration batches; redirects; accessibility and functional testing; two staff training sessions; a task guide; launch and 30 days of in-scope defect support.

Expense allowance and ongoing support

The \$2,500 allowance remains inside the \$40,000 total and covers agreed licenses, hosting setup, travel, and applicable taxes. Confirm actual items and treatment during scope approval. Additional maintenance and enhancements after included support are proposed at **\$150/hour**, with an estimate and written authorization before work. Ongoing provider fees will be disclosed before any commitment.



SCOPE BASIS

Decisions made together.

Content and templates

Approve a migration inventory, reusable templates, content batches, and review rounds before implementation. First 5 supplies factual copy, brand standards, asset rights, source documents, and translated collateral as needed. The Design Factory edits page-level copy. Agree the live-text translation tool and language review responsibilities in discovery.

Documents and accessibility

Classify documents for retention, replacement, HTML conversion, or remediation. Agree the priority, volume, specialist work, and accessible alternatives within scope. Target WCAG 2.2 AA; confirm formal audit and acceptance methods together. The concept is not a conformance certification.

Connected services

Assess forms, calendar, email, search, analytics, maps, Kid Builders, and EDI. Confirm accounts, API access, ownership, and expected behavior. Include agreed connections within the ceiling; determine whether existing applications should be linked, integrated, or rebuilt during discovery.

Hosting and ownership

Use First 5-owned accounts and U.S.-based partners for hosting, coordination, and support. Hand over source, content, admin access, the license register, backups, and operating instructions. Select the non-WordPress CMS with First 5 during discovery, based on publishing tasks, accessibility, security, and the approved budget. Agree vendors and recurring costs before procurement.

Collaboration and change control

Ari leads coordination with one First 5 approval contact and named content owners. Allow five business days for consolidated feedback. Record decisions and scope tradeoffs before work. The base proposal stays within \$40,000 and does not depend on future change orders.

Commercial review

Confirm payment milestones, insurance, contract terms, and resourcing through First 5's contracting process. The published RFP and Q&A govern; any requested exception requires First 5's agreement.