

To: Marlon Torres @ Suffolk County Water Authority

From: Danny Mager @ AFFIRM Agency

**Re: LICAP Website Update and Hosting Estimate for OUR WATER, OUR LIVES Campaign**

Date: April 21, 2020

CC: Tim Motz, Seth Wallach, Mike Litka, Amy Opad, Mark Skowron

Marlon, please see the following estimate for the development of a new, updated LICAP website including design, programming, SEO set-up, and hosting. Updating the LICAP website was originally recommended to correspond with the development and launch of the OUR WATER, OUR LIVES campaign in 2019. However, this project was put on hold after prioritizing the materials that could be completed with the available funding. Since the LICAP website provides important information about the Long Island Commission for Aquifer Protection, which sponsors OUR WATER, OUR LIVES, as well as prominently links to the OUR WATER, OUR LIVES campaign website, updating the appearance and functionality of the site is imperative to the success of the campaign as it grows and becomes more commonly used on Long Island. AFFIRM anticipates that the new LICAP site can be developed within 4 to 6 weeks from the date of approval of this estimate. *A detailed timeline of the project will be shared once approval received.*

## PROJECT PHASES

### A. Website Development

AFFIRM will provide design, programming and hosting for the new LICAP website. In addition, we will review all content for SEO and use a new, secure web hosting provider while upgrading to the WordPress CMS platform. Tasks include:

- Develop a sitemap of existing website for client input
- Create a sitemap of the new website based on client input
- Set-up a new, secure hosting environment that's dedicated to WordPress websites
  - Look into a possible new, shorter URL for the updated site, such as the following available options:
    - liaquifer.com or .org
    - licap.us
    - mylicap.com or .org
    - longislandaquifer.com or .org
    - aquiferprotection.com or .org
    - liaquiferprotection.com or .org
- Use existing copy/content on current website (LICAP may provide additional copy if necessary)
- Once new content is completed, review for on-page SEO
- Consider restructuring the navigation to emphasize key programs or information

- This will include: events calendar, file storing feature (with privacy feature), form and survey set-up, social media icons (LICAP to set-up platforms)
- Source and create new imagery as needed including (custom/stock) photography (limited to budget amount)
- Redesign the home page and all secondary pages using a mobile-first/responsive code base
- Provide front- and back-end programming for all site pages
- Setup 301 redirects if necessary
- Set up Google Analytics tracking (currently doesn't seem to exist)
- Test the updated website across multiple browsers and mobile platforms
- Publish website upon approval
- Provide LICAP staff with basic tutorial of WordPress CMS for website maintenance as necessary

**B. Website Hosting**

AFFIRM will coordinate and set up a new hosting arrangement with our resource partner. A hosting charge pays for usage of the web hosting service annually. You will be billed quarterly for website hosting and maintenance or making regular upgrades on web software including CMS versioning and plug-ins. Hosting is based on allowing for sufficient disk space and bandwidth of current site, anticipated additions, database for CMS, and nightly backup.

**ESTIMATED COSTS:**

*AFFIRM provides monthly, in-progress billing as work is completed*

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|--------------------------------------|---------|
| • <b>Website Development</b>         | \$9,960 |
| • <b>Website Hosting (12 months)</b> | \$1,800 |

*All estimates and timelines are subject to change if the project's parameters are affected or revised. In that case, an updated estimate and timeline would be developed based on the new parameters before any additional work would be completed*

**CLIENT APPROVAL:** \_\_\_\_ Approved

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Signature Date