

PENNSYLVANIA INTERGOVERNMENTAL COOPERATION AUTHORITY

Resolution No. 2025 - 04
October 22, 2024

WHEREAS, pursuant to the Pennsylvania Intergovernmental Cooperation Authority Act for Cities of the First Class (the Act of June 5, 1991, P.L. 9, No. 6), as amended (the "Act"), the Pennsylvania Intergovernmental Cooperation Authority (the "Authority") is authorized to engage consultants and contract for other professional services upon the vote of a qualified majority of its governing board; and

WHEREAS, the Authority, as a public oversight authority, certain public information must be available on PICA's website, www.picapa.org. This includes board meeting dates, times, and locations, board meeting agendas, resolutions taken up at board meetings, and staff reports on the City of Philadelphia's fiscal condition.

WHEREAS, the Authority, to maintain its website, has requested requests proposals from qualified firms to provide web design services and to implement updates to PICA's website, and provide ongoing support for security and updates; and

WHEREAS, following the issuance by the Authority of a Request for Proposals (the "RFP"), the Authority received 14 proposals and after careful review of the proposals in accordance with the evaluation factors set forth in the RFP, has determined that Karma Dharma is the best qualified to provide the website design services and that its proposal dated September 10, 2024 (the "Proposal"), a copy of which is attached hereto as Exhibit "A", to provide website design services to the Authority, with services commencing on October 23, 2024 through June 30, 2024 followed by four, one-year renewal options at the sole discretion of the Authority, is in the best interest of the Authority; and

WHEREAS, the staff of the Authority has recommended that the Authority engage Karma Dharma to provide such website design services in accordance with the Proposal for a fee not to exceed \$30,000.

NOW THEREFORE, BE IT RESOLVED:

1. The Board of the Authority hereby approves the appointment and engagement of Karma Dharma to provide website design services with services commencing on October 23, 2024 through June 30, 2024 followed by four, one-year renewal options in accordance with the Proposal, the acceptance of which is hereby authorized and approved.

2. The proper officers of the Authority are hereby authorized to prepare, execute, deliver and file any and all documents, instruments, agreements, certificates and other papers of any kind whatsoever, and to do any and all other acts or things, that are necessary or appropriate in order to carry out the intent and purposes of this Resolution.

3. The Authority hereby ratifies and confirms any and all prior actions taken by or on behalf of the Authority consistent with the intent of this Resolution.

4. All prior resolutions or parts of prior resolutions not in accordance with this Resolution are hereby repealed insofar as they conflict herewith.

5. This Resolution shall take effect immediately.

MOVED: Alan Kessler

SECONDED: Roz Sutch

APPROVED:

Qualified Majority Required: Y X N ____

Vote:	<u>YES</u>	<u>NO</u>	<u>ABSTAIN</u>
Burns	____	____	____
Karp	<u>X</u>	____	____
Kessler	<u>X</u>	____	____
Sutch	<u>X</u>	____	____
Vaughan	<u>X</u>	____	____

September 17, 2024

Pennsylvania Intergovernmental Cooperation Authority
1500 Walnut Street, 16th Floor
Philadelphia, PA 19102

RE: Website Design and Support Services RFP

Hello.

Thank you for the opportunity to present our proposal for the Pennsylvania Intergovernmental Cooperation Authority website design and support services. KarmaDharma would be an excellent partner with decades of website design, development, and management expertise. We create responsive, accessible solutions for diverse target audiences without sacrificing the efficiency and workflow needs of the content editorial team.

As a professional creative agency with a diverse team of 29 experts, we specialize in strategy, search engine optimization, design, WordPress development, and content creation. We have a long-standing commitment helping our clients fulfill their missions, many of whom are mission-based, nonprofit, and civic organizations with unique needs.

As part of our high level of design and development expertise, we provide a unique research and development kick-off meeting where we collaborate to create a UX/UI plan. Our WordPress website property audits create a strategic plan for migrating existing sites.

As a WordPress VIP Agency Partner, we code and design to the highest standards and best practices for WordPress, allowing us to create more flexible, robust, and accessible websites that are easy for content teams to manage.

Thank you for the opportunity to provide more information on KarmaDharma, and to discuss our potential solution for creating a streamlined, agile strategy for PICA.

Respectfully,

A handwritten signature in black ink, appearing to read "Mia Levesque".


Mia Levesque
Director of Client Services
KarmaDharma US Inc.
mia@karmadharma.ca

Certified



Corporation

This company is part of the global movement for an inclusive, equitable, and regenerative economic system.

Located in the  of Ottawa, Montréal & Philadelphia
karmadharma.ca



karma dharma

Entreprise



Certifiée

Strengthening Philadelphia's Online Presence

Pennsylvania Intergovernmental Cooperation
Authority (PICA)

Website redesign Proposal
September 2024

the ask.



At KarmaDharma US, we recognize how vital it is for public organizations like the Pennsylvania Intergovernmental Cooperation Authority (PICA) to maintain a strong online presence that reflects their oversight role and commitment to public engagement. Your website serves as a critical gateway for the community, government officials, and stakeholders, making it an essential tool for transparency and communication.

We propose a comprehensive redesign of the PICA website, modernizing it to align with your goals of transparency, accessibility, and effective communication. This update will establish a strong digital presence for PICA within the Philadelphia community.

A well-designed website is key to ensuring intuitive, accessible, and user-friendly navigation for public organizations. A redesigned PICA site will be instrumental in enhancing transparency and fostering meaningful engagement with your stakeholders. Our approach focuses on improving both the user experience (UX) and the user interface (UI) to ensure seamless accessibility and effortless navigation.

With KarmaDharma US, you'll have a partner who not only delivers cutting-edge digital solutions but also understands Philadelphia's unique landscape. As members of the community, we are deeply invested in improving how PICA connects with the people it serves. With 90% of our web development team based in Philadelphia, most of the development and decision-making will be done locally, contributing to the city's growth and innovation.



the ask.



Our proposal includes:

- Enhanced user experience (UX) with a streamlined, easy-to-navigate interface.
- WCAG compliance to ensure the website is accessible to all users, including those with disabilities.
- A WordPress CMS for simple content management and updates by non-technical staff.
- Integrated security updates and ongoing support to keep the website running smoothly and securely.

Our Philadelphia-based team is highly skilled in working with public sector organizations and understands the importance of keeping public information secure, accessible, and up-to-date. We are confident that the redesigned PICA website will meet all the objectives outlined in the RFP, supporting your mission to serve the community effectively.



Critical Success Factors

project delivery.

These key success factors are essential for the effective development and redesign of PICA's website, ensuring improved functionality, user engagement, and alignment with the organization's mission and objectives.



Understanding and Engaging the Target Audience(s)

Audience Insight: A deep understanding of PICA's diverse audience, including community members, city officials, stakeholders, and the general public, is crucial. The website's content and functionality will be tailored to meet the specific needs and preferences of each user group, ensuring the website effectively supports PICA's mission.



Creative and Innovative Approaches

Innovative Design: We will implement creative design strategies that capture attention while utilizing the latest web technologies to improve the user experience and drive engagement. Our goal is to design a website that is both visually appealing and highly functional for all users.



Data-Driven Decision Making

Analytics and Optimization: Data analytics will be central to informing our website strategies. We will track user behavior, optimize content, and make continuous improvements to ensure the website delivers maximum engagement and satisfaction for its users.



Collaborative Partnership

Effective Communication: We will maintain open lines of communication with PICA's team throughout the project. By aligning on goals and strategies and providing regular progress updates, we will ensure the project stays on track and meets all expectations.



Flexibility and Adaptability

Responsive Adjustments: Our team is prepared to make responsive adjustments based on feedback and changing requirements. We are committed to staying agile and flexible throughout the project to ensure the best outcomes for PICA's website.



Quality Assurance

Establishing metrics and processes for ensuring the deliverables meet required quality standards at every stage.

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**selecting
a CMS.**

Why we think WordPress is the Best Solution for PICA's Website Redesign.



WordPress provides flexibility and control, making it ideal for your needs. Its customizable CMS and strong support ensure long-term success. While we've shared our thoughts on its capabilities, your input will be crucial in shaping the best solution.

Customization and Design Flexibility:

- **Tailored Design:** A professional WordPress theme offers powerful customization capabilities that align perfectly with PICA's brand identity and mission. This allows the creation of a user-friendly interface for all stakeholders, including public officials, financial analysts, and citizens, while ensuring seamless access to important reports and documents.

Superior Content Management:

- **User-Friendly CMS:** PICA will benefit from the intuitive CMS, which enables non-technical staff to easily update content. This makes it simpler for PICA to maintain timely updates on reports, financial plans, and issue papers with minimal technical support.

Integration Capabilities:

- **Seamless Integrations:** WordPress easily integrates with key systems such as subscriptions to Constant Contact.
- **Compatibility with Third-Party Tools:** WordPress supports integrations with various tools needed for event management, payment processing, and more, ensuring all functionalities are covered.



SEO and Performance Optimization:



- **SEO-Friendly:** WordPress is built with SEO in mind, offering a foundation that help optimize the site for search engines, ensuring better visibility and ranking on Google.
- **High Performance:** By minimizing the use of excessive plugins and optimizing the site's code, WordPress can deliver a high-performing, fast-loading website.

Accessibility Compliance:

- **WCAG Compliance:** WordPress allows developers to build with accessibility in mind, considering various user needs and preferences, to help maintain conformance with WCAG 2.2 AA standards, the internationally recognized benchmark for web accessibility.
- **Accessibility Technologies:** An accessible WordPress theme is compatible with various assistive technologies, including screen readers, speech recognition software, and keyboard navigation.

Security and Analytics:

- **Secure Code and Monitoring:** PICA will benefit from enhanced security via WP Engine hosting, security monitoring, and the highest coding standards standards providing protection from threats like DDoS attacks while also improving site performance.
- **Google Analytics/Matomo Integration:** WordPress integrates with Google Analytics or Matomo to help PICA track user behavior, ensuring that stakeholders have access to important data on how the website is being used and which reports are most frequently accessed.e.

Cost-Effectiveness and Scalability

- **Lower Operational Costs:** WordPress offers flexibility to minimize operational costs for PICA, ensuring scalability and ease of maintenance as the website grows in complexity and content volume.



Functional & Accessible website.

We understand the importance of creating an accessible, user-friendly website that meets PICA's specific needs. Our experience in developing websites for public organizations ensures that we can implement custom functionality and maintain WCAG 2.2 AA compliance. By focusing on accessibility, security, and ease of content management, we will deliver a website that aligns with PICA's goals of simplicity and inclusivity.

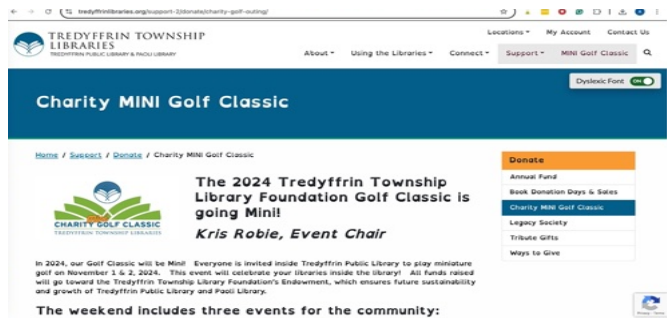
Programs Functionality

- **Lutheran Settlement House** [↗](#)
- **Friends General Conference** [↗](#)
- **Creative Philadelphia - City of Philadelphia** [↗](#)
- **Philadelphia Fight Community Health Centers** [↗](#)

Accessible Websites

- **Tredyffrin Township Libraries** [↗](#)
- **Yikes Inc** [↗](#)
- **Bumble** [↗](#)
- **City Controller - City of Philadelphia** [↗](#)

Tredyffrin Township Libraries accessibility features.



DYSLEXIC TOGGLE BUTTON

- **Announcement:** The button announces whether it's ON or OFF.
- **Consistency:** The setting is saved across pages and works consistently on mobile.

CUSTOM EXTERNAL AND PDF LINKS

- **PDF Links:** Displays "downloads a PDF" on hover and is announced by screen readers.
- **Icons:** Icons next to links indicate if they open a new window or download a PDF.

CUSTOM MOBILE SEARCH

- **Dropdown Selection:** The current selection is visually distinct and saved across pages.
- **Screen Reader Guidance:** Provides instructions for using the dropdown.

Bumble accessibility features.



MAIN PAGES

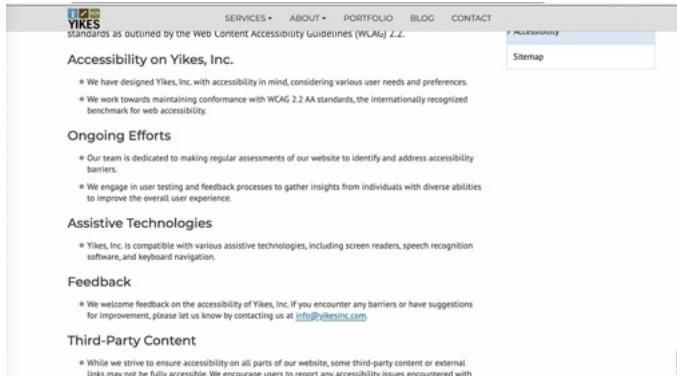
- **Slider:** Announces the current slide number and total slides. Arrow controls and navigation dots are accessible, and slides are swipe-able on mobile.
- **Tab Section:** You can navigate tabs with arrow keys, and the selected tab is highlighted. The focus moves inside the tab's content when using the TAB key.
- **Infinite Scroll:** New articles are added in the TAB order, with screen readers announcing the page number and total count.
- **Search:** Selected Tags are visually distinct, with screen reader announcements for each selection state.

ARTICLE BLOCKS (CARDS)

- **Clickable Areas:** Each article card has a single link for the image and title, with one focus style. Tags are announced with their count, and images have descriptive alt text.

Yikes Inc.

accessibility features.



CONTENT & NAVIGATION

- **Hover Styles:** Custom animations for content links.
- **Icons:** Added to various buttons/links like "Visit website," "Back to work," "Back to blog," category lists, bookmarks, and footer contact links.

HOMEPAGE VIDEO

- **Controls:** Placed at the bottom to be the first interactive elements.

TESTIMONIAL SLIDER

- **Transitions:** Slow fade in/out to reduce motion sensitivity.
- **Arrow Controls:** Announce which slider they control, like "Testimonial slider, next slide button".

PROPOSED DELIVERABLES

let's get started.

Comprise of 4 phases, our process aims to ensure that your website truly reflects your organization, and that it can evolve over time in a dynamic, fully accessible, transactional and secure way.

01

research & discovery.

DELIVERABLES

- Project Kickoff
- Understanding of the Organization
- Website Audit

getting to know you & your website vision.



Our strategist and user experience (UX) leads work in tandem to understand your organization: goals, users, aspirations, website pain points and measures of success.

Why include UX so early in the process? Starting the process thinking about where you will end up avoids painful and costly course corrections along the way.



project kickoff.

The official start of the project, where we meet with your team to discuss roles, timing, resources, approval processes, access to materials, etc., and ensure that everyone is equipped with the necessary tools to successfully meet all project requirements and deadlines.

OBJECTIVES

- Understand project objectives
- Fine tune scope of work
- Team onboarding

PROCESS

- Internal kickoff meeting
- kickoff meeting with your team & karmadharma team

DELIVERABLES

- Setup & sharing of Shared Folders, documents, brand assets, project management channels
- Setup of workback schedule with clear deadlines for all major deliverables



document review & discovery.

Our strategy team works with you to understand your organization and ways in which we will best work together to achieve your goals. We'll start by reviewing all of your documents to get an understanding of how far you've come and identify current gaps and areas for improvement.

OBJECTIVES

- Understand your organization goals; audiences; environments; aspirations; and measures of success to effectively create and deploy your brand.

PROCESS

- Meeting with your team (2h) to walk through key background materials & relevant insights (stakeholder interviews, website recommendations, new strategic planning, branding, research and analysis, plus any other relevant documents)
- Access to all relevant background materials
- Review of background materials to identify gaps and opportunities

DELIVERABLES

- Provide insights and recommendations for future direction of the website development



website audit.

In order to get an understanding of the foundation's current landscape, our team will perform a detailed website audit and identify some of the key areas of concern. They will review the content with your team to make sure it aligns with your new strategic planning and vision.

OBJECTIVES

- Highlight the pain points and strength of the current website. Highlight the content to be updated and review for the new website.
- Evaluation of the # of pages and # of plugins to consider for the new website

PROCESS

- Evaluation of your website by our UX and Development team for all key elements (accessibility, UX, Conversion, SEO, visibility, mobile responsiveness, performance, technical assessment, content, legal, etc)

DELIVERABLES

- Detailed report of the pain points and strengths of the current website + insights and recommendations.
- Detailed content migration plan

02

strategic development.

DELIVERABLES

Website Strategy

- SEO Strategy
- Use cases & audience profile
- Information Architecture

a solid foundation.



We create the behind-the-scenes elements, the components that form the building blocks of your website.

Our UX lead works with you to focus on the information architecture and wireframes; the backbone of your website.

The UX lead will also work with the strategist to ensure that the brand and donor journey is reflected in the website



SEO strategy.

It is essential to make your site as easy find as possible to find. For that reason, we work in 4 main areas to improve your findability: technical SEO, on-site, content and backlinking. Together, they are the not-so-secret recipe to increased traffic and engagement.

OBJECTIVES

- Perform an initial SEO audit, keyword research and develop a 6-month SEO Plan for website which would include a mix of SEO content, on-page optimization and back-linking activities

PROCESS

- Ensure your site follows Google's Webmaster Guidelines.
- Identify potential HTTPs related issues
- Check for indexability, mobile friendliness, speed, core web vitals, broken pages, sitemap issues,
- Verify on-page elements, content gaps, trust flow and citation flow.
- Verify performance of the competition

DELIVERABLES

- SEO Audit Document, Keyword Research and 6-month execution plan



information architecture.

The information architecture outlines all the areas of your new website, and shows how your audiences' expectations will be met within its structure.

OBJECTIVES

- Create a plan for the information architecture of your new website based on recommendations from the website audit & information provided during our discovery meeting to close gaps and address pain points.

PROCESS

- key pages to include on new website.
- review proposed architecture and provide feedback for edits. (2 rounds of revisions)
- Approval to proceed to the design stage

DELIVERABLES

- Website information architecture based on industry best practices and information provided by your team.

03

creative & platform development.

DELIVERABLES

- Website Copy
- Website Design (Mockups)
- Frontend Development
- Backend Development
- Asset Search & Creation & Web File Prod.
- CMS Installation and Integration
- CRM & 3rd Party integration

make it real.



The foundational elements guide the creation of the website design and content.

With the wireframes completed, we'll focus on website mockups and custom-tailored content to give you a solid sense of how the brand comes to life online.



website copy.

We will collaborate with PICA to review and optimize the content provided for sections of the website, ensuring it adheres to web best practices for usability, accessibility, and a seamless user experience. Our focus will be on enhancing key messages to effectively guide visitors and meet PICA's objectives.

Includes 2 revisions - estimates for additional revisions may be provided at a rate of \$110/h

OBJECTIVES

- Review and refine PICA's existing content to align with WCAG 2.2 AA compliance and best practices for accessibility and user experience.
- Optimize the content for easy navigation and clear messaging, making sure it is user-friendly for both the public and internal staff managing the website.

PROCESS

- Work with PICA to identify key content for review, such as board meetings, reports, and newsletters.
- Provide content optimization and revision support to ensure clarity, accessibility, and alignment with PICA's messaging goals.
- Conduct two rounds of revisions based on PICA's feedback to finalize the optimized content.

DELIVERABLES

- Final optimized content for specified sections of PICA's website, ensuring it is clear, accessible, and easy to manage for both public and internal users.



wireframes.

The wireframes will indicate how the visual and written content will appear on each unique page of the website.

Includes 2 revisions - estimates for additional revisions may be provided at an hourly rate.

OBJECTIVES

- Visual and written content placeholders will appear on each unique page of the website. Content hierarchy, calls to action, form behaviour and clicks to new pages will be established and aligned with the information architecture

PROCESS

- Page mockups for all unique pages
- Review proposed wireframes and provide feedback for edits (2 rounds of revisions)
- Approval to proceed to the design stage

DELIVERABLES

- Early stage visual representation of selected unique pages to gather feedback and ensure it aligns with the intended vision

web design.

Upon approval of the home page & second level mockup, the design approach will be applied to all pages for client approval.

Includes 2 revisions - estimates for additional revisions may be provided at a rate of \$110/h.



OBJECTIVES

- Design your website to support your new brand keeping in mind key user experience elements

PROCESS

- Design of all the mockups for the website
- Review proposed mockups and provide feedback for edits (2 rounds of revisions)
- Final approval of all pages to proceed to the next phase

DELIVERABLES

- Website mockups for all unique website pages (including imagery style, brand colours & fonts, character & audience conversion through visual hierarchy)

specific needs and features.

We will develop a responsive and accessible website that is easy to navigate, tailored to the needs of PICA's diverse audience, and fully optimized for all devices and screen sizes.



RESPONSIVE & ACCESSIBLE DESIGN FOR PICA

The website will be built to ensure seamless usability, meeting WCAG 2.2 AA compliance standards for accessibility. Features will include

- **Customizable Sections** for reports, newsletters, and public notices.
- **Advanced Search and Filters** to help users quickly find meeting agendas and reports.
- **Program-Specific** Layout to highlight PICA's resources and updates.

STRATEGY FOR USER ENGAGEMENT

A clear, simple design will enhance user experience, allowing visitors to easily browse and access essential information on PICA's programs and oversight functions.



asset search & creation and web file production.

Provide art direction for custom photos & videos

- Cost for photos, videos, and illustrations will be estimated for client approval before any purchases are made
- No stock assets (photo, video, other) have been included within this scope of work

OBJECTIVES

- Provide art direction for imagery style through custom photos & video.
- Recommendations & identification of all imagery & styling (stock or custom) to be added to the new website

PROCESS

- Guidance from your team on preferred imagery & style
- Research & Art direction for original images
- Review of proposed imagery & styling with approval to proceed to build phase

DELIVERABLES

- Production of all final art & copy files provided to the dev. team

front-end development.

Our approach will deliver a user-friendly and accessible front-end experience that aligns with PICA's goals for content management, security, and ease of use.



DETAILS

- **Responsive Design:** The site will be fully optimized for seamless use across all devices, from mobile to 4K displays.
- **Content Flexibility:** Modular content blocks will allow PICA to easily update and reuse content, ensuring efficient management of reports, newsletters, and public notices.
- **Strategic CTAs:** Clear, actionable prompts will be integrated to drive user engagement, including newsletter sign-ups and easy access to key documents.
- **Accessibility Compliance:** Built to meet WCAG 2.2 AA standards, ensuring full compliance with ADA, Section 508, and other accessibility regulations.

back-end development.

Our back-end development ensures PICA's website is secure, optimized for performance, and easy to manage, fully supporting PICA's transparency and communication objectives as outlined in the RFP.



DETAILS

- **Fully Functional and Easy-to-Manage:** The website will follow industry best practices, with a user-friendly drag-and-drop block editor that allows PICA's non-technical staff to easily update and manage site content.
- **Custom Post Types:** We will implement custom post types to support the display and organization of PICA's reports, meeting agendas, and public notices.
- **Analytics Integration:** Google Analytics and Google Webmaster Tools will be installed and configured to track user engagement and ensure ongoing site optimization.
- **Technical SEO:** We will configure SEO settings, complete a 301 redirect inventory, and implement necessary 301 redirects to preserve and enhance PICA's search engine visibility.

cms installation & configuration.

Our CMS installation and configuration will provide PICA with a secure, user-friendly, and scalable website, aligned with the RFP's requirements for simplicity and accessibility.



DETAILS

- **Development Environment Setup:** Establishing a smooth progression from development to production.
- **WordPress Installation:** Fully customized WordPress setup tailored to PICA's security, performance, and content management needs.
- **Custom blocks and templates:** Configuring customizations for easy management of PICA's reports, meetings, and public notices.
- **Minimal Plugin Use:** Installing only essential, pre-approved plugins to enhance performance and security.
- **Asset Inventory:** Detailed tracking of all development assets for efficient management.

crm & third-party integrations.

The RFP for PICA's website doesn't specifically mention any CRM or third-party integrations.

However, based on the existing site and overall needs, there are several areas where integrations could add value:



DETAILS

Email Marketing: Integrating with platforms like Constant Contact (which PICA currently uses) or MailChimp would streamline newsletter management.

Analytics: Tools like Google Analytics or Google Search Console would be essential for tracking website performance and user engagement.

Social Media: If PICA has active social channels, integrating platforms like YouTube or Twitter could enhance content sharing and updates.

Forms: Solutions like Gravity Forms or WPForms can simplify form submissions for public feedback or inquiries.

Accessibility Tools: Implementing tools like UserWay or WAVE ensures the site remains fully compliant with accessibility standards.

04

Implementation launch & roll-out.

DELIVERABLES

- Testing
- Training & support
- Hosting

3.2.1... launch!



The final phase includes all development and deployment of the website assets.

During this phase, we'll do a full run-through of the site to resolve any errors and optimize performance.

Prior to launch, your organization will be equipped with tools and resources to maintain the website before the public launch.

testing.

The completed website will undergo thorough testing and be fully ready for launch.

This phase allows for a comprehensive review of the website's design, content, and functionality, ensuring it meets PICA's needs.



DETAILS

- **Functional:** Verifying all features are working as intended.
- **Accessibility:** Ensuring compliance with WCAG 2.2 AA standards.
- **Browser Compatibility:** Testing across different web browsers.
- **Performance:** Optimizing site speed and functionality.
- **301 Redirects and Broken Links:** Identifying and fixing any redirect or broken link issues.
- **Revisions:** We offer 2 rounds of revisions to address any development errors or adjustments needed before launch.

training & support.

We will ensure PICA's team is fully equipped to manage and update the new website with ease.

Our comprehensive training and support will empower your staff to handle day-to-day content management and ensure the website runs smoothly.



Training:

- **Pre-Launch Virtual Training:** Our web team will conduct virtual training sessions before the website launch, focusing on how to manage content, perform updates, and troubleshoot basic issues.
- **Post-Launch Support:** We offer up to 15 hours of support during the first month after launch, addressing any build-related issues. Ongoing support options are available for additional needs.
- **Post-Launch Revisions:** After launch, we provide a 45-day revision period where PICA can request further adjustments to ensure the website meets expectations and performs as intended.
Additional revisions or changes to previously approved elements can be provided at a rate of \$145/h.

ONGOING
(UPON WEBSITE LAUNCH)

website hosting, security, and monitoring.

We offer secure, fast enterprise-level web hosting services on an annual basis through our hosting partnership with WP Engine.

Every site is protected by an SSL certificate for best practices, SEO, and security.

Our annual services give our clients peace of mind by providing WordPress core and plugin updates, monitoring, and website backups.



DETAILS for WordPress Monitoring Services

- WordPress Core and Plugin updates within 48 hours of release
- Daily backups of posts, pages, comments, images, and configuration settings
- Fixes of general site issues caused by a WordPress core or Plugin update
- Restoration of files and database if the situation ever arises
- 24-Hour Website uptime monitoring and alerts if issues are reported
- Malware Cleanup and Blacklist removal if a site ever becomes infected

\$600/Year

Annual Hosting Rates

WP Engine Tier 1 Hosting \$600

WP Engine Tier 2 Hosting \$1,800

WP Engine Tier 3 Hosting \$3,600

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**proposed
timeline.**

This is an overview of the proposed timeline.

A detailed timeline with accountability and milestones will be presented following the kickoff & discovery.

01

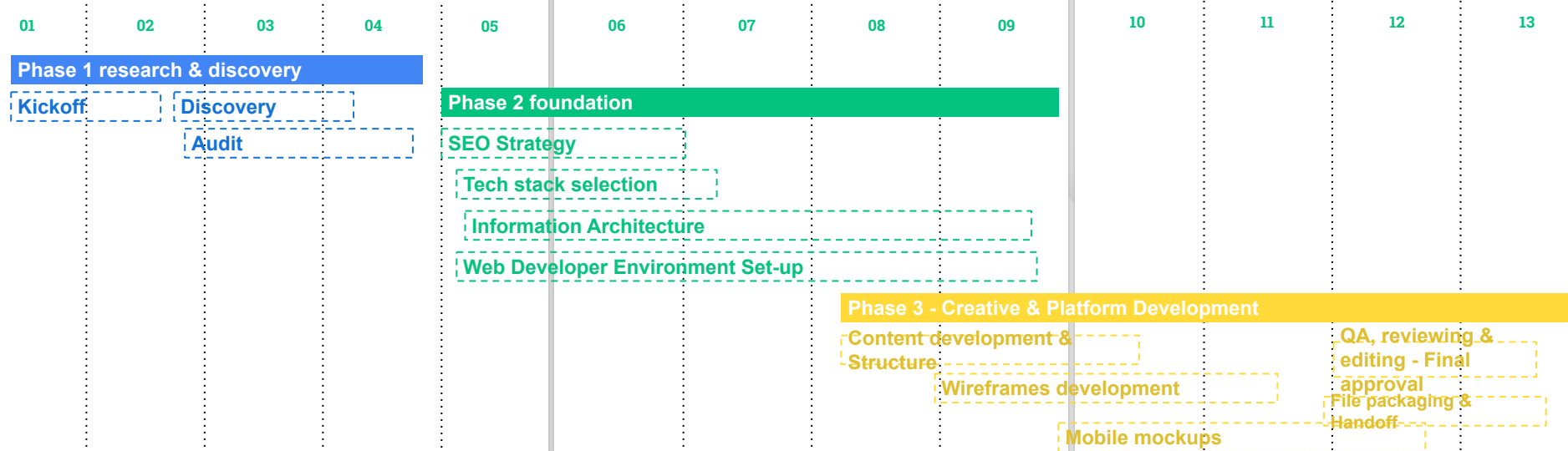
month.

02

month.

03

month.



04
month.

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month.

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month.

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Phase 3 - Front & Back End Development

Page Building : uploads, placement, configuration, mobile optimizations. Etc.

CRM & 3rd party integration

Staging link
: internal
QA

Staging
link : Client
review QA

Revision &
Final
Approval

Phase 4 Testing, Training & Support

QA, Testing and final revisions

Training

LAUNCH

Hosting & Support if needed

pricing summary.

summary of deliverables & investments.

On this slide is the summary of our proposed deliverables and estimated costs, as presented in the previous slides.

We also know that things can change as we move through this process, so we've provided estimates based on what we know today.

Pricing will be firmed up once we have worked with you to finalize the scope and deliverables.

Our projects are usually billed in equal payments at 3 stages - upfront, midway and upon completion. However, we are open to alternative billing arrangements, as requested by the client.

Phase	Stage	\$
1. Research & Discovery	Kickoff & Understanding the organization	\$1,000
	Website audit	\$1,000
2. Strategic development: A solid foundation	SEO Strategy	\$1,000
	Information architecture	\$1,000
	Content Adaptation	\$2,000
	Wireframe	\$2,500
3. Platform development: making it real	Web Design (Incl Assets, web File prod.,)	\$5,000
	Front-End & Back End Development	\$10,000
	CRM & Third-Party Integrations	\$1,000
5. Launch	Testing	\$1,000
	Training & Support	\$500
	Project Management	\$4,000

INVESTMENT \$30,000	
Exclusions from Total Investment:	
-	Licenses: Charges for third-party plugins and integrations will be quoted and agreed upon before any costs are incurred.
-	Media Licenses: Costs for photo and video licenses and royalties will be quoted and agreed upon prior to incurring any expenses.
-	Hosting Fee: Annual hosting fee

**a little bit
about us.**

who we are.

karmadharm is

**A make-the-world-
a-better-place-agency.**

From strategy to SEO, digital to design, and content to creative, our small but mighty team helps organizations fulfill their missions.

We help enterprising organizations who want to **do better in the world, do better.**

Because when do-gooders do good, the impact is **extraordinary.**

**karma
dharm**

Certified



Corporation

This company is committed to
accountability, transparency,
and continuous improvement.

b-corp.



what is a B Corporation?

B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.



why it matters to you?

By choosing us, you're partnering with a company committed to positive impact.

HIGHEST STANDARDS

B Corp certification ensures we meet rigorous standards of social and environmental performance.

SUSTAINABLE FUTURE

Supporting B Corps contributes to a more sustainable, inclusive economy.

karma
dharma

our commitment.

At **karmadharma**, being a certified B Corporation is central to our identity. It reflects our dedication to not just being the best in the world, but the best for the world."

Certified



Corporation

This company is committed to
accountability, transparency,
and continuous improvement.



EDI & accessibility informs all we do.

At **karmadharma**, we deeply value diversity, equity, inclusion, and accessibility in all our engagements.

Our approach is tailored to ensure that every aspect of our work reflects these values, resonating with the goals and ethos of organizations like yours.

We integrate EDI and accessibility by:



DIVERSE STAKEHOLDER ENGAGEMENT

Actively seeking perspectives from a broad range of community members, ensuring voices from marginalized and underrepresented groups are heard and valued in our planning process.



EQUITABLE SOLUTION DEVELOPMENT

Crafting strategies that address disparities and promote equitable access to services, particularly in the realm of mental health and addiction services.



INCLUSIVE COMMUNICATION

Utilizing language and communication methods that are inclusive, respectful, and accessible to all, regardless of background or ability.



ACCESSIBILITY IN DESIGN

Ensuring that our deliverables – whether digital, print, or in-person – are accessible to people with different abilities, including those with physical, sensory, or cognitive impairments.

our services.



RIGHT BRAIN

strategy

Give us your sticky, hairy, *I wish that would go away* problems and we'll dig deep to help you find solutions. What can I say, we like the hard stuff.

- ✓ Strategic Planning
- ✓ Facilitation
- ✓ Insights & Market Research
- ✓ Customer Experience



LEFT BRAIN

creative

If you need help creating, differentiating and promoting your brand, we can help! We are a full-service marketing agency ready to serve.

- ✓ Brand Audit & Design System
- ✓ Content strategy
- ✓ Website Design & Development
- ✓ Campaign Ideation & Creation
- ✓ Social Media Marketing



THE HEART

people

Great things are achieved by great teams. If you're looking to dial up the engagement and dial down the drama, we can help.

- ✓ Culture & Employee Experience
- ✓ Coaching
- ✓ Team & Leadership Building

OUR MAGIC TOUCH

our process.

OUR PLEDGE TO YOU

**working
together to
do good.**



Our **holistic integrated website process** is efficient and ensures that everything and everyone is connected throughout your project - from discovery all the way through to delivery.



Your karma dharma **project team comprises masters** and not jacks of all trades who bring creative thinking, problem solving and agility to every moment of your project.



For your sake (and ours) we **keep a tight grip** on all facets of your project - including cost, timing and how all the pieces come together.



Our team structure includes partners that allow us to **scale quickly** to handle potential swells, shifts or urgent requests.



We implement a rigorous **quality assurance** process at every stage of a project, from content creation to design, development, and beyond.

the team. ■

We are a tight-knit team of 29 that will work
(work, work, work, work... did you sing it?) for client success.

We wholeheartedly care about our clients.
We could go on and on, but really you should just chat with us.
We are super nice, pinky swear.

Peter Georgariou

Strategic Lead - CEO



About Peter

Peter's mission in life is to be of service - at KarmaDharma, that takes the form of helping businesses have the proper structures, strategies and marketing plans to help them achieve their goals and dreams.

He has 20 years experience in the media business including sales, marketing and operations. Over the years, he has worked with hundreds of SMB's helping them grow their organizations.

As an entrepreneur and a leader, he focuses on 3 main areas: self-awareness, empathy and transformative growth.

His wife has worked for over a decade as a disabilities counsellor and is keenly aware of the challenges, barriers and subsequent opportunities that arise for children with disabilities when they are supported and accommodated.



Karen Bramhill

Chief Experience Officer



About Karen

Karen believes we all have superpowers that if harnessed effectively can drive incredible change in the world. She is passionate about helping people and organizations discover their greatest potential in order for them to make the biggest impact possible. Her superpower lies in her ability to take complex information and sometimes seemingly disparate ideas to tell a compelling story and determine the strategy that will best deliver it.

She is a results-oriented leader, and has extensive experience driving strategic planning initiatives, leading teams, and implementing complex programs with major not-for-profit organizations around the globe. An international nomad or sorts, while in Malaysia she led a not-for-profit through a transformational change management project, planning and drafting the organization's first corporate strategy. Adopting a growth mindset she is always ready to wax poetic with you and help problem solve, because she believes that if approached with curiosity and the right mindset anything is possible.

Rob Hyams

Chief Creative Officer - Brand Messaging Lead



Relevant Work Experience

BEING Studio

Locali.t

Accreditation Canada

Causeway Collaborative

Canadian AIDS Society

Shepherds of Good Hope

The Mental Health Crisis Line

Farm 2 Cafeteria Canada

About Rob

Rob is a both strategic creative and creative strategist. He brings his expertise and experience in strategic planning and creative leadership to every project. Before working with KarmaDharma on developing brand platforms and overseeing creative development, he was Chief Creative Officer at McMillan, one of Ottawa's largest creative agencies. While at McMillan, he launched Betterful, a pro-bono program to develop brands for not-for-profit organizations. He oversaw the transition of H'Art Ottawa -- a studio for artists with developmental disabilities -- into BEING. Rob eventually joined the BEING board and is currently its chair.

Kelsey Franke

Account Coordinator



Relevant Work Experience

Seva Commercial Real Estate

Attain

Mountainview Turf

Circle of Care

Grenville Mutual Insurance

Coalition for a Better Future

About Kelsey

As a natural creative and people-person, Kelsey fuels her passion of organization and helping others achieve their goals by bringing years of project management experience to the table. With over 12 years of agency experience, she has honed her skills in project management and client communication, ensuring a smooth and streamlined process every step of the way.

Graduating with honours of the Graphic Design program at St. Lawrence College in 2011, Kelsey quickly discovered her passion for organization and problem-solving early on. She has since worked with numerous start-ups and B2B clients, serving as the central point of contact and implementing efficient workflows to keep everyone informed at each project milestone.

Bárbara d'Oro

Content Strategist



Relevant Work Experience

CBC

Algonquin College

CTV

Attain

Grenville Mutual Insurance

University of Ottawa

About Bárbara

Bárbara is a journalist by trade who loves talking to people, asking great questions and giving a voice to their stories. Her professional experience writing has let her wear many hats. She is also a content creator, social media specialist, producer and video editor who knows how to work behind and in front of the cameras.

Francesca Désulmé

Account Strategist



Relevant Work Experience

Municipality of Chelsea

Résidence La Cité

University of Ottawa

Montfort Foundation

Action Ontarienne contre la violence
faite aux femmes

Chez Vincent (Society of Saint Vincent
de Paul)

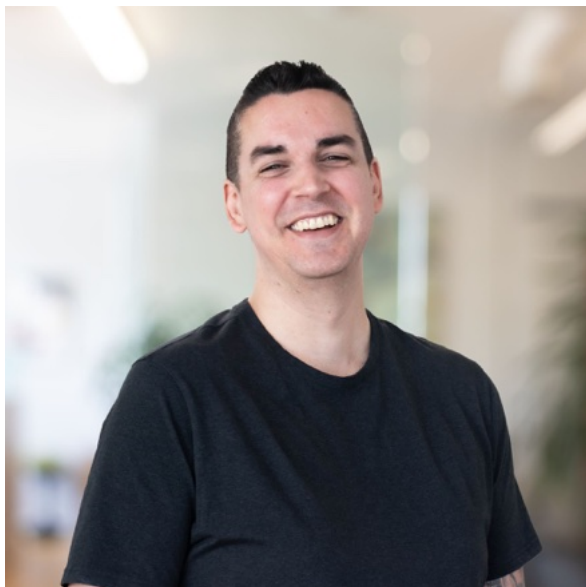
About Francesca

Francesca is a passionate artist, entrepreneur and social justice advocate with a wide range of skills in her arsenal. As a communications professional and enthusiast, she understands the ins and outs of marketing and public relations campaigns that will make your organization stand out. She's organized, creative and lively. Francesca brings a positive energy to any project she's assigned and she'll help bring yours to the next level.

Francesca has been working with small and medium non-profit organizations for nearly 10 years, amplifying their message and mission.

Marc Hayday

Copywriter



Relevant Work Experience

Kubota

Hyundai Canada

Grand & Toy

Sony

Provance

Highstreet

About Marc

Marc is passionate about helping your company stand out with creative, empathetic copywriting that directly relates back to your brand's culture and goals. A conceptual big-idea thinker, he is keen to get to know the ins and outs of your business to deliver work that resonates with you and your current/future customers.

Sara Knowles

Creative Design



Relevant Work Experience

Highstreet Insurance

Valencia Risk

Society of Saint Vincent de Paul

Mate Gauge

Bank Street BIA

Invest Ottawa

About Sara

Creative mind with never ending flow of ideas. Sara will suggest innovative concepts and will know how to ask the right questions so that your brand is representative of your values and speaks to your audience! Graphic design and creativity. Sara loves to challenge herself and introduce you to the best creatives.

Jennifer Lim-Tamkican

Creative Design



Relevant Work Experience

Deepnet

Grenville Mutual Insurance

Child Welfare League of Canada

Ottawa Regional Youth Choir

Groupe Dormani

Bank Street BIA

About Jennifer

She is passionate about creating user experiences in all aspects of life, from customer service to product design to visual design. She geeks on website design and development, motion graphic type contents and creative solution design for user experience and user interface design

Alain Lescouflair

Web Application Developer



Relevant Work Experience

Government and NGO management platforms.

Bank street Bia

CCJL

Chelsea Foundation

About Alain

A photographer, filmmaker, and web developer with a passion for storytelling and technology. Using his diverse skill set and love for technology, he aims to empower communities.

Alain is not afraid to jump into bold ideas and build solutions for real-life problems. He believes that technology can bring change to society and for the past 10 years has been working with government organizations and NGOs to help provide support to underserved populations.

Rae Van Epps

Senior Developer



Relevant Work Experience

Collections Management Policy Toolkit

Tredyffrin Public Library

University of Pennsylvania - New Student Orientation

About Rae

Rae is an archaeologist-turned-engineer who fell in love with programming in 2006 and has been doing it ever since.

As a senior developer specializing in backend development, they have a passion for delving into databases and experimenting with APIs. At YIKES, they handle anything from code refactors to automated build-and-deploy integrations to complex PHP and JavaScript customizations. An inveterate dabbler, they love learning new things and enjoy the challenge of bringing a client's vision to life.

Scott Wilson

Front-End Designer



Relevant Work Experience

Sporked

Tredyffrin Library Systems

Philadelphia FIGHT

Ikonopedia

GBS / CIDP International

Lutheran Settlement House

About Scott

Scott is an alumni of the Art Institute of Philadelphia where he graduated in 2002 with honors and a 4.0 GPA. He is a multimedia expert and web designer with expertise in latest HTML, CSS, video deployment for web, and responsive design.

Scott is a true tech geek, always staying informed about the newest trends in web, gadgets and computers. He loves researching and digging through code to find out how things work. Scott is always eager to help the team and clients in anyway he can. If Scott is faced with a new technology challenge, he won't sleep until he has it figured out.

Jaime Medvesky

Developer



Relevant Work Experience

The Buzz (Bumble's Articles site)

Dining Out for Life

Tredyffrin Public Library

GBS/CIDP Foundation

Ikonopedia

Creative Philadelphia

About Jaime

With a decade of web development experience and a degree in Web Design & Interactive Media from the Art Institute of Philadelphia, Jaime is all about blending creativity with clean, organized code. She's not just a developer; she's a code artist who believes that every line of code should be crafted with care — in fact, one of her favorite quotes is "code like you give a damn!"

Jaime loves building out Wordpress sites and working with responsive design to ensure web pages look great in all screen dimensions, but her greatest passion lies in making the web accessible to everyone. She's always on the lookout for the latest in accessibility tech, and her weekends often find her deep in research or testing new ways to make the web more inclusive. For Jaime, accessibility isn't just a part of the job — it's a way to spread joy.

Larissa Sapko

Developer



Relevant Work Experience

Friends General Conference

Science Friday

University of Pennsylvania

City of Philadelphia - Office of the Controller

Tredyffrin Township Library

Creative Philadelphia

About Larissa

Larissa is a web developer who has worked in many different digital environments, but feels that WordPress is her "home." She loves building out new site templates and thinks about web development as a craft.

At YIKES, she works in PHP, CSS and JavaScript and is always ready to learn something new.

Annik Daoust

Chief Operations Officer



About Annik

Annik spent 15 years working in the media industry, where she evolved into many different roles. These roles include assisting sales teams to implement processes with structure and developing a client service framework. In addition, she has experience in managing both administrative and creative teams.

Taking on the challenge of building something from the ground up, she joined the team at **karmadharma**, putting her organizational magic to work.

Tracy Levesque

Director of Web Development



About Tracy

Tracy is a WordPress expert and has been designing websites since the early days of Mosaic. She specializes in WordPress theme development and devOps. She is passionate about teaching and has spoken at various WordCamps while also contributing to multiple versions of WordPress. Outside of work,

Tracy enjoys drinking coffee, enjoying the Philly food scene, spending time with her family, and watching television.

Mia Levesque

Director of Client Services



About Mia

Mia has been working with the Internet since the early 1990s. Throughout the years, she has managed large-scale web projects and is an expert in WordPress, Scrum agile project management, and content integration. She is passionate about providing excellent client services and using business for good through the triple-bottom-line framework.

Mia enjoys international travel, Broadway musicals, and spending time with friends and family in her free time.

REFERENCES

from our clients.

Creative Philadelphia

Morgan Nitz
Community Engagement and
Communications Manager
Morgan.Nitz@phila.gov
215-686-4478

Montfort Foundation

Marc Villeneuve
General Manager
marcvilleneuve@montfort.on.ca
819-771-7526

Ottawa Regional Youth Choir

Cecelia White
General Manager
info@oryc.ca
343-297-6792

references.

We love our clients,
I am sure you will too.

case studies & sample of work.

trifecta of enlightened marketing

Case studies.

Click on the green symbol to dig deeper

Society of Saint Vincent de Paul

Branding, Strategy, Campaign Planning & Execution, Design, Website, Monthly Marketing Retainer, Social Media Campaign

Sports Tourism Canada

Branding, Renaming, Stakeholder Engagement, Market Research, Website, Creative Development, Strategy

Centretown (Bank Street BIA)

Brand Messaging, Stakeholder Interviews/Focus Groups, Strategic Planning, Marketing Plan, Branding, Monthly Marketing Retainer

Vanier BIA

Operational Plan, Strategic Plan, Community Consultations

Nelligan Law

Branding, Strategy, Creative Development, Website, Campaign Planning & Execution, Go-to-Market Execution & Support, Production, Monthly Marketing Retainer

Attain

Branding, Website, Strategy, Campaign Planning & Execution, Creative Development, Monthly Marketing Retainer

Causeway Collaborative

Branding, Website, Strategy, Creative Development, Campaign Planning & Execution, Monthly Marketing Retainer, Podcast production

Municipalité de Chelsea

Focus groups, Strategic planning, Coaching, Design and Merch Development

Child Welfare League of Canada

Branding, Website, Strategy, Communications Support, Creative Development, Campaign Planning & Execution, Monthly Marketing Retainer

Montfort Foundation

Branding, Strategy, Campaign Planning & Execution, Website, Creative Development, Ad Campaign

Circle of Care

Donation campaign, Web page design, Fundraising ad campaign, Direct-Mail Campaign

UOttawa - French Immersion Program

Marketing Strategy, Branding, Website Audit, Promotional Items, Video Production

CURE Foundation

Branding, Campaign Planning & Execution, Communications, Website, Creative Development, Strategy

Downtown Rideau BIA

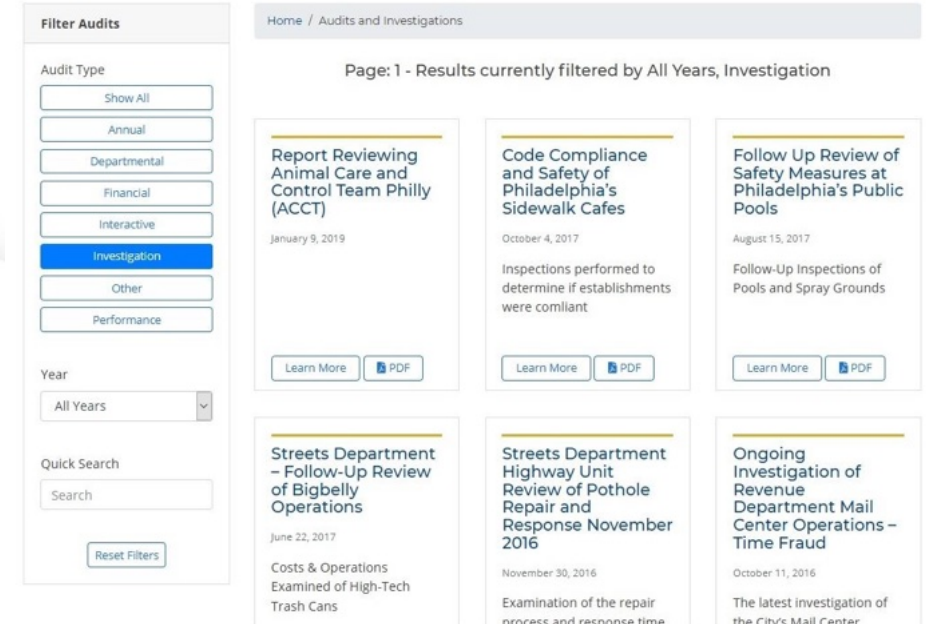
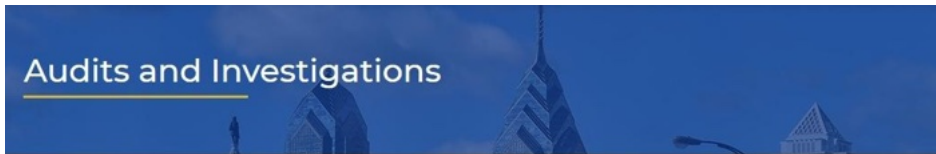
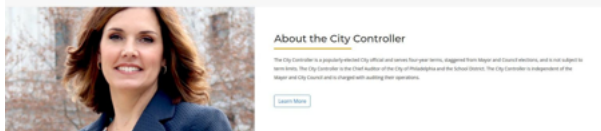
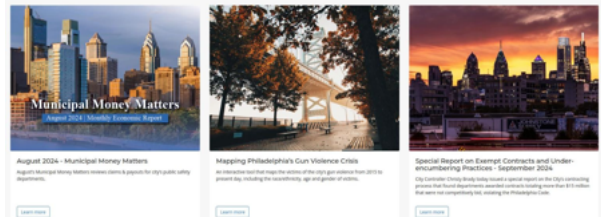
Community & Stakeholder Engagement, Strategic Planning, Campaign Planning & Execution, Partner/Sponsorship Mgmt, Organic Social Media, Creative Development, Monthly Marketing Retainer, Website

City of Philadelphia, Office of The Controller

scope of work.

- Strategy
- Creative Development
- WCAG 2.1 Audit and Conformance
- [Website Design and Development](#)
- Filtered search for audit reports
- Fraud and abuse reporting system






Circle of Care

scope of work.

- Strategy
- Donation page
- Direct Mail Campaign
- Creative Development
- Ad Campaign






Because of your support, [name]

Ruth no longer

- feels lonely and isolated
- misses meals throughout the day
- misses doctor's appointments

[full name]
[address]
[city], [province] [postal]



Circle of Care
Sinai Health

Circle of Care
4211 Yonge Street, Suite 401
Toronto, ON M2P 2A9

Thank you for committing to changing the lives of the ageing population in your community.

Please fill out the form below and send it by mail with the provided envelope, or donate online : <https://www.circleofcare.com/donate/>

Charity Registration #T19145084 RR0001

DONATION INFORMATION

☐ \$36 ☐ \$54 ☐ \$108 ☐ \$504 ☐ \$1008

☐ OTHER _____

CREDIT CARD INFORMATION

☐ MasterCard® ☐ Discover®

☐ American Express® ☐ VISA®

CARD #: _____

EXP DATE: ____ / ____

CARDHOLDER NAME: _____

SIGNATURE: _____

DONOR INFORMATION

NAME: _____

ADDRESS: _____

CITY: _____

PROV: _____ POSTAL CODE: _____


KEEP IN TOUCH WITH US

☐ Please sign me up for the Circle of Care newsletter

EMAIL: _____


Because of you, we've provided

- 1,207,151 hours of personal support
- 84,606 rides to appointments
- 278,707 at-home meals
- 12,949 caregiver visits



But there is still so much work to be done.

Circle of Care Foundation raises funds to support home and community care programs delivered by Circle of Care Sinai Health.



Our ageing population needs your help more than ever. Your donations allow us to simplify everyday life for over 10,000 older adults each year.

GIVE the gift of dignity and independence.

[name], you can change a life today.

Our average donation of \$36

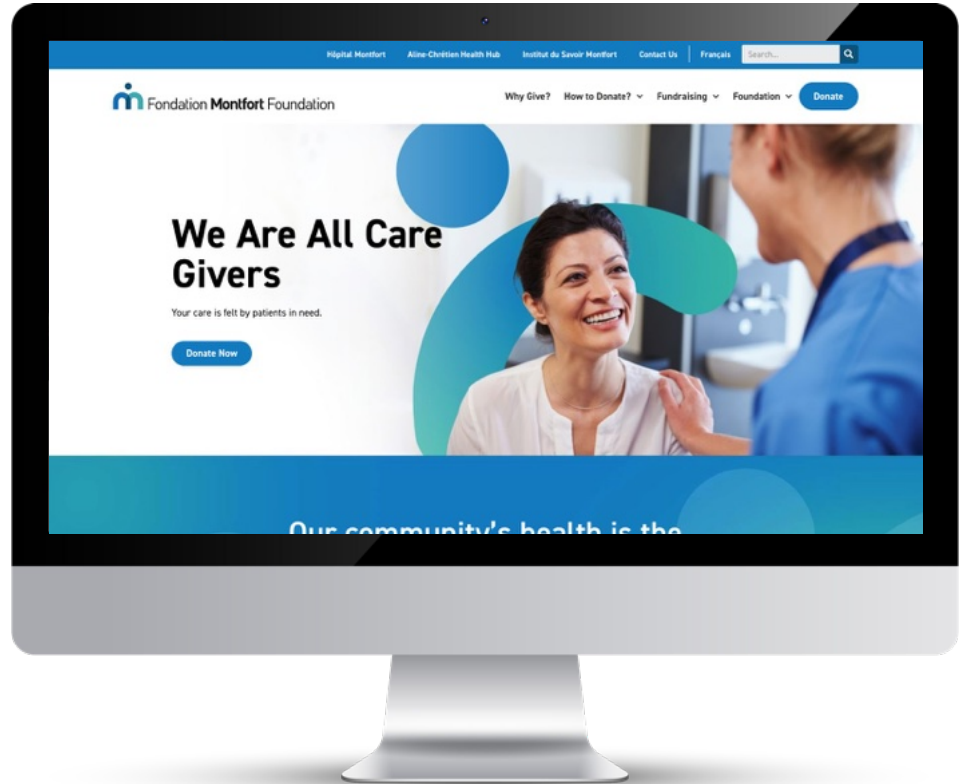
provides 4 clients with a healthy, home-cooked meal and safety check.

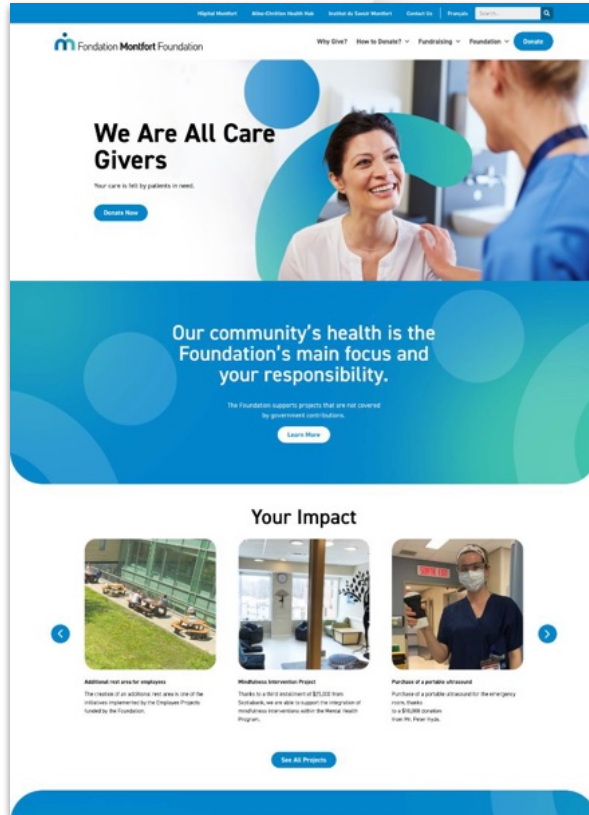
To learn more about tax deduction or to save on postage fees, donate online or by phone :

<https://www.circleofcare.com/donate/> 416-635-2860

Montfort Foundation scope of work.

- Branding
- Fundraising Strategy
- Campaign Planning & Execution
- Creative Development
- Ad Campaign
- [Website Development](#)





- Communication strategy
- Creation of visual identity for campaigns
- Digital ad management
- Website Design



thank you.



If you have any questions or concerns, please do not hesitate to reach out.

Annik Daoust
annik@karmadharma.ca

Mia Levesque
mia@karmadharma.ca