#44, BOS 12/16/14

CROWDBRITE SYSTEMS PROPOSAL

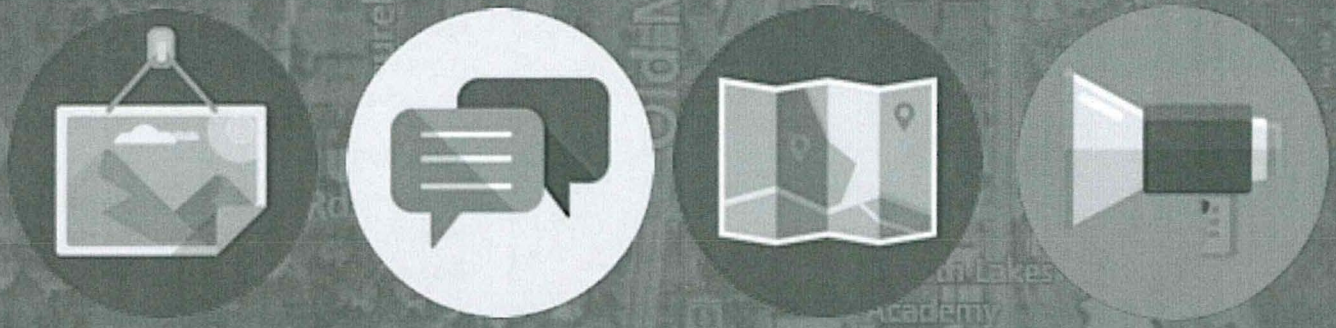
Town of Mammoth Lakes Planning & Engagement Toolkit.

Create a Vision

Build Community

Prioritize Investment

Inspire Action



Crowdbrite Proposal # 4005 Prepared for:

Dan Holler, **Town of Mammoth Lakes**

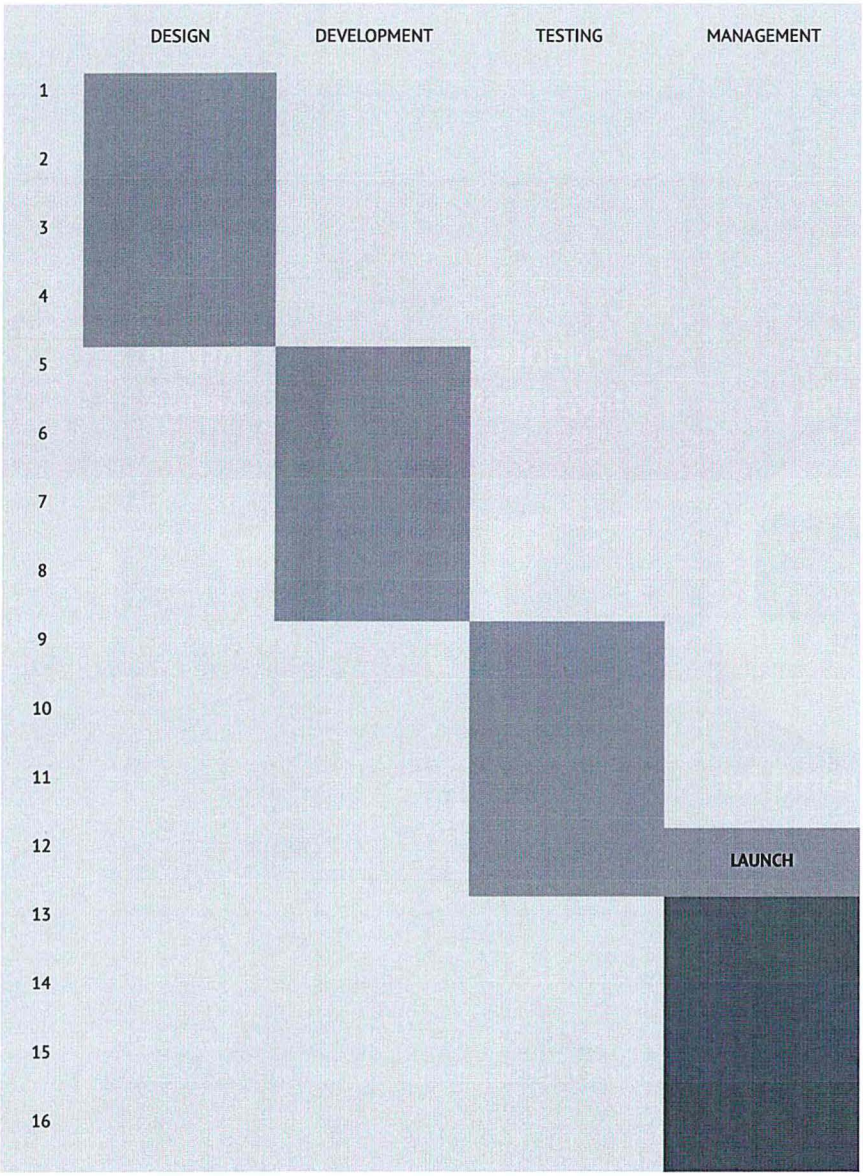
Statement of Confidentiality

This proposal and supporting materials contain confidential and proprietary business information of Crowdbrite. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.

Proposal Issued; **10.08.2014** Proposal Valid to **10.30.2014**

TIMELINE

A plan to get started.



Easily communicate your planning work to date, and conveniently engage property owners, stakeholders and the public. Provide data to support decision making to make key policy decisions and prioritize future investment.

Design

Kickoff meeting to review background materials & projects. Review client branding, & style guide. Wireframe web app. & polling questions. Client completes questionnaire, uploads collateral & graphic materials to server, provides final copy & signs off on wireframe design.

Development

Purchase URL and build first draft of tool, including Logos, branding & core message. Base graphic for 2 core interactive images complete. Customize & add imagery/social media profiles. Client drafts polls & answers for initial engagement.

Testing

Initial test on multiple devices including polling with key stakeholders. Build links to existing resources including client site, blog, newsletter signup etc. QR code for print.

Launch Interactive Starter Site

$9,500*

Interactive Planning & Engagement Tool
Crowdbrite Touch

Design, Development, Testing and Maintenance of an online planning & engagement tool (8 pages) with 3 interactive pages and 3 highly interactive plans and drawings . Designed to communicate plans, policies and solicit stakeholder & public feedback. Includes online signup and comment form. This is a custom project that we build with your content into our proprietary platform. Easy to use, mobile friendly, no login required - people love it.

- Research & design
- Draft tool layout x 8 pages
- Functionality design
- Testing
- Interaction Design X3
- Media popups x36
- Embed video & slideshow

$2,500*

Real Time Reports
Custom Polls & Comments

Integrated polling on each plan/map. Actively engage working groups, focus groups, stakeholders and the public to inform them of the plan details and collect user preferences and information in one centralized location. Includes reports and a custom powerpoint of results. CB staff moderate the online comments for you.

- Ask big questions
- Detailed interactive polls & comments x3
- Generate Responses through social media
- Print ready version
- Moderation by CB team
- Reports & Powerpoint summary

$2,750*

Crowdkit®
Tools for Face-to-Face Meetings/Workshops

Custom designed, paper-based kit that supports workshops, open houses and one-on-one engagement. Each canvas is designed to connect to a supporting online interactive page and survey. We provide you with the plot file and qr code.

- Workshop/Open House ready
- Working Group ready
- Integrated to live website
- Suitable for 1:1 conversations
- Copy for open house and static display

$4,500*

Online Open House
Alt. Futures/Draft Plan

After your initial meetings and workshops we update the maps with new content and a new poll to gauge the results with the public, stakeholders and see if the plan is on-track. Includes another round of CB moderated comments. Design of the paper based open house stations and the online version are integrated.

- 2 interactive pages
- 2 moderated polls/surveys
- New powerpoint shows integration
- Summary reports & powerpoint

ACCEPTANCE

Move from Vision to Reality...

Crowdbrite Proposal

Ref #4005

Prepared for:
Dan Holler, Town of Mammoth Lakes

Date prepared:
10 August 2014.

Quote valid until:
30 August 2014.

Postal Address
payments to:
Crowdbrite 3106 Fillmore St, 2nd floor, San Francisco

Terms
Work cannot commence on the project until this Proposal has been signed by authorized representatives on behalf of the Client. All services provided by Crowdbrite to the Client are subject to terms and conditions as available at: www.CrowdbriteProposal.com

Crowdbrite Touch - Web app development that works on multiple devices including smart phones and tablets. We use your collateral including images, plans and message copy. Example: www.urbanforestsf.com	**$9,500.00**
3 Custom Polls & Comments - Real Time Reports & CB Moderation (English only) Example: www.connectpb.com	**$2,500.00**
Optional: Crowdkit® - Tools for Face-to-Face meetings & Workshops **($2,750)** **Example: http://www.connectlemongrove.com/#workshop-guidance**	
Optional: Online Open House - Alternatives/Draft Plan **($4,500)**	
Optional Participation in Onsite Open House (+ expenses) **($5,750)**	
Professional Services Estimate (17 hrs) framing planning issues, opportunities, questions, creating a planning frame work, draft vision & goals	**$2,950.00**
Goal: Create a web application, powered by Crowdbrite® Touch to support education, communication and planning for Old Mammoth Road. This Visual Interactive Survey® Tool is designed to engage your community and will support enhanced online, mobile and face-to-face engagement.	
Subtotal	**$14,950.00**
Terms: 30 days from issue	
Tax	**$0.00**
Total	**$14,950.00**

Print name

Position

Sign here to approve **Date**

ACCEPTANCE

Extra Work?

Crowdbrite Proposal

Ref #456

Prepared for:
Dan Holler, Town of Mammoth Lakes

Date prepared:
10 August 2014.

Quote valid until:
30 August 2014.

Postal Address
payments to:
Crowdbrite 3106 Fillmore St, 2nd floor, San Francisco Bank Details

Terms
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1. Virtual Site Tour - From google street view Example (Anaheim click here)	**$2,150.00**
2. Virtual Site Tour Pro - Custom Aerial Drone Flight (Lemon Grove click here)	**$5,750.00**
3. Extra Technical Support	**TBD**
4. Extra Professional Services	**TBD**
5. Professional Services Plus - Starting with a custom built Crowdkit for your project	**TBD**
6. Professional Services Pro - Participation and management of Technical and Public Workshops	**TBD**
7. Content Management System - Hosting interactive elements & polling/data with reports and social sharing, we moderate online comments 475/mo.	**$3,800.00**
Subtotal	**$3,800.00**
Terms: 30 days from issue Tax	
Total	

Print name

Position

Sign here to approve **Date**

CONTENT MANAGEMENT SYSTEM

Bronze

$275mo*

* 3 Sites @reg. rates required, billed annually, 2 yr.

- Visual Interactive Survey® Tool
- Secure hosting of image files and data
- Works on multiple browsers & mobile devices
- Custom comment form & signup forms
- Detailed analytical reports
- Optional IP. tracking to limit multiple responses
- Polling/Surveys with unlimited users & real-time results

We protect your data and produce compelling real-time reports to inform your decisions.

Content Management System - Hosting interactive elements & polling/data with reports and social sharing

Silver

$475mo*

* Billed Annually with 2 year contract.

- All of Bronze Program benefits plus:
- Crowdbrite professional moderation of comments
- Find out what people are passionate about in-depth reports on hovers, clicks, shares
- Options include Facebook comments or disquis comments
- Quarterly powerpoint report of results

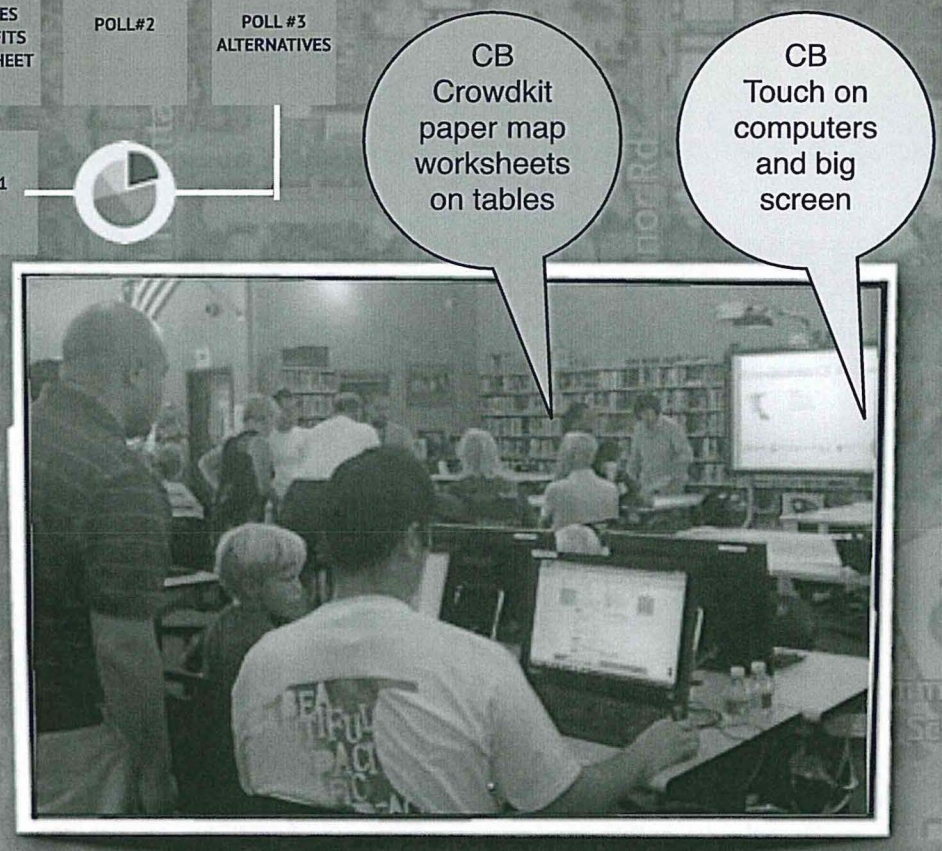
Gold LEVEL ($675/mo)

- **Social Sharing app with status bar**
- **Real-time chat**
- **Gamification**
- **Password Protected Site**
- **Custom Facebook app**
- **Interactive Video with Poll**
- **Optional interactive infographics**

COMPLETE PROGRAM TOOLKIT - EXAMPLE

PLANNING & ENGAGEMENT TOOLKIT

- WELCOME (I6)
  - 1) WHAT
    5) WHY
- THE VISION (GRAPHIC) (I20)
  - 1) INFO
    1) SUMMARY
    1) VIDEO
  - 10) TYPES
    4) BENEFITS
    2) FACTSHEET
  - POLL #1
- EXPLORE MAP (GRAPHIC) (I19)
  - 10) SLIDES
    8)INSPIRATION
  - POLL#2
- INTERACTIVE (GRAPHIC) 5-10
  - 10) BIG IDEAS
  - POLL #3 ALTERNATIVES
- LINK TO CITY WEBSITE
- PARTNERS X4
- COMMENT FORM
- FOLLOW PROJECT 4X SOCIAL
- PROCESS
  PHASE 1
  PHASE 2
  PHASE 2



Website Specs

10 Pages
4 static pages
3 interactive pages
3 polls

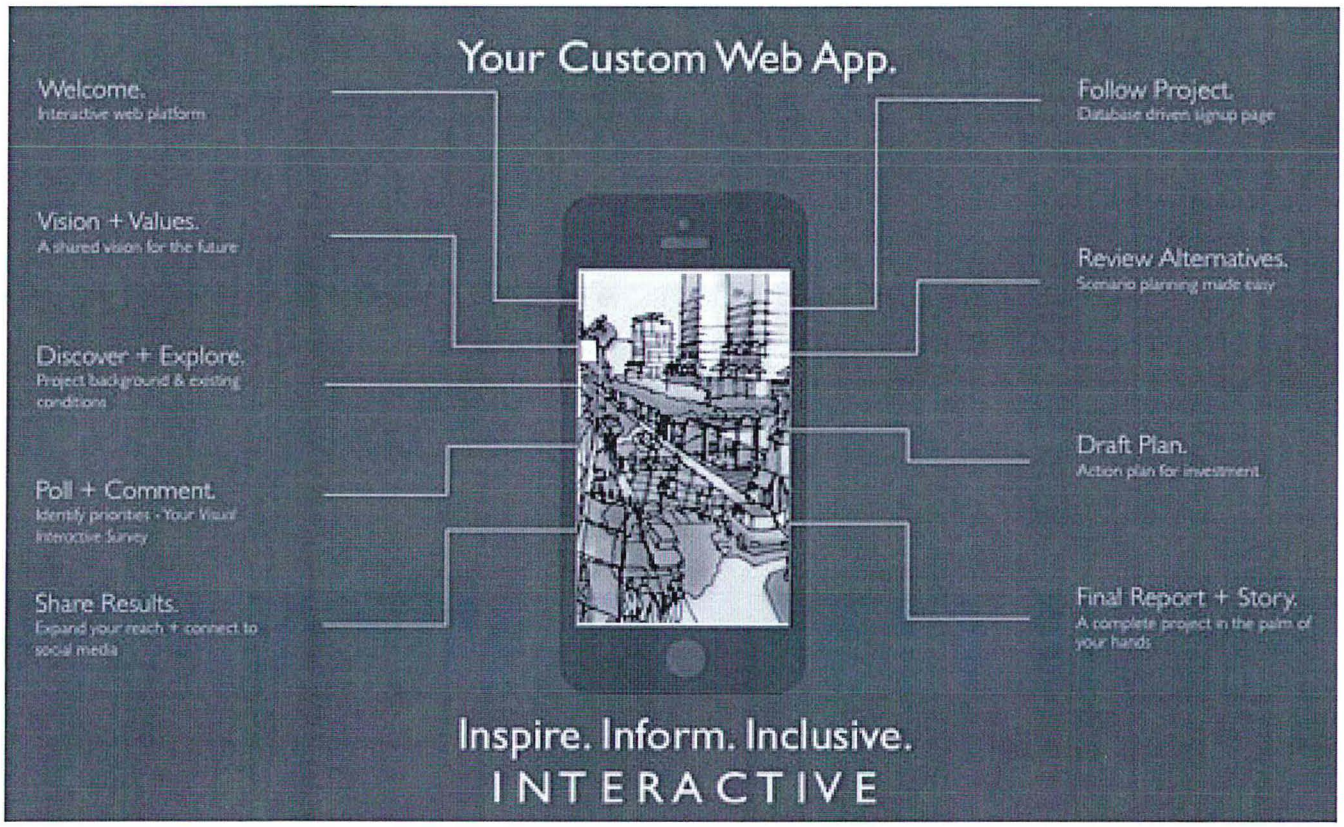
Phase 1 - Notes

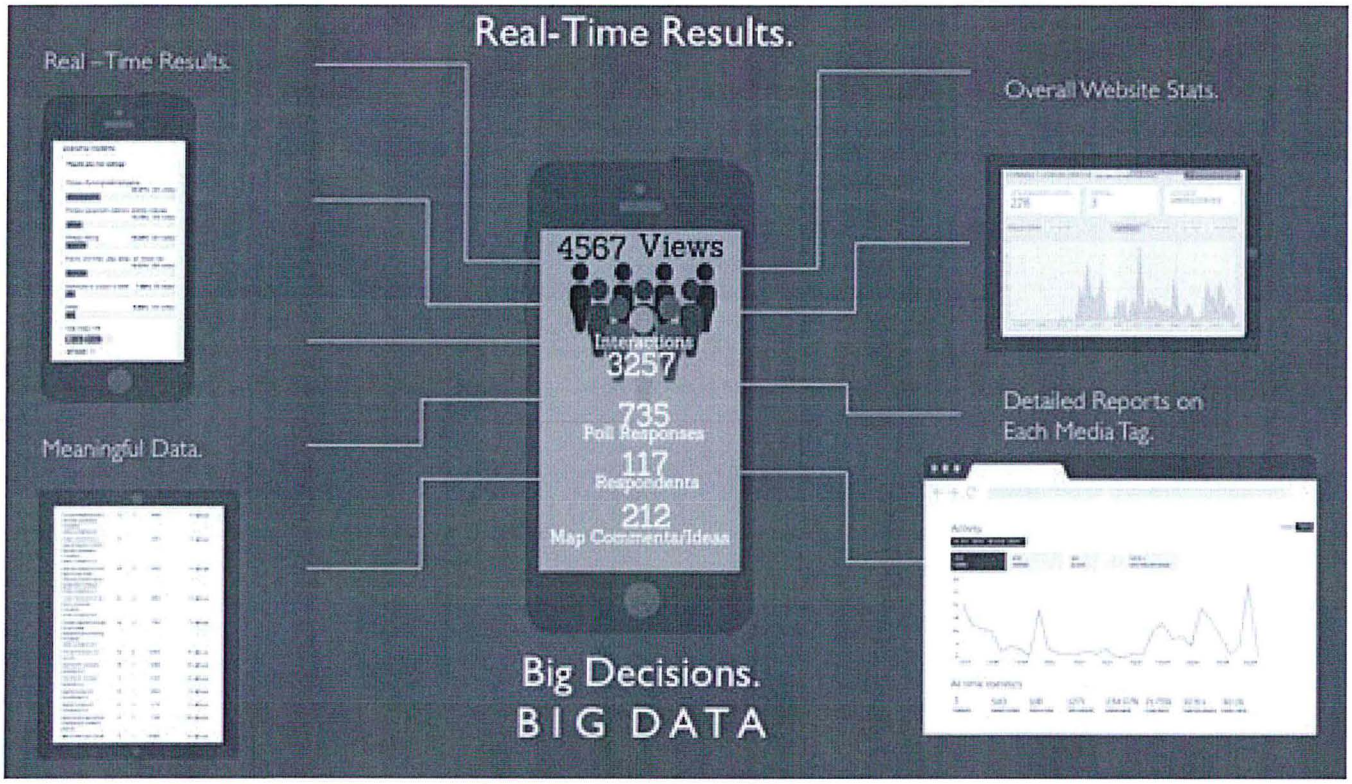
50) Quality Images (9) Background

Siteplan Legend

PAGE | POPUP | POLL MODERATION & REPORT

MORE STUFF!


Your Custom Web App.
Welcome.
Interactive web platform
Vision + Values.
A shared vision for the future
Discover + Explore.
Project background & existing conditions
Poll + Comment.
Identify priorities - Your Visual Interactive Survey
Share Results.
Expand your reach + connect to social media
Follow Project.
Database driven signup page
Review Alternatives.
Scenario planning made easy
Draft Plan.
Action plan for investment
Final Report + Story.
A complete project in the palm of your hands
Inspire. Inform. Inclusive.
INTERACTIVE


Real-Time Results.
Real-Time Results.
Overall Website Stats.
4567 Views
Interactions
3257
735
Poll Responses
117
Respondents
212
Map Comments/Ideas
Detailed Reports on Each Media Tag.
Meaningful Data.
Big Decisions.
BIG DATA

BRIEF

All projects need a strong foundation.

Create a web application, powered by *Crowdbrite® Touch* to support education, communication and planning for global cohousing projects. This Visual Interactive Survey® Tool is designed to strengthen your community and will support enhanced online, mobile and face-to-face engagement.

Crowdbrite Proposal

Ref #3001

Prepared for:
Steve Frisch, President
Sierra Business Council

Date prepared:
10 August 2014.

Quote valid until:
22 August 2014.

This brief, proposal and quote have been formulated with the aim of your success in mind. It is our goal to facilitate the successful design, development and launch of your interactive web application.

Product

We have reviewed domain names,, there are some good options available:

A. Snclimate.com

B. Snclimate.info

C. Snclimate.net

D. Other_____

We prefer to purchase the domain on our go-daddy account with a 2 year license. Data will be hosted on our secure servers.

Schedule

We will be able to meet your conference deadline if we receive the completed survey by Aug 18, and wireframe sign-off and graphics by Aug 26. We will share a link to our ftp site to upload high quality images and a cloud based file for collaborating on final text edits.

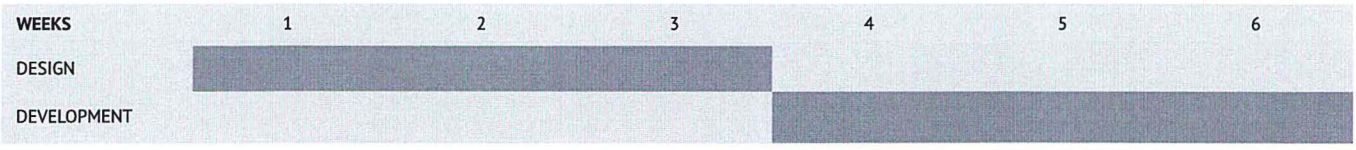
Experience

Please find herein an outline of what a campaign might look like leading up to your conference, post conference and then over the next year.

We have a track record of of building interactive tools and engaging large audiences at conferences. We also have engaged membership organizations, before, during and post conferences to help strengthen their membership. Our clients have found that this both strengthens and broadens their membership.

We have "crowdsourced" ideas at 16 international conferences including Ecocities International in Montreal, International Living Future conference Vancouver, EcoDistricts in Boston and Portland, the mayors design week in New York City, New City Summit in Paris, Canadian Institute of Planners, Ontario Institute of planners, and Council of Canadian Urbanism, League of California cities (500 person interactive event. .

Timeline



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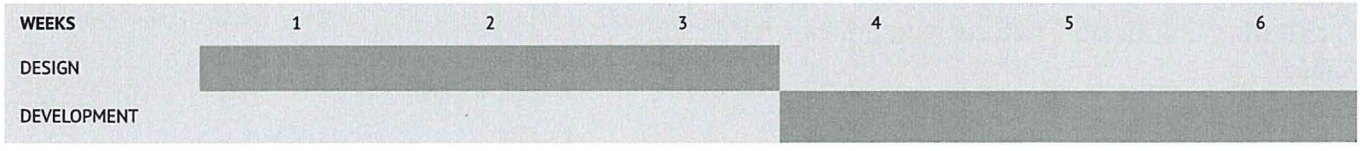

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Consectetur adipiscing elit

A flexible online tool to grow in the balls as your project moves from vision to reality. Interactive web applications will help to generate excitement and new investors for projects in the early stages of development.

Overall communication of cohousing, supporting your lectures, seminars, workshops and books and publications.

Options:

Treat interactive infographics for what is cohousing? Add in videos and social media, enable people to interactively review project visions, discover Key elements of cohousing projects and explore opportunities with in site plans and case studies.Create an interactive graphic of **considerations of good site design** overlaid on top of a case study project. Create an interactive graphic of **considerations of common facilities** overlaid on top of a case study project. Considerations for private homes.

Create a user friendly interactive map of global projects and case studies with live links to their project websites and social media.

For projects

The tool kit can help with the just the tree design process, detailed neighborhood design and feedback, and streamlining the process for common facility design. Capture organize and communicate and visions and values during the planning stage.

Communicate

Growing your base of supporters and Co-investors. Create interactive context map showing the surroundings and site opportunities.

Plan

Facilitating site program and design feedback.

Facilitating unit design, fixtures and finishes feedback.

Share

Assist by creating interactive plans and drawings and communicating the types of activities, character, relationships and details of the design and user friendly manner. Not only is the web application easy to share online, through email and social media but we're also adding new features such as a Cherbar, real-time polling with comments and the option of two-way communication through comments and Facebook.

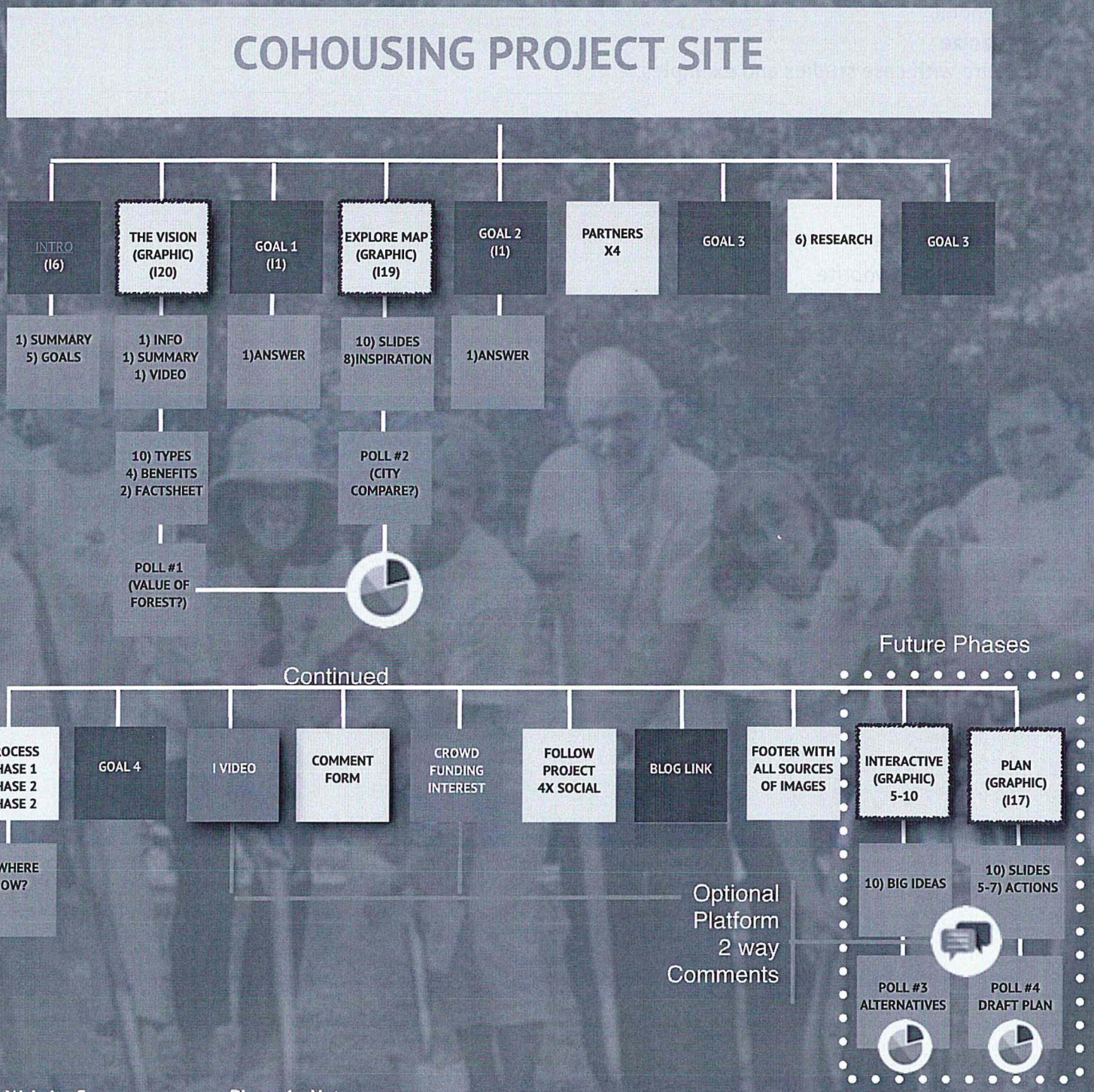
Organize

inspire with case studies and examples.

Darin Dinsmore
President, Crowdbrite
Web: www.crowdbrite.com
Email: darin@crowdbrite.com
Work: 1 855 CROWDBRite
Mobile: 530 277 0196

Working together to create a brighter future!

COMPLETE PROGRAM TOOLKIT - EXAMPLE



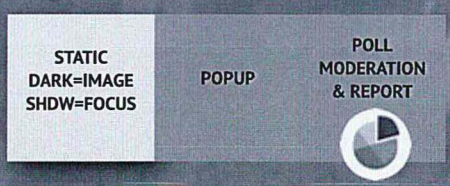
Website Specs

15 Pages
5 static pages
6 interactive pages
4 Social Media Integration

Phase 1 - Notes

83) Quality Images (9) Background
5) Logos, 1 color 50x150 , 4 greyscale 250x250 p
1) Landing Page (cover) image with text
1) discover image, 1) explore map

Siteplan Legend



Questions? We're here to help

Contact us

Aklean

Address
888 Business st
Suburb, 4000. Q.

Phone
1300 000 000

Email
info@Aklean.com

Website
www.Aklean.com

Your Project Manager
Johnny Appleseed
0412 000 000
johnny@Aklean.com.

In recognition of this, we recommend thorough attention be paid to establishing a strong and cohesive visual identity for you that will cross platforms effectively and ensure that your brand does not get lost amongst the noise of your competitors

Full Terms and Conditions

Payment of the initial deposit will be considered an acceptance of the contract for work.

Aklean's liability will be limited to the cost of supply for this work. Aklean is not responsible for any indirect losses.

Aklean will develop the quoted system based on the WordPress platform, WordPress is released under the GPL license and any modifications that we include also inherit the GPL license, including all CSS, HTML and code where appropriate.

The contracting party will not have the right to cancel this contract after the project has commenced. If, after commencing the project, the contracting party decides not to continue with project development or to contract another developer, then the contracting party is obligated to pay the total amount of work that has been completed up to the day of cancelation based on Aklean 's standard hourly rate.

Web Design is a creative process and while Aklean will go to great length to ensure you get everything you are after, the onus is on you to ensure that if you are after a specific feature that it is outlined in the project scope. If not, this extra fees may incur at a later date.

If we do not receive all content for the website upfront we reserve the right to bill the final amount on completion of the development of your website.

Terms of Payment

40% will be required on commencement of the project.

30% will required on the sign-off of the homepage and expanded internal page designs (approx the week 4 mark) before development will commence.

30% will be required on completion of the project and before handover of any assets.

Questions?

We're here to help

In recognition of this, we recommend thorough attention be paid to establishing a strong and cohesive visual identity for you that will cross platforms effectively and ensure that your brand does not get lost amongst the noise of your competitors.

Virtual Site Tour

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YES, PLEASE. ☐

Virtual Site Tour Pro

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YES, PLEASE. ☐

Technical Support

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YES, PLEASE. ☐

Professional Services

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YES, PLEASE. ☐

Professional Services Plus

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YES, PLEASE. ☐

Professional Services Pro

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YES, PLEASE. ☐