



# Network Services Group, LLC

P.O. Box 7646 • Ann Arbor, MI 48107 • Voice/Fax (877) 815-6974 • Web <http://www.nsgroupllc.com>

*Proposal Prepared Exclusively For*

## **Howell Township**

Wednesday, March 18, 2026

Thank you for taking the time to review this proposal. Included below please find pricing for developing a new website for your business. We are pleased to have an opportunity to present this proposal for your review.

**Website:** <https://www.howelltownshipmi.org/>

### **Project Overview**

The purpose of this project is to develop a new website for Howell Township. The new website will have a similar structure and content as the existing website, but will have a fresh new look, usability improvements, upgraded content management system, and ADA compliance.

In addition to this, a website refresh will provide the following enhancements and functionality:

- Improved look and feel (clean and modern design) with ADA compliance.
- New responsive layout that adapts to work on computers and mobile devices.
- Improved content management system with functionality for adding and formatting content, including text, images, and videos.
- Structure and content for new site to be based on existing site with some updates.
- Improve site structure and search capabilities for improved ease of use.
- Review new site with you and make required changes before launch.
- Launch your new web site!
- Includes up to 80 hours of web design and programming services. Additional services above and beyond this to be billable at our prevailing hourly rates.
- NSG will provide business class web hosting services which includes access to our content management system.
- Client is to provide all content and images. For the purpose of this proposal NSG is not providing content creation or photography services.

**Price: \$9,999.00**

**Payment Schedule: Three monthly payments of \$3,333**

**Estimated Timeframe: 90 – 120 days**

A website build is a collaborative process so the timeframe can vary. Quick responses to questions and information requests (such as content for the site) can help ensure the project is completed sooner rather than later. Project timelines assume timely delivery of content and approvals from Golich Glass.

### **Future updates**

Any and all future updates are billable at our **standard hourly rate (currently \$125 per hour)**. We are always happy to provide estimates for significant future projects and updates.

### **Order Acknowledgement:**

Name (Print)	Company	Title
Signature		Date

*By signing above I authorize Network Services Group to proceed with the project described within this proposal and to order any required parts and materials that are required to do so. I also agree to provide a non-refundable deposit before work begins with the balance due upon completion. NSG will put forth a good faith effort to honor the pricing contained in this proposal for as long as possible, but cannot be held responsible for availability constraints or pricing increases by the manufacturer or distributor. If there is a discrepancy in the pricing at the time the order is placed you will be notified and may proceed or cancel the order at your option. All pricing and availability information is current as of the date on the proposal. Prices do not include sales tax. Invoice amounts over 30 days past due will accrue interest at the rate of 7% per annum. You will be responsible for all costs involved in collecting past due amounts, including interest, fees, and actual attorney fees.*



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## **Notes on the new NSG Content Management System (CMS)**

*(your new site will be built on this)*

We are proud to announce the general availability of our fifth-generation website content management system. This major rewrite takes advantage of maturing web standards and best practices to build websites that are faster, easier to maintain, more accessible, friendlier to search engines, less burdened by legacy limitations, and more future-proof than ever before.

A more flexible administration interface makes it easier for you to manage your site's content and for developers to build custom functionality. A more sophisticated image processor helps balance competing needs for speed and image quality from the smallest devices to the largest high-resolution screens. There are more ways to tag, group, reuse, and organize information to make working with large amounts of content more manageable than ever.

Working with our partners at Michigan SEO Group, we've taken extra steps to ensure this new system generates clean, meaningful website code that search engines can easily index and interpret. That clean, understandable website code doesn't just help your search rankings — it allows your site to be as quick and responsive as possible, and it handles much of the behind-the-scenes work to help make sure your website is ADA compliant and usable by everybody.

We are already using this updated platform for all new websites we develop, and we are seeing the benefits in practice. We've also developed a migration tool to help import content from older versions, so customers on our previous-generation platforms who are due for a website refresh can take advantage of the most modern technology at a fraction of the cost of developing a whole new website from scratch. The web and its expectations are always evolving, so if you have an older website, especially one that was developed more than five years ago, we welcome you to get in touch about how we can help you bring it "up to code" for today's web environment.

## **Notes on ADA Compliance**

Your new website will be built on top of the new NSG Content Management System. This system provides your website with the capability to achieve ADA compliance requirements. However, it should be noted that achieving full ADA compliance will require some additional and on-going efforts. For instance, when adding content to your website care should be taken to fill out the descriptive fields that provide the information to be used in achieving ADA compliance.

**It should also be noted that PDF and other documents are required to be accessible, just like websites.** Care should be taken to follow best practices for ADA compliance when creating PDF and other documents that will be included on your website. Existing documents may need to be updated in this regard to achieve full ADA compliance. Your new website will allow you to upload ADA compliant documents. Township staff will be responsible for creating and modifying documents that are ADA compliant.

## **Content Ownership and Hosting**

All website content and images provided by Client remain the property of Client. The underlying NSG content management system (CMS), including its codebase and related components, remains the intellectual property of Network Services Group.

Websites built on the NSG CMS must be hosted by NSG to function properly and receive ongoing updates and support. **Hosting packages start at \$450 per year.** High bandwidth and disk usage may increase hosting charges.

## **What This Proposal Does Not Include**

- *ERP or accounting integration*
- *Automated inventory syncing*
- *Ongoing product data entry*
- *Custom app development*
- *Content creation, video, or photography services*



SHUMAKER TECHNOLOGY GROUP

Howell Township Proposal

Mar 6, 2026

WEBSITE DEVELOPMENT

# PROPOSAL



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## Cover Letter

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On behalf of Shumaker Technology Group, I am pleased to submit our proposal to help create a modern, visually appealing, easy to navigate, and ADA compliant website. We are excited about the opportunity to provide your residents, staff, and elected officials with an accessible, secure, and customizable website solution.

With over 18 years of experience in designing and hosting websites for local governments and public-sector clients, our team is well-equipped to deliver modern, accessible websites that are easy to use, scalable, and supported by reliable infrastructure and outstanding customer service. We understand the diverse range of client sizes and budgets, and our flexible pricing models are specifically designed to accommodate these differences while providing long-term value. It is our goal to make each website as unique as the municipality it represents.

Our approach combines our extensive knowledge and experience working with hundreds of municipal clients with our robust technical capabilities and exceptional customer support, including extensive training for township staff and responsive support and maintenance services.

We believe that our expertise, commitment to service, and shared dedication to supporting local government position us as the ideal partner for your website initiative. Thank you for considering our proposal. We look forward to the opportunity to collaborate with you in advancing your digital presence and communication capabilities.

Sincerely,



Kyle P. Shumaker, President

The Shumaker Technology Group LLC

Phone: (517) 325-3121 | Email: [kyle@shumakergroup.com](mailto:kyle@shumakergroup.com).

## Scope of Work

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The below steps outline how we generally approach each project from the discovery phase to ongoing support after the site launch.

- **Discovery:** To kick off the project, an introductory meeting will be scheduled to outline the objectives, requirements, and deadlines for the new website.
- **Planning & Design:** During this phase, we will collaborate with key stakeholders to brainstorm ideas and gather input that guides the layout, visual style, and content structure of the website. Based on this plan, Shumaker Group will construct an initial prototype or visual of the website. We will then work closely with you to refine the prototype into a Website that you and your community will be proud of.
- **Development & Content Migration:** Using WordPress, a widely trusted and user-friendly content management system, we will build the prototype into a fully functional, mobile-friendly, and accessible website. During this phase, we will also insert or migrate existing content (such as documents, forms, and meeting minutes) and ensure that all interactive and embedded features are fully operational.
- **Accessibility & Testing:** Once development is complete, our experts will conduct both automated and manual testing of the site. All websites will meet the ADA requirements and conform to WCAG 2.1, Level AA accessibility guidelines upon launch to ensure inclusivity and compliance.
- **Launch:** We will coordinate with you to establish a launch window and publish the website to the Internet using the domain name(s) chosen.
- **Training & Support:** Shumaker Group will provide personalized training to ensure municipal officials and staff can confidently make updates to their site. Ongoing tech support is available via support ticket, email, phone, or remote support session. For clients enrolled in a maintenance plan, we offer access to our help desk who can make ongoing site updates for you in the event that you don't wish or don't have time to manage the site yourself.

## EXPERIENCE & QUALIFICATIONS

Shumaker Tech Group has been in business since 2007 and has extensive experience designing, building, and maintaining over 300 government websites. We proudly serve townships, cities, villages, counties, police/fire/EMS, public utilities, and more throughout the midwest and beyond.

We are proud to serve municipalities as small as a few hundred residents and are large as tens of thousands of residents. We have completed case studies on several of our past projects which are included for your reference in [Appendix A: Municipal Website Case Studies](#). Given both the number of years we've been developing municipal websites as well as the number of websites completed, we truly believe that a great deal of the value we bring to the table isn't just taking care of the design and technical details to build the site, but having the knowledge and expertise to truly consult with municipalities on what they can and should have on their website, as well as best practices, legal issues affecting websites, and more. We are continuously improving our knowledge base by attending educational events such as the Michigan Townships Association, Ohio Township Association, Michigan Association of Municipal Clerks, Michigan Downtowns Association, County Road Association of Michigan, and many more.

In [Appendix B: Topic Planner](#), our team will guide each municipality through the top 50+ pages we commonly see on a website so that each municipality can easily decide if a similar page would be appropriate for them or not. Of course, for each page in the online version of our page planner, we also link to several example layouts for that page to give the client ideas for content, style, and layout. Many firms can build a great Website, but we truly do believe that our experience is our greatest value add.

One of our favorite recent projects is Oakland Township ([oaklandtwpmi.gov](http://oaklandtwpmi.gov)). Oakland Township is located on the outskirts of Metro Detroit in northern Oakland County, MI. In addition to being a fairly recent project, it is also for a larger township with a population just over 20,000 residents. The completed site features around 70 pages, including a micro site for their Parks & Recreation Dept. and their Historical District Commission. It also features aerial drone photography completed by Shumaker Group's Part 107 licensed commercial drone pilots.

We enjoy working with municipalities both large and small. Some of our recent projects for smaller communities include: [cityofstclairmi.gov](http://cityofstclairmi.gov), [boynevalley.com](http://boynevalley.com), [keelertownshipmi.gov](http://keelertownshipmi.gov), and [parmatwp.gov](http://parmatwp.gov). We believe all municipalities, regardless of size, deserve a great website, and are confident that both our pricing model and dedication to customer support reflect that.

In addition to working with hundreds of municipalities directly, our extensive knowledge of local government has been aided by working with various associations that support local government. In 2022, we rebuilt the Michigan Townships Association (MTA) Website which consists of many complex integrations, member login functionality, advanced search functionality, and thousands of pages and posts worth of content (behind the member login) that have helped us learn more about local government. You can learn more about MTA's experience working with Shumaker Group on this project on [Pages 1 and Pages 14-15 of Focus Magazine at \[michigantownships.org/wp-content/uploads/November-2022-Township-Focus.pdf\]\(http://michigantownships.org/wp-content/uploads/November-2022-Township-Focus.pdf\)](#). We believe it also speaks

volumes that 8 out of 9 of the township officials that served on MTA's committee for the website project were existing clients and/or have switched their township website over to The Shumaker Group.

In addition to our growing presence throughout the midwest, The Shumaker Group was also selected to develop the website for the [National Association of Towns and Townships](#) (NATaT) in 2022.

Our team consists of a wide variety of talents and college degrees ranging from Computer Science, User Experience & User Interface (UI/UX), Graphic Design, Security, Technical Support, and more. These various specialties allow us to have all of the expertise needed to successfully manage a large quantity of government websites efficiently. It is also important to note that we perform all technical and design work in-house with the only exception being that our hosting servers are located in a third-party data center for redundancy. It is our goal to have all the resources our clients need, while not having so much overhead that we become inaccessible to our clients in terms of either price or quality of support.

## WEBSITE DESIGN

Our preferred platform for website design is WordPress. WordPress is known to be the most popular content management system (CMS) in the world and is estimated to power approximately 43% of all websites and approximately 61% of all content management system based websites. Of course, it would not have achieved this popularity if it were not user-friendly. In addition to its popularity, WordPress is open-source software meaning that our clients are not tied to Shumaker Group or to any proprietary systems or software. If there were ever a need or desire, this would allow a municipality to easily migrate their Website to a different host or different developer.

Last, but not least, given the popularity of WordPress, there are thousands of plugins that allow it to integrate with most other web-based services, and it can be customized if a need arises that hasn't already been met by a pre-existing feature or plugin. It's even entirely possible some municipal officials are already familiar with it from other jobs or websites that they may work with.

## WEBSITE HOSTING

We recognize that for a website to be valuable, it has to be functioning correctly, and therefore offer an extremely robust hosting architecture. We have dedicated servers in a professional data center located in Lansing, MI and employ third-party uptime monitors that will alert both our internal team at The Shumaker Group and our data center team of any issues that may arise.

- Company servers are located in an SSAE-22 Compliant Data Center that is staffed 24x7x365 to intervene in the case of a server outage. This data center is served by multiple redundant tier 1 bandwidth providers, as well as battery backups and electrical generators capable of powering the data center in an emergency.

- Company servers utilize BOTH Web Host Manager's account level backups as well as image-based Acronis Cyber Backups to backup our servers multiple times throughout the day. Daily backups are stored off-server. Weekly backups are archived in other locations in the United States for greater redundancy in the event of a localized disaster.
- WordPress updates and security patches are monitored and installed automatically via the MainWP Control Panel ([mainwp.com](https://mainwp.com)) to make sure each site in our portfolio stays up-to-date.
- We utilize both a robust Web Application Firewall (WAF) as well as intrusion detection systems to keep our servers secure.
- The Shumaker Group recommends and will provide the license for Solid Security Pro ([solidwp.com/security](https://solidwp.com/security)) to provide customizable site level security.
- Our company recommends the use of multi-factor authentication for all website administrator accounts.
- We encourage the use of .gov domain names, as recommended by the Cybersecurity & Infrastructure Security Agency (CISA).
- We have been in business since 2007 and our servers maintain an average 99.99% uptime.

## ONGOING MAINTENANCE

Shumaker Group recognizes that there is no "one size fits all" approach to website support & maintenance. For an affordable annual rate detailed in the pricing breakdown, all clients receive our website hosting + backup + security + support package. Our support package includes having The Shumaker Group update the WordPress Content Management System, as well as any supported themes and plugins. Technical support is available by support ticket, email, phone, or support session should a client have difficulty with anything website related.

For those who also desire ongoing assistance with day-to-day site content maintenance such as posting meeting minutes, calendar entries, etc., we are well known for our "Fully Managed" option where you can just send your updates to our helpdesk and we will complete them for you. To be clear, we will always provide clients with free technical support on "how" to do things, however, the fully managed package would be for those clients that wish to have us actually make content changes for them after the site is live. We've found smaller municipalities with a limited staff often greatly appreciate this option, as well as those clients who may need additional help during their busy times.

## TRAINING & SUPPORT

We recognize that in order to be a useful tool, a Website must be easy to learn and maintain. This is one of the reasons that we love WordPress and especially the Elementor Pro drag-and-drop editor included with each site. In addition to receiving written documentation, all clients will receive a personalized 1-on-1 training session either right before or right after their new site launches. This training will be recorded for the client's reference. A prerecorded preview of this training can be previewed at [shumakergroup.com/training](https://shumakergroup.com/training).

As described in the "Ongoing Maintenance" section above, all clients receive unlimited technical support for as long as they are our client. Technical support is available via support ticket, email, phone, or remote support session. Those who do not desire to make content updates to their own site have a variety of maintenance plans to choose from where The Shumaker Group will conduct work (such as site content updates) for them.

The timeliness and quality of support are critical. At The Shumaker Group, we have a separate helpdesk team to ensure that current clients get great support without taking a back seat to new projects that we're working on. We respond to all emergency requests (such as a site being down) within 1 business hour and all standard requests within 1-2 business days depending on the nature of the request. Larger project based work (such as site redesigns or implementation of new features) is scheduled out at mutually convenient times. While every company feels like they offer great support, we feel that the best way to get a feel for our extraordinary level of support would be to speak with some of our clients and references. We are happy to connect with you with as many as needed in order to feel comfortable with the quality of our support. Additionally, you can get a feel for our commitment to customer service from our [Google Reviews](#), showing an average of 4.9 Stars.

## ADA COMPLIANCE

Shumaker Technology Group is very familiar with the Web Content Accessibility Guidelines (WCAG) Version 2.1, Level AA that become mandatory on the following dates

- April 24, 2026 (for municipalities with 50,000 or more residents)
- April 26, 2027 (for municipalities with fewer than 50,000 residents).

We work with our clients to ensure compliance with the Americans with Disabilities Act (ADA) requirements for government websites by implementing accessible design principles that meet or exceed these standards. Specifically, this is accomplished by integrating features such as screen reader compatibility, keyboard navigability, text alternatives for non-text content, and proper color contrast to accommodate users with visual, auditory, and mobility impairments. The Shumaker Group also conducts regular accessibility audits and user testing with assistive technologies to identify and resolve potential barriers, ensuring inclusive digital experiences for all users. Through these proactive measures, we support municipalities in maintaining legal compliance and promoting equal access to public digital services.

**In some cases, for example if a municipality is unable to provide critical documents digitally and desires that Shumaker Group retype and reproduce those documents for them, there may be an additional charge detailed in the "Optional Services and Associated Costs" section below.** We have listed this as an add-on because in our experience there may be municipalities that need hundreds of pages of ordinances re-typed or forms reproduced while other municipalities may already have everything digitally.

Last but not least, Shumaker Group has been trusted by organizations like the Michigan Townships Association, Michigan Municipal League, Ohio Townships Association, & County Road Association of Michigan to help educate their members on the new Website ADA Requirements. Videos of some of these presentations can be found at [stgmunicipal.com/ada](http://stgmunicipal.com/ada). Supporting slideshow can be found in [Appendix C: Presentation Slide](#).

Shumaker Group has presented the following sessions/classes on Website ADA Compliance:

- April 2025 [Michigan Townships Association Annual Conference & Expo](#) (with attorney Michael Bila)
- August 2025 Michigan Michigan Municipal League Webinar (with attorney Michael Bila)
- February 2026 Ohio Townships Association Winter Conference
- February 2026 [Article in MTA Township Focus Magazine](#) (with attorney Michael Bila)
- March 2026 Michigan Townships Association Webinar
- March 2026 County Road Association of Michigan
- April 2026 Michigan Townships Association Annual Conference & Expo (with attorney Michael Bila)

## CUSTOMIZATION & INTEGRATION

As we hinted at in the "Website Design" section above, Shumaker Group recommends WordPress, partly due to the fact that it is fully customizable and already has tens of thousands of plug-ins in existence for integration with third-party services. With WordPress having 43% market share, if a third-party service wants to integrate with Websites, WordPress is usually the platform they would start with first. Shumaker Group also has many qualified programmers on staff to assist with any custom integrations that may be needed. We frequently work with custom integrations with various payment processors, assessing software, email/text blast providers, and more. For some of our clients, we even develop gated "intranet" sites where staff and officials can access various internal forms, dashboards, portals, etc.

## COMPANY PROFILE

18+

Years of continuous business years serving a diverse and growing client base

350+

Clients from a diverse range of sizes and industries

30+

Years of combined website development experts

## CORE VALUES

**Professionalism:** We believe professional web development requires a team of specialists. From front end to back end, we hire highly qualified experts who hold relevant degrees and pursue ongoing education and certifications to ensure every project meets the highest standards. Our dedicated UI/UX experts help make sure your website meets accessibility requirements.

**Flexibility:** Whether you have an exact plan or need the guidance to know how your website operates, we offer full-service support or just a little help getting started. The Shumaker Group adapts to your needs. We can manage everything or hand off control—whatever works best for you.

**Reliability:** Since 2007, we've earned our clients' trust by delivering dependable service and long-term support. Our specialized team includes experts at every stage of the process, ensuring a smooth and high-quality experience from start to finish. We also invest in top-tier hosting and proactive monitoring to catch and resolve issues quickly, often before you even notice.

**Affordability:** We believe every organization deserves an exceptional website regardless of budget. As a small business ourselves, we understand the importance of balancing quality with cost. By managing a high volume of projects and maintaining an in-house team of project managers, web developers, and designers, we're able to offer custom, high-quality websites at a cost that works for a wide range of clients.

## LEADERSHIP



**President**  
**KYLE SHUMAKER**

Kyle built his first freelance Website as a high school student in 2002 and continued doing freelance Website Development throughout high school and while attending Michigan State University and studying Computer Science. Kyle officially founded Shumaker Technology Group in 2007 and has helped design, build, and manage hundreds of Websites for both public and private sector entities.



**Web Developer**  
**A.J. SKIDMORE**

A.J. develops websites and web applications, while utilizing his creative background to help design them. A.J. started off as an intern with a small amount of experience in creating websites, but now has an arsenal of tools to effectively create websites and contribute to the STG team. A.J.'s degree in Experience Architecture from Michigan State University gives him a thorough background in UX/UI Design which informs the way he approaches each challenge at STG.



**Graphic Designer**  
**JAMES O'BRIEN**

James has worked in the creative field for over a decade and holds a degree in Graphic Communications & Art from Lansing Community College. At the Shumaker Group, he has applied his skillset across a wide range of private and public sector projects. His expertise spans graphic design, illustration, video production, product design, and web design.

## COMPANY STRUCTURE

### Management

Oversees the business operations and team coordination

### Sales

Guides new clients to ensure they get the best possible value

### Design

Transforms client visions into detailed plans and designs

### Development

Builds websites using the latest technologies and standards

### Helpdesk

Provides post-launch support and ongoing website maintenance



## Our Experience

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### MUNICIPAL FOCUS

The Shumaker Technology Group is proud to serve and support hundreds of municipalities across the United States. Our in-house experts have developed and streamlined the Shumaker Group experience over the past 18 years to deliver the most robust and seamless experience at every stage of the website building process.



### REFERENCES

**Allendale Township**

Jody Hansen, Clerk

[clerk@allendalemi.gov](mailto:clerk@allendalemi.gov)

Phone: (616) 892-3111

Website: [allendalemi.gov](http://allendalemi.gov)

**Oakland Township**

Julie Schoenherr, Communications Specialist

[JSchoenherr@oaklandtownship.org](mailto:JSchoenherr@oaklandtownship.org)

Phone: (248) 651-4440

Website: [oaklandtwpmi.gov](http://oaklandtwpmi.gov)

**Addison Township**

Pauline Bennett, Clerk

[clerk@addisontwp.org](mailto:clerk@addisontwp.org)

Phone: (248) 628-5409 ext 216

Website: [addisontownshipmi.gov](http://addisontownshipmi.gov)

**Charlevoix Township**

J.B. Hoyt, Trustee & Planning Commissioner

[trusteehoyt@charlevoixtownship.gov](mailto:trusteehoyt@charlevoixtownship.gov)

Phone: (231) 547-4611

Website: [charlevoixtownship.gov](http://charlevoixtownship.gov)

**Charter Township of Comstock**

Scott Hess, Superintendent

[superintendent@comstockmi.gov](mailto:superintendent@comstockmi.gov)

Phone: (269) 381-2360 ext. 121

Website: [comstockmi.gov](http://comstockmi.gov)

**Central Lake Township**

Judy Kosloski, Clerk

[clerk@centrallaketownship.com](mailto:clerk@centrallaketownship.com)

Phone: (231) 544-6687

Website: [centrallaketownshipmi.gov](http://centrallaketownshipmi.gov)

## TESTIMONIALS



*"Shumaker developed a totally new website for our township and redeveloped our email system. They were easy to work with, offering ideas and suggestions readily. During the development process we had multiple updates a week... sometimes even overnight. Our ongoing support has been very responsive and effective. We strongly recommend STG! The project was delivered on time and on budget."*

**J.B. Hoyt, Trustee**  
 Charlevoix Township  
[charlevoixtownship.gov](http://charlevoixtownship.gov)



*"Shumaker Group designed our site (chocolay.gov) and assisted in converting our email addresses from .org to .gov. We went live last year with the new site, and are able to tweak our own site as we need to (postings, pages, etc.). Absolutely great to work with, and their technical support is outstanding."*

**Dale Troenle, Planning Director**  
 Chocolay Township  
[chocolay.gov](http://chocolay.gov)



Otsego Lake Township

*"Shumaker Technology Group is the best to work with. They are always willing to help and no questions asked. They get the job done. They also make the best web designs. If you need changes made they are only a phone call away and willing to help. Kyle & AJ are the best in this field. Thank you guys !!!!!!"*

**Jerry Brown, Treasurer**  
 Otsego Lake Township  
[otsegolaketownship.org](http://otsegolaketownship.org)



*"We went with Shumaker Group and we are very happy. They are great to work with and they trained our Clerk to be able to do the managing of our site. They are there for any issues or questions that she might have."*

**Kevin Young, Treasurer**  
 Pokagon Township  
[pokagontownshipmi.gov](http://pokagontownshipmi.gov)



*"Shumaker Group is fantastic and easy to work with. They are highly recommended by MTA . You will not be disappointed at all."*

**Judy Kosloski, Clerk**  
 Central Lake Township  
[centrallaketownshipmi.gov](http://centrallaketownshipmi.gov)

Central Lake Township



**GRAYLING  
 CHARTER TOWNSHIP**

*"I just wanted you to know how much we are enjoying our website. The fact that I can add and remove items with such ease is a huge blessing. And your training covered everything so very well. I am glad that you are a part of our team. "Thank you" is not enough to express my appreciation for all of your hard work and dedication to our project."*

**Nancy Davis, Deputy Clerk**  
 Grayling Township  
[twp.grayling.mi.us](http://twp.grayling.mi.us)



*"I personally wanted to thank you for a WONDERFUL job on the Morton Township website. It looks terrific, and I have heard many rave reviews of how nice looking it is and its ease of navigation. We are all proud of the work that you have done for us. Great job."*

*It has been a real pleasure working with your team. Thank you so much for making us stress free and successful!"*

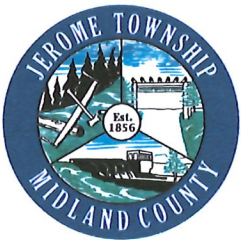
**Ann McFeggan, PMP**  
 Morton Township  
[mortontownship.org](http://mortontownship.org)



*"If you use Lansing-based Shumaker Technology Group (STG) for your township's website work, you now have that in common with your MTA association website. After soliciting proposals and quotes from several leading Michigan and Washington, DC website developers, MTA selected STG based on several factors—not the least of these were STG's long relationship with MTA and more than 250 of our member townships. Their understanding of our needs, familiarity with our other connected services (for example, our membership and education systems), and expertise in guiding us into independently using the leading website management system sealed the deal. MTA's positive experience led your national townships association, the National Association of Town and Townships, to also select STG this year with a similarly excellent outcome. STG is a long-time MTA exhibitor and sponsor; we thank them for their knowledgeable support of our work."*

**Michigan Townships Association**

Excerpt from Neil Sheridan, [Township Focus Article](#), November 2022 Edition [michigantownships.org](http://michigantownships.org)



*"We are so pleased with our board decision to move our web presence to Shumaker. Having a site that looks good and functions well for our residents was a major concern, along with customer service. Shumaker Tech Group has far surpassed our goals. I get immediate support from STG on any changes needed on our site and the staff are great to work with."*

**Jerome Township**

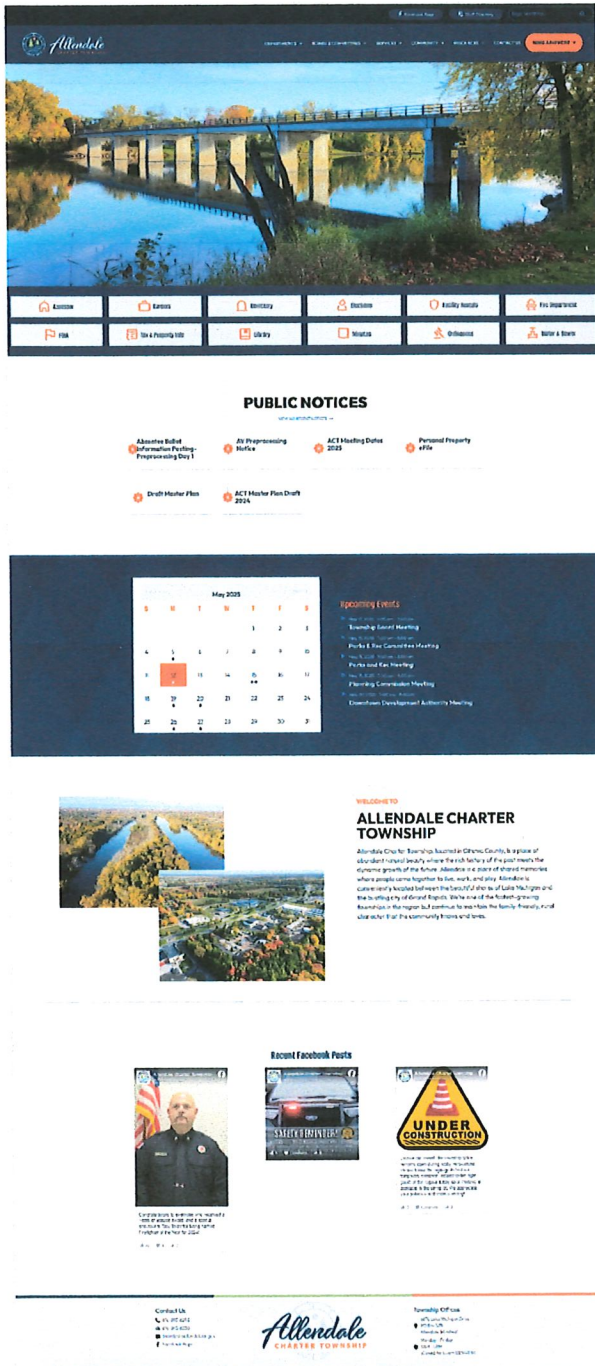
Gil Bernier  
[jerometownship.org](http://jerometownship.org)



*"I really appreciate that I was contacted this late at night! My apologies for not remembering the gentleman's name that I spoke to, but he was very polite, helpful and understanding and because he took care of this for the City, we were in compliance with the Open Meetings Act, so thank you again!!"*

**City of Montrose**

Christina Rush  
[cityofmontrose.us](http://cityofmontrose.us)



## FEATURED PROJECT

### Allendale Charter Township

**Project completed: 2024**

Allendale Township, located in western Michigan, sought to redesign its municipal website to better serve residents and reflect the community's ongoing growth. The previous site was outdated, difficult to navigate, and lacked proper structure, making it challenging for users to quickly access essential information.

Our team collaborated closely with township officials to create a modern, WordPress-based platform focused on usability and accessibility. We implemented a clean, responsive design; reorganized content to prioritize high-traffic areas; and added interactive tools such as public notices and an event calendar. Our design team also crafted a custom logo that visually represents the local area, and built content that would help promote transparency between the government and the public.

Since its launch, the website has been a strong success, significantly improving how Allendale Township communicates with its residents. We believe Allendale Township's site sets a benchmark for what a modern municipal website should strive to be. For additional featured projects, see [Appendix A: Municipal Website Case Studies](#)

*"I am very happy to be one of your clients. You and your team are amazing and have been fantastic throughout this entire process. I look forward to continuing to work with you."*

**Jody Hansen, Clerk**

## PORTFOLIO SAMPLES



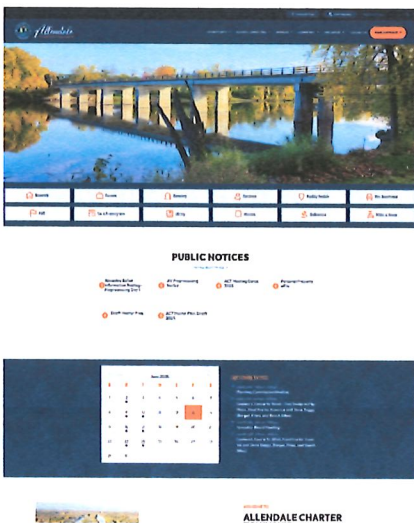
**Michigan Townships Association**  
[michigantownships.org](http://michigantownships.org)



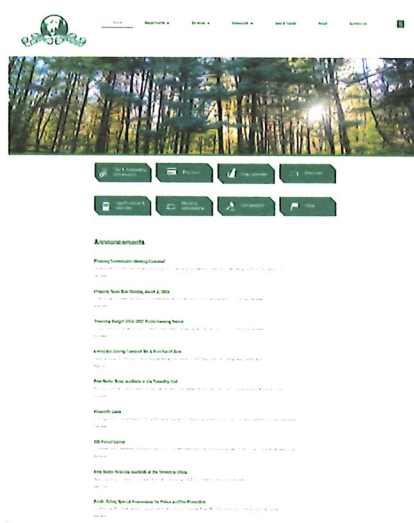
**Oakland Township**  
[oaklandtwpmi.gov](http://oaklandtwpmi.gov)



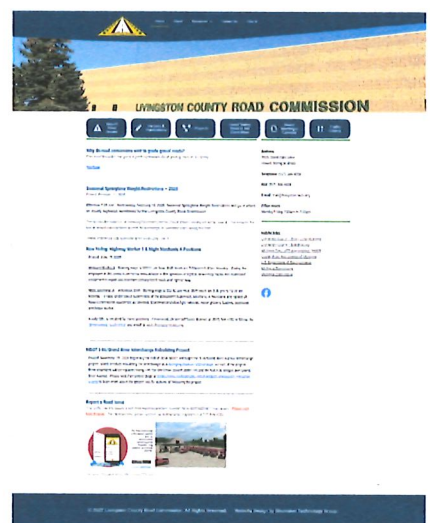
**City of Hamtramck**  
[hamtramckcity.gov](http://hamtramckcity.gov)



**Allendale Township**  
[allendalemi.gov](http://allendalemi.gov)

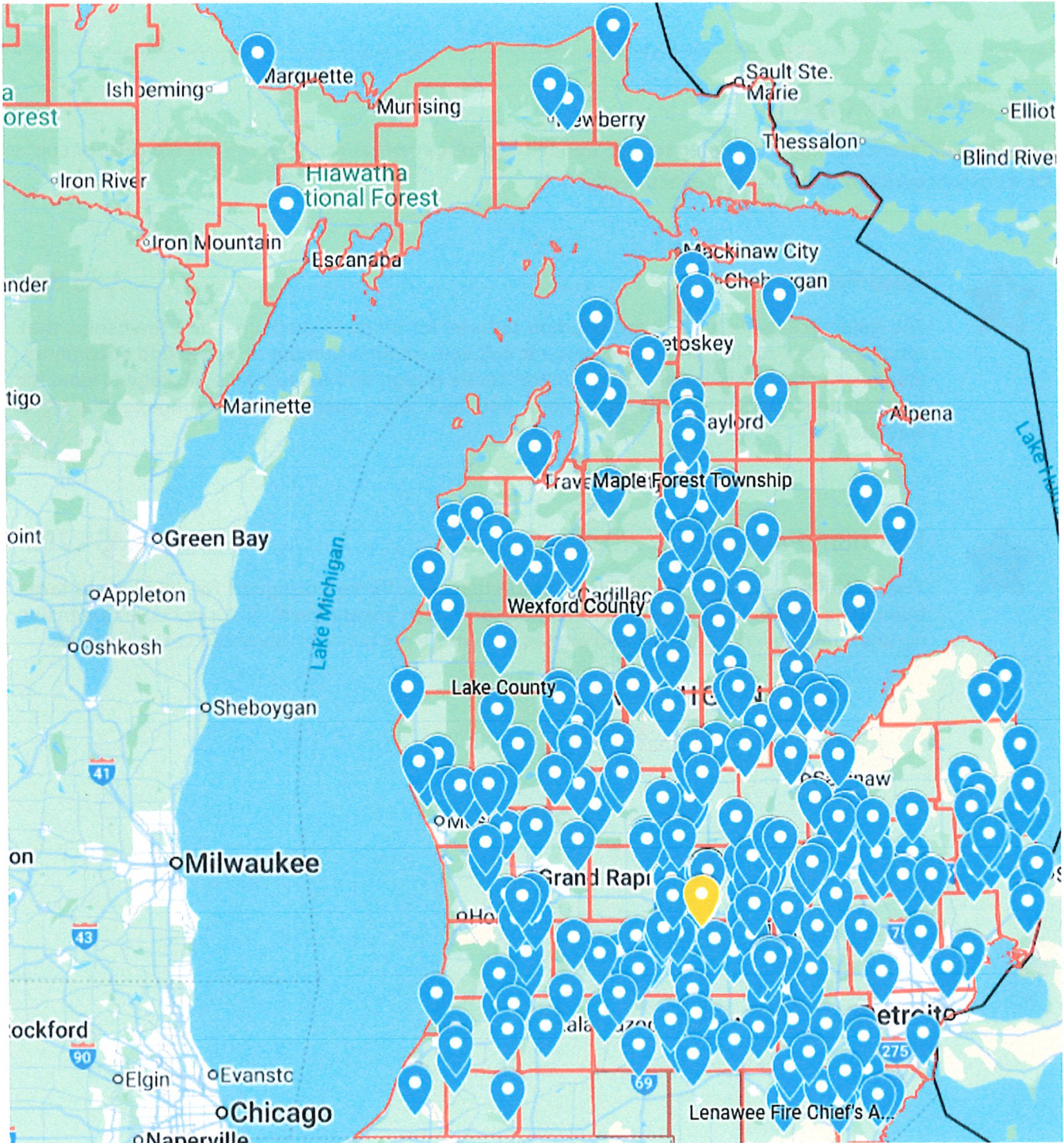


**Tyrone Township**  
[tyronetownship.us](http://tyronetownship.us)



**Livingston County Road Commission**  
[livingstonroads.org](http://livingstonroads.org)

## MUNICIPAL CLIENT MAP



# Pricing Breakdown

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## ONE TIME SETUP COSTS

Choose from different packages designed to help define the scope and features of your new website, or contact us for a custom quote that meets your exact needs.



**Gold Package.....\$3,295**

The gold package is a balanced solution tailored for small to medium-sized townships that require a more robust online presence. It includes a higher number of pages and documents, along with the flexibility of a fully customizable design and layout. This package is ideal for communities that want a unique look and feel while maintaining a manageable sized website.



**Platinum Package.....\$4,295**

The platinum package is our most comprehensive offering, designed for medium to large townships seeking maximum functionality and user engagement. It supports an extensive number of pages/documents, and allows for a more custom and advanced set of features.

## RECURRING MAINTENANCE AND HOSTING FEES

Support Plan.....\$750/year

The Shumaker Group will provide website hosting, backups, and ongoing technical support. Our team will also offer training to equip you with the skills needed to update and maintain your website at your convenience.

or

Maintenance Plan.....\$1,200/year

All STG Websites come with training to learn how to update and maintain the Website, we find that some clients would prefer to contract with us to make the day-to-day changes for them. With our Maintenance Plan, whether it's posting your meeting minutes, helping create new pages, or more, we've got you covered.

## OPTIONAL SERVICES & ASSOCIATED COSTS

The following services may compliment your website but are also not strictly necessary for all municipalities. They are offered as optional add-ons.



Email Blasts.....Starting at \$20/month

Send email newsletters, alerts, and community updates to residents with automated delivery and easy sign-up on your township website. Monthly cost depends on the total number of subscribers.



Text Message Blasts.....Per Package/Annually

Keep your community connected. Send instant updates directly to your resident's phones, ensuring they stay informed with the latest news.

- **Core Package:** \$750.00 Annually, 12,000 credits
- **Plus Package:** \$1,250.00 Annually, 25,000 credits
- **Boost Package:** \$1,750.00 Annually, 50,000 credits

*\*Each credit consists of an incoming or outgoing text message of up to 163 characters.*

Items	Gold	Platinum
Content Migration From Existing Site	Up to 30 pages	Up To 50 pages
Documents	Up to 300 documents	Up to 400 documents
Digital Forms Included (Additional as add-ons)	5	10
Training & Documentation	✓	✓
.Gov Domain Assistance	✓	✓
Attention to ADA compliance guidelines	✓	✓
Enhanced Security	✓	✓
Website Analytics & Reporting	✓	✓
Links to Third-Party Online Services or Social Media	✓	✓
Standard Search Functionality	✓	✓
Events Calendar	✓	✓
Contact Form	✓	✓
Fully Custom Layout & Design	✓	✓
Login-Gated Pages	✓	✓
Surveys, Polls & Form Builder Tools	✓	✓
Advanced Custom Search Functionality		✓
Embedded (API) Social Media Integration		✓
Language Translation Tools		✓
Drone Photo and Video Session		✓
Free Design Refresh & Modernization after 3 years		✓



Accessible Document Conversion.....\$30/Per Hour

If pre-existing documents/forms don't meet accessibility standards, The Shumaker Group can help you recreate those documents in an accessible manner.



Brand Design.....\$85/Per Hour

Work with our team of designers to create a logo that's unique to your township.



Email Accounts.....\$60 Per Account/Annually + \$100 Email Setup Fee

Email accounts provided through Microsoft 365. Other email platforms available upon request. **We also offer Optional Third-Party Email Backup for \$50 Per Account/Annually.**



Aerial Drone Photo and Video.....\$400

Show off your community from a new perspective with engaging photos captured from our aerial drone. (Included in Platinum Package)



**SHOWCASE YOUR COMMUNITY  
FROM A NEW PERSPECTIVE.**

Capture stunning photos of your governmental facilities, recreational areas and public spaces.

**Ask Today!**



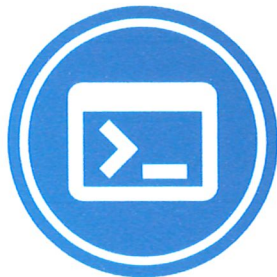
## Major Milestones & Deliverables

---



### Milestone 1: Planning

- Define project objectives
- Discuss website design, layout & content preferences
- Design, review, and adjust website prototype[3]



### Milestone 2: Development

- Replicate prototype into a fully functional website
- Migrate existing content and documents
- Review and make final adjustments[3]



### Milestone 3: Deployment

- Establish window and launch website
- Set up additional services and provide final deliverables, such as email accounts and logo designs.
- Provide website training and/or access to our help desk.

Payment for the site development and first year's hosting is due within 30-days of the site launch.

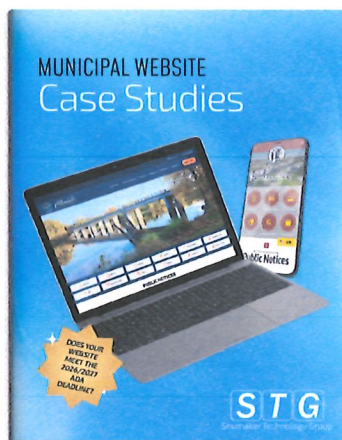
# Terms & Conditions

[1] With every website we build, you retain 100% ownership. You'll have full administrative access to make edits and changes just like we do, even if we're managing it on your behalf.

[2] We guarantee your complete satisfaction. If at any point (prior to 30 days after the launch of the site) you aren't happy with our work, you can cancel and owe nothing.

[3] In order to meet our delivery milestones, it is important that the client be engaged in the process and provide timely feedback when requested. While we understand that everyone gets busy, if significant delays occur while waiting for client feedback, the delivery dates may be pushed back.

# Appendix



[\[Appendix A\]](#)

[Municipal Website Case Studies](#)



[\[Appendix B\]](#)

[Topic Planner](#)



[\[Appendix C\]](#)

[Access Granted: What You Need To Know About The New ADA Website Requirements" Presentation Slides](#)



**SHUMAKER TECHNOLOGY GROUP**



**PHONE**

(517) 325-3121



**WEBSITE**

[stgmunicipal.com](http://stgmunicipal.com)



**PORTFOLIO**

[stgportfolio.com](http://stgportfolio.com)



MTA CONFERENCE & EXPO

# ACCESS GRANTED:

## WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS



**KYLE SHUMAKER**

SHUMAKER  
TECHNOLOGY GROUP



**MICHAEL BILA**

BAUCKHAM, THALL, SEEBER,  
KAUFMAN, & KOCHES P.C.

**U**NIQUE  
&  
UNITED



# KEY ACCESSIBILITY REQUIREMENTS FOR YOUR WEBSITE



## Clear & Simple Language

Ensure that the content is easily decipherable with appropriate font choice, size, color and spacing. Avoid using vernacular terminology or references in text.



## Alternative (ALT) Text

Embed a concise text description of images and videos into the HTML code. A critical component for those users who are visually impaired or whose media fails to load.



## Readable Documents

Digitally prepare documents with proper structure and headings to allow screen reading tools to quickly and efficiently narrate the document to users.



## Descriptive Links

Use descriptive and unique language for links rather than generic terms like "click here." This helps users understand the purpose of the link without additional context.



## Video Captioning

Provide synchronized captions and transcripts for all audio & video content including items like board meetings or video announcements.



## Error Prevention

Make error messages distinguishable from overlapping elements and consistent page by page. Provide correction cues within the error messages to eliminate the guesswork.



## Logical Structuring

A semantical and consistent hierarchy of headings, paragraphs and menus is vital for assistive technologies to properly read content the same way it's presented visually.



## Color Contrast

Images and text should maintain a color and brightness contrast ratio of at least 4.5 to 1 except for large text, logos, and decorative elements.



## Responsive Design

Your website should transition seamlessly across various size computer, tablet or mobile devices without additional aid.



## Keyboard Accessibility

For any element that requires user input or action, provide concise labels and instructions alongside clear interactions and focus indicators. Keyboard-only users must be able to navigate to and from all parts of a website.



## Auto-Playing Media

Avoid auto-playing audio or video content, as it can be disruptive and challenging for users with disabilities to control.



## Exceptions for Archived Web Content

Content preceding the compliance date should be archived for reference, research, or record keeping with sections clearly labeled as 'archive'.

For the full list of accessibility guidelines, visit [stgmunicipal.com/ada](https://stgmunicipal.com/ada)



## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

#### Why Are We Here?

Many of us are here to educate ourselves on how to ensure our township website is compliant with the law to avoid legal action.

#### Why Should We Be Here?

We all know someone who is disabled.

What experience do you want your disabled mother, father, sister, brother, aunt, uncle, grandparent, or child to have?

ACCESS GRANTED: WHAT YOU NEED TO KNOW ABOUT NEW ADA WEBSITE REQUIREMENTS

01

#### What is the ADA?

##### Americans with Disabilities Act

- Prohibits discrimination against individuals with disabilities
- Applies to all areas of public life
- At the Township level:
  - Physical layout/structure of the township hall
  - Access to meeting areas
- Special accommodations during meetings for hearing impaired

**And now..... The township website!**



ACCESS GRANTED: WHAT YOU NEED TO KNOW ABOUT NEW ADA WEBSITE REQUIREMENTS

02



## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

#### The Importance of the ADA

- ☑ Prevents discrimination; Promotes accessibility
- ☑ Everyone should be able to access government services
- ☑ Enhances public image
- ☑ Legal compliance requirements



More than 25% of adults (~70 million people) in the United States have some kind of disability



Disabilities can arise from age, disease, or injury

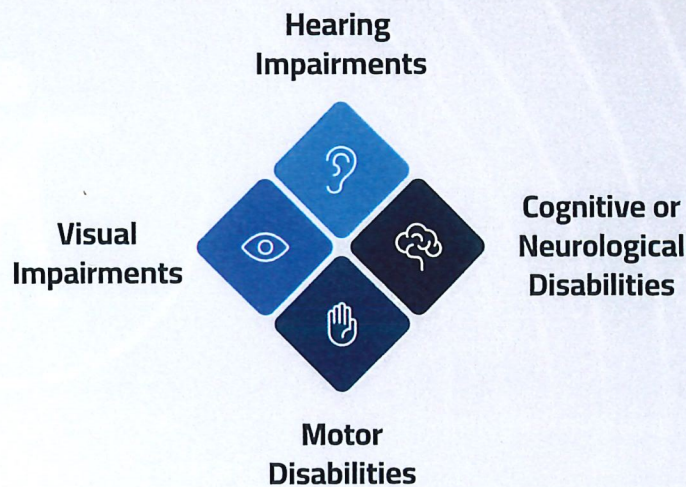


Disabilities can range in severity and effect

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03

#### Common Ways Disabilities Can Limit Use Of Websites



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04







## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

#### Where Does ADA Apply?

# WCAG

Web Content Accessibility Guidelines  
2.1, Level AA

-  Websites
-  Mobile Apps
-  Emails
-  Socials Media Posts

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05

#### When Do The ADA Requirements Apply

This is going to be a MAJOR change for almost all local government websites



Townships with  
a population of  
50,000 or MORE persons

Compliant by: April 24, 2026



Townships with a  
population UNDER  
50,000 persons

Compliant by: April 26, 2027

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06



## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

#### It's Best to Start Early



##### Avoid Being an Easy Target for Lawsuits

- Don't ignore accessibility—being non-compliant makes you vulnerable
- Demonstrating proactive efforts towards compliance can improve legal outcomes



##### It Takes Time

- Staff will need to learn how to create accessible documents (e.g., Minutes, Agendas)
- Start now to properly budget and avoid last-minute training struggles



##### Rising Demand for Accessibility Experts

- As compliance deadlines approach, experts will be harder to find
- Early action ensures you have the right support



##### Archived Content Exceptions

- Older content archived before your compliance date may be exempt

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07

#### Will These Deadlines be Postponed?



It's possible.

REAL ID was originally passed in 2005 with an initial start date of 2008. It's now on track for May 7, 2025.

Would you rather start the process at a relaxed pace and fix a few pages and documents as time permits, or be the person trying to push back time?

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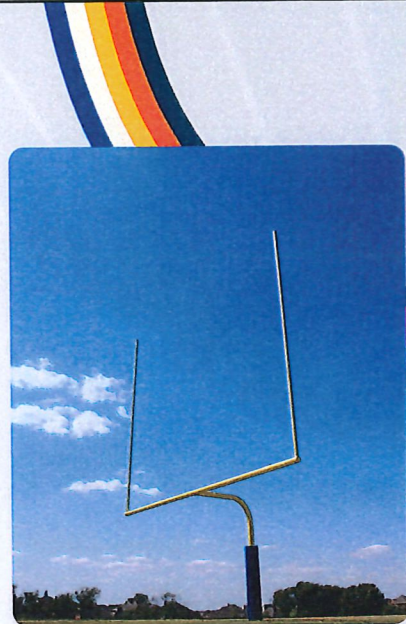
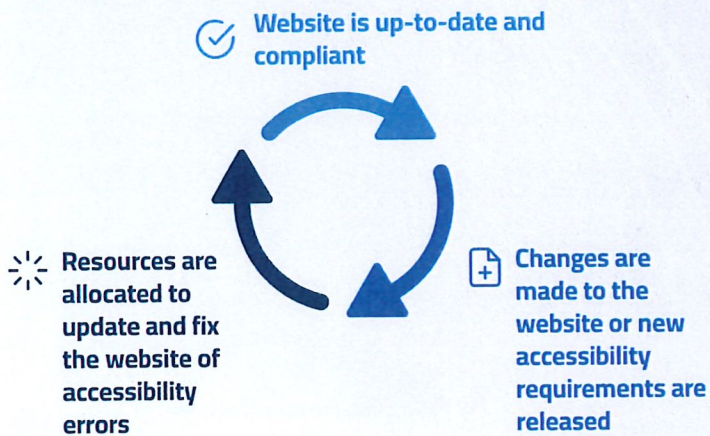
08



## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

#### Is My Website Compliant?



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09

#### Isn't This My Web Developer's Problem?

**Question** Isn't my web developer responsible for making sure my website is accessible?

**Answer** No, most accessibility laws hold the site OWNER accountable.

**Question** If I update content or make changes to my own site, could that affect compliance?

**Answer** Yes, even one small update could put your site out of compliance.

**Question** What is a common challenge that web agencies encounter?

**Answer** When clients send content that is clearly not accessible and expect it to be posted.

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10



## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

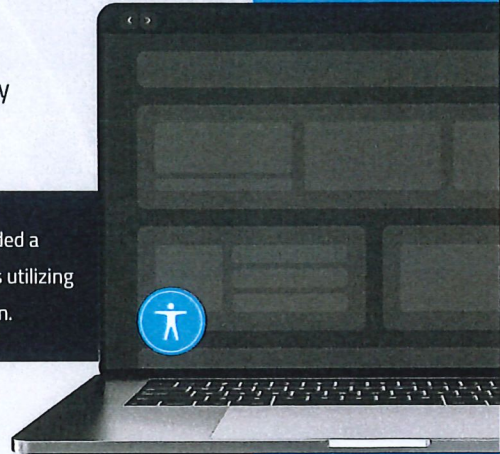
## But, I Already Have An Accessibility Widget!

Overlay plug-ins are not a turnkey solution to accessibility; they can only identify and band-aid a limited subset of issues

FTC Order Requires Online Marketer (accessiBe) to Pay \$1 Million for Deceptive Claims that its AI Product Could Make Websites Compliant with Accessibility Guidelines

25%

of lawsuits included a website that was utilizing an overlay plug-in.



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11

## Do I Need A New Website or Web Developer

If your website is more than 3-5 years old, it's entirely possible you would benefit from a newer, more secure, and easier to edit website regardless of accessibility

Accessibility is not black & white



If your web developer is actively starting to have accessibility conversations with you they probably have a solid plan in place to get you compliant by the deadline

There's always something you can improve



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## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

#### Direct penalties for non-compliance



##### Legal Actions

- Individuals and advocacy groups can file lawsuits against you
- There are some attorneys who make their living suing for ADA violations
- The Department of Justice can also sue you



##### Fines

- Civil penalties range from \$75,000-\$150,000 per occurrence



##### Compliance

- Settlements or court orders will ultimately require you to comply anyway

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13

#### Indirect penalties for non-compliance



##### Legal Fees

- Even if you win a lawsuit, you still had to pay your way there
- May be required to pay opposing side's legal fees



##### Insurance Premiums

- Any claims made against you, whether justified or not can raise insurance premiums



##### Publicity

- Public perception: "Township sued for violating ADA"
- Issues/outcry at board meetings

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# ACCESS GRANTED:

## WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

### ADA Lawsuits

Thousands of cases have been filed on website accessibility

National Federation for the Blind v  
Miami-Dade County Public Schools

- School websites/forms inaccessible
- School ultimately forced to settle: made websites complaint
- Also paid \$250,000 to plaintiff and her attorneys

Domino's Pizza v Guillermo Robles

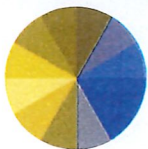
- Domino's "Pizza Tracker" not readable for blind
- 9th Circuit Court held that website must comply with ADA
- Even the "big guys" lose these cases

### Top Issues

#### Color Blindness

- There are 8 distinct types of color blindness, and approximately 8% of men have some form of the condition

**Protanopia**  
(unable to perceive reds)



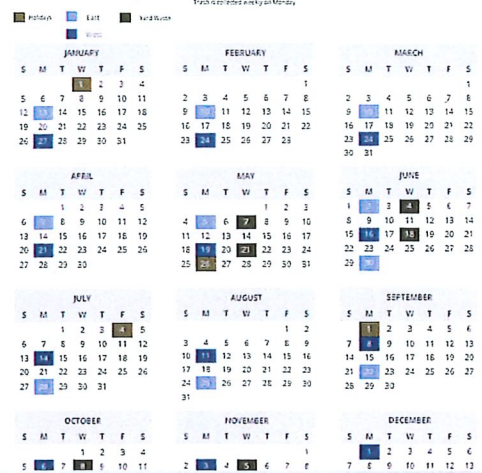
**Normal**



**Tritanomaly**  
(reduced sensitivity to blues)



#### 2025 Recycling, Trash and Yard Waste Collection Calendar





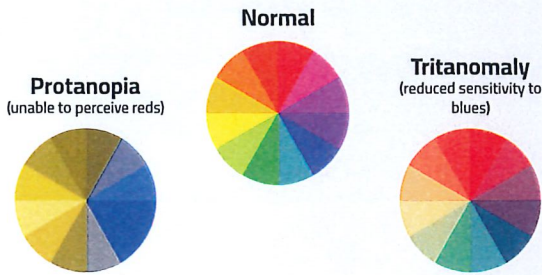
# ACCESS GRANTED:

## WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

### Top Issues

#### Color Blindness

- There are 8 distinct types of color blindness, and approximately 8% of men have some form of the condition



### Top Issues

#### Link Text

- Avoid generic descriptions and eliminate redundancy on links by using clear, descriptive language that provides context
- Link text should identify destination without additional context



For more information on Elections, [click here](#)

[Visit this page](#) to learn more about our ordinances.



[View Election Information.](#)

To learn more, visit our [ordinance page](#).



## ACCESS GRANTED:

# WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

## Top Issues

### Heading Hierarchy

- Use Heading levels in a logical sequence
- Make the Headings descriptive of their content and purpose
- Avoid using headings exclusively for styling just because they are larger or more colorful



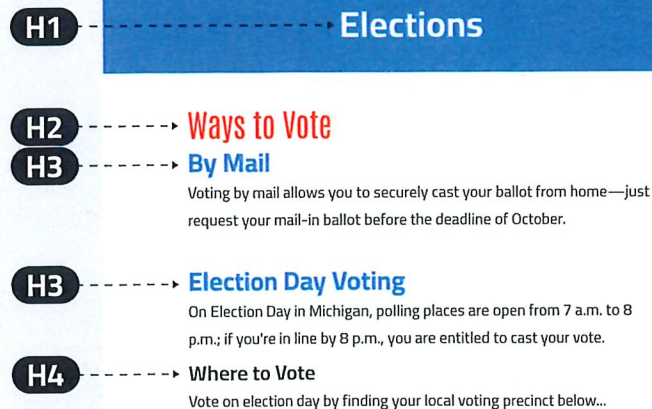
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## Top Issues

### Heading Hierarchy

- Use Heading levels in a logical sequence
- Make the Headings descriptive of their content and purpose
- Avoid using headings exclusively for styling just because they are larger or more colorful



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# ACCESS GRANTED:

## WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

### Top Issues

#### Color Contrast

- WCAG 2.1 requires minimum contrast ratios by measuring brightness differences between foreground and background for accessibility

**LARGE TEXT**

3:1

**SMALL TEXT**

4.5:1

- No amount of different font sizes or styles will fix poor color contrast

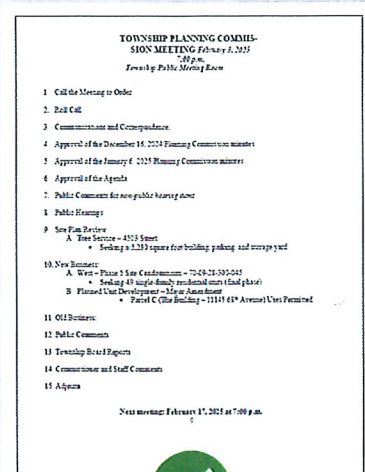
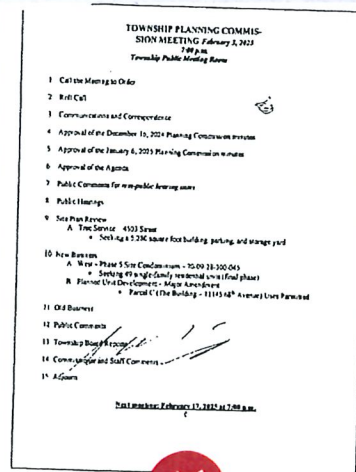


ACCESS GRANTED: WHAT YOU NEED TO KNOW ABOUT NEW ADA WEBSITE REQUIREMENTS

### Top Issues

#### File Scanning

- Avoid scanning in documents
- To create documents with accessible text data, use built-in 'Save As' feature



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## ACCESS GRANTED:

# WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

## Top Issues

### Automated Text Recognition

- Limitations of using Optical Character Recognition

TOWNSHIP PLANNING COMMISSION MEETING February 3, 2025  
7:00 p.m.  
Township Public Meeting Room

1. Call the Meeting to Order
2. Roll Call
3. Communications and Correspondence:
4. Approval of the December 16, 2024 Planning Commission minutes
5. Approval of the January 6, 2025 Planning Commission minutes
6. Approval of the Agenda
7. Public Comments for non-public hearing items
8. Public Hearings:

ORIGINAL

TOWNSHIP PLANNING COMMISSION MEETING  
February 3, 2025  
7:00 p.m.  
Township Public Meeting Room

- 1 Call the Meeting to Order
- 2 Roll Call
- 3 Communications and Correspondence
- 4 Approval of the December 10, 2024 Planning Commission minutes
- 5 Approval of the January 6, 2025 Planning Commission minutes
- 6 Approval of the Agenda
- 7 Public Comments for non-public hearing items
- 8 Public Hearings

OCR

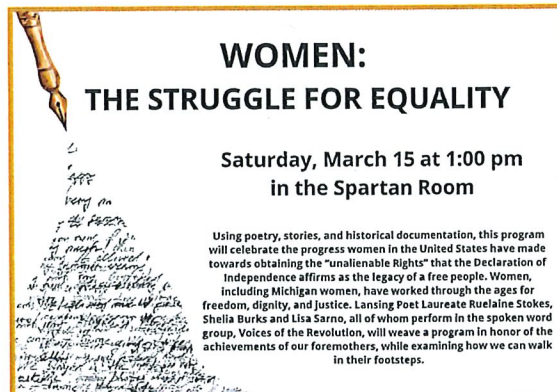
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## Top Issues

### Critical Text In Images

- Important content should never be embedded in an image
- It should either appear directly on the website as digital text (most ideal) or directly in an accessible document as digital text



**WOMEN:  
THE STRUGGLE FOR EQUALITY**

Saturday, March 15 at 1:00 pm  
in the Spartan Room

Using poetry, stories, and historical documentation, this program will celebrate the progress women in the United States have made towards obtaining the "unalienable Rights" that the Declaration of Independence affirms as the legacy of a free people. Women, including Michigan women, have worked through the ages for freedom, dignity, and Justice. Lansing Poet Laureate Ruelaine Stokes, Shelia Burks and Lisa Sarno, all of whom perform in the spoken word group, Voices of the Revolution, will weave a program in honor of the achievements of our foremothers, while examining how we can walk in their footsteps.

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## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

## Top Issues

### Video Captions

- Ensure that spoken dialogue and important sounds are accurately transcribed and are synchronized with the video



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## How do I Comply?

Hire It Done

Do It With Help

Do It Yourself

Time Commitment vs Cost

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## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

#### Accessibility Audits

GOOD

Run site through one of the automated tools. This will NOT identify all issues, but can be a cheap way to get a rough idea where you stand.

BETTER

Supplement the automated scans with a manual review of key pages using assistive technologies like screen readers, keyboard navigation, etc. It may be best to move non-key pages to an archive section.

BEST

Perform a full manual accessibility audit of all pages and documents within the website on desktop, tablet and mobile.

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#### Don't Fall For Scams

If you are in charge of a government Website, you probably have had and almost certainly will be approached by various companies wanting to sell you their solution.

Oftentimes, you do get what you pay for. Remember, how accessiBe was fined \$1 million by the FTC for lying to their customers?

##### Questions to ask your accessibility partner

-  How many pages (and documents) will you be auditing?
-  Will you be manually auditing each page (and document), or using automated tools?
-  How many hours do you project this will take?
-  Will you be remediating issues, or just identifying them?

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## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

## Exceptions

Archived Web Content

Preexisting Conventional Electronic Documents

Content posted by a third party where the third party is not posting due to contractual, licensing, or other arrangements with a public entity

Individualized documents that are password-protected

Preexisting social media posts

ACCESS GRANTED: WHAT YOU NEED TO KNOW ABOUT NEW ADA WEBSITE REQUIREMENTS

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## Sample Accessibility/Compliance Statement

*The Township has designed and intends for this website to comply with the Americans with Disabilities Act (ADA).*

*The Township is committed to ensuring digital accessibility for people with disabilities and strives to continually improve the user experience for everyone.*

*For any questions, concerns, or feedback regarding the accessibility of this website, please contact the Township Clerk at: [email]; [phone].*

ACCESS GRANTED: WHAT YOU NEED TO KNOW ABOUT NEW ADA WEBSITE REQUIREMENTS

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## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

## Free Basic Website Accessibility Audit from STG

- ☑ Manual audit of 5 pages or documents
- ☑ Automatic audit of up to 20 pages or documents
- ☑ 30-60 minute virtual meeting to review results and formulate a compliance plan with you



[stgmunicipal.com/ada](https://stgmunicipal.com/ada)

ACCESS GRANTED: WHAT YOU NEED TO KNOW ABOUT NEW ADA WEBSITE REQUIREMENTS

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## Other Municipal Website Compliance Issues

### The ADA is not the only place where you need to watch what is on your website

Policy and guidelines for granting poverty exemptions  
**(MCL 211.7u(4))**

Special meeting notices: Must post on website at least 18 hours before any special meeting  
**(MCL 15.265(4))**

FOIA: Must post your policies/procedures online or you cannot charge any fees for FOIA requests  
**(MCL 15.234(4))**

Certain assessing/parcel data  
**(MCL 211.10g(1)(d))**

ACCESS GRANTED: WHAT YOU NEED TO KNOW ABOUT NEW ADA WEBSITE REQUIREMENTS

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## ACCESS GRANTED:

### WHAT YOU NEED TO KNOW ABOUT THE NEW ADA WEBSITE REQUIREMENTS

#### Get a .gov Website

- ✔ **Highly Secure.** Provides additional protection through multi-factor authentication, encryption & certificates to your website and email
- ✔ **Legitimacy.** .Gov Domains are exclusive to government bodies and appear much more official than publicly purchasable domains like .com, .org, or .us
- ✔ **Transferable.** Exchange between old and new boards is seamless. Domain is not tied to a singular member of the board or an outside company
- ✔ **Easy Sign Up.** Registration is quick & simple
- ✔ **Cost. FREE**

ACCESS GRANTED. WHAT YOU NEED TO KNOW ABOUT NEW ADA WEBSITE REQUIREMENTS

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#### Contact Us



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Shumaker Technology Group



Baukham, Thall,  
Seeber, Kaufman &  
Koches P.C.

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# MTA SPEAKERS



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SHUMAKER TECHNOLOGY GROUP



BAUCKHAM,  
THALL, SEEBER,  
KAUFMAN, &  
KOCHES P.C.



For additional resources & links,  
including a **FREE accessibility audit**  
of you website, scan the QR code.



- DOJ Fact Sheet
- WCAG 2.1 Guidelines
- Compliance Checklist
- FREE Accessibility Audit
- Screen Reader Options
- Website Evaluation Tools
- And More...





# Municipal Websites Central Starter



# Howell Township, Michigan

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PRESENTED BY:

Richie Allencaster, Account Executive

March 25, 2026

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# Company Overview

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CivicPlus started back in June of 1998 with a simple yet powerful vision: to develop technology solutions that empower local government staff to manage daily operations efficiently without depending on paper-based processes or complex systems.

Today, CivicPlus provides public sector technology that provides intelligent automation for staff and a unified experience for residents. CivicPlus solutions help increase process efficiency by up to 40%, freeing staff to improve community engagement. Our wide range of government software solutions are designed to be flexible, scalable, and customizable, ensuring a singular experience for residents and staff.

## Our Portfolio Includes:

- Municipal Websites
- Web Accessibility
- Agenda and Meeting Management
- Mass Notification
- Social Media Archiving
- NextRequest
- Recreation Management
- SeeClickFix 311 CRM
- Municode Codification
- Process Automation and Digital Services
- Community Development
- Asset Management
- Utility Billing
- Resident Portal

## Contact Information



### Primary

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### Company

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Manhattan, KS 66502  
Toll Free: 888.228.2233 | Fax: 785.587.8951  
[civicplus.com](http://civicplus.com)



# Experience & Recognition

**25+ Years**

**13,000+ Customers**

**950+ Employees**

With public service in our DNA, our 25-year heritage of success is fueled by the expertise of our product innovators—many of whom served in local government. Our commitment to deliver impactful solutions in design and development, end-user satisfaction, and secure hosting has been instrumental in making us a leader in government technology. We are proud to have earned the trust of our over 13,000 customers and their over 100,000 administrative users. In addition, over 340 million residents engage with our solutions daily. With such experience, we are confident that we can provide the best solution for Howell Township.

We're proud to be recognized in various ways for our dedication and service to our customers.

- Winner of multiple Stevie® Awards, the world's top honors for customer service, sales professionals, and more.
- Designated a top-100 U.S. company by Government Technology magazine for making a difference in the public sector.
- Selected by Inc. Magazine as "One of the Fastest Growing Privately-Held Companies in the U.S." each year since 2011.
- Certified™ by Great Place To Work®, which is a prestigious award is based entirely on what current employees say about their working experience.



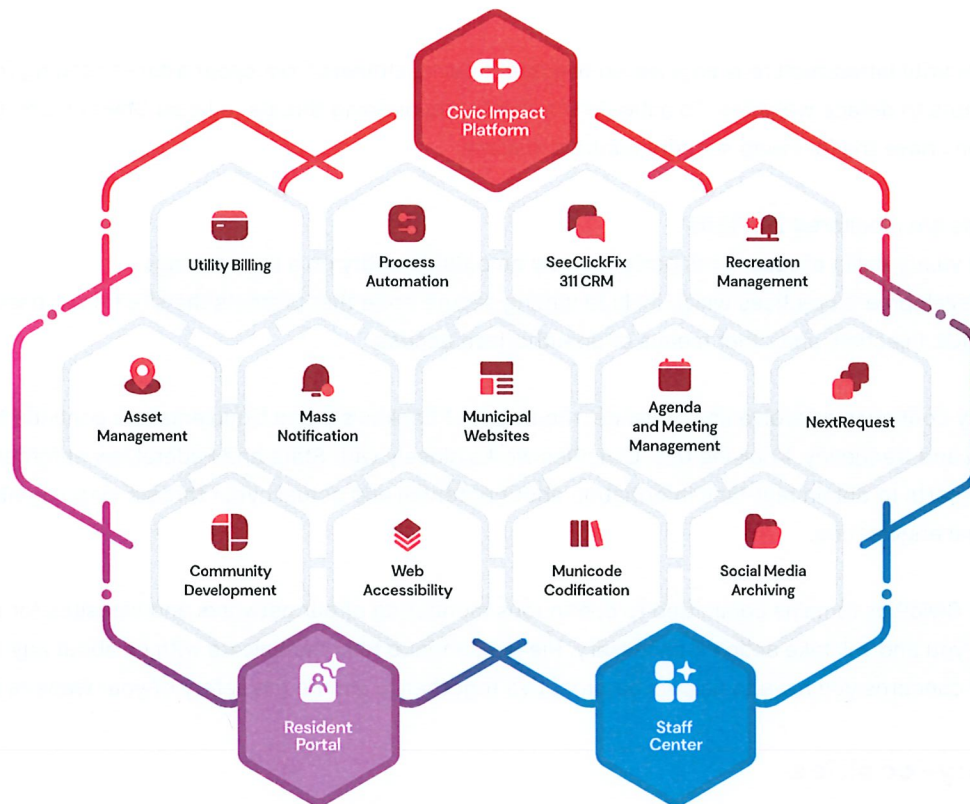
# The Best-Run Local Governments Run on CivicPlus Technology

Government leaders tell us that one of their most pressing needs is to improve how residents access and experience municipal services. However, they struggle with budget cutbacks and technology constraints. With CivicPlus, leaders can finally overcome the perpetual trade-off between the demand for better services and the realities of operational resources, by leveraging the unique Civic Impact Platform to deliver both unmatched end-to-end automated efficiency and truly unified, delightful resident experiences.

CivicPlus is the only government technology company exclusively committed to being a trusted partner for impact-led government, enabling our customers to efficiently keep our communities informed, involved, and connected using our innovative and integrated technology solutions built and supported by former municipal leaders and award-winning support teams. With it, our customers increase revenue and operate more efficiently while nurturing trust among residents.

# The Civic Impact Platform

The comprehensive Civic Impact Platform delivers unmatched end-to-end efficiency, supercharging staff impact through intelligent automation, and unlocking collaboration in and across departments. At the same time, this unique platform delivers a truly unified resident experience, delighting residents with a singular profile and single sign-on for friction-free, no-hassle services. With CivicPlus your team is always change-ready, staying a step ahead of disruption, whether evolving compliance and accessibility requirements, civil emergencies, and more.



## IMPACT-LED GOVERNMENT

Impact-led government aims to create lasting community change by improving and modernizing processes with automation, collaboration, and data insights. This approach helps staff work efficiently and makes services more accessible, addressing needs proactively. Our Civic Impact Platform is guided by five core principles:

1. **Modernize and connect every function:** Work better together through intelligent automation, efficiency, and stronger collaboration.
2. **Deliver a singular, personalized resident experience:** Replace hassle with friction-free delight, delivering a unified profile and intuitive, consistent experiences.
3. **Supercharge staff impact:** Boost staff performance with automated tasks, data-driven decisions, and aligned priorities and processes.
4. **Strengthen compliance, accessibility, and readiness:** Forward-thinking best practices and continuous adaptation.
5. **Consolidate on a comprehensive, purpose-built platform:** Choose solution breadth, eliminate multiple vendors, and gain compounding value over time.

# Howell Township's Questions

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## Cybersecurity

Our CivicPlus Security Team monitors trends and follows breaking news in the industry specifically to evaluate needs and ensure the continued improvement of our security best-practices as needs for local government continue to evolve.

The CivicPlus security infrastructure is engineered to protect our customers from cyber attacks ranging from DDoS attacks to attempts to deface websites. To mitigate the risk of the ongoing threats to Local Government, CivicPlus software solutions have the following security controls in place:

- Websites are monitored 24/7/365
- System vulnerability assessments performed by an outside entity on a regular basis
- Strict development practices which include writing secure code that protects the site from cross site scripting (XSS), SQL Injection, and other means of unauthorized access

While technology continues to evolve and advance, the threat of hackers and troublemakers continue to grow in sophistication and frequency. Knowing this, CivicPlus works closely with State and Federal law enforcement and cybersecurity experts to obtain real-time information about potential and actual cyber threats, ongoing attacks, and attempts of social engineering.

As your partner, CivicPlus remains committed to continuous monitoring of our networks and websites for cyber threats and will contact you and will take action if necessary. Please continue to communicate with us about any directed threats made or concerns you have to help us be proactive together to ensure the safety of your website solution.

## User privacy-cookies

The CivicPlus website may use "cookies" to enhance the User experience. Cookies are pieces of text that may be provided to your computer through your web browser when you access a website. The User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. The User may choose to set their web browser to refuse cookies or to alert you when cookies are being sent. If they do so, note that some parts of the site may not function properly.

We use cookies to enable our servers to recognize your web browser and tell us how and when you visit the Site; otherwise, you can use the Solutions through the internet. Our cookies do not, by themselves, contain Personal Information, and we do not combine the general information collected through cookies with other Personal Information to tell us who you are. Additional information can be found in our Help Center's article, [CivicPlus Privacy Policy](#).

## Data privacy

CivicPlus takes the privacy of our customer's data seriously. Access to data is controlled by group permissions, ensuring that only authorized users can view private information. Neither CivicPlus employees nor any third party have access to customer data, except for data posted to your public website and limited data involved in a customer/client



relationship. Data posted to your public website is considered public, while all other customer data remains private and protected. Further, the data center is biometrically and physically secured with controlled access 24/7/365. For more details, please refer to our Help Center's article, [CivicPlus Privacy Policy](#).

## Federal American w/Disabilities Act

### ACCESSIBILITY COMPLIANCE

With more than 1 in 4 (~28.7%) adults in the United States living with a disability, CivicPlus helps governments ensure that critical resources are available to all residents. Our commitment to accessibility is visible through VPATs and third-party audits that can confirm you're working with a trusted and experienced partner. Our multi-faceted approach sets you up for success:

- CivicPlus Municipal Websites are highly accessible by design, aligning toward WCAG 2.1. For transparency, we provide annual third-party audits (VPATs) for each of our products.
- Our trainers will teach your staff best practices to keep your content and design elements accessible and up to date with the latest ADA/WCAG standards.
- Your staff can use the Accessibility Checker included within the CMS to scan content created in the editor for accessibility issues so you can correct them before publishing.
- Any new regulations that require code changes are reviewed by our product team at least quarterly. Depending on the regulation, our product team plans and executes necessary changes with no additional effort required from you.
- Our product team updates our best practices and provides regular updates to customers via the CivicPlus website, blog articles, webinars, and other publications.

Additionally, CivicPlus offers an extensive suite of accessibility tools, including industry-leading integrations to help customers maintain compliance and prepare for the transition to WCAG 2.2. Due to the dynamic nature of website content updates, ongoing accessibility solutions can be incredibly beneficial in ensuring sustained accessibility compliance. CivicPlus provides three long-term web accessibility solutions to add to your website project, all of which offer varying approaches to help with your compliance maintenance challenges:

- AudioEye Managed: Accessibility tools and services for WCAG 2.2 compliance
- Acquia Web Governance: Website Governance & Compliance Tools
- DocAccess: Convert current and future PDFs into screen reader-friendly, WCAG 2.1 AA-aligned HTML transcripts

### Mobile friendly (smart phones/tablets)

Your Municipal Websites Central Starter (Central Starter) website will be built using a fully responsive web design. All information on the site is available, with the same functionality across desktops, smartphones, tablets, and laptops.

### Single click responses

Ease of use is key with navigation. We understand that site visitors are very task-oriented when visiting a government website and our goal is to get them to their desired information in less than 2 clicks. That can be done by basing

the navigation on service rather than an organizational chart. Also, having a fully built “How Do I?” section broken down into common actions and tasks. This is editable by internal staff so that it can be as dynamic as possible. The utilization of Mega Menus also exposes several layers of navigation or structure without a single click. Consulting is also an option to explore, where a member of our team will spend time with each department to discover each audience group per department and each audience member’s need.

## Clean update new look

CivicPlus’ website design process is collaborative and user-centered, leveraging our Central Starter CMS to build modern, accessible government sites tailored to each community’s needs. There are two options available to Howell Township for your design:

1. **Standard Implementation with a fixed design.** This will combine your specified color palette, logo, and images on a selected fixed layout. This final design will be combined with the full power of the Central Starter CMS, which will allow you to create a website experience that is more engaging with interactive services and features.
2. **Premium Implementation with a flexible layout.** This process involves selecting the order, placement, and format of your homepage content from a library of over 1,200 vetted layout configurations aimed at achieving your usability goals. This layout wireframe will provide the structural blueprint for the visual design application.

We will then collaborate with you to customize your design to represent your community using your logo, chosen colors, and imagery. We will focus on including the functionality to meet your website needs, including an option for up to one advanced design component— a layout or design element that requires significant time to style and implement. Working with your art director, you’ll identify the appropriate component to achieve or enhance the usability goals for your website.

## Fast loading

Due to the nature of computers and the Internet, load times are not guaranteed and can fluctuate. The following are our site average load times:

- Home page load time average with LiveEdit on: 6 seconds (for pages up to 2MB page)
- Home page load time average with LiveEdit off: 3 seconds (for pages up to 1.5MB page)
- Interior page load time average with LiveEdit off: 3 seconds (for pages up to 1MB page)
- Backend Module average load times: 3 seconds (for pages up to 1MB page)
- Admin home page average load time: 3 seconds (for pages up to 1MB page)

CivicPlus checks the load speed of all our sites daily. If a site is not performing within these standards, we have our support team troubleshoot the site and inform you of any issues found.

## Search capability

The CivicPlus search engine is proprietary and included with the Central Starter CMS. The search results are displayed modularly so that users can see both the results for the keyword for which they were searching as well as the different



areas of the site in which the keyword appears. The site search will only return results from the website and any connected databases.

## **Ability to make changes and add documents to site by Township employees**

The Central Starter WYSIWYG editor allows non-technical users the ability to easily update any portion of your website instantaneously with text editing tools similar to Microsoft Word and simple drag-and-drop functionality. This allows them to easily add new content, edit old content, and keep page layout consistent. Further, our CMS allows you to see where your information will be posted before you make any changes. No HTML or CSS knowledge is required to update the content on your site.

In addition, Central Starter includes several tools that allow web content editors to easily add and manage documents and images on all web pages. The Document Center module allows for document and image searches and the ability to create organizational folders with group-based permissions.

## **Email capability**

Included with the Central Starter CMS is the Notify Me module which can be used to send email and text message notifications to your subscribers. This can be integrated to automatically post to your social media channels as well. There are a few optional enhancements to these tools available as well.

## **Calendar**

In the Calendar module, create unlimited calendar categories and events for each department, committee, initiative, etc. Create recurring events, then adjust any single event within the recurrence. Events can include details like description, location, event time, and contact information and be associated with a photo and/or agenda from the Agenda Center module. Any event or recurring event can be added to more than one calendar category. Drag-and-drop Calendar widgets or widgets onto any page and display the most appropriate category or categories. From the main Calendar module page, web visitors can search by date, calendar category, and keyword and view calendar events by list, week, or month view. Each calendar can give web users the option to sign up for event notifications or changes (this option is turned on by default but can be turned off per calendar) via RSS (Really Simple Syndication) feeds or email and/or text messages through the Notify Me module.

## **Fillable documents**

The Central Starter CMS includes a Form Center module that provides this functionality. The Form Center lets you develop every aspect of your online form with no programming knowledge necessary through a simple drag-and-drop interface. Additional features may be added to the Form Center module, such as seamless payments and encryption.

## **Township able to upload multiple documents and folders**

The Document Center module is included to manage all files within the CMS. Files can be uploaded directly from a PC and multiple files can be uploaded at once. Common files types are: GIF, JPG, JPEG, PNG, MP4, AVI, DOC, DOCX, XLS, XLXS, TXT, PDF. The Document Center Module can also convert multiple documents to PDF.



## **Links–maps, BS&A Assessing and Tax, BS&A Payments Software, YouTube video streaming**

These items can be easily linked to or embedded within a page of the website using the custom HTML widget.

## **Site audit ability– functionality of website, page counts, and tracking**

CivicPlus Websites provide robust audit and reporting capabilities that enable administrators to monitor site activity, understand site structure, and analyze user behavior.

The History Log module serves as a comprehensive audit trail, allowing system administrators to track changes to website content. The log is searchable by date ranges, times, content, and action types, and results can be exported for further analysis. Each record includes detailed information such as the module name, content name, breadcrumb path, direct link to the content, the user who made the change, ID type and number, date of last modification, and the status of the action.

In addition, the Site Report module offers exportable reports that provide insights into overall site structure and maintenance activity, including page counts, page creation dates, and last update information.

CivicPlus Websites also include Google Analytics, enabling organizations to analyze how visitors interact with the site and navigate through content. Administrators receive training on how to access and interpret these analytics, allowing them to leverage data-driven insights to inform decisions about website functionality, content organization, and user experience.

# CMS Features & Functionality

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Central Starter is a comprehensive content management system (CMS) designed to help local governments build websites that connect with residents effectively. With configurable layouts, simplified content management, and integrated tools for communication and resident self-service, CivicPlus websites streamline the timely delivery of essential information and services. This empowers local governments to consistently provide positive civic experiences for residents and peace of mind for staff with streamlined communication processes.

Each website begins with a unique design developed to meet your specific communication and marketing goals, while showcasing the individuality of your community. Features and capabilities are added and customized as necessary, and all content is organized in accordance with web usability standards.

## Modules & Widgets

### RESIDENT ENGAGEMENT

Central Starter offers many effective and easy-to-use resident engagement features. These tools easily integrate with the other key features.

**Notices and Alerts** – Post emergency or important information on your website and notify residents through email and SMS, via Alert Center.

**Calendar** – Create multiple calendars and events to inform residents of upcoming activities that are viewable by list, week, or month.

**Form Center** – Create custom, online forms via simple drag-and-drop functionality. Track form submissions within the CMS and route email notifications to the appropriate individual(s).

**News** – Post news items and keep your residents up to date on important information via News Flash.

**Notifications** – Allow your residents to subscribe to receive text and email notifications on topics that are important to them via Notify Me (includes up to 500 SMS users).

**Pop-up Modal** – Use a pop-up modal to call attention to important information and notices, sitewide or on specific pages.

### CONTENT MANAGEMENT

Central Starter comes fully equipped with a robust set of document and image management tools that work with other key features of our CMS, making it easy to build dynamic content that is easy for residents to navigate and access.



**Agenda Center** – Create and display meetings and agendas on the website utilizing our built-in Agenda Center module. For advanced functionality, including live meeting management, our integrated Agenda and Meeting Management product is available as an add-on.

**Document Center** – Organize and manage documents in one central repository.

**Public Images** – Store all your images in one central location, to utilize individually or create slideshows on your site. Use the built-in editor to crop and resize photos, as needed. Images are optimized for performance, mobile responsiveness, and contain alt text for accessibility compliance.

## INFORMATION & NAVIGATION

Organize your content and pages to make it easy to locate the information you and your residents need most with modules that help you update information quickly.

**Easy for Residents to Navigate** – An intuitive design, mega menu options, prominent buttons, and dynamic breadcrumbs throughout your site, all allow residents to easily find what they're looking for.

**Frequently Asked Questions (FAQs)** – Provide answers to the most frequently asked questions to reduce phone and foot traffic for staff.

**Graphic Links** – Create visually appealing buttons to direct users to important information.

**Info Advanced** – Use Info Advanced to create engaging displays of information for reuse throughout the website.

**Quick Links** – Provide links to highly requested services and information. These are commonly displayed in website footers and right-hand navigation.

**Staff Directory** – Provide contact information for departments and individual staff members. Use the information throughout the site and keep updated in one location. The Staff Directory widget allows you to quickly place specific persons or departments on relevant pages.



## COMMONLY USED WIDGETS

An extensive widget library is available for ease of placing dynamic and visually appealing information on specific pages. Each widget is easy to use with drag-and-drop functionality and is configurable with individual styling options.

**Custom HTML Widget** – Embed videos or other HTML features in your page.

**Editor Widget** – Edit text with word processing tools, plus web tools like code view and the Accessibility Checker.

**Form Center Widget** – Embed simple forms on a page.

**Image Widget** – Add images to a page.

**Related Documents Widget** – Create a dynamic list of documents referenced in the Document Center.

**Slideshow Widget** – Add a slideshow of images.

**Tabbed Widget** – Organize larger pages of information in horizontal, vertical, or stacked vertical or accordion style tabs.



# Administrative Features

The administration of your Central Starter website is browser-based, with no installation of software needed. You'll be able to update your website from an internet connection on any platform (Mac or PC). Administrators can control the access to pages and manipulation of content as well as use automated features to streamline processes.



**Administrative Dashboard** – A home base for messages and quick access to your recent activities and time-sensitive action items such as pending approvals and expiring items.

**Content Scheduling & Versioning** – Set your content to auto-publish and auto-expire, with an archive of all published content and previous versions.

**Dynamic Page Components** – Modules such as Calendar, FAQs, and News Flash, may be included as dynamic page components on any page.

**History Log** – Track changes made to your website.

**Intranet** – Use permissions to set a secure location on your website that allows employees to login and access non-public resources and information.

**Levels of Permissions** – Assign staff members to groups with different levels of permissions of access and authority throughout the CMS.

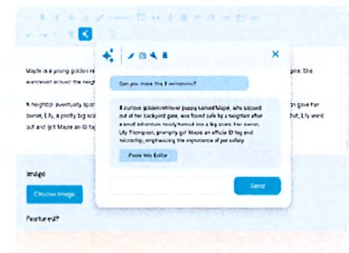
**Pending Approval Items** – Administrators have access to a queue of pending items to be published or reviewed.

**Website Statistics** – Provided website analytics for analysis.

## USER-FRIENDLY FEATURES

Not only is Central Starter easy for your staff to use, various administrative features help make a more attractive, engaging, and intuitive website for your community.

**AI Editing Assistant** – Create clear, consistent, and accessible content. Integrated into familiar tools like Pages, News Flash, Notify Me, and FAQs, the AI Editing Assistant improves grammar, tone, and compliance with plain language standards in real time. Key benefits include faster content polishing, streamlined editing workflows, and adding multi-lingual content all with secure, optional use that never stores data or trains external models. Opt-in to take advantage of these features at no additional cost.



**Automatic Alt Tags** – Built-in features assist with ongoing ADA compliance of your website.

**Credit Card Processing** – Central Starter is integrated with select external payment processors to accept payments on your website (separate agreement must be made directly between you and the supported external processor of your choice). Additional fees apply.

**Preset Styling Standards and Ongoing Styling Flexibility** – Site changes automatically inherit design standards and styles that you've set up for your homepage, interior layouts, and simple layouts. This keeps your website looking clean and always matching. We also offer large amounts of flexibility with placement and styles on an ongoing basis. As you edit your website, you can easily adjust the location and style of widgets, content, carousels, lists, calendars, etc. to meet the look and feel you need for that area.

**Link Redirects** – Instead of sending your users to <https://www.civicplus.com/blog/ce/government-website-awards-city-county-municipal/>, you can send them to <http://civicplus.com/awards>.

**Live Edit** – See where your information will be posted on a page before you make any changes with our WYSIWYG editor and drag-and-drop tools.

**Maps** – Easily embed maps from Google, ESRI, and more using the HTML widget.

**Mega Menu** – A main navigation menu makes it easy to get to any page on your website quickly.

**Predictive Site Search** – Our powerful site search functionality automatically indexes all content making it easy for visitors to find information across pages, documents, and images.

**Site Search Log** – All search words are kept in a log.

**Real Simple Syndication (RSS) Feeds** – Administrators and website visitors can use RSS feeds to display content or be notified of content updates.

**Responsive Design** – With responsive design, your website adjusts to the screen size regardless of what device is being used, providing a seamless user experience.

**Social Media** – Set various modules to automatically post to your Facebook and/or X (formerly Twitter) feeds and incorporate compatible social media feeds and widgets into your website.

**Supported Browsers** – View your website in the latest versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome.

**Third-Party Access** – Utilize iframes, embeds, and/or links to most of your third-party services. Or use our growing list of APIs to build applications right from your website.

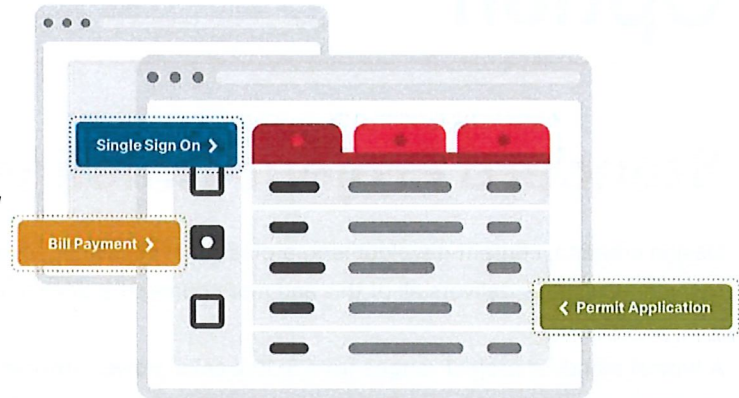
**Translation** – Integration with Google Translate translates web pages into over 100 languages.



# CivicPlus Resident Portal

## THE NEXT EVOLUTION IN DIGITAL RESIDENT ENGAGEMENT

CivicPlus Portal is a mobile-friendly, personalized online hub from which residents can quickly, easily, and securely obtain information, access resources, discover services, complete transactions, and interact with their local government administration. It is the public gateway to the Civic Impact Platform, empowering resident self-service from one central location for everything from submitting forms, referencing recent legislation, and engaging with public meetings to managing individual alert and notification preferences.



### Personalized Resident Benefits:

- One username, password, or popular platform-enabled single sign-on (via Facebook, Google, Microsoft, or Apple) to securely manage their user profile and interact with all their government resources and information.
- A personalized, customizable dashboard that serves as the launchpad to save frequently accessed digital services, view past interactions, bookmark frequent payment options, and stay up to date with featured, meaningful content.
- Anytime, anywhere access from any device.
- Enabling self-service form viewing, submission, and payments to support a variety of digital transactions from parking permits and business licenses to pet adoptions.
- Easy management of individual communication preferences related to routine and emergency alerts, website newsletters, and agenda & meeting notifications from one single view.
- A centralized hub to submit and track requests, such as public records requests, non-emergency issues, and code enforcement complaints and violations.

### Staff and Administrator Benefits:

- A low-maintenance tool for administrators to easily spotlight information, share content, and link to services to further promote local government initiatives while improving public transparency and trust.
- Ability to consolidate digital services from multiple CivicPlus and third-party solutions into one intuitive, accessible, and responsive interface.
- Consolidation of siloed alerts and notifications from the variety of solutions you control into a single view residents to sign up for and manage.
- Localization of cross-department payments and forms in one place, including those from CivicPlus and third-party solutions, enhancing residents' convenience for increased payments and engagement.
- Multi-factor authentication options and optimized for security and accessibility.

# Standard Implementation Option

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## Standard Project Timeline

Design creation, content development, professional consulting, configuration for usability and accessibility, dedicated training—CivicPlus delivers all of this and more during the development of your new website.

A typical standard project ranges from 8-10 weeks. Howell Township's exact project timeline will be created based on detailed project scope, project enhancements purchased, availability for meeting coordination, action item return and completion, approval dates, and other factors. Your project timeline, tasks, due dates, and communication will be managed and available in real-time via our project management software, Cloud Coach.

<b>PHASE 1: INITIATE &amp; ANALYZE</b>	~2 Weeks	<ul style="list-style-type: none"><li>• Project Kickoff Email</li><li>• Planning &amp; Scheduling</li><li>• Customer Deliverable Submission</li></ul>
<b>PHASE 2: CONTENT IMPLEMENTATION &amp; DESIGN CREATION</b>	~5 Weeks	<ul style="list-style-type: none"><li>• Site Map Creation</li><li>• Content Implementation</li><li>• Design Creation</li><li>• Google Analytics Account Creation</li><li>• Quality Control</li></ul>
<b>PHASE 3: EDUCATE</b>	~1 Week	<ul style="list-style-type: none"><li>• Group Training</li></ul>
<b>PHASE 4: LAUNCH</b>	~1 Week	<ul style="list-style-type: none"><li>• Project Scope Completion</li><li>• Website Launch</li></ul>



# Standard Project Approach Details

## PHASE 1: INITIATE & ANALYZE

**Project Kickoff Email** – Your project manager will kick off your project via email, introducing your CivicPlus team, detailing deliverables needed, providing a high-level overview of the development process, and introducing tools and resources used to manage your project.

**Planning & Scheduling** – Your project manager will create a comprehensive project timeline based on the project scope and your specific needs.

**Customer Deliverable Submission** – Howell Township will be responsible for submitting deliverables as outlined.



## PHASE 2: CONTENT IMPLEMENTATION & DESIGN CREATION

**Site Map Creation** – Our content development team will generate a site map of your existing website in preparation for the content implementation.

**Content Implementation** – Our Content Development team will migrate up to 150 pages of content (including their text, documents, and images) from your current website to your new, Central Starter website. Additional pages of content can be added for an additional fee. Content will be enhanced for accessibility, and we will organize your website pages to make them easy to navigate. They will also migrate the current year and the previous two years of simple meeting agendas and minutes to the Agenda Center module. Additional years can be added for an additional fee.

**Design Creation** – You'll have the chance to review the responsive design prototype and provide feedback and/or approval.

**Google Analytics Account Creation** – Your website will be set up with a Google Analytics account.

**Quality Control** – Our Content Development team will complete a quality control check to ensure proper content migration.

## PHASE 3: EDUCATE

**Group Training** – Throughout the development and after launch, you and your team can access on-demand training, resources, and educational opportunities. Our initial training is offered online to administrators and content contributors. Individuals can attend group training sessions in the weeks prior to going live.

## PHASE 4: LAUNCH

**Project Scope Completion** – Your Central Starter project team confirms all the details that are necessary to take your website live and explain what you can expect on launch day.

**Website Launch** – After final confirmation, your website will be made live and available to the public.

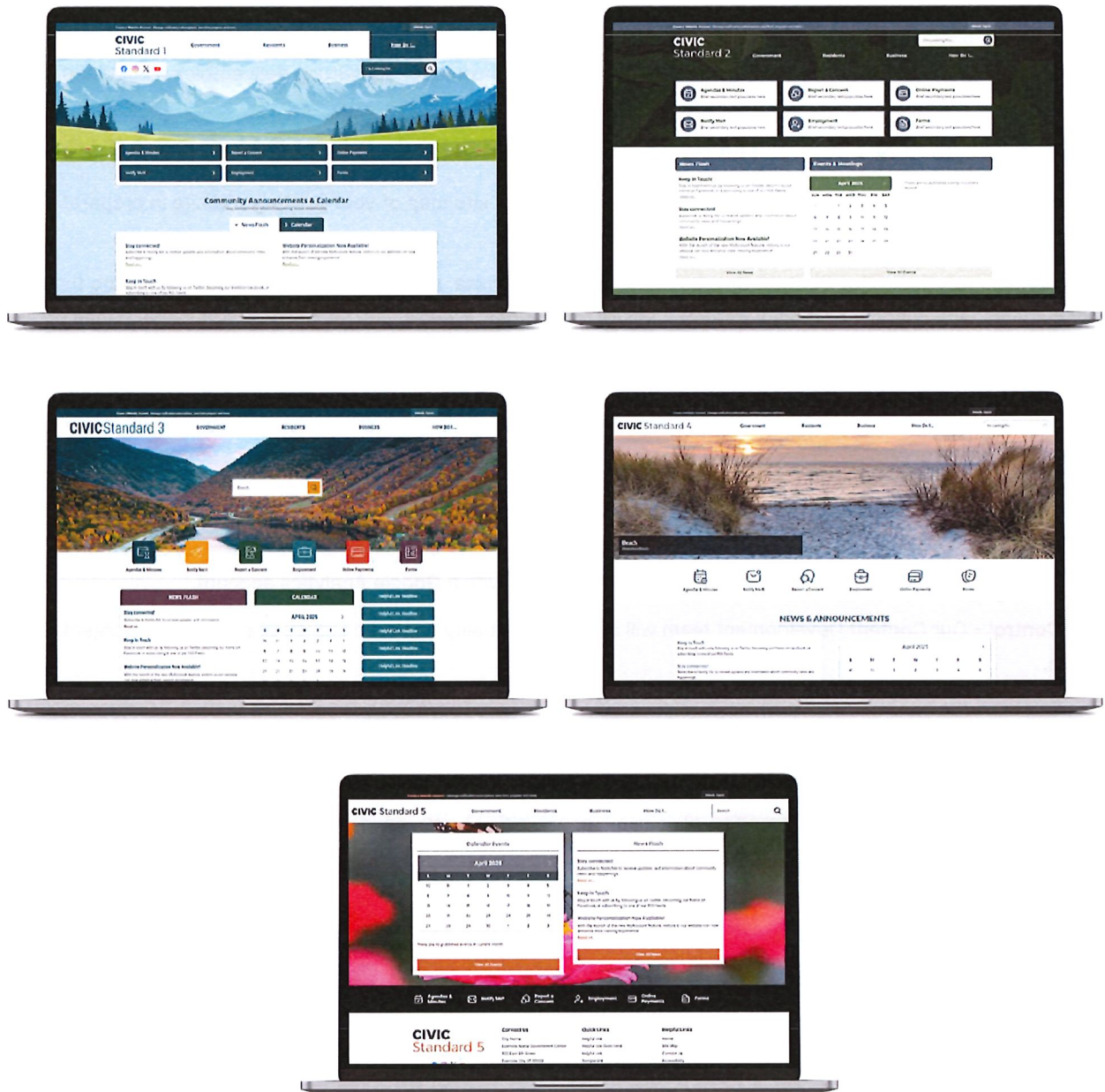


# Standard Package Designs

You will choose one of our fixed layout options as the base of your website. You will then be given the opportunity to submit personalized information, like imagery, branding, graphic button preferences, and more to be taken into design consideration. This finalized design will not only represent your unique community, but—combined with the functionality of the Central Starter CMS—will help you provide an attractive and convenient online resource for your community.

## LAYOUT OPTIONS

Choose one of five government website design options with the idea that design can be customized with brand colors, logos and images unique to your community.



# Premium Implementation Option

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## Premium Project Timeline

Design creation, content development, professional consulting, configuration for usability and accessibility, dedicated training—CivicPlus delivers all of this and more during the development of your new website.

A typical premium project ranges from 10-12 weeks. Howell Township's exact project timeline will be created based on detailed project scope, project enhancements purchased, availability for meeting coordination, action item return and completion, approval dates, and other factors. Your project timeline, tasks, due dates, and communication will be managed and available in real-time via our project management software, Cloud Coach.

<b>PHASE 1: INITIATE &amp; ANALYZE</b>	~3 Weeks	<ul style="list-style-type: none"><li>• Project Kickoff Email</li><li>• Planning &amp; Scheduling</li><li>• Customer Deliverable Submission</li></ul>
<b>PHASE 2: CONTENT IMPLEMENTATION &amp; DESIGN CREATION</b>	~5 Weeks	<ul style="list-style-type: none"><li>• Site Map Creation</li><li>• Content Implementation</li><li>• Design Concept Development</li><li>• Google Analytics Account Creation</li><li>• Quality Control</li></ul>
<b>PHASE 3: EDUCATE</b>	~1 Week	<ul style="list-style-type: none"><li>• Group Training</li></ul>
<b>PHASE 4: LAUNCH</b>	~2 Weeks	<ul style="list-style-type: none"><li>• Project Scope Completion</li><li>• Website Launch</li></ul>

# Premium Project Approach Details

## PHASE 1: INITIATE & ANALYZE

**Project Kickoff Email** – Your project manager will kick off your project via email, introducing your CivicPlus team, detailing deliverables needed, providing a high-level overview of the development process, and introducing tools and resources used to manage your project.

**Planning & Scheduling** – Your project manager will create a comprehensive project timeline based on the project scope and your specific needs.

**Customer Deliverable Submission** – Howell Township will be responsible for submitting deliverables as outlined.

**Design Discovery Meeting** – You will meet with your project team to discuss design preferences and establish design structure from flexible layout options.

## PHASE 2: CONTENT IMPLEMENTATION & DESIGN CREATION

**Site Map Creation** – Our content development team will generate a site map of your existing website in preparation for the content implementation.

**Content Implementation** – Our Content Development team will migrate up to 150 pages of content (including their text, documents, and images) from your current website to your new, Central Starter website. Additional pages of content can be added for an additional fee. Content will be enhanced for accessibility, and we will organize your website pages to make them easy to navigate. They will also migrate the current year and the previous two years of simple meeting agendas and minutes to the Agenda Center module. Additional years can be added for an additional fee.

**Design Concept Development** – You'll have the chance to review a responsive, functioning design concept prototype in an actual production environment and provide one round of revisions.

**Google Analytics Account Creation** – Your website will be set up with a Google Analytics account.

**Quality Control** – Our Content Development team will complete a quality control check to ensure proper content migration.

## PHASE 3: EDUCATE

**Group Training** – Throughout the development and after launch, you and your team can access on-demand training, resources, and educational opportunities. Our initial training is offered online to administrators and content contributors. Individuals can attend group training sessions in the weeks prior to going live.

## PHASE 4: LAUNCH

**Project Scope Completion** – Your Central Starter project team confirms all the details that are necessary to take your website live and explain what you can expect on launch day.

**Website Launch** – After final confirmation, your website will be made live and available to the public.



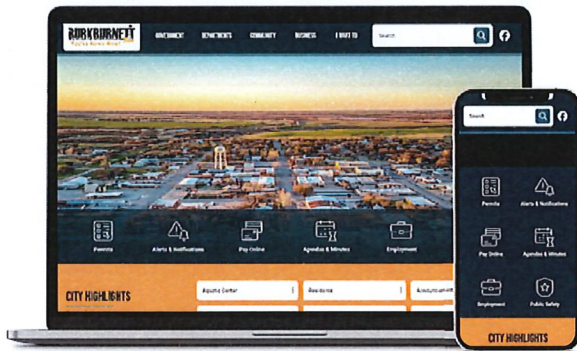
# Premium Package Designs

You will meet with your project team to discuss your website vision based on the goals and needs of your users. This process involves discussing the order, placement, and format of your homepage content and design elements, aimed at achieving your usability goals. Your preferences will be solidified into a homepage layout wireframe, which will provide the structural blueprint for the visual design application.

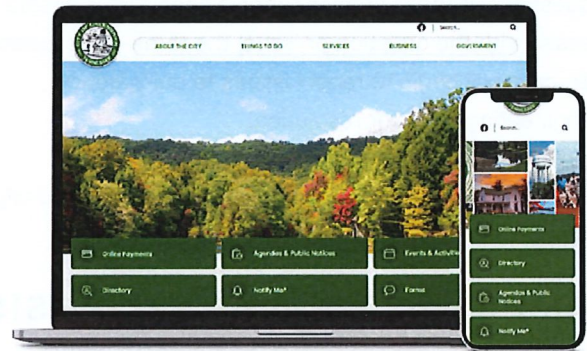
We will then collaborate with you to customize your design to represent your community using your logo, chosen colors, and imagery. We will focus on including the functionality to meet your website needs, including an option for up to one Advanced Design Component, if desired. Advanced Design Components provide next-level user engagement by leveraging the latest design enhancements in the Central Starter product. Your project team will help you choose the component that works best for your website goals and desired site maintenance level.

## DESIGN EXAMPLES

The included design portfolio will provide you with an idea of the different directions we can take your creative design with the premium implementation package.



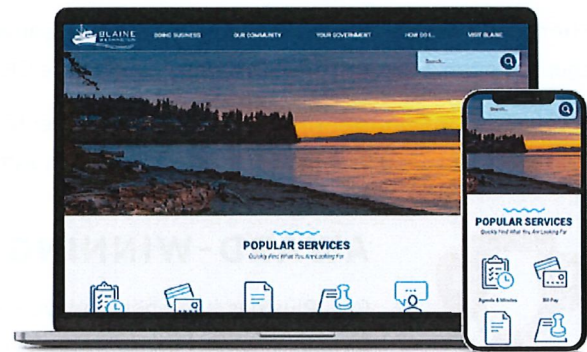
**Burkburnett, TX**  
[burkburnett.org](http://burkburnett.org)



**Greenbrier, TN**  
[greenbriertn.org](http://greenbriertn.org)



**Cheverly, MD**  
[cheverly-md.gov](http://cheverly-md.gov)



**Blaine, WA**  
[ci.blaine.wa.us](http://ci.blaine.wa.us)

# Continuing Services

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## Technical Support & Services

With technology, unlimited support is crucial. Our live technical support engineers based in North America are ready to answer your staff members' questions and ensure their confidence. CivicPlus' support team is available 7 a.m. – 7 p.m. CST to assist with any questions or concerns regarding technical functionality and usage of Central Starter.

CivicPlus Technical Support will provide a toll-free number, online chat support, as well as an online email support system for users to submit technical issues or questions. If the customer support specialist is unable to assist with the question or issue, the three-tier escalation process will begin to report issues to our product engineering team for resolution.

Emergency technical support is available 24/7 for designated, named points-of-contact, with members of CivicPlus' support teams available for urgent requests.

### Support at a Glance

- Technical support engineers available 7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays)
- Accessible via phone, email, and chat
- 4-hour initial response during business hours
- 24/7 emergency technical support for named points of contact
- Dedicated customer success manager
- Online self-service help with the CivicPlus Help Center ([civicplus.help](https://civicplus.help))

## AI-POWERED VIRTUAL ASSISTANT

**Context-Aware In-Product Support:** Seamlessly integrated into Central Starter, the assistant provides real-time, relevant help based on the context of your conversation.

**Smarter Self-Service:** Instantly access AI-curated knowledge articles from our newly enhanced Help Centers, submit support tickets, or initiate live chat; all from one place.

**Effortless Navigation & Escalation:** If your issue requires human assistance, the assistant can transfer you to a live agent or open a support case in Salesforce Service Cloud, logging all details and transcripts automatically.

**Transparent & Compliant:** The assistant clearly identifies itself as a virtual bot and complies with data transparency standards, ensuring users know they're interacting with AI.



### AWARD-WINNING

CivicPlus has been honored with four Gold Stevie® Awards, nine Silver Stevie® Awards, and 14 Bronze Stevie® Awards. The Stevie Awards are the world's top honors for customer service, contact center, business development, and sales professionals.



## CIVICPLUS HELP CENTER

CivicPlus customers have 24/7 access to our online Help Center where users can review articles, user guides, FAQs, and can get tips on best practices. Our Help Center is continually monitored and updated by our dedicated Knowledge Management Team to ensure we are providing the information and resources you need to optimize your solution. In addition, the Help Center provides our release notes to keep your staff informed of upcoming enhancements and maintenance.

## CONTINUING PARTNERSHIP

We won't disappear after your website is launched. You'll be assigned a dedicated customer success manager who will partner with you by providing information on best practices and how to utilize the tools of your new system to most effectively engage your residents.

## MAINTENANCE

CivicPlus is proactive in identifying any potential system issues. Through regularly scheduled reviews of site logs, error messages, servers, router activity, and the internet in general, our personnel often identify and correct issues before they ever affect our customers' web solutions. Our standard maintenance includes:

- Full backups performed daily
- Regularly scheduled upgrades including fixes and other enhancements
- Testing
- Development
- Operating system patches



# Guardian Hosting & Security

In today's digital era, local governments require a hosting solution that not only meets their needs but exceeds their expectations. Our Enterprise Level Hosting Solution is designed with local governments in mind, offering unparalleled DDoS protection to safeguard your digital infrastructure from the most aggressive cyber threats. With our state-of-the-art security measures, you can ensure the continuity of critical services, even in the face of sophisticated attacks.

Moreover, we understand the importance of building resident trust through consistent and reliable service availability. That's why we guarantee a high availability of \*99.9% uptime\*, ensuring your services are accessible when your residents need them the most. This commitment to uptime translates to less than 8.76 hours of potential downtime annually, demonstrating our dedication to maintaining your operations without interruption.

Data Center	<ul style="list-style-type: none"> <li>Redundant Power Supply</li> <li>Uninterruptible Power Supply (UPS) Systems</li> <li>Enhanced Cooling Infrastructure</li> <li>Diesel Engine Generators</li> <li>Energy Storage</li> </ul>	<ul style="list-style-type: none"> <li>Redundant HVAC Systems</li> <li>N+1 Redundancy</li> <li>Fully Redundant Network</li> <li>System Monitoring – 24/7/365</li> </ul>
Security	<ul style="list-style-type: none"> <li>Web Application Firewall (WAF) Protects Against SQL Injection, Cross-Site Scripting, &amp; Other Threats</li> <li>OWASP Modsecurity Core Rule Set Guards Against OWASP Top 10 Vulnerabilities</li> <li>Server Management Services Ensure Smooth Operation &amp; Optimal Performance</li> <li>Regular Software Updates &amp; Security Patches</li> <li>Antivirus Management &amp; Updates Protect Against Malware</li> <li>Continuous System Monitoring for Health &amp; Performance</li> </ul>	
Performance	<ul style="list-style-type: none"> <li>Regional Content Delivery Network (CDN) Distributes Cached Content to Minimize Latency &amp; Enhance Reliability</li> <li>Server-Side Caching with Regional CDN Improves Page Load Times &amp; Content Delivery</li> <li>Unparalleled Browsing Experience for Users on Your Website or Application</li> </ul>	
Hosting	<ul style="list-style-type: none"> <li>Enhanced Security and Compliance</li> <li>CMS software updates</li> <li>Server management &amp; monitoring</li> <li>Multi-tiered software architecture</li> <li>Server software updates &amp; security patches</li> <li>Database server updates &amp; security patches</li> </ul>	<ul style="list-style-type: none"> <li>Antivirus management &amp; updates</li> <li>Server-class hardware from nationally recognized provider</li> <li>Redundant firewall solutions</li> <li>High performance SAN with N+2 reliability</li> </ul>
Disaster Recovery	<ul style="list-style-type: none"> <li>Emergency After-Hours Support, Live Agent (24/7)</li> <li>Online Status Monitor by Data Center</li> <li>8-Hour Guaranteed Recovery Time Objective (RTO)</li> <li>24-Hour Guaranteed Recovery Point Objective (RPO)</li> <li>Pre-Emptive Monitoring for Disaster Situations</li> <li>Multiple, Geographically Diverse Data Centers</li> </ul>	
DDoS Protection & Mitigation	<ul style="list-style-type: none"> <li>Cloudflare's Reverse Proxy to Protect Your Network</li> <li>Access to Advanced Tools that Defend Against DDoS Attacks</li> <li>Utilize Cloudflare's Massive Network Capacity of 30 Tbps</li> <li>A Skilled Team is Always Ready, 24/7, to Stop Any Attacks on Your Digital Assets</li> </ul>	



# Investment Proposal

CivicPlus can appreciate the monetary constraints facing our governments each day. To help ease these concerns and assist with budgeting and planning, our proposed project and pricing are valid for 60 days from March 25, 2026.

## Implementation

- Content Implementation
  - Up to 150 pages from howelltownshipmi.org
  - Current + 2 Previous Years of Simple Meeting Agendas & Minutes
- 2 Blocks Virtual Group Training (up to 3 hours/ block; up to 3 users)

### Standard Package Option:

- 1 Website Design from Choice of 5 Fixed Layout Options

### Premium Package Option:

- 1 Website Layout Built Using Available Flexible Layout Options
- 1 Custom Website Design Built Using Approved Layout & Up to 1 Advanced Design Component

## Features & Functionality

- Central Starter CMS Tools, Widgets, & Features
- Central Starter Default Modules
- DNS Setup for

## Annual Recurring Services

- Guardian Hosting & Security
- 1 SSL Certificate
- DNS Hosting for howelltownshipmi.org
- Software Maintenance Including Service Patches & System Enhancements
- 24/7 Technical Support & Access to the CivicPlus Help Center
- Dedicated Customer Success Manager

### Howell Township's Investment: Standard Package Option

Total Investment - Initial Term (includes one-time fees and Initial Term annual services)	\$6,487.00
Annual Recurring Services (subject to uplift)	\$5,487.00

### Howell Township's Investment: Premium Package Option

Total Investment - Initial Term (includes one-time fees and Initial Term annual services)	\$8,246.00
Annual Recurring Services (subject to uplift)	\$6,246.00



# CivicPlus Project Pricing & Invoicing

CivicPlus prices on a per-project, all-inclusive basis. This type of pricing structure eliminates surprise costs, the uncertainty of paying by the hour, and is overall more cost effective for our customers. Accordingly, the price quoted in this proposal is fixed and will only be adjusted if there is a change to the identified scope or if additional functionality, features, or services are added prior to signing the contract.

## CIVICPLUS OFFERS:

### Standard Invoicing

- Initial Term: 12 months beginning at signing
- Initial Term Invoice Schedule: 100% invoiced upon signature date
- Renewal Procedure: Automatic 1 year renewal term, unless 60 days notice provided prior to renewal date
- Annual Uplift: 5% beginning year 2

We will work with you before contract signing to determine a billing process that will meet both your needs for budget planning and our accounting processes.

## Proposal as Non-Binding Document

A successful project begins with a contract that meets the needs of both parties. This proposal is intended as a non-binding document, and the contents hereof may be superseded by an agreement for services. Its purpose is to provide information on a proposed project we believe will meet your needs based on the information available. If awarded the project, CivicPlus reserves the right to negotiate the contractual terms, obligations, covenants, and insurance requirements before a final agreement is reached. Subject to the terms of the final controlling agreement, CivicPlus requires its standard Master Services and Solutions and Service Terms to be incorporated and linked in the final agreement. For reference, the CivicPlus standard Master Services and Solutions and Service Terms can be found online at <https://www.civicplus.help/docs/civicplus-legal-stuff>. We look forward to developing a mutually beneficial contract with Howell Township.



# Optional Enhancements

We are confident in the ability of our proposed project to meet your needs. Please consider the following additional enhancements to elevate your overall experience with CivicPlus and our solutions.

Optional Items	One-Time	Annual
AudioEye Managed	\$500.00	\$2,500.00
DocAccess PDF Remediation	\$1,500.00	\$4,707.20

## AudioEye for Websites

CivicPlus is the exclusive local government provider of AudioEye's full service accessibility offering. AudioEye's industry-defining digital accessibility hybrid offering helps deliver website remediations efficiently and affordably for organizations of all sizes. The AudioEye platform leverages a decade of investment in advanced technology supported and informed by a team of dedicated IAAP-certified professionals to help deliver improved access to the web conforming to Web Content Accessibility Guidelines (WCAG) 2.2 has never been easier.

### AudioEye

- AudioEye Managed
- Proprietary automated testing suite
- Detect Section 508 and WCAG 2.2 Success Criteria violations
- AudioEye engineers remediate accessibility issues
- Compliance monitoring
- Manual technical analysis and usability testing
- AudioEye Accessibility Help Desk with Personalization Tools

### AudioEye Accessibility Help Desk with Personalization Tools

- Fully customizable user experience
- Tailored to individual needs regardless of device type, language preference, or preferred method of access
- Users can customize the visual display of the website, the toolkit provides instant personalization
- 24 Hour Help Desk provides accessibility answers from accessibility experts

### AudioEye Managed

- Provides complete digital accessibility compliance auditing and resolution
- End-to-end digital accessibility compliance testing, resolution, validation, and monitoring
- Combines subject matter experts with technology—a team of engineers and manual testers to ensure issues of accessibility are fixed and stay fixed

### Digital Accessibility Platform

- Software as a Services (SaaS), API-first technology
- Offers end-to-end compliance auditing
- Ability to spider, scan, and diagnose entire websites, single blocks of code, and content delivered via API
- Offers flexible resources for proper identification and remediation of the detected issues

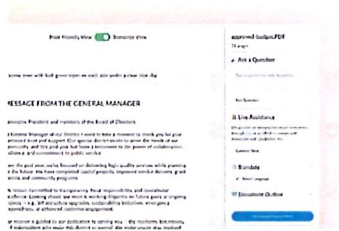


# DocAccess

Simplify compliance by automatically converting all current and future PDFs into screen reader-friendly, WCAG 2.1 AA-aligned HTML transcripts.

## KEY BENEFITS:

- Work quickly with setup as fast as **1 day** and then **5 minutes** for new PDFs to be automatically detected and converted.
- Align all current and future PDFs to ADA standards by automatically converting documents to WCAG 2.1 AA-aligned, screen reader-friendly HTML transcripts.
- Real-time translation powered by Google translate, with **250 supported languages**.
- Live visual interpretation via **24/7 access to professional interpreters at Aira** – included at no extra cost.
- Images, charts, maps, and diagrams are instantly accessible with AI-generated alt-text following WCAG best practices.
- AI-powered search that lets users ask questions in-document and get answers back in their preferred language.
- Accessible from any device – responsive design ensures perfect viewing on all devices.



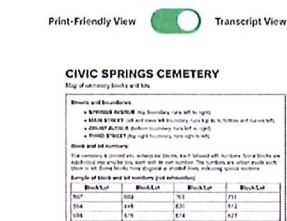
### Instantly Convert Documents to HTML Transcripts

Once DocAccess is activated, all PDF links on your website automatically open in the mobile-friendly DocAccess view. Residents can use the print-friendly version or the HTML transcript, which includes detailed alt text for images.

### Align Tricky Documents to WCAG 2.1 Standards

DocAccess is built for the complexity and range of government documentation. Use it to convert even your most difficult PDFs, including:

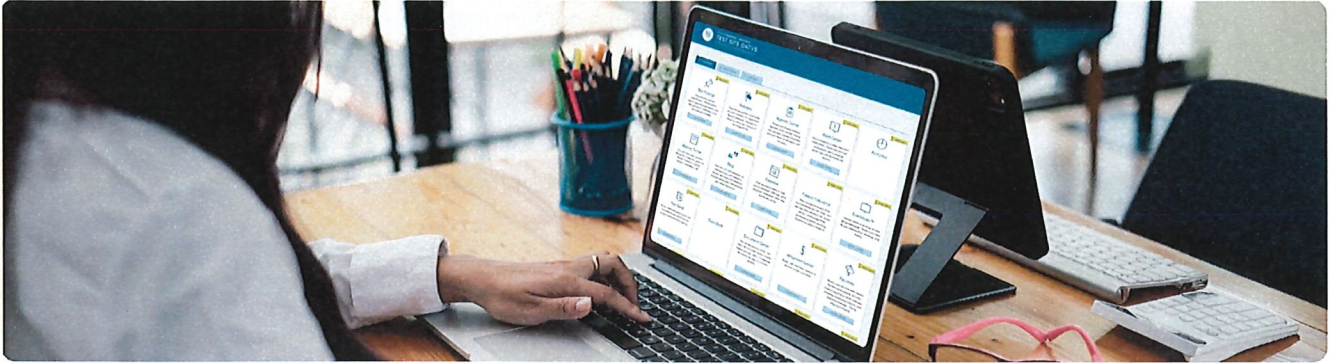
- Historical and handwritten documents
- Complex RFPs with diagrams and decision trees
- Comprehensive financial audits
- Multi-column brochures with scanned maps
- Scanned legal documents and budgets with handwritten signatures



### Translate into 250 Languages

Over 250 built-in language translations can be applied to the HTML transcript with one click. Translations also apply to DocAccess features, including the Ask a Question tool.





## Municipal Websites

CivicPlus® Municipal Websites is a comprehensive content management system designed to help local governments build websites that effectively connect with residents. With configurable layouts, simplified content management, and integrated tools for communication and resident self-service, our websites streamline the timely delivery of essential information and services.

### Municipal Websites Benefits:



**Boost resident engagement and transform your website** with responsive modern design, data-driven insights, and design tools anyone can use



**Gain peace of mind** with a website designed with accessibility in mind



**Ensure consistent, timely communication** with an AI Editing Assistant, unified channels, and streamlined processes



**Protect resident data and maintain trust** with enterprise-grade security and built-in risk management tools



**Empower residents** with digital self-service tools

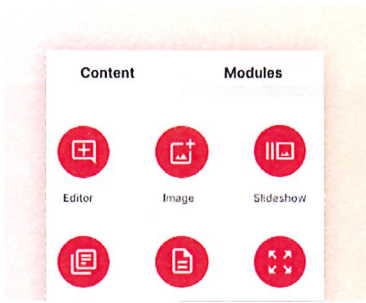


**Stay search ranked and reduce administrative burdens** with the AI Content Advisor

“We wanted the design team to feel free to step out of bounds and try new things with us. We were not looking for an out-of-the-box solution, we wanted to push the envelope a little bit and present something cutting-edge, because our residents would be receptive to that. Our residents are excellent in their careers. They’re sophisticated in the work that they do, and they expect to see that same level of excellence from their local government. We wanted to meet that level of expectation; it was the stated goal from the beginning.”



Jayne Wellman, Director of Operations | Reading, MA



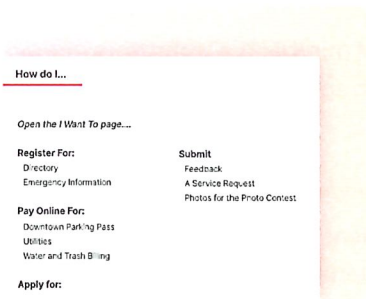
## Centralized CMS for Efficiency:

Avoid content silos with a content management system (CMS) that includes an AI-assisted editor, supports ease, multi-user collaboration, scheduling, and streamlined workflows. Enter content using predefined fields and easily display it across multiple pages using drag-and-drop widgets.



## Integrated Communication Channels:

Connect your website, social media, email, and notification systems for a cohesive communication strategy. For example, a News Flash alert can be posted once and shown on both the homepage and relevant department pages.



## Comprehensive Self-Service:

Enable residents to find the information they need, pay bills, apply for permits, or report issues online through an integrated platform.

**5K+** 5000+ Local government websites live users



Millions invested annually in cybersecurity



Award-winning designs

Ready to learn more?

Schedule a Demo

## Civicplus Proposal - Howell Township, MI

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From Richie Allencaster <ricardo.allencaster@civicplus.com>

Date Wed 3/25/2026 12:35 PM

To Howell Township Deputy Treasurer <deputytreasurer@howelltownshipmi.org>

 1 attachment (2 MB)

MI - Howell Township - Central Starter - Proposal - 03252026.pdf;

Hey Theresa,

Here's our proposal, just something to note:

**First-year discounts and bundle pricing will be offered based on the final solution selections.**

Civicplus works with 165 Michigan Municipalities.

My contact info below if you have any questions before or after April 13<sup>th</sup>.

Best,

**Richie Allencaster** - [Book 30 minutes on my calendar!](#)

Account Executive SGM • **CivicPlus**

**P:** 850.692.7050 • **M:** 760.717.9665

[civicplus.com](http://civicplus.com)

