Greenfield Digital
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PROJECT PROPOSAL

Website Accessibility Overhaul

Making City of's website usable for everyone

PREPARED FOR
Emma Rossi
City of Eastfield

PREPARED BY
Tom Alvarez
Greenfield Digital

PROPOSAL DATE
October 24, 2026

ESTIMATED START
November 23, 2026
Duration: 12 weeks

ESTIMATED BUDGET
USD 64,515.00

REFERENCE
GD-P-0221

01 Project Overview

City of Eastfield's website does not meet current accessibility standards, which excludes users and creates legal risk. This project audits the site, fixes the issues and sets up checks so new content stays compliant.

START DATE	DURATION	BUDGET	PROJECT LEAD
November 23, 2026	12 weeks	USD 64,515.00	Tom Alvarez

02 Objectives

- ✓ Meet WCAG 2.2 level AA on every key page
- ✓ Fix all critical and serious issues found in the audit
- ✓ Train editors to publish accessible content
- ✓ Publish an accessibility statement

03 Scope of Work

In scope

- ✓ Full accessibility audit
- ✓ Design and code fixes for key templates
- ✓ Editor training and content guidelines
- ✓ Automated monitoring setup

Out of scope

- – Rewriting existing marketing copy
- – Accessibility of third-party widgets
- – Remediation of PDF documents

04 Timeline & Milestones

PHASE	DELIVERABLES	START	END
Audit	Automated and manual audit with prioritized findings	Nov 23, 2026	Dec 11, 2026
Remediation	Design and code fixes for key templates	Dec 14, 2026	Jan 15, 2027
Verify	Retest with assistive technology users	Jan 18, 2027	Jan 29, 2027
Handover	Training, guidelines and monitoring setup	Feb 1, 2027	Feb 12, 2027

05 Budget

The budget below is based on the estimated effort for each workstream. All amounts are in USD.

WORKSTREAM	HOURS	RATE	COST
Accessibility audit	70	140.00	**9,800.00**
Design remediation	90	125.00	**11,250.00**
Front-end remediation	200	130.00	**26,000.00**
Testing with assistive technology	60	120.00	**7,200.00**
Training & guidelines	40	110.00	**4,400.00**

Subtotal	**58,650.00**
Contingency (10%)	**5,865.00**
Total budget (USD)	**64,515.00**

Payment schedule

MILESTONE	SHARE	AMOUNT
Contract signature	30%	**19,354.50**
Midpoint approval	30%	**19,354.50**
Go-live	40%	**25,806.00**

06 Project Team

Tom Alvarez Delivery Director	Overall delivery, budget and stakeholder communication.
Nina Petrova Accessibility Specialist	Audit, testing with assistive technology and guidelines.
Sam Okafor Front-end Lead	Design system fixes and code remediation.

07 Assumptions

- ✓ City of Eastfield provides access to the staging site and the content management system
- ✓ Third-party components are reported but not changed
- ✓ Feedback on each deliverable is provided within five business days

CHANGE REQUESTS

Requests outside the agreed scope are estimated in writing and only started after your approval. Approved changes may affect the timeline and budget.

08 Approval

Signing below confirms approval of the scope, timeline and budget described in this proposal.

FOR GREENFIELD DIGITAL

Tom Alvarez
Delivery Director

Date: _____

FOR CITY OF EASTFIELD

Emma Rossi
Communications Director

Date: _____