



Website Redesign and Development

PREPARED FOR:

**Pflugerville Community
Development Corporation**

SUBMITTED:

November 7, 2025

1. Executive Summary

ATX Web Designs LLC, an Austin-based digital agency specializing in web design, development, AI, automation, and digital marketing, is pleased to submit this proposal for the redesign and development of the Pflugerville Community Development Corporation's (PCDC) website.

We understand that this project is a central part of PCDC's rebranding initiative—requiring a modern, engaging, and user-centric online presence that reflects Pflugerville's growth, diversity, and economic vitality.

Our approach will consolidate the current 55-page site into an optimized 15–20-page experience built on WordPress and WP Engine Enterprise hosting. The redesign will align with PCDC's new brand identity, include WCAG 2.1 AA accessibility compliance, integrate APIs and third-party tools such as HubSpot, and be designed to enhance user engagement, streamline content, and attract both business and community audiences.

We are a locally headquartered team in Austin, Texas, committed to working closely and in person with PCDC throughout the process—from discovery through launch and ongoing maintenance.

2. Company Overview

About ATX Web Designs LLC

Founded in 2015 and headquartered in Austin, Texas, ATX Web Designs is an award-winning digital agency providing web design, development, SEO, AI/automation, and consulting solutions for government, higher education, and private sector organizations. Our CEO has been featured multiple times for his expertise in [Forbes](#), [Inc](#), and [Black Enterprise](#).

We specialize in creating scalable, secure, and conversion-driven WordPress websites. Our approach combines deep technical expertise with a human-centered design philosophy, ensuring every project delivers measurable business results.

Core Capabilities:

- WordPress development (custom themes and advanced integrations)
- UI/UX design and accessibility compliance (WCAG 2.1 AA)
- SEO strategy and implementation
- Secure hosting management (WP Engine Enterprise)
- API integration and data automation

- Maintenance and support (20+ hours monthly)

Location & Team Composition:

- **Headquarters:** Austin, Texas
- **Team Size:** 15 full-time and team members
 - 2 Designers
 - 9 Developers
 - 2 Project Managers
 - 2 QA/SEO Specialists

Key Project Contacts:

- Daniel Griggs, CEO & Local Point of Contact
- Christine, Project Manager
- Sohil, Lead Designer
- BJ, Lead Developer

Selected Clients & Experience:

- **iC2 institute** – <https://ic2.utexas.edu/>
- **Amity Staffing** – <https://www.amitystaffing.com/>
- **TAAACC (Texas African American Chamber of Commerce)** – <https://taaacc.org/>
- **Harston Woods** - <https://harstonwoods.com/>
- **Atom Prints** - <https://atomprints.com/>

Our Austin presence ensures hands-on collaboration, timely communication, and alignment with the City’s digital accessibility and security standards.

3. Company Overview

3.1 Project Understanding

PCDC’s website will serve as a cornerstone for its rebranding—promoting economic development, showcasing community opportunities, and delivering resources in an intuitive, visually engaging format.

The redesigned site will:

- Reflect the new PCDC brand identity.
- Present Pflugerville as a destination for business and talent.
- Deliver inclusive, accessible design (WCAG 2.1 AA).
- Integrate HubSpot and third-party data APIs (FT Solutions, ReShaper).
- Consolidate and refresh all existing content.
- Empower PCDC staff with full CMS control.

3.2 Methodology

Phase 1: Discovery & Strategic Planning

We begin with a comprehensive review of PCDC's current site and rebranding materials to define structure, tone, and functionality.

Deliverables include:

- Content audit & gap analysis
- Stakeholder interviews
- Audience personas and user journey maps
- Competitive benchmarking (regional EDC sites)
- Sitemap and Information Architecture

Phase 2: Website Design (UI/UX)

Using brand assets provided by PCDC, our design team will produce wireframes, interactive prototypes, and full mockups.

Deliverables include:

- Mobile-first wireframes
- Two initial design concepts for review
- Accessibility-integrated design testing
- Iterative revisions following board feedback

Phase 3: Website Development & Implementation

The website will be built in WordPress using a custom theme optimized for performance, scalability, and security.

- Development across three environments (staging, beta, production)
- Integration with HubSpot CRM and API data streams
- Custom page templates for economic development data, workforce, incentives, and community highlights

- CMS configuration for ease of updates

Phase 4: SEO, Testing, and Launch

Comprehensive QA testing will ensure functionality and accessibility across devices and browsers.

- Technical SEO setup and keyword structure
- WCAG 2.1 AA accessibility audit
- Performance optimization (Core Web Vitals)
- Pre-launch checklist and deployment plan

Phase 5: Training, Maintenance, and Support

We will conduct live CMS training and provide manuals and video tutorials.

4. Technical Solution

- **CMS:** WordPress (latest version)
- **Hosting:** WP Engine Enterprise (PCDC-provided or vendor-assisted setup)
- **Development Framework:** PHP 8.x, HTML5, CSS3, JavaScript (React-based components as needed)
- **Version Control:** GitHub
- **Accessibility:** WCAG 2.1 AA compliance verified by audit report
- **Security:**
 - SSL/TLS
 - IP whitelisting
 - Daily backups
 - Staging approval workflow
- **Performance:** Optimized for 90+ Google PageSpeed
- **Integrations:** HubSpot, Google Analytics 4, ReShaper API, FT Solutions

5. Project Plan and Timeline

Total Duration: 13 weeks (approximately 3 months)

Phase	Deliverables	Timeline (Weeks)
Discovery & Strategy	Content audit, personas, sitemap, IA	1–3
Design	Wireframes, prototypes, mockups	4–7
Development	Custom build, integrations, CMS setup	8–10
Testing & SEO	Accessibility, QA, SEO, performance	11–12
Launch & Training	Deployment, CMS training, support	13

6. Deliverables

- Discovery & Strategic Planning Report
- Sitemap and Information Architecture Document
- Wireframes and Prototypes
- Final Design Mockups
- Fully Developed & Responsive WordPress Website
- Technical SEO Implementation Report
- Accessibility Compliance Report
- CMS Training Manual and Recorded Session
- Website Style Guide
- Deployment Plan & Post-Launch Checklist
- Post-launch Support Plan
- Full Administrative Access Credentials

7. SEO, Accessibility, and KPIs

- **SEO Implementation:**
 - We will optimize site structure, metadata, and schema to improve search ranking.
- **Accessibility:**
 - Design and development will meet WCAG 2.1 AA standards, including keyboard navigation, alt text, and ARIA labeling.
- **KPIs:**
 - 30% improvement in organic traffic within 6 months
 - Increased time-on-page and user engagement
 - Measurable conversions via HubSpot forms

8. Pricing and Payment Schedule

Phase	Deliverables	Cost
Discovery & Strategy	Audit, sitemap, personas, IA	\$4,000
UX/UI Design	Wireframes, mockups, accessibility design	\$6,000
Development	WordPress build, integrations, testing	\$12,000
SEO & Accessibility	On-page SEO, audit, testing	\$5,000
Training & Launch	Training, deployment	\$3,000
Total Estimated Project Cost		\$30,000 (Fixed)

Ongoing Maintenance:

- \$75/hour, up to 20 hours per month
- \$1,500/month (billed monthly, cancellable with 30 days' notice)

Payment Schedule:

- 50% upon contract signing
- 30% after final design approval
- 20% upon completion / launch

9. Team Qualifications

- **Daniel Griggs – CEO / Local Point of Contact**
 - Oversees all strategy, serves as primary liaison, and ensures timely local communication with PCDC.
- **Christine – Project Manager**
 - Coordinates timeline, deliverables, and communication across all phases.
- **Sohil – Lead Designer**
 - Responsible for wireframes, mockups, and final visual design implementation.
- **BJ – Lead Developer**
 - Oversees front-end and back-end WordPress development, integrations, and QA.

10. References

1. **iC2 institute** – <https://ic2.utexas.edu/>
 - a. Emily: ESpandikow@ic2.utexas.edu
2. **Amity Staffing** – <https://www.amitystaffing.com/>
 - a. Shelley: shenry@amitystaffing.com
3. **TAAACC (Texas African American Chamber of Commerce)** – <https://taaacc.org/>
 - a. Charles: president@taaacc.org

An Overview of ATX Web Designs

Our Mission

Our mission is to build and extend our corporate relationship with our clients and partners on the basis of trust, respect, and honesty and by providing high quality services with the most advanced technological solutions to help our clients' businesses grow as well as to create a strong clientele base.

Our Vision

We carefully investigate clients' requirements and provide various web development solutions. Our main goal is to excel in all aspects of our project development lifecycle to produce a dynamic website with sophisticated design. Our major corporate visions are:

1. **Extending relationship on the basis of fairness, honesty, and transparency;**
2. **Exploring the most advanced and effective solutions for businesses;**
3. **Developing a better corporate culture by strengthening internal and external communication and relationship;**
4. **Treating every client with equal respect and care;**
5. **Listening to the client and reaching solutions on the basis of mutual agreement;**
6. **Abiding by industry's best practices, rules, and regulations;**
7. **Respecting others' rights**

Standard Terms and Conditions

AUTHORIZATION: The following terms and conditions apply between ATX Web Designs and its client, whereby ATX Web Designs is considered as “developer” and the organization or individual client assuming the service is addressed as “client” throughout the condition statements. These terms and conditions must be considered as the sole document of agreement between the client and the developer, unless any modification is made and authorized by both parties following standard legal procedures.

PAYMENT TERMS: As outlined on the Payment Terms Are As Follows.

Client must reply and provide needed information when ATX Web Designs staff request's. Client has 48 hours to respond to all correspondence. Not doing so can result in missed milestones. There will be an automatic withdrawal/invoicing of payments for each payment. ATX Web Designs is not responsible for missed milestones which occur on behalf of the client. Client shall agree to supply the contents or pay separate charges for copywriting, images, videos, and multimedia production, at a specified hourly rate of \$175/hour.

All due payments must be made on the same day of launching or delivering the site and upon receiving the final invoice. Failure to make the final payment within this timeline will turn the site down to offline, and the client shall not obtain any rights over the site and its associated contents produced and owned by the developer.

PROJECT CHANGES & REVISIONS: Design Concepts, wireframes, web design, web development: all include up to 3 rounds of revisions. More than 3 rounds of revisions that include repetitive or additional changes, or changes to already approved work can result in an additional charge of \$175/hour. This will be communicated with the client before charges are applied.

AMENDMENT CHARGES: Frequent request of changes in design, contents, and other specifications, other than moderate change requests during development phase, and any major change after requirement specification will be considered as amendments, in which case, additional hourly charges will apply. The following changes will be considered as significant changes, and separate hourly charges of \$175/hour will apply.

1. Structural and major navigational changes,
2. Changes in images, banners, and other artworks on any given page involving more than 15 minutes of workload.
3. More than 40% of the text on a single page, etc.

COMPLETION DATE: An estimated site completion and launching date is specified by the developer

after requirement specification is approved and signed by the client. A request made by the client after signing this document shall be considered as amended, which may affect the estimated timeline and costs resulting from additional workloads.

The specified site launching or delivery date cannot be guaranteed if the client fails to supply necessary assets (texts, images, and other contents) within the due date. Additional costs will apply if the production process resumes because of the delay of submitting due assets more than two weeks after approving the requirement specification document by the client.

SITE MAINTENANCE: After the completion and launching of the site, the client shall obtain two weeks "settling-in period" for evaluation and testing during which the client may request for minor changes without any additional charge. However, it shall not be applicable to any structural changes, any significant changes in the design and contents, or any changes in contents which amount to more than 40 percent of any given page, provided that the contents have already been approved by the client. After this initial period, any request made by the client shall be performed at an additional hourly rate of \$175/hourly. Ongoing site maintenance tasks can be performed upon separate agreements. After delivering the rights and authorization of the site to the client, any alteration of the site's structure, malfunctioning, vulnerability, or any other damages due to the tweaking of the site's contents and codes by the client or a client-recruited agent will be considered as malicious for the site, which will incur a higher repair cost, or a higher setup cost to re-launch the site into the initial state.

OWNERSHIP AND COPYRIGHTS: Contents supplied by the client will always be the client's property. The site, content, and materials developed or owned by the developer will remain the developer's property until the final payment is made by the client. The client shall obtain the copyrights of the materials that only go with the final delivery, which include design, sketches, models, source codes, artworks, materials purchased on behalf of the client for the purpose of the project, etc. The client can add, remove, or modify the site and its associated contents and source codes for his sake. The developer bears no obligation to any claim and lawsuit arising from copyright infringement associated with the client's supplied assets.

DESIGN CREDIT: Developer preserves the rights to take the credit on the site in our portfolio, and the client shall allow the developer to display a credit line in the footer area of the site to demonstrate the credit of the developer's organization.

WARRANTY OF ORIGINALITY: Hereby, the developer declares that, to the best of its concern, the design, contents, and other assets produced by and represented to the client in the final delivery are original and have not been published or shared elsewhere; that the ownership of all assets are obtained either through original production, by legal permission, or upon purchase; and that the developer does not involve in any unlawful and unethical practice in the assignment.

LIMITED LIABILITIES: The developer is not aware of or does not hold any legal and financial liability

resulting from the products made by the client's specification or from the client's supplied assets. Additionally, the client ascertains that the assets supplied to the developer for publication will not create any breach of the internet and general laws, do not contain any material which is harmful for computer and network, will not promote scam and illegal activities, and will not be harmful for a particular community or the community as a whole. The client shall not hold the developer liable or the developer shall not incur any obligation resulting from such issues, including any lawsuits, claims, and penalties.

NONDISCLOSURE AGREEMENTS: To protect the client's and the developer's trade secrets, both parties agree to hold ethical and legal obligations to treat all materials, information and knowledge as confidential, and both parties agree not to disclose them to any third party without prior approval from each other. All client's and developer's assets, including photographs, sketches, contents, outlines, prototypes, notes, files, samples, etc. are considered confidential. The developer shall return all copies of confidential materials after the completion of the project and shall not preserve any copies without the client's permission.

CANCELLATION: Project cancellation will take effect either by the client's request of cancellation of the project by an authorized letter, or upon client's failure to supply necessary information and assets within the 45 days of initial date of agreement. The client's initial deposit shall not be returned and the ownership of all artworks and contents, other than supplied by the clients, shall be retained by the developer. Any fees and charges that have already been incurred by the time of cancellation must be paid by the client. Additional fees have to be paid if the client wants to reopen the project.

ARBITRATION: Arbitration or legal proceedings, whichever appropriate, shall be sought during any dispute between the two parties. A neutral binding arbitration service shall be availed if the disputed amount exceeds the maximum amount of small claims courts. Client shall pay attorney fees, court fees, and other associated expenses if the judgment of the court goes in favor of the developer.