

## **Project Plan Improvements to the DASH Website**

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DASH (Disability Awareness Starts Here)  
P.O. Box 603, Port Hadlock WA 98559

### **Project Description:**

Improve our existing but largely dormant website, <http://www.dashproject.org/>, to increase both its usefulness and use by people with disabilities and the general community of Jefferson County.

### **Benefits:**

Our goal is to create a more accessible and comprehensive Jefferson County resource for disability education and advocacy for people with disabilities and the general community. This is particularly valuable both for people with disabilities who are heavily dependent on internet resources and for our largely rural community that lacks the resources and conveniences of an urban community.

### **Objectives:**

#### Website content:

- Expand disability topics covered. Education and resources on post traumatic stress disorder (PTSD), developmental disabilities and employment issues are examples.
- Include a page specifically for information and resources on accessibility for businesses and other organizations, including services DASH provides at no cost.
- Expand posted links useful to both people with disabilities and the general community. It is our policy to post links to nonprofit and government organizations only.
- Post inspiring stories of people with disabilities and disability-related contributions by local businesses and organizations.
- Provide information on current projects, disability issues and events.
- Add a “Who We Are” page with short biographies, a synopsis of DASH history and accomplishments and monthly posting of board meeting minutes.
- Add a “DASHlights” section to express appreciation to those organizations and individuals that have substantially contributed to the DASH mission to make Jefferson County accessible for everyone, and to encourage future contribution from those businesses, organizations and individuals and others.

#### Website structure:

- Make the website vision-impaired friendly
- Improve website navigation tools
- Add website tools to encourage donations and volunteering
- Create a better organized, more inviting page design
- Add effective tools to make our pages search engine friendly

#### Related:

- Effectively publicize our website's offerings
- Board member Wordpress training
- Explore having a link to our website posted on others where appropriate

### **Deliverables:**

- A valuable Jefferson County internet resource for both people with disabilities and the general community
- Greater public awareness of DASH activities and educational services

### **Success Criteria:**

#### Tracking:

- Donations thru PayPal
- Contact and response generated by website
- Google Analytics showing which pages are visited and how often.

#### Measuring:

- Follow up of contact and response generated by website
- Volunteer recruitment generated by website
- Donations through website

### **Resources Required:**

Funds: \$3083

#### Information:

Board members have knowledge of the information needed to improve both website content and structure. Detailed information received from members of the Jefferson County Council for the Blind on making the website vision-impaired friendly is one example.

Board members will identify, research and, where appropriate, contact disability related resources we have worked with and those we have not, and will continue gathering content information and website improvement sources. Board member Elizabeth Heffern, disabled veteran, will guide PTSD content.

#### Specialized skills:

Wordpress training for DASH Board members in order to post and edit website content ourselves.

Estimated volunteer Board Member time: at least 671 hours

### **Potential Partners:**

There are many Jefferson County nonprofits, government entities and other organizations that either focus on disability issues or are interested in those issues. Several work with or have worked with DASH in the past; there are others we will contact for possible inclusion as a resource link on our website, as sources of information posted and as partners in various DASH projects. Special focus will be given to those related to disability areas not currently included on the DASH website.

The DASH Board discusses and assigns specific outreach and recruitment tasks to members and occasionally to trusted individuals who are interested in a specific area and able to accomplish that task. If we receive the funds needed for this project that process will begin. Specific website improvement tasks are discussed and assigned as appropriate.

### **Potential Concerns:**

Further community outreach with very little available funding.

We don't anticipate objections to content on the DASH website but should that occur it will be promptly addressed by the appropriate board member. All content in DASH publications and on our website is thoroughly researched and sources sited. It is also our policy to post links on our website to nonprofit and government organizations only.

### **Project Group Members:**

DASH Board members:

Pat Teal, President

City of Port Townsend Non-Motorized Transportation Board, Jefferson County EPIAC and Voting Accessibility Advisory Committees, Peninsula Housing Authority

Bonnie Bolster, Treasurer and project manager

Port Townsend National Multiple Sclerosis Society self-help group co-leader

Marion Huxtable

Local 20/20 Transportation Lab

Leesa Monroe

Jefferson Transit Mobility Coordinator

Elizabeth Heffern

Disabled veteran, DASH guide on veteran disability-related issues and resources

### **Outside Partner Representatives:**

Carl and Cathy Jarvis, Jefferson County Council for the Blind

Anna McEnery, Jefferson County Public Health,  
Developmental Disabilities Program coordinator

**Budget Narrative**

**Personnel:** None.

**Facilities:** None.

**Travel:** None.

**Reasonable Accommodations:** None.

**Contractual:**

Website redesign, Wordpress training and follow up posting tasks for following year

These services will be provided by Firefly Design, an established, very helpful local resource since creation of the DASH website. A formal proposal of \$1000-1400 for website redesign is attached. The cost for Wordpress training and follow up tasks at an hourly rate are roughly estimated to be about \$600.

Firefly Total: \$1600-2000

Plug-in to assist making our website pages search-engine friendly and other required website improvement products or services with related costs – unknown costs.

Maximum budgeted: \$300

Publicizing

Press releases will be submitted to both Olympic Peninsula newspapers; however, not all DASH press releases have been published in the past. Because newspaper articles or ads describing essential features in our improved website are crucial to its success, these expenses have been budgeted:

- A quarter-page Paid Perspectives ad on the editorial page of The Leader, a Port Townsend weekly = \$489.00;
- A 5" 3-column ad in the Peninsula Daily News Sunday edition at \$19.60 per column inch = \$294.00.

Public Access spots on Port Townsend TV, PTTV, and Radio Port Townsend, KPTZ. No related expenses are anticipated.

Publicity Total: \$783

**Subtotal Contractual:** \_\_\_\_\_ **\$3083**

**Supplies and Materials:** None

**Other Costs:** None

**Project Budget**

<b>Personnel:</b>	\$ _____	<u>0</u>
<b>Facilities:</b>	_____	<u>0</u>
<b>Travel:</b>	_____	<u>0</u>
<b>Reasonable Accommodations:</b>	_____	<u>0</u>
<b>Contractual: (as a range)</b>	_____	<u>2683-3083</u>
<b>Supplies and Materials:</b>	_____	<u>0</u>
<b>Other Costs:</b>	_____	<u>0</u>
<b>Total:</b>	<b>\$ _____</b>	<b><u>\$3083</u></b>

**In-Kind**

Other than the contracted services and products above, all project work will be done by members of the DASH Board - a diverse group of dedicated volunteers with various skills, ADA training and experience useful in this project.

Time donated by board members for website improvement is roughly estimated to total at least 671 hours:

- Individual research on proposed expanded and new website content, structure improvements and publicity (pre-launch period) = 100 hours
- Board meetings and other member communication concerning all website improvements and publicity = 80 hours
- Contact with Firefly, structural improvement sources and publicity sources = 75 hours
- Contact with appropriate local, state and national organizations to have a link to the DASH website posted on their websites = 20 hours
- Contact with organizations and individuals concerning website content = 20 hours
- Wordpress training for 2 or more board members = 8 hours
- Create copy and other content for website posting (pre-launch period) = 270 hours
- Create newspaper copy and graphics for press releases, ads and articles = 8 hours
- PTTV and KPTZ public access spots content and participation = 10 hours
- Research, contact sources and compose additional and expanded website content (initial post-launch period) = 80 hours

671 hours at \$25/hour = \$16,775

**In-Kind Total:**

**\$                     \$16,775**

**Milestone Chart**

<b>MILESTONES</b>	<b>Responsibility</b>	<b>Time</b>		
<b><u>Pre-launch of renovated website</u></b>				
Pre-launch research, discussion and contact necessary on website subjects, links and other content is accomplished	All board members, specific tasks are assigned as appropriate	Remaining tasks completed from date of funding through the pre-launch period: 3 months		
Research, discussion and contact concerning website structure is accomplished	All board members, specific tasks are assigned as appropriate	Remaining tasks completed from date of funding through the pre-launch period: Concurrent with above		
Website text composed, graphics created and links are gathered	All board members		2 months	
Contact with Firefly Design during planning and throughout website construction	Board member Bonnie Bolster	Remaining tasks completed from date of funding through the pre-launch period: Concurrent with above and ongoing		
Improvements constructed and website launched	Firefly Design			One week after authorized
<b><u>Concurrent with website launch</u></b>				
Newspaper press releases, articles and ad copy submitted	Bonnie Bolster and at least one other board member	2 weeks		
PTTV and KPTZ public access spot content and participation	Board member or members to be assigned	Dependant on media scheduling		
<b><u>Initial follow-up after renovated website launch</u></b>		<b><u>Time from launch date</u></b>		
Wordpress training and individual follow-up accomplished	Bonnie Bolster and at least one other board member	One month		
Further research, contact and copy in order to complete initial planned website content are accomplished, content is posted	All board members, specific tasks are assigned as appropriate	6 months		