

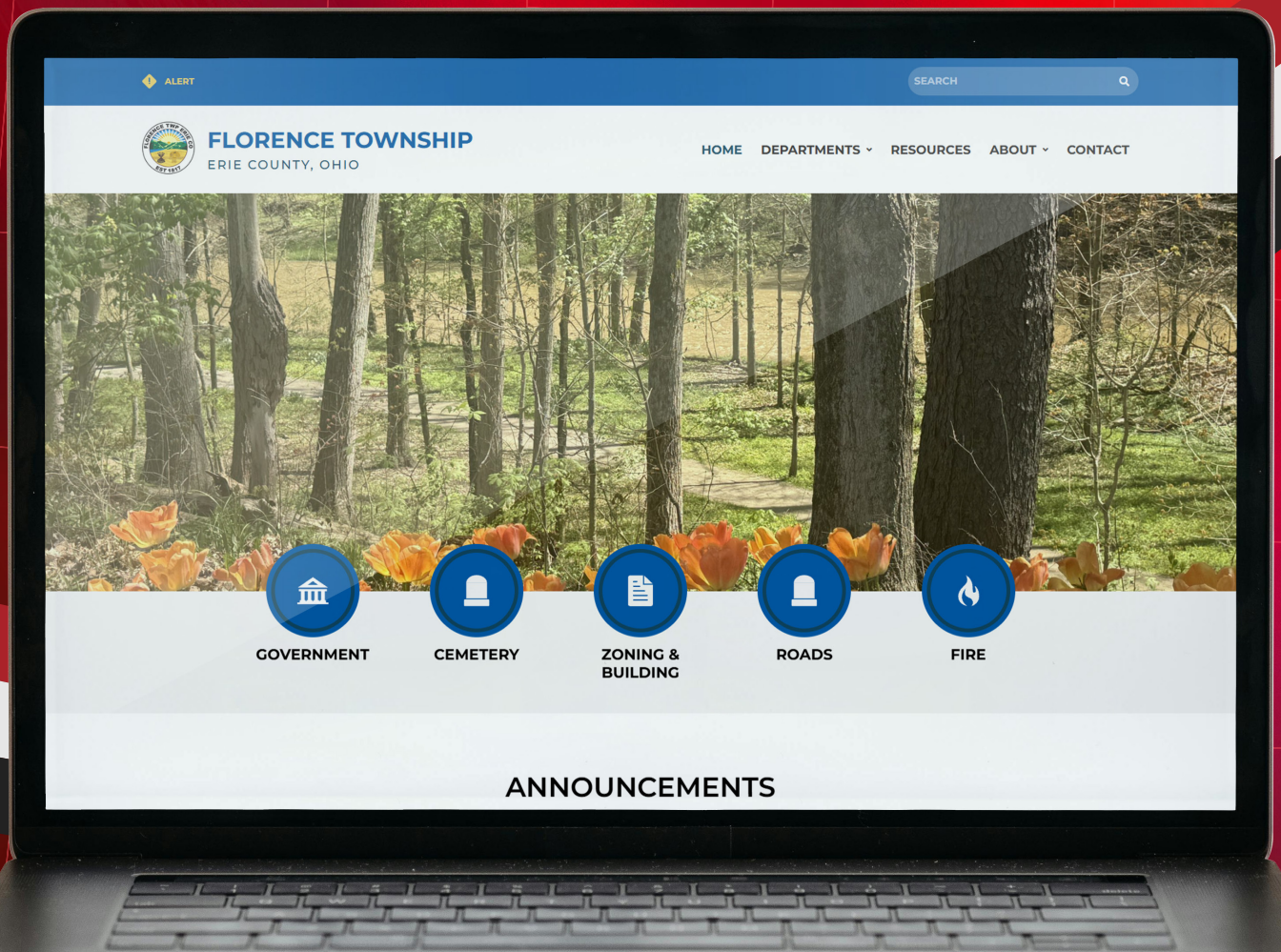


SHUMAKER GROUP



SERVICE CORP

# OHIO TOWNSHIP WEBSITE PROGRAM





# INTRODUCING THE OHIO TOWNSHIP WEBSITE PROGRAM

Your township's website is the face of your community. Your website (assuming you have one) is almost certainly visited by more people, and more often, than your township hall, your community center, your parks, or any building or public space you own. Much (if not all) information about your township is disseminated to the public through your website or social media pages. Residents and township officials alike rely on the website to provide up-to-date news, meeting minutes, copies of ordinances, zoning information, contact information, and much more.

All of us here at Shumaker Technology Group (STG) are excited to introduce you to our new partnership with the Ohio Township Association Service Corp. Through this new program, OTA members now have access to professionally built township websites at discounted pricing, making it easier and more affordable than ever to launch a new website or upgrade an existing one.

In furtherance of its mission to develop and sponsor programs for Ohio Townships, the OTA Service Corp recognized that a great website was a common need among townships in Ohio. Many townships didn't have a website at all, and even those townships that had a site were oftentimes not using it to its full potential. On top of all that, recent changes in both Federal and Ohio law present both new requirements and new opportunities for Ohio township websites. After conducting a rigorous RFP process and interviewing several leading firms, the OTA Service Corp decided that Shumaker Technology Group offered the best overall solution to serve Ohio townships.

With over 18 years of experience in designing and hosting websites for over 300 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 township 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 township it represents!

Many townships, especially smaller ones, may question if they need a Website. The answer is a resounding "yes". In this day and age, the township website will likely be the first impression that people have of their local government. If they have a good experience and are able to find what they need, this journey will start out on a positive note. If they can't find a website, or can't find what they need on the website, their first impression will likely be frustration. A common theme that we hear from government officials is that it can be hard to get community involvement, especially among the younger generation. Making information about your township accessible on a website is a great first step towards greater community involvement.

All of us here at Shumaker Technology Group look forward to helping you move into your new digital home!

Sincerely,

*Kyle Shumaker*

President, Shumaker Group

# Website Features

Items	Bronze	Silver	Gold	Platinum
New Pages	Up to 5 pages	Up to 15 pages	Up to 25 pages	Up To 40 pages
Documents	Up to 50 documents	Up to 100 documents	Up to 250 documents	Up to 500 documents
Digital Forms Included (Additional as add-ons)	0	1	3	5
Training & Documentation	✓	✓	✓	✓
.Gov Domain Assistance	✓	✓	✓	✓
Attention to ADA compliance guidelines	✓	✓	✓	✓
Enhanced Security	✓	✓	✓	✓
Embedded (API) Social Media Integration	✓	✓	✓	✓
Links to Third-Party Online Services	✓	✓	✓	✓
Contact Form	✓	✓	✓	✓
Events Calendar	✓	✓	✓	✓
Business Directory	✓	✓	✓	✓
Website Analytics & Reporting		✓	✓	✓
Standard Search Functionality		✓	✓	✓
Fully Custom Layout & Design			✓	✓
Login-Gated Pages			✓	✓
Surveys, Polls & Form Builder Tools			✓	✓
Advanced Custom Search Functionality				✓
Language Translation Tools				✓
Free Design Refresh after 3 years				✓

Not seeing the perfect package? Reach out to us today for a custom quote! [info@ohiotownshipwebsites.com](mailto:info@ohiotownshipwebsites.com)

# Pricing

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## ONE TIME SETUP COSTS

Choose from five 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.



**Bronze Package** .....\$700

The bronze package is a cost-effective entry point for townships just taking their first steps online, featuring ready-to-use templated layout.



**Silver Package** ..... \$1,295

The silver package offers a professionally designed, template-based website. Ideal for smaller townships looking to establish an online presence with minimal upfront costs.



**Gold Package** .....\$2,295

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** .....\$3,495

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.



**Custom Package** ..... **Contact Us for a Quote**

Not seeing the perfect fit? Our custom website package offers fully customized options, built from the ground up to match your website's unique functionality and content needs. Contact us today at [info@ohiotownshipwebsites.com](mailto:info@ohiotownshipwebsites.com) to learn more.



The Shumaker Tech Group is the recommended vendor selected by the Ohio Township Association Service Corp. to serve Ohio Townships.

- Proven experience building and supporting more than 300 municipal websites
- Flexible management options to update your site internally or have our team manage it for you
  - No risk involved, backed by a full money-back guarantee

## RECURRING HOSTING & SUPPORT

All websites require an annual hosting and support plan. This includes the server that your website lives on as well as necessities like backup, security, and technical support for the site.



Annual Hosting & Support. . . . . \$375

Upon site launch, our team will provide training to equip you with the skills needed to update and maintain your website at your convenience. For those clients wishing to make their own day-to-day content changes to the site, there would be no additional ongoing costs beyond the annual hosting and support plan.

## OPTIONAL MAINTENANCE PLANS

The following services may compliment your website but are also not strictly necessary for all townships. They are offered as optional add-ons, allowing you to choose only the services that meet your township's specific needs. Please select any additional services that best suit your requirements.



Prepaid Website Maintenance . . . . . Priced Below

Townships that may not have the time, expertise, or desire to make their own day-to-day website content updates can choose from one of our affordable annual maintenance plans and have our helpdesk make any requested website updates for them. Whether it's posting your meeting minutes, helping create new pages or forms, we've got you covered.

- Hourly (No Commitment) . . . . . \$85/hour
- 6 Pre-Paid Hours/Year . . . . . \$375 (additional hours \$62.50/hour)
- 12 Pre-Paid Hours/Year. . . . . \$700 (additional hours \$58.33/hour)
- 18 Pre-Paid Hours/Year. . . . . \$975 (additional hours \$54.16/hour)
- 24 Pre-Paid Hours/Year . . . . . \$1,200 (additional hours \$50/hour)

## OPTIONAL ADD-ONS

Enhance your website with flexible add-ons designed to improve engagement, functionality, and community outreach.



Fillable PDFs..... \$85/Per Hour\*

Convert existing forms into fillable documents that can be easily saved or emailed for streamlined recordkeeping.

*\*Most small (1-2 page) forms can be converted to fillable PDF in around 10-20 minutes. Longer, multi-page forms, or forms with a lot of input fields can take significantly longer. Please contact us for an exact quote.*



Digital Forms..... \$85/Per Hour\*

Create custom curated online forms with advanced features and fields that can be electronically submitted.

*\*Most small (1-2 page) forms can be converted to a digital form in around 20-30 minutes. Longer, multi-page forms, or forms with a lot of input fields can take significantly longer. Please contact us for an exact quote.*



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

If existing documents or forms do not meet accessibility standards, The Shumaker Group can assist in recreating them to ensure full accessibility compliance.



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.*



Email Accounts..... \$60 Per Account/Annually

Email accounts and support provided through Microsoft 365. Other email platforms available upon request.



**Brand Design** ..... \$85/Per Hour  
 Work with our team of designers to create a logo and brand that's unique to your township.



**Cemetery Database**.....\$200/Cemetery  
 Convert spreadsheet records into a comprehensive and searchable database that allows sorting by name, date, plot, section, and more. Ideal for internal record management and providing public access through your website. Pricing assumes you are able to provide burial records in Excel format and have a digital map of your cemetery.



**Facebook Account Setup** ..... \$75  
 Get your township started on Facebook with a professionally created page, complete with your logo, contact information, and basic setup to begin engaging with your community. If your township needs a more elaborate Facebook page, please see our brand design option above.



**Local Business Spotlight**..... **Contact Us for a Quote**  
 Strategize with our team to develop a targeted mailer campaign inviting local businesses to advertise on your township website. This campaign helps boost local business visibility while generating supplemental revenue to support your township's online presence.



*"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, Clerk

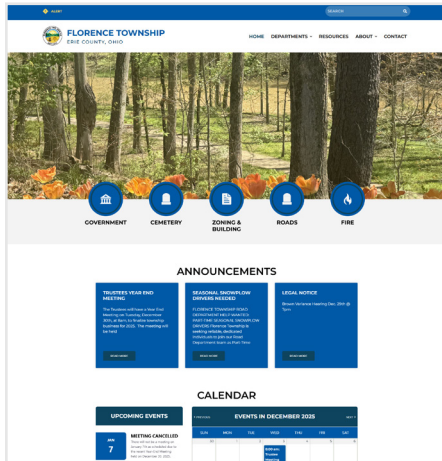
*"Shumaker developed a totally new website for our township and redeveloped our email system. They were easy to work with, offering ideas and suggestions readily. During the development process we had multiple updates a week...sometimes even overnight. Our ongoing support has been very responsive and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

**Charlevoix Township**

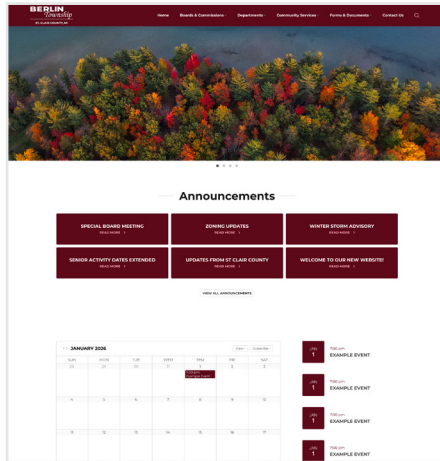


JB Hoyt, Trustee

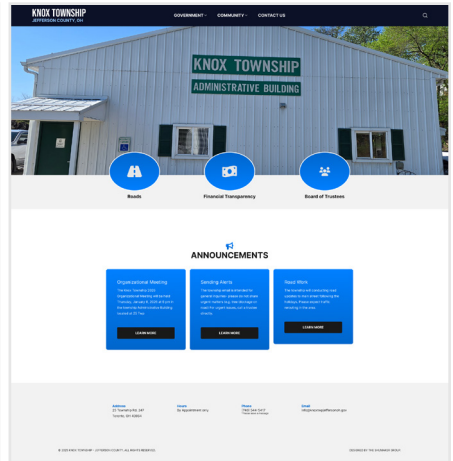
# Portfolio



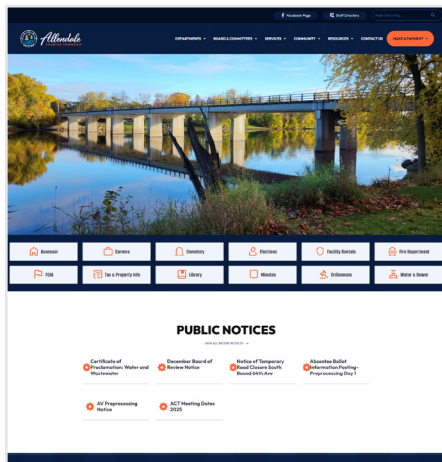
Florence Township  
[florencetwperieoh.gov](http://florencetwperieoh.gov)



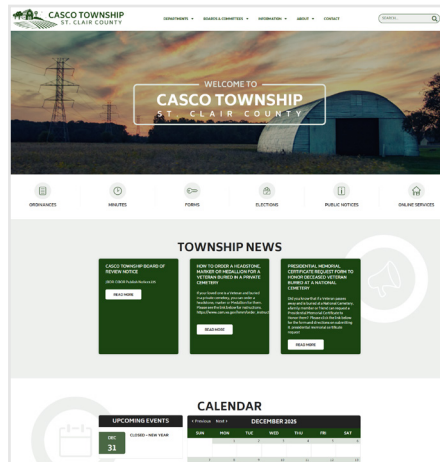
Berlin Township  
[berlintwpstclairmi.gov](http://berlintwpstclairmi.gov)



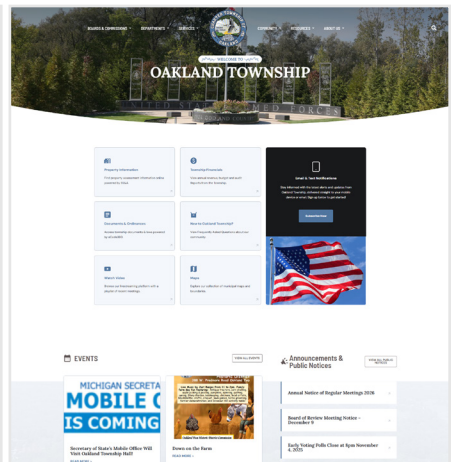
Knox Township  
[knoxtwpjeffersonoh.gov](http://knoxtwpjeffersonoh.gov)



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



Casco Township  
[cascostclair.gov](http://cascostclair.gov)



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

Explore our full collection of professionally designed municipal websites and see what's possible at [stgportfolio.com](http://stgportfolio.com)

# Page Topic Planner

The following list reflects content commonly found on Ohio township websites. While not every item may be applicable to your township, and you may have content unique to your community, this list is intended to serve as a helpful starting point for brainstorming and planning.

## Boards

- Board of Trustees
- Board of Zoning Appeals
- Code Enforcement Review Board
- Zoning Commission

## Departments

- Administration
- Economic Development
- Finance
- Fire & Rescue
- Fiscal Officer
- Law Enforcement
- Planning & Zoning
- Roads & Infrastructure
- Utility & Public Services

## Public Resources

- Agenda & Minutes
- Alerts & Public Notices
- Announcements & Events
- Calendar
- Documents & Forms
- FAQs

## Services & Community

- Cemeteries
- Community & Senior Center
- Dog Licenses
- Employment or Volunteer Opportunities
- Facility Rentals
- Local Businesses
- Parks & Recreation
- RFP / RFQ Bid Requests
- Public Record Requests
- Staff Directory
- Township History
- Useful Links / New Residents Info
- Waste & Recycling



### Did you know...

Section 503.70 of the Ohio Revised Code permits commercial advertising on township websites, offering a way to promote your area's local businesses while helping offset website operating costs or even generate a modest revenue.



Modern, compliant  
websites designed and  
built specifically for  
Ohio Township Local  
Government

Tired of spending time and money paying to publish public notices in the newspaper where people rarely see them anyway?

House Bill 315 now allows you to publish your public notices on your website or social media. This can help with getting your notices seen by more of the community as well as allow you to reallocate what you are spending on newspaper notices to help support the cost of operating a website. Townships must maintain proof of publication for content posted on their website and social media accounts.



# ADA Accessibility

## What is ADA?

The Americans with Disabilities Act (ADA) is a civil rights law enforced by the Department of Justice that prohibits discrimination against individuals with disabilities. This act has established standards to ensure that visitors with visual, auditory, language, cognitive, or motor disabilities can effectively access, navigate, and interact with your website.

## How does it effect my municipality?

It is the duty of your township to provide a seamless web experience to residents, regardless of disability. Effective 2024, the Department of Justice has issued a deadline for municipalities to comply with the *Web Content Accessibility Guidelines (WCAG) 2.1 Level AA*.

## What is the benefit of making my website accessible?

Ensuring your website is accessible greatly extends the reach of essential information to the entire public, regardless of disability or impairment. Websites designed with accessibility in mind show your municipality's dedication to equity and transparency while simultaneously improving the average user experience.

## How can I make sure my website remains fully accessible?

The Shumaker Group follows a comprehensive checklist of Web Content Accessibility Guidelines at each milestone, ensuring your new website is compliant from the ground up. Additionally, we offer post-launch maintenance support and optional reviews to guarantee your website remains up-to-date with the latest guidelines.

## What are the ADA Guidelines?

The WCAG have meticulously outlined hundreds of success criteria that define how a website should be made accessible. Our web experts have prepared a list of essential, high-priority features to consider when planning for your new website on the following page.



**Your township is legally required to comply with WCAG guidelines by:**

Municipalities  
*fewer* than 50,000  
residents

**April 26, 2027**

Municipalities  
*greater* than  
50,000 residents

**April 24, 2026**



**Unsure if your website is fully accessible and legally compliant?**

Request a FREE one-on-one consultation to determine whether your website meets the ADA compliance standards.

Start Here: [ohiotownshipwebsites.com/ada](https://ohiotownshipwebsites.com/ada)

# 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.



## 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.



## 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.



## 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.



## Readable Documents

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



## Responsive Design

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



## 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.



## 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.



## Video Captioning

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



## Auto-Playing Media

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



## 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.



## 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 [ohiotownshipwebsites.com/ada](https://ohiotownshipwebsites.com/ada)

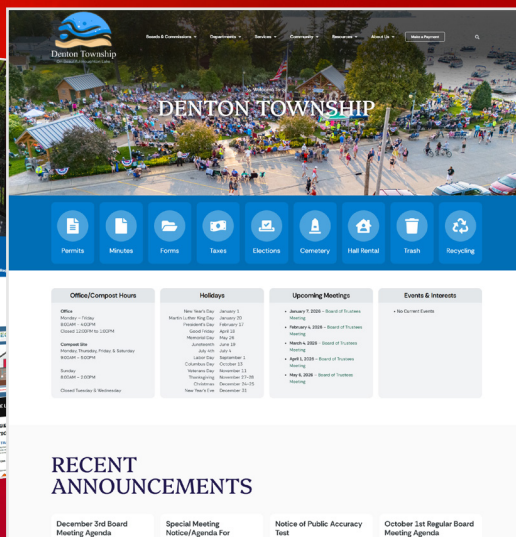


SERVING OVER 300 CLIENTS

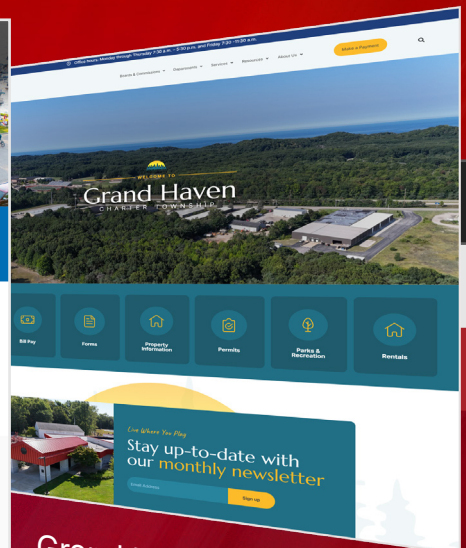
# MUNICIPAL WEBSITE EXPERTS



Emmett Township



Denton Township



Grand Haven Township

## EMPOWER YOUR COMMUNITY THROUGH A SMARTER WEBSITE

- Appealing & Modern Design**
- Easy to Edit & Update**
- ADA Accessible**
- Simple & Intuitive Navigation**
- Mobile & Tablet Friendly**
- Fast Loading Speeds**
- Highly Protected & Secure**
- .Gov Domain Assistance**