



MARKETING ALLIANCE

A MARKETING RESOURCE COMPANY

ESTIMATE

For: Kristi Schierling
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107 Main Street
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Date: 12/8/2020

Number: 4634R

ADA Web Compliance – Converting PDF Files

Marketing Alliance proposes to convert remaining PDF files on the Hardee County website to make them ADA WCAG 2.1 standards compliant.

Below is a summary of the approach for Agendas/Minutes - Years 2008 - 2013.

To remove the entries from 2014 - 2019 will take a half hour, and can be done immediately.

- 2008 are all scans
- 2009 - January has all scans. Starting with February, everything changed to text. No graphics, no tables. Easy remediation.
- 2010 - Mostly text. Some scans
- 2011 - 2 presentations (keep them?). Mostly text. Some scans
- 2012 - about half and half text and scans
- 2013 - about half and half text and scans

It looks like all the years have a big report in October that has a combination of text and scans, with tables and charts.

Every year has roughly 50 documents, so that's 300 documents total. Here are the steps to remediate the file:

1. Open the PDF in Acrobat
2. Run Optical Character Recognition for any scanned pages
3. Export as Word
4. Open in Word
5. Add any alt text to images (logos, photos)
6. Export as accessible PDF
7. Upload file to monthly archive
 1. If document was just text, replace original.
 2. If document required OCR for scans, upload new accessible version with same title with an asterisk at the end.

We'll add a footnote explaining that the asterisk denotes a page that has had OCR run on it.

We'll need to run Optical Character Recognition (OCR) on anything with scans. No OCR is perfect, but Adobe Acrobat's OCR is very good. Still, it will get many items wrong, especially



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small text. That's just the nature of OCR. We can run it and spot-check a few areas, but it would take a large amount of time to verify that each and every letter translated perfectly. For that reason, we propose uploading an "accessible version" to distinguish it from the original. We'll need to add some text to the footnote that we do not guarantee 100% accuracy of the OCR.

If Kristi and the team in Hardee County is OK with us running OCR on scanned elements and providing alternate accessible pdfs in those instances, that's around 100 hours for 300 documents.

If they want to keep the 2 presentations from April 2011, they could take a while. We'd can run OCR and then use a screen reader to test them, since these are PowerPoint slides. They're about 20 pages each, so I'm thinking 3 hours per presentation. We recommend just deleting them and saving the time/money/

Summary

300 Documents at 20 minutes each	\$15,000
Production management and client communications	\$1,500
Total	\$16,500

Moving forward on conversions

Marketing Alliance will work with Hardee County monthly or as needed to convert documents and post on the website. We recommend keeping track of the first few months to determine the amount of time needed and bill at an hourly rate of \$150. A monthly retainer can be determined after the first few months have established average time spent.

As an estimate, we are providing you with preliminary numbers for the specifications included. Unless otherwise noted, estimates include charges for all labor, material and services, less shipping, tax and postage.

Marketing Alliance, Inc. strives to pull together accurate estimates and does so in good faith. On occasion, some projects require more hours than anticipated, and in this situation, Marketing Alliance, Inc. reserves the right to invoice for the additional hours required to produce the project with additional billing not to exceed more than 10% above estimate.

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