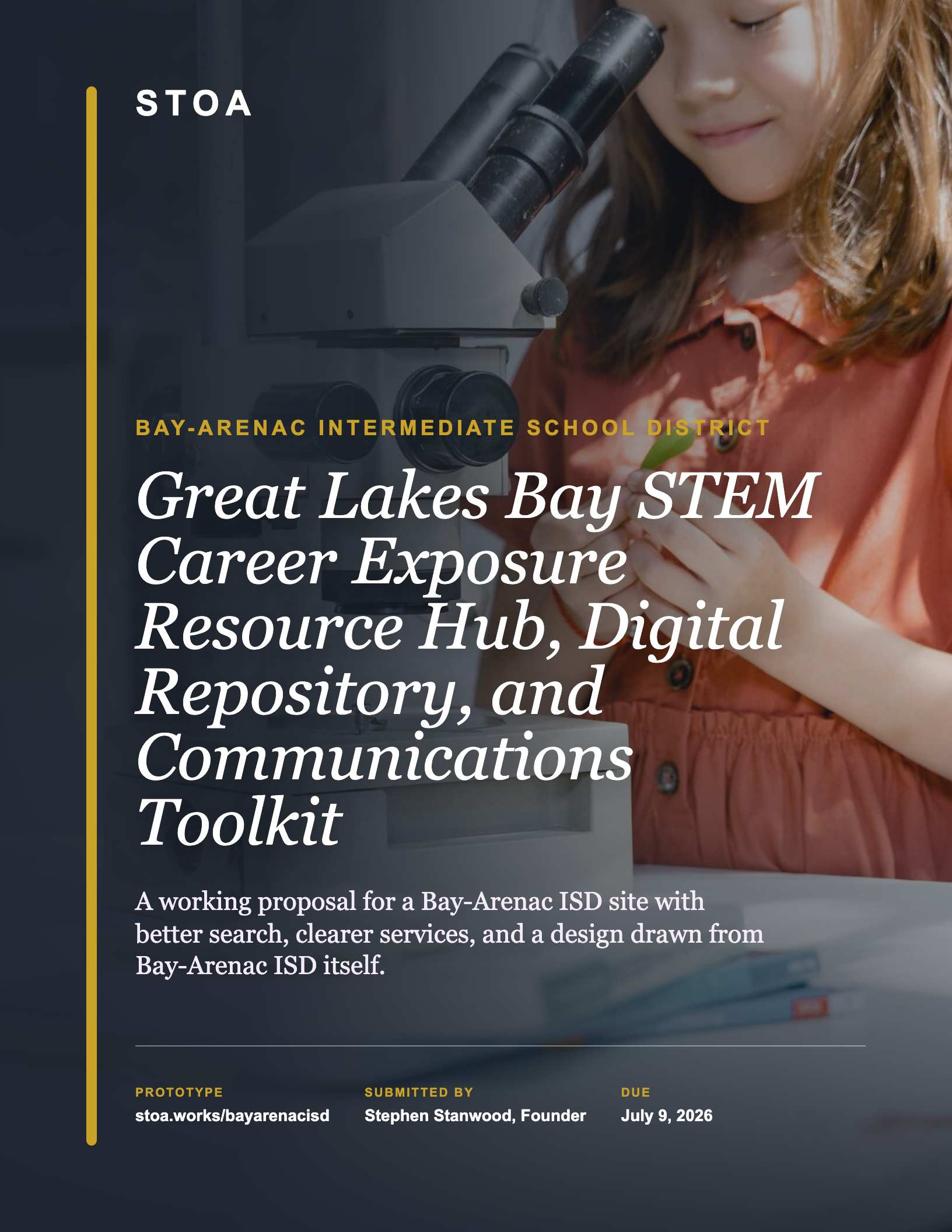




STOA

BAY-ARENAC INTERMEDIATE SCHOOL DISTRICT

# *Great Lakes Bay STEM Career Exposure Resource Hub, Digital Repository, and Communications Toolkit*

A working proposal for a Bay-Arenac ISD site with better search, clearer services, and a design drawn from Bay-Arenac ISD itself.

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PROTOTYPE

[stoa.works/bayarenacisd](https://stoa.works/bayarenacisd)

SUBMITTED BY

Stephen Stanwood, Founder

DUE

July 9, 2026

Jennifer Socha

Bay-Arenac ISD, Business Office

4228 Two Mile Road, Bay City, MI 48706

Re: Great Lakes Bay STEM Career Exposure Resource Hub, Digital Repository, and Communications Toolkit

Hi Jennifer,

Stoa has already built a working version of the hub this RFP describes, and the Initiative can click through it today at <https://stoa.works/bayarenacisd/>. It is a real, ten-page resource hub with the exact searchable repository the project calls for: instant, typo-tolerant search across a seeded corpus of sample resources, every record tagged on all five facets the RFP names (audience, grade level, topic area, career cluster, and resource type), with live-recomputing facet counts, filter chips, sorting, and deep links. It also includes the STEM Career Video Library, the Educator and Family Resource Centers, the Mobile Museum section, and the Regional Industry and Partner Showcase. We would rather show you the work than describe it.

Stoa is a software studio built for local government. The center of this project is making a large, growing library of STEM career-exposure resources genuinely findable for students, families, educators, and partners across Bay, Arenac, and the wider Great Lakes Bay region, and then handing Bay-Arenac ISD a system its own staff can run for years without a vendor on retainer. Searchable public resource libraries are Stoa's flagship capability, and the prototype is the proof.

Stoa commits to the full scope of the twenty project requirements; to ADA and Section 508 compliance as a condition of every deliverable, content item, template, and graphic; to delivery of all source files, branding assets, editable templates, documentation, content libraries, and intellectual property rights to Bay-Arenac ISD; and to completing all deliverables, administrator training, and transition no later than September 25, 2026. Stoa will be properly licensed to do business in Michigan and properly insured before contract execution. This proposal remains valid for sixty (60) days. As the owner of Stoa Works LLC, I have authority to bind the firm to this proposal.

Please feel free to reach out to clarify anything or answer any questions.

Best,

Stephen Stanwood

Founder, Stoa

[stephen@stoa.works](mailto:stephen@stoa.works) · (408) 340-3562

## Requirement Coverage

This matrix maps every element the RFP requires a proposal to include, including its nine response-format sections, the nine mandatory qualifications proposers must affirm, the four evaluation criteria, and the three required forms, to where this proposal answers it.

| <i>RFP requirement</i>                                                                                                                 | <i>Where it is answered</i>                                 |
|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| 1. Title Page (project, organization, contact, validity period)                                                                        | §1 Title page (first section)                               |
| 2. Letter of Transmittal (interest, timeline commitment, authorized signature)                                                         | §2 Letter of Transmittal (cover letter)                     |
| 3. Agency Profile (overview, years in business, expertise, relevant experience)                                                        | §3 Agency Profile                                           |
| 4. Summary of Proposer's Qualifications (key personnel, similar projects, examples)                                                    | §4 Summary of Qualifications                                |
| 5. Proposer's Approach to the Project                                                                                                  | §5 Approach to the Project                                  |
| 6. Timeline (tasks, milestones, deliverables, reviews, training, completion)                                                           | §6 Timeline                                                 |
| 7. Budget & Fee Schedule (itemized)                                                                                                    | §7 Budget & Fee Schedule                                    |
| 8. References (three, similar scope)                                                                                                   | §8 References                                               |
| 9. Additional Data (sample work, site maps, wireframes)                                                                                | §9 Additional Data                                          |
| Eval: Relevant Experience & Past Performance                                                                                           | §3 Agency Profile; §4 Summary; §8 References                |
| Eval: Quality of Proposed Approach                                                                                                     | §5 Approach; §6 Timeline; §9 Additional Data                |
| Eval: Capacity of Team & Qualifications                                                                                                | §4 Summary; §6 Timeline                                     |
| Eval: Cost-Effectiveness / Value                                                                                                       | §7 Budget & Fee Schedule                                    |
| Mandatory qualifications 1–9 (licensure, experience, branding, ADA/508, training, EEO, no default, IP transfer, completion by Sept 25) | Mandatory Qualifications Affirmation                        |
| Familial Disclosure Form (signed & notarized)                                                                                          | Required Forms (included in packet, executed and notarized) |
| Assurances & Certifications (signed & notarized)                                                                                       | Required Forms (included in packet, executed and notarized) |
| Affidavit of Compliance, Iran Economic Sanctions Act (signed & notarized)                                                              | Required Forms (included in packet, executed and notarized) |

| <i>RFP requirement</i>                                | <i>Where it is answered</i>                                  |
|-------------------------------------------------------|--------------------------------------------------------------|
| ADA and Section 508 compliance plan (acceptance gate) | §5 Approach to the Project;<br>Appendix: Accessibility Audit |

***Project Description: all twenty-two scope items***

Every numbered item in the RFP's Project Description, mapped to the section that commits to it and the place in the live prototype that already demonstrates it.

| <i>#</i> | <i>Project Description scope item</i>                                                               | <i>Committed · shown in the prototype</i>                                                         |
|----------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| 1        | Public-facing website that serves as the hub                                                        | §5 Approach; the live hub at <a href="http://stoa.works/bayarenacisd">stoa.works/bayarenacisd</a> |
| 2        | Searchable digital repository (videos, tours, lessons, activities, materials)                       | §5 Approach; Resource Library, 52 tagged sample records                                           |
| 3        | User-friendly CMS for staff to update independently                                                 | §5 Approach; maintenance workflow + Communications Toolkit CMS demo                               |
| 4        | STEM Career Video Library (tours, spotlights, student content)                                      | §5 Approach; Video Library page                                                                   |
| 5        | Educator Resource Center (lessons, PD, classroom activities)                                        | §5 Approach; Educators page                                                                       |
| 6        | Family Resource Center (activities, awareness, engagement)                                          | §5 Approach; Families page                                                                        |
| 7        | Mobile Museum & STEM learning resource section                                                      | §5 Approach; Mobile Museum page                                                                   |
| 8        | Regional Industry & Partner Showcase                                                                | §5 Approach; Partners page                                                                        |
| 9        | Organization, migration, tagging, categorization of content                                         | §5 Approach; fully tagged sample corpus                                                           |
| 10       | Searchable library filterable by audience, grade, topic, career cluster, resource type              | §5 Approach; Resource Library faceted search (all five facets)                                    |
| 11       | Website Architecture & Content Strategy (navigation, tagging, pathways)                             | §5 Approach; taxonomy behind the library and nav                                                  |
| 12       | Cohesive visual identity & branding package                                                         | §5 Approach; brand applied site-wide + Communications Toolkit                                     |
| 13       | Communications Toolkit (social, flyer, poster, postcard, presentation, newsletter, email, graphics) | §5 Approach; Communications Toolkit page, eight template samples                                  |
| 14       | Launch and communication plan                                                                       | §5 Approach                                                                                       |

| #  | <i>Project Description scope item</i>                                  | <i>Committed · shown in the prototype</i>                                       |
|----|------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| 15 | Website analytics and reporting                                        | \$5 Approach; Communications Toolkit usage-analytics demo                       |
| 16 | Documentation, administrative procedures, user guides                  | \$5 Approach                                                                    |
| 17 | Training of designated Bay-Arenac ISD personnel                        | \$5 Approach; \$6 Timeline (training milestone)                                 |
| 18 | Delivery of all source files, assets, templates, content, and IP       | \$5 Approach; Mandatory Qualifications Affirmation                              |
| 19 | ADA and Section 508 compliance for all deliverables                    | \$5 Approach; Accessibility page; zero axe-core violations across the prototype |
| 20 | Collaboration: scheduled meetings, milestone reviews, design approvals | \$5 Approach; \$6 Timeline (review gates)                                       |
| 21 | Completion of all deliverables no later than September 25, 2026        | \$2 Letter of Transmittal; \$6 Timeline                                         |
| 22 | Proposed budget not to exceed \$60,000                                 | \$7 Budget & Fee Schedule (fixed \$44,000)                                      |

## *Agency Profile*

Stoa is a software studio built for local government, based in Campbell, California. The legal entity is Stoa Works LLC. Stoa designs and builds public-facing government websites, searchable resource and document libraries, public-data dashboards, citizen portals, and the accessibility, content, training, and transition work that surrounds them. Stoa is led and delivered by its founder, Stephen Stanwood, who is the single point of contact and the person who designs, builds, tests, and hands off every project. There is no account manager between Bay-Arenac ISD and the person doing the work.

Three things about how Stoa works are directly relevant to this project.

### *Searchable resource libraries are the core skill*

The heart of this RFP is a searchable digital repository with faceted filtering by audience, grade level, topic area, career cluster, and resource type. Turning a large, scattered body of material into one fast, structured, findable library is exactly what Stoa builds, and it is the capability the prototype already demonstrates on seeded content for this hub.

### *Accessibility is standard practice, not a phase*

Stoa builds to WCAG 2.1 AA on every project: semantic structure, keyboard operability, screen-reader-visible imagery, and AA color contrast are built into the first template and then verified with automated and manual testing before launch. The prototype for this

project scans with zero critical or serious WCAG 2.1 A/AA violations under axe-core across all ten pages of the prototype. Because the RFP makes ADA and Section 508 compliance a condition of final acceptance, this is the right default.

### *Proven by working software*

Stoa is a focused, founder-led firm proven by its portfolio. Everything cited in this proposal is live and testable, starting with the prototype for this exact project at <https://stoa.works/bayarenacisd/>. The pricing in the Budget section is a fixed fee, fully itemized, which makes choosing Stoa a low-risk decision for a grant-funded build that must finish on a fixed date.

## *Summary of Proposer's Qualifications*

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### *Key personnel*

Stephen Stanwood, Founder, is the principal designer, developer, accessibility lead, and project contact for this engagement, end to end. Stoa's model is one builder using modern, AI-accelerated tooling to deliver, on a focused budget and a fixed timeline, what traditionally takes an agency team. For the graphic-design volume in the communications toolkit (the social, flyer, poster, postcard, presentation, newsletter, and email templates, plus promotional assets), Stoa produces the work to a single, consistent brand standard so Bay-Arenac ISD works with one accountable party throughout the project and after handoff.

### *Most relevant project: the prototype for this hub*

The strongest evidence of fit is the working prototype Stoa built for this RFP. It is a ten-page, click-through Great Lakes Bay STEM Career Exposure Resource Hub at <https://stoa.works/bayarenacisd/>, and it does the precise faceted-search-over-a-resource-library job this project describes. The flagship search runs over a seeded corpus of sample resources, each tagged across all five RFP facets: audience, grade band, topic area, career cluster, and resource type. Facet counts recompute live as filters compose, active filters appear as removable chips, results sort and deep-link by cluster and audience, and a second interactive tool, "Find resources for me," walks a visitor from role to grade to interest and returns a tailored starter set, which is the user-pathway concept the RFP names. The corpus spans the Career Clusters framework, every audience, every grade band, and multiple resource types, all clearly labeled as samples.

### *Other live, relevant work*

- **CPSC Recall Search:** a large public resource library of recall records with instant search, category filtering, and result cards, built end to end as a WCAG 2.1 AA reference implementation. Structurally the same product as this repository: a body of resources, a fast search, facet chips, and a results view that works on a phone and with a screen reader.
- **Council Minutes Search:** a searchable archive of public meeting agendas and minutes across multiple cities, where a resident types a few words and gets the right document

instantly. Shows Stoa turning a large, scattered body of material into one structured library.

- **Bay Area Budget Dashboard:** a public-data tool that organizes complex source material into clear, navigable views with analytics built in.
- **Campbell Resident Portal, 311 Service Requests, Parks & Facilities Map:** task-first public-sector navigation, accessible content components, and plain-language writing throughout.

### *Branding and communications experience*

Stoa develops complete visual identities for the products it builds, including logo systems, color and type systems, usage guidance, and the social, print, and presentation assets that carry a brand consistently across an organization. For this project, Stoa creates the Great Lakes Bay STEM brand fresh, rooted in the region rather than borrowed from any one district, and produces the full eight-piece communications toolkit from it as editable files Bay-Arenac ISD owns.

### *Proposer's Approach to the Project*

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This project braids four jobs together: a searchable digital repository, a set of audience-specific destinations, a fresh regional brand with a communications toolkit, and a clean transition that lets the hub outlive the grant that funds it. The prototype already shows the shape of all four. Below is how Stoa delivers them in full.

#### *Website architecture and content strategy*

Stoa starts with findability, because the search experience is what makes the repository usable. In the first two weeks after kickoff, Stoa delivers the Website Architecture and Content Strategy document required by item 11: the recommended navigation structure, the categorization and tagging taxonomy, user pathways for each audience, and the search model. The taxonomy is anchored on the Career Clusters framework plus the five facets the RFP names, so resources are tagged consistently from day one. Stoa aligns this with Bay-Arenac ISD and the Initiative at the Website Architecture and Content Strategy Review on August 3 before building pages.

#### *Searchable repository and resource library*

The repository is built as a fast, typo-tolerant, faceted search over structured records. Every resource carries tags for audience, grade level, topic area, career cluster, and resource type, and the library lets users filter on any combination, with counts that update live. This satisfies items 2 and 10 directly, and it is already working in the prototype. As resources are added over time, the search scales without rework.

#### *The five content destinations*

From the repository, Stoa builds the audience-specific centers the RFP requires, each pulling from the same tagged library so content stays in one place:

- **STEM Career Video Library** (item 4): virtual industry tours, career awareness videos, industry spotlights, and student-facing exploration content, filterable by career cluster.
- **Educator Resource Center** (item 5): lesson plans, professional learning, classroom activities, and implementation guides.
- **Family Resource Center** (item 6): family STEM activities, community opportunities, and engagement materials in plain language.
- **Mobile Museum and STEM Learning Resource section** (item 7): support for regional mobile museums, STEM learning kits, and associated instructional resources.
- **Regional Industry and Partner Showcase** (item 8): profiles of business, workforce, higher-education, and community partners supporting STEM career awareness across the region.

### ***Content organization and migration***

Stoa organizes, migrates, uploads, tags, categorizes, and formats the initial content provided by Bay-Arenac ISD and regional partners (item 9). Stoa provides a simple intake format so partners can hand over videos, tours, lessons, and activities cleanly, and Stoa handles the tagging against the agreed taxonomy so every item lands in the right facets and surfaces in the right centers.

### ***Content management system and independent maintenance***

The hub runs on a user-friendly CMS (item 3) so non-technical Bay-Arenac ISD staff can add and edit resources, upload videos and tours, manage tags, and update pages without touching code, following project completion. The stack is clean, documented, and standards-based, with no proprietary lock-in, so the system Bay-Arenac ISD owns is the system Bay-Arenac ISD can run.

### ***Visual identity and communications toolkit***

Stoa develops the cohesive visual identity and branding package for the hub (item 12): a logo, color system, type system, and usage guidance, rooted in the Great Lakes Bay region so it reads as a shared regional property stewarded by Bay-Arenac ISD. From that identity Stoa produces the complete communications toolkit (item 13): social media templates, flyer templates, poster templates, postcard templates, presentation templates, newsletter content and templates, email communication templates, and digital graphics and promotional assets. All toolkit pieces are delivered as editable files Bay-Arenac ISD and its partners own.

### ***ADA and Section 508 compliance plan***

Compliance is a release gate, not a phase, which matches the RFP's rule that deliverables must meet ADA and Section 508 standards to be accepted as final (item 19). Stoa builds every page, document, template, and graphic to WCAG 2.1 AA: semantic landmarks with unique accessible names, correct heading order, visible labels on all form controls, AA color contrast, keyboard operability, and descriptive alternative text on imagery. Stoa verifies with automated scanning (axe-core) and manual screen-reader and keyboard testing before each mile-

stone. The prototype's scan, with zero critical or serious WCAG 2.1 A/AA violations under axe-core, demonstrates the standard. The communications-toolkit templates are built so that the documents Bay-Arenac ISD produces from them stay accessible too.

### ***Analytics and reporting***

Stoa integrates privacy-respecting website analytics and reporting (item 15) so Bay-Arenac ISD can monitor traffic, resource utilization, and user engagement. Because this is a grant-funded property, Stoa configures reporting around the measures a funder and the Initiative care about: which resources are used, by which audiences, across which parts of the region.

### ***Launch and communication plan***

Stoa delivers a launch and communication plan (item 14) designed to drive awareness and use among educators, students, families, and community partners, built directly on the communications toolkit so partners can promote the hub consistently from day one.

### ***Documentation, training, and transition***

Stoa writes the website documentation, administrative procedures, and user guides (item 16), and trains designated Bay-Arenac ISD personnel on website administration, content updates, resource management, and basic troubleshooting (item 17). At completion, Stoa delivers all website source files, branding assets, editable templates, documentation, content libraries, and associated intellectual property rights to Bay-Arenac ISD (item 18), with all administrative access needed to run the hub independently. Ownership and self-sufficiency are the goal; optional support is offered only as a courtesy safety net, never as a dependency.

### ***Sustainability***

The hub is built to outlast the grant: a clean, documented, standards-based stack; a taxonomy staff can extend; a CMS non-technical staff can run; and full ownership of every asset. Stoa's job is to make Bay-Arenac ISD independent, not to keep it on retainer.

### ***Collaboration and monitoring***

Stoa works through the scheduled project meetings, milestone reviews, and design approvals the RFP describes (item 20), provides periodic project updates, and participates in review meetings as requested. With one accountable builder, reviews are direct and decisions land in a single conversation.

### ***Timeline***

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Stoa commits to the RFP's milestone schedule and to completing all deliverables, training, transition activities, and asset transfers no later than September 25, 2026. A roughly nine-to-ten-week build from a late-July kickoff is aggressive for a project of this size, and it is achievable here because one builder works without coordination overhead and because the prototype already proves out the hardest piece, the faceted search.

| <i>Milestone</i>                                                       | <i>Date</i>                | <i>What Stoa delivers</i>                                                                                                     |
|------------------------------------------------------------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Project kickoff meeting                                                | Week of July 20            | Confirm scope, content sources, partner roster, brand direction, and review cadence                                           |
| Website Architecture & Content Strategy Review                         | August 3                   | Navigation, taxonomy, tagging system, user pathways, and search model for approval                                            |
| Initial Design Review                                                  | August 17                  | Brand identity and hub design direction, first content centers, search in place                                               |
| Beta Website Review                                                    | September 1                | Working hub: repository, video library, five content centers, draft communications toolkit, analytics, accessibility verified |
| Final Website & Deliverables                                           | September 15               | Final hub, complete toolkit, content migrated and tagged, documentation, launch plan                                          |
| Administrator Training & Transition Complete                           | September 22               | Staff training, admin access, user guides                                                                                     |
| All deliverables, training, transition, and asset/IP transfer complete | No later than September 25 | Full source files, assets, templates, content libraries, and IP transferred to Bay-Arenac ISD                                 |

## *Budget & Fee Schedule*

Stoa proposes a fixed fee of **\$44,000**, all expenses included, for the full scope of the twenty project requirements. This is approximately twenty-seven percent under the \$60,000 cap. The fee covers the full scope of a genuinely large grant deliverable, including the design-heavy branding and toolkit work, delivered by one efficient operator. It is itemized below as the RFP requires.

| <i>Line item</i>                              | <i>Scope covered</i>                                                                                                       | <i>Fixed cost</i> |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------|
| Website + digital repository + faceted search | Public hub, searchable repository, five-facet filtering, search functionality (items 1, 2, 10)                             | \$18,000          |
| Content centers + content migration & tagging | Video Library, Educator, Family, Mobile Museum, Partner Showcase; organization, migration, tagging, formatting (items 4–9) | \$9,000           |
| Brand identity + communications toolkit       | Visual identity package and the full eight-piece toolkit (items 12, 13)                                                    | \$10,000          |
| CMS + analytics + documentation               | CMS for independent updates, analytics/reporting, admin procedures and user guides (items 3, 15, 16)                       | \$3,000           |

| <i>Line item</i>                              | <i>Scope covered</i>                                                                                                 | <i>Fixed cost</i> |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------|
| Training + transition + IP handoff            | Staff training and full source/asset/IP transfer (items 17, 18)                                                      | \$2,000           |
| Project management + meetings + launch plan   | Architecture/content strategy, milestone reviews, design approvals, launch and communication plan (items 11, 14, 20) | \$2,000           |
| <b>Total fixed fee, all expenses included</b> |                                                                                                                      | <b>\$44,000</b>   |

Invoices are payable within thirty (30) days of receipt, and the total invoiced will not exceed the contract amount without prior written agreement, consistent with the RFP's contractual terms.

### *Optional ongoing support*

Because the grant's goal is independence, Stoa builds Bay-Arenac ISD to run the hub on its own. As a courtesy safety net only, Stoa offers optional ongoing maintenance and support at \$2,000/year, with the first year included at no additional charge. This is an add-on, not a requirement, and Bay-Arenac ISD owns and can run the hub without it.

### *References*

Three references for projects of similar scope and complexity:

1. **Mark Punzalan**, Partner, Chan Punzalan LLP. [mark@chanpunzalan.com](mailto:mark@chanpunzalan.com) · (650) 481-8112
2. **Billy Chan**, Partner, Chan Punzalan LLP. [billy@chanpunzalan.com](mailto:billy@chanpunzalan.com) · (415) 986-1812
3. **Claire Melehani**, Partner, McLellan Law Group LLP; President, Santa Clara County Bar Association. [claire@mclellanlawgroup.com](mailto:claire@mclellanlawgroup.com) · (650) 383-1266

### *Mandatory Qualifications Affirmation*

Stoa affirms each mandatory qualification stated in the RFP:

1. **Michigan licensure and insurance.** Stoa will be properly registered to do business in the State of Michigan and properly insured before contract execution.
2. **Website / repository / hub experience.** Stoa designs and builds searchable resource hubs, digital repositories, and public-facing websites; the working prototype for this project and the live portfolio above demonstrate it.
3. **Branding and communications-toolkit experience.** Stoa develops complete visual identities and the social, print, presentation, and digital assets that carry them.
4. **ADA and Section 508 compliance.** Stoa builds to WCAG 2.1 AA on every deliverable and verifies with automated and manual testing; the prototype scans with zero critical or

serious WCAG 2.1 A/AA violations under axe-core.

5. **Training, documentation, and transition.** Stoa provides training, documentation, and full transition so Bay-Arenac ISD maintains the hub independently.
6. **Equal employment opportunity and non-discrimination.** Stoa commits to equal employment opportunity and non-discrimination.
7. **No default or terminated contracts.** Stoa has no record of default or terminated contracts within the past five (5) years.
8. **Full transfer of files and IP.** Stoa will transfer all website files, source code, branding assets, editable templates, content libraries, and associated intellectual property rights to Bay-Arenac ISD upon project completion.
9. **Completion by September 25, 2026.** Stoa will complete all project activities, deliverables, training, and transition no later than September 25, 2026.

### *Required Forms*

The three required attachments, the Familial Disclosure Form, the Assurances and Certifications, and the Affidavit of Compliance with the Iran Economic Sanctions Act (PA 517 of 2012), are completed, signed by an authorized officer of Stoa Works LLC, and notarized as part of this sealed submission packet.

### *Additional Data*

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The RFP invites sample work products, conceptual site maps, and wireframes. Rather than supply static mockups, Stoa supplies the working thing: a complete, click-through prototype of the hub at <https://stoa.works/bayarenacisd/>. The committee can evaluate the actual experience, not a description of one.

### *What the prototype contains*

- **Search-first home page** with hero search, a "Find resources for me" picker, the Career Clusters framework, a newest-in-repository strip, the four resource-center destinations, a mobile-museum spotlight, and partner sectors.
- **Flagship faceted library** with instant, typo-tolerant search over a seeded sample corpus, every record tagged on audience, grade band, topic area, career cluster, and resource type; live facet counts; active-filter chips; sorting; and deep-linkable filters.
- **STEM Career Video Library** with cluster filtering, a sample player, and tour and spotlight cards.
- **Educator, Family, Mobile Museum, and Partner** resource centers and partner showcase.
- **About page** showing the Bay-Arenac ISD-stewarded story, a CMS/admin peek, the communications toolkit, and an accessibility before-and-after view.
- **Accessibility page** stating the WCAG 2.1 AA / Section 508 commitment with photo credits, plus a pathway-styled 404 page.

The prototype is a concept seeded with clearly labeled sample content; it is not Bay-Arenac ISD's production site, and no partner is asserted as a confirmed participant. Imagery is open-license, credited on the accessibility page. The design palette and type are derived for this region: an industry-copper accent that nods to the area's manufacturing and agriculture, with bay-blue and deep-harbor support colors, on a light theme.

## *Appendix: Accessibility Audit*

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The RFP makes ADA and Section 508 compliance a condition of final acceptance. As part of preparing this proposal, Stoa ran an automated accessibility review (axe-core, WCAG 2.1 A/AA) against the current Bay-Arenac ISD website, <https://www.baisd.net>, to ground the compliance plan in real findings. The new hub is a separate, brand-new property, so these results are context, not the canvas, but they show the kind of issues Stoa designs out from the first template.

### *Stoa's pre-proposal scan of [baisd.net](https://www.baisd.net) (9 pages)*

| <i>Finding</i>                                                                | <i>Severity</i> | <i>Instances</i> |
|-------------------------------------------------------------------------------|-----------------|------------------|
| landmark-unique: landmarks need a unique role or role/label/title combination | Moderate        | 5                |
| region: all page content should be contained by landmarks                     | Moderate        | 2                |
| label-title-only: form elements should have a visible label                   | Moderate        | 1                |
| <b>Total violations across 9 pages</b>                                        |                 | <b>8</b>         |

Average page weight across the sample was about 77 KB.

### *The prototype's scan (this project)*

For contrast, the working hub prototype at <https://stoa.works/bayarenacisd/> scans with **zero critical or serious WCAG 2.1 A/AA violations** across all ten pages of the prototype (verified with axe-core against the wcag2a, wcag2aa, wcag21a, and wcag21aa rule sets), with no horizontal scroll at a 375px mobile width.

### *What Stoa's build does differently*

- **Unique, labeled landmarks.** Each region carries a unique role and accessible name, so the landmark-unique and region issues are addressed by design.
- **Visible labels on every control.** Search and filter inputs, the heart of this repository, get visible labels, resolving the label-title-only class of issue.
- **Compliance as a release gate.** Every page, document, template, and graphic is verified with automated and manual testing before each milestone, matching the RFP's rule that deliverables must meet ADA and Section 508 standards to be accepted as final.

- **Accessible toolkit templates.** The communications-toolkit templates are built so the materials Bay-Arenac ISD produces from them stay accessible too.