



# PROJECT **BLUEROSE**

*DIGITIZING UCP RIDINGS*

*WILD ROSE*

*</>DEVS </>*



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# SUMMARY

Wild Rose Devs is an Alberta-based company specializing in web development, secure hosting, and digital solutions that improve communication and accessibility. Rooted in local values, our mission is to modernize and streamline online engagement by delivering scalable, efficient platforms tailored to each organization’s needs. This proposal outlines a comprehensive digital strategy for United Conservative Party (UCP) ridings across Alberta. The goal is to enhance online engagement, strengthen outreach, and foster deeper connections with constituents—especially younger voters. Our approach includes the development and hosting of customized websites for each riding, ensuring a cohesive, mobile-friendly, and secure digital presence that supports policy updates, direct communication, and grassroots mobilization.

Below is the proposed cost structure for the creation and ongoing support of these digital platforms:

	SITE A	SITE B	SITE C
BASE COST	\$4500	\$6500	\$7000
ONGOING MAINTAINENCE & HOSTING	\$70	\$70	\$70
CONTENT UPDATES & SEO	\$200	\$400	\$500
SECURITY & ANALYTICS	\$150	\$200	\$200

**\*Additional Custom Features: Priced per feature based on request**

By implementing this strategy, Wild Rose Devs will equip the UCP with modern digital tools that boost accessibility, drive voter engagement, and strengthen the party’s long-term online presence. Our approach delivers a unified, scalable platform across all ridings—built to foster transparency, encourage political participation, and meet the evolving expectations of today’s voters.

# INTRODUCTION

To truly connect with younger Albertans, the UCP needs to harness the power of technology, digital marketing, and modern online platforms.

Today's voters expect seamless, accessible digital experiences—and that's exactly what Wild Rose Devs delivers. From improving outreach to streamlining day-to-day operations, we offer the tools to strengthen the UCP's presence in every riding.

In a world where political engagement moves at the speed of a scroll, accessibility and innovation are everything. Wild Rose Devs brings expertise in website development, social media strategy, and targeted digital campaigns to help UCP representatives stay connected, share timely updates, and maintain a strong online presence.

By leaning into technology, the UCP can inspire and involve the next generation—ensuring their voices are not only heard, but reflected in the future of Alberta. Wild Rose Devs is here to help make that happen.



# WHY THE UCP NEEDS DIGITIZATION

In today's world, where most conversations and connections happen online, political parties need to evolve to stay relevant—especially with the next generation of voters. The United Conservative Party (UCP) is at a turning point: it needs to build meaningful connections with younger Albertans who look to digital platforms for news, political discussion, and ways to get involved. Without a strong, modern online presence, the party risks falling behind and losing ground with a key and growing part of the electorate.

But it's about more than just reaching voters. A strong digital presence is also essential for keeping Albertans informed—whether it's new laws, policy changes, or updates on UCP initiatives. When information is clear, accessible, and easy to find, it builds trust and keeps people engaged. A well-designed online platform gives constituents the tools they need to stay connected and understand how government decisions affect their daily lives.

## IMPACT OF A WEAK DIGITAL PRESENCE:

For the UCP, a limited digital presence hinders its ability to rally grassroots support, clearly communicate policy positions, and respond swiftly to current issues. Without modern and engaging online tools, younger voters may view the party as out of touch or lacking relevance in today's political landscape.

The impact on young voters—Millennials and Gen Z, who represent a growing portion of Alberta's electorate, expect direct and interactive ways to engage with UCP representatives. As this demographic increasingly turns to digital platforms to shape their political views, a lack of strong online engagement limits the party's ability to inform, connect with, and mobilize these voters.

The effect on the broader population— As political engagement shifts toward digital spaces, failing to modernize could weaken overall voter participation, civic involvement, and trust in the party's ability to address contemporary issues effectively. Additionally, traditional campaign methods alone are no longer sufficient to reach suburban and rural communities where digital access is often the most efficient way to engage.

To remain competitive and future-proof, the UCP must embrace a comprehensive digital strategy that not only strengthens its online presence but also fosters meaningful interactions with the electorate. Wild Rose Devs proposes a scalable, technology-driven solution to address this challenge—equipping the UCP with modern web development, secure hosting, and targeted digital marketing strategies to ensure continuous engagement with voters and the general public. Through these solutions, the party can enhance transparency, improve accessibility, and maintain a strong connection with Albertans.

# SCOPE OF WORK

Wild Rose Devs will implement a comprehensive digital transformation strategy for the United Conservative Party (UCP) Ridings, focusing on modernizing ridings' online presence and enhancing digital engagement with voters. This initiative will involve designing, developing, and hosting custom websites for each riding, providing seamless access to party updates, candidate information, and interactive engagement tools.

## A. WEBSITE DEVELOPMENT & DESIGN

- Develop customized websites for each UCP riding, ensuring a consistent yet localized experience
- Implement a modern, user-friendly design optimized for mobile and desktop users
- Integrate interactive elements such as event calendars, policy updates, and volunteer sign-ups
- For **SITE B**, implement a press webpage with articles, forums, and videos to enhance community engagement.
- Develop a voting system within **SITE B** to allow constituents to express their views on
- policies, helping representatives stay informed and tailor speeches accordingly.
- For **SITE C**, everything added on **SITE B**, but with an additional webpage designed for
- youth integration with the local university conservative club.

## B. CONTENT MANAGEMENT & DIGITAL ENGAGEMENT TOOLS

- Implement an easy-to-use content management system (CMS) allowing riding representatives to update content independently
- Embed news and policy updates, press releases, and local announcements.
- Develop a secure communication system for direct interaction between constituents and representatives
- Include multi-language support to reflect Alberta's diverse communities.
- Integrate community-driven features for **SITE B**, including forums and public discussions on policy matters.
- Integrate campus conservative clubs into the riding's website to connect and engage youth effectively. (**SITE C**)

## C. HOSTING & CYBERSECURITY

- Provide secure and reliable hosting services to ensure 99.9% uptime for all websites.
- Implement cybersecurity measures to protect against digital threats, ensuring the safety of voter data
- Offer regular maintenance and updates to keep the platform secure and fully functional
- For **SITE B & C**, implement additional security layers to safeguard the voting system and
- forums against potential threats.

# SCOPE OF WORK

## D. ON-BOARDING

- Offer technical support and troubleshooting services for any issues encountered post-launch
- Provide specialized onboarding for **SITE B & C** to ensure representatives understand the voting system and community engagement tools.

## E. TESTING & OPTIMIZATION

- Conduct beta testing with select ridings to ensure optimal functionality and user experience. (With UCP Communication Representative)
- Gather feedback and make necessary adjustments before full rollout.
- Implement search engine optimization (SEO) best practices to enhance visibility and outreach.
- Conduct **usability testing** for SITE B's voting system and engagement features to ensure ease of access and efficiency.

## F. ON-GOING SUPPORT & FUTURE EXPANSION

- Provide continued technical support to address any issues and maintain website performance.
- Offer scalable solutions to expand features based on future needs, such as online donation portals or voter outreach tools.
- Track engagement metrics and analytics to measure effectiveness and optimize digital strategies.
- Monitor participation in SITE B's voting system and forums, providing insights on constituent concerns and policy interests.

By implementing this structured and scalable approach, Wild Rose Devs will future-proof the UCP's digital presence, ensuring effective voter outreach and stronger engagement with the next generation of Alberta's electorate.

# TIMETABLE

	DESCRIPTION	TIME FRAME
SITE A	THE BASE LEVEL WEBSITE (SAMPLE LETHBRIDGE-WEST CA)	7-10 DAYS
SITE B	SITE B	10 DAYS
SITE C	SITE C	12 DAYS
ADDITIONAL FEATURES	MODIFICATIONS OR ADDITIONAL FEATURES AND CUSTOMIZATION	PER PROJECT

Wild Rose Devs has created a well-organized and effective implementation timeline to guarantee a quick and smooth deployment of the UCP ridings' digital transformation initiative. The turnaround time varies depending on the specific requirements of the websites:

## A. BASE WEBSITE DEVELOPMENT – 7-DAY TURNAROUND

- A standardized, fully operational base website will be created and launched within 7 days for each riding.
- This website will incorporate essential features like policy updates, event listings, volunteer sign-ups, and a secure content management system (CMS).
- A prototype website (Lethbridge) will be used as the foundational model to guarantee uniformity across ridings.
- A demonstration version will be developed to showcase key functionalities and uphold consistency across all ridings.

## B. BASE WEBSITE DEVELOPMENT – 10-DAY TURNAROUND

- The advanced engagement platform (SITE B) will take 10 days to develop and launch because of its extra features and interactive elements.
- This website will feature a press page that includes articles, forums, videos, and a voting system, enabling constituents to share their opinions on policies.
- The voting system will undergo thorough testing to guarantee its security, accuracy, and user-friendliness before it goes live.
- Additional security measures will be put in place to safeguard sensitive user information and ensure the integrity of the voting process.
- A prototype will be developed to showcase essential functionalities and ensure consistency across different ridings.



# TIMETABLE

## C. BASE WEBSITE DEVELOPMENT – 12-DAY TURNAROUND

- The advanced engagement platform (SITE C) is projected to take 12 days for development and deployment, given its enhanced features and interactive elements.
- This website will feature a dedicated press page that includes articles, forums, videos, a voting system, and integration with the Campus Conservative club at nearby universities.
- The voting system will undergo thorough testing to ensure its security, accuracy, and user-friendliness prior to launch.
- Additional security measures will be put in place to safeguard sensitive user information and maintain the integrity of the voting process.

A prototype will be developed to showcase key functionalities and ensure consistency across different ridings.

## D. ADDITIONAL FEATURES & CUSTOMIZATION – PROJECT-BASED TIMELINE

- Any modifications or custom features requested beyond the standard website will be handled on a project-by-project basis.
- The timeline for implementing these customizations will be established according to the scope and complexity of the requested features.
- Examples of such features include multilingual support, donation portals, interactive tools, and advanced policy sections.

# PRICING STRUCTURE

Our pricing model is designed to offer affordable and scalable solutions tailored to the specific requirements of each UCP riding. We provide **three main website packages: SITE A (Base Website) and SITES B & C (Advanced Websites)**. In addition, we offer various customization options and ongoing maintenance plans to meet your needs.

## SITE A (BASE WEBSITE PACKAGE) - \$5,000 (ONE-TIME FEE)

**This package is designed for ridings that need a foundational digital presence with essential engagement tools. It includes:**

- A fully designed and launched website featuring a contemporary, mobile-responsive layout.
- A secure hosting arrangement guaranteeing 99.9% uptime.
- Implementation of essential engagement tools, which include:
  - Contact forms for inquiries from constituents.
  - Event listings to keep the community updated.
  - Policy updates and local announcements.
- Completion within a 7-day timeframe.

## SITE B (ADVANCED WEBSITE PACKAGE) - \$6,500 (ONE-TIME FEE)

**This package is ideal for ridings seeking a highly interactive platform with advanced engagement tools and direct voter interaction features. It includes everything in SITE A, plus:**

- A dedicated press page featuring news articles and video content.
- A community forum where members can participate in discussions about policies, events, and party initiatives.
- A secure voting system that enables users to cast their votes on proposed policies, helping UCP representatives assess public opinion and adjust their speeches accordingly.
- Enhanced cybersecurity measures to safeguard voting data and prevent unauthorized access.
- Hosting services available for an additional \$75 per month to support the enhanced functionalities.
- A 10-day timeline for development and launch.

## SITE C (ADVANCED WEBSITE PACKAGE) - \$7,000 (ONE-TIME FEE)

**This package is ideal for ridings seeking a highly interactive platform with advanced engagement tools and direct voter interaction features. It includes everything in SITE B, plus:**

- A dedicated media page showcasing the latest news articles and video content.
- An engaging community forum where constituents can discuss policies, events, and party initiatives.
- A secure voting platform that allows users to share their opinions on proposed policies, aiding UCP representatives in grasping public sentiment and fine-tuning their messaging.
- Comprehensive cybersecurity measures to protect voting data and thwart unauthorized access.
- An optional hosting package offered for an additional \$75 per month to support these enhanced features.
- An estimated turnaround time of 12 days for complete setup and launch.

# PRICING STRUCTURE

## ADDITIONAL FEATURES (CUSTOM PRICING PER FEATURE)

For ridings that require specific enhancements, we offer optional add-ons such as:

- Live chat support for immediate communication with constituents.
- Multilingual content features to serve diverse communities effectively.
- Integration with external platforms for smooth connectivity with social media and third-party applications.
- Advanced analytics and tracking tools to analyze engagement metrics and trends in voter participation.

## ADDITIONAL SERVICES PRICES

SERVICES FOR REGULAR WEBSITE (SITE A)	COST— MONTHLY
BASIC MAINTENANCE, HOSTING & SECURITY	\$50
SITE A SEO AND CONTENT UPDATES	\$200
SITE A SECURITY SERVICES AND ANALYTICS	\$200
TOTAL	\$450/MONTH

SERVICES FOR REGULAR WEBSITE (SITE A)	COST— MONTHLY
BASIC MAINTENANCE, HOSTING & SECURITY	\$75
SITE B SEO AND CONTENT UPDATES	\$400
SITE B SECURITY SERVICES AND ANALYTICS	\$200
TOTAL	\$675/MONTH

SERVICES FOR REGULAR WEBSITE (SITE A)	COST— MONTHLY
BASIC MAINTENANCE, HOSTING & SECURITY	\$75
SITE C SEO AND CONTENT UPDATES	\$450
SITE C SECURITY SERVICES AND ANALYTICS	\$200
TOTAL	\$725/MONTH

# EVALUATION

To support the successful rollout of the UCP Ridings Digital Transformation Project, Wild Rose Devs will implement a structured evaluation framework. This will include defined performance metrics, ongoing progress reviews, and a final assessment to measure how effectively the project meets its goals.

## KEY PERFORMANCE INDICATORS (KPIs)

To assess progress, we will use the following measurable indicators for each phase of the project:

OBJECTIVES	KEY PREFORMANCE INDICATORS (KPI)
WEBSITE DEVELOPMENT & RELEASE	<ul style="list-style-type: none"><li>• Completion of the foundational website for each riding within 7 to 12 days</li><li>• 100% functionality and responsiveness testing</li><li>• Successful configuration of the CMS for effective content management</li></ul>
CUSTOM FEATURES	<ul style="list-style-type: none"><li>• Development timeline adherence for custom features</li><li>• Integration and successful testing of additional requested features</li></ul>
SECURITY & MAINTENANCE	<ul style="list-style-type: none"><li>• Regular security updates and automated backups</li><li>• 99.9% uptime for hosted websites</li><li>• Zero major security breaches</li></ul>
DIGITAL ENGAGEMENT & PREFORMANCE	<ul style="list-style-type: none"><li>• Increased voter engagement through website interactions</li><li>• SEO ranking imprpovements</li><li>• Positive feedback from the constituents</li></ul>

# EVALUATION

## MONITORING & EVALUATION ACTIVITIES

We will track progress at key milestones through structured monitoring activities:



### INITIAL PROGRESS REVIEW (WEEK 1)

Ensure timely website setup and content population.

### FEATURE & CUSTOMIZATION TESTING (AFTER WEEK 1)

Confirm functionality and performance of additional features.

### LAUNCH & PERFORMANCE MONITORING (AFTER WEEK 2)

Evaluate website performance, engagement metrics, and responsiveness.

### QUARTERLY WEBSITE REVIEW (EVERY 3 MONTHS)

Assess SEO effectiveness, user engagement, and security compliance.

### ANNUAL PERFORMANCE REPORT (YEARLY)

Provide detailed insights on digital impact, website traffic, and improvements needed.

# EVALUATION

## METHODS FOR MONITORING & EVALUATION

Wild Rose Devs will employ data-driven and qualitative evaluation methods:

### WEBSITE ANALYTICS & SEO TRACKING

Google Analytics, search engine rankings, and visitor engagement reports will measure success.

### TECHNICAL AUDITS

Routine security and performance checks will ensure the site's reliability.

### STAKEHOLDER FEEDBACK

UCP representatives will be surveyed for usability and functionality improvements.

### BUG & ISSUE REPORTING SYSTEM

A dedicated support channel for reporting and resolving technical concerns.

# CONCLUSION

Project Bluerose represents a vital step toward strengthening the party's connection with Albertans—especially the next generation of voters. Through this initiative, Wild Rose Devs will deliver modern, scalable, and secure digital platforms that empower each riding to better engage constituents, communicate policy updates, and foster meaningful dialogue. From mobile-optimized websites to secure voting systems and youth-focused outreach tools, our strategy is designed to meet the evolving expectations of today's digital landscape.

By partnering with an Alberta-based team that understands the local political climate and technological demands, the UCP can build a strong, unified online presence across the province. This project not only supports effective communication and grassroots mobilization but also positions the party for long-term success through continuous engagement, transparency, and innovation.

Wild Rose Devs is ready to make this vision a reality—helping the UCP lead Alberta's political future with confidence, clarity, and connection.





*WILD ROSE*

*</>DEVS</>*

