MINNEHAHA CREEK WATERSHED DISTRICT
QUALITY OF WATER   QUALITY OF LIFE

Request for Proposals: Website Design/Build

A. Project Overview

Minnehaha Creek Watershed District (MCWD or District) seeks a contractor to design and build a new website that will provide a rich, engaging, and successful user experience within the proposed timeline. The redesigned website will reflect MCWD's brand identity as a leader in sound science and building partnerships to implementing high-impact water quality projects and policy change that integrates land use and water planning. MCWD desires a website that is visually compelling, easy to navigate, accessible to all users, integrates MCWD Application Programming Interfaces (APIs)/web services, and is easy to administer and maintain. In addition to the website development, the contractor will bring holistic design support and create content (written and visual) to best show and tell the organization's story and meaningfully present water and project data. This project is Phase II of MCWD's website rebuild process and will use the Phase I audience research and Content Strategy from 2019-2020 as a foundation to inform the design/build and content creation. The new website will launch in October 2022.

A.1 Proposal and Project Timeline

- RFP released December 17, 2021
- Letter of Interest + Questions due January 7, 2022 by 11:59pm CST
- Answers returned from MCWD by January 11, 2022
- Proposals due January 19, 2022 by 11:59pm CST
- Finalist interviews January 31, 2022 – February 4, 2022
- Contractor selected by February 24, 2022
- Project kickoff March 2022
- Launch of updated site October 2022

A.2 Project Contact

All questions, letters of interest, and proposals must be directed via email to:

> Helen Schnoes
> Outreach Manager
> Minnehaha Creek Watershed District (MCWD)
> 15320 Minnetonka Blvd
> Minnetonka, MN 55345
> 952-641-4524
> hschnoes@minnehahacreek.org

A.3 Project Budget

MCWD anticipates the budget for this project to be $80,000 – $100,000.

B. Organizational & Project Background

B.1 Mission and Authority

MCWD believes that **water is a central organizing element in the development of sustainable cities**. We know that our lakes, streams, and wetlands have the power to underpin community identity, and grow social, environmental, and economic value. This is why we are dedicated to building a landscape of vibrant communities where nature and the built environment exist in balance, creating value and enjoyment. We pursue a vision of A Balanced Urban Ecology through public-private partnerships that protect and improve water while creating a sense of place within the watershed.

The Minnehaha Creek Watershed is **one of the largest and most heavily-recreated urban watersheds in Minnesota**. The watershed encompasses 178-square miles, 29 cities from Minnetrista to south Minneapolis, and includes Lake Minnetonka, the Minneapolis Chain of Lakes, Minnehaha Creek, and Minnehaha Falls. It includes eight major creeks, 129 lakes, and thousands of wetlands.

Over the past 50 years, MCWD has **collected and maintained extensive water and natural resources data** which have supported implementation of over 70 capital projects, resulting in the conservation and restoration of over 700 acres of land. As a local unit of government, we are responsible for managing and protecting the water resources through permitting, capital projects (development, implementation, and maintenance), water quality research and monitoring, management of the Gray's Bay Dam, outreach and community engagement, and policy change. As a regional organization, we are actively working to understand how we can best support our communities as they respond to climate change.

MCWD is more than a leader in watershed management. We strive to push the boundaries of what we thought was possible. Our culture thrives on imagination, initiative, and the power that diverse perspectives bring to our collective mission. We enjoy the challenge of deep, meaningful work and know the power of teamwork to achieve excellence in a dynamic environment. **We seek a partner in this website design/build process that understands our mission and aligns with our cultural outlook.**

B.2 Website Background

MCWD's current website, https://www.minnehahacreek.org, is built on an open-source Drupal content management software and was last designed in 2009 and updated in 2011. The site fails and underperforms on many fronts: outdated design, mobile responsiveness, accessibility per Section 508 and WCAG 2.1 AA accessibility standards, content and data visualization needs of MCWD staff and its communities, and ease of administering, maintaining, and updating. The website is burdened by legacy content and currently serves, in part, as an untended archive. Up to ten staff engage with the website.

The District's current website is built on Drupal 7.82 and utilizes PHP 7.4. Security support for PHP 7.4 is scheduled to sunset November 28, 2022, leaving the current website vulnerable. Through preliminary research, the District understands that updating its current website to Drupal 9 to accommodate PHP 8.0 would require updates and testing on all modules/dependencies and would be more expensive than a website rebuild.

B.2.1 Analytics

Phase I included discovery activities that assessed current use patterns and other website analytics. Some high-level findings and data points include:

- Seasonality of page use, especially for water levels pages during periods of flooding and paddling the creek during summer
- Higher than average number of users accessing from desktop, although desktop vs. mobile traffic is more evenly split during peak summer months
- Top pages visited in rank order, starting with most frequent (% page views)
    1. Water Levels (18.67%)
    2. Homepage (16.58%)
    3. Canoe Minnehaha Creek (5.61%)
    4. About (2.41%)
    5. MCWD Staff (1.85%)

To fully understand the analytics of current website performance and use, review the Website Redesign Discovery Report that is included as Appendix A.

B.2.2 Current Content

The current site includes 27 different content types, listed in the Discovery Report. There are 132 modules/sub-modules enabled and 15 custom modules. Not all current modules will be migrated into the new website. MCWD anticipates that a significant amount of current content will not be migrated to the new site due to deletion or editing/rewriting to best fit the new site's Content Strategy.

A site crawl performed by the current site host in November 2021 revealed over 2000 content pages and over 1300 PDFs on the current site. MCWD has begun reviewing this information to be prepared for a content audit in Phase II to inform migration and creation. A significant portion of current content and PDFs consist of past agendas and minutes related to public meetings, MCWD projects, and legacy communications assets that do not align with the current strategic direction for MCWD Outreach.

B.3 Audiences

As a public agency, MCWD serves and communicates with multiple audiences. In 2020, MCWD adopted a new Outreach Strategy that increased emphasis on supporting high-impact interpersonal outreach tied to key District initiatives, decreasing emphasis on broad-based messaging. To achieve this shift in emphasis while continuing to meet the needs of residents and partners, MCWD's new website must effectively fulfill many of the common requests for information that were often addressed by MCWD's previous broad-based outreach programs and the staff that administered them. It must do so by effectively connecting people to the information they want or need.

MCWD summarizes key audiences in three important categories captured in the table below. In addition, we recognize that the website serves as an important tool for District staff and contractors to easily access important watershed information, and implement projects, and respond to public inquiries.

Target audience	People who must visit website	People who want to visit website
• Policymakers and community leaders looking for information on MCWD's policy and project initiatives • Community members curious about a policy or project near them	• Homeowners applying for a permit • Developers applying for a permit • Public agencies and organizations applying for a permit	• People interested in watershed recreation (specifically paddling Minnehaha Creek) • Homeowners in search of best practices for stormwater management and water quality • Community members in search of volunteer opportunities

B.4 Current Technological Integrations and Databases

In tandem with the website redesign, MCWD has worked to improve how it integrates information technology (IT) and serves data on the website through external links and embedding. The three primary features of this are the following:

- **Geospatial Information Systems (GIS):** MCWD operates an enterprise web GIS for data collection, analysis, communication, and engagement. ArcGIS Enterprise is the District's GIS solution for internal users, which is hosted on-prem including an enterprise geodatabase (SQL) and web/application servers. For external audiences and data sharing, MCWD utilizes ArcGIS Online – a SaaS solution. With ArcGIS Online, maps, applications, and dashboards are hosted in the cloud, and will be served to external audiences using embedding and iframes on the rebuilt website. https://www.minnehahacreek.org/maps

- **Permitting:** ElementsXS, created by Novotx, is the District's web-based permitting platform. The SQL backend and application server are hosted on-prem. The application has a public facing portal, where applicants can apply, track, and pay for a permit, and an internal portal, where staff review and approve permits. ElementsXS is tightly integrated with ArcGIS and the District's enterprise geodatabase – any data collected through ElementsXS will be analyzed, visualized, and served through GIS. MCWD's rebuilt website will need to link to the public facing portal: https://exs5cm.minnehahacreek.org/Account/Login?cguid=ee627211-727f-4341-8059-310d495ea0e6

- **MCWD Water Data API:** MCWD collects water quality and water quantity data that is used to support project stories that are data driven. These data are stored in the District's Kisters WISKI database, which also has a web hosted API that allows the District's data to be seamlessly integrated into web dashboards and interactive data stories. The District's API has already been incorporated into web dashboards to test real time water level communication and integrated enterprise ArcGIS web displays. The District expects that data accessible from the Water Data API can be used to develop pages on the rebuilt website such as dashboards to display water level for the public and municipal partners. Example of MCWD water level API example: https://www.mcwdtest.org/

B.5 Phase I Content Strategy

The Content Strategy delivered in Phase I of the website rebuild process offers a strong foundation for the selected contractor to build upon for Phase II design/build activities. The full Content Strategy was accepted by the MCWD Board of Managers in November 2020 and is included in Appendix B. All research conducted to inform the Content Strategy will be available for Phase II activities. Research included user surveys, focus groups, and content planning sessions; MCWD also executed a separate contract with strategic communication consultants who conducted research with external audiences.

The Content Strategy provides a preliminary site map, flow chart, and feature recommendations for the full site and individual sections/page features. It also provides guidance on overall voice, tone, copywriting, Search Engine Optimization, and visual strategy (imagery, color, and use of infographics and maps to reduce text reliance to present information). We anticipate that a significant amount of content within the new website will not be migrated.

Because of the delay between Phase I and Phase II (the result of internal staffing changes in the MCWD Outreach program), MCWD staff reviewed the Content Strategy and reaffirmed it is the right direction for the organization. Several areas were identified as needing some reassessment in the beginning of Phase II, including the Water Data section, level of information included on Project pages, and scaling back the resident education information to fit within the new Outreach direction.

C. Project Description

C.1 Project Goals

Through Phase I, three goals and principles emerged to guide the website update:

Website Goals	Website Principles
1. Connect people to the information they value	1. Begin with a judicious focus on the most important content
2. Highlight the value MCWD provides across the watershed	2. Weave in MCWD's brand position throughout
3. Provide transparency and organizational information	3. Leverage high-quality third-party content whenever possible

C.2 Scope of Work

MCWD anticipates the Phase II scope of work to comprise the following eight tasks. All proposals should clearly incorporate this scope. Tasks presented are roughly sequential but may be tackled simultaneously and iteratively as supports an effective project approach. MCWD invites proposers to identify any adjustments to described tasks or elements that should be included for the project to fully achieve its goals. MCWD looks forward to a highly collaborative, creative, and efficient process with regular check-ins throughout. Ownership of work products will vest in MCWD on creation.

- **Task 1: Review of Phase I research, Content Strategy, and current organizational needs (technological, data, communications).**

a. Contractor will lead an audit of current pages and facilitate MCWD staff assessment of what content will (1) migrate to the new site as-is, (2) migrate and edit, (3) delete, and (4) will be created for the new site.
b. Contractor will document outcomes of the audit and any updates to the Phase I Content Strategy.
c. MCWD will review draft versions of Task 1(b) documents, provide feedback to contractor, and approve a final version to complete this Task.

- **Task 2: Determine workplan to launch new site no later than October 2022**
  a. Contractor will facilitate a prioritization exercise with MCWD staff to determine the content, page templates/components, and technological elements that will be in place for October 2022 launch and create list of content, page templates/components, and technological elements to implement through post-October 2022 enhancement projects.
  b. MCWD will participate in the prioritization exercise.
  c. Contractor will document the outcomes of the prioritization exercise and define how all technical capabilities anticipated for integration subsequent to launch in October 2022 will be planned for and feasible during initial design and build.
  d. MCWD will review draft versions of the Task 2(c) document, provide feedback to contractor, and approve a final version to complete this Task.
  e. Contractor will create a website security plan outlining the systems, settings, configurations, and methods used to secure MCWD's website. This plan will address, but is not limited to: how the domain will be secured and protected, steps to secure user accounts (including authentication methods), vulnerability scanning and remediation, data backup processes, web server security, protections against cross-site scripting, data sanitation, etc.
  f. MCWD will review and coordinate 3rd party vetting and validation of the Task 2(e) security plan.

- **Task 3: Establish design elements for website and MCWD communications**
  a. Contractor will lead the MCWD staff and Board Members though "brand refresh" activities that review the current Brand Manual (Appendix C) and Phase I Content Strategy design and style recommendations (Appendix B) to create a new, holistic Brand Manual for MCWD's website and other communications channels. The updated Brand Manual for MCWD should address the visual look and feel as well as the voice and tone of written content.
  b. Contractor will create a preliminary portfolio of website themes, including how suggested directions will present on desktop and mobile devices for up to 5 page types/layouts.
  c. MCWD will review draft versions of the themes, provide feedback to contractor, and approve a final theme to advance for full website design.

    d.   Contractor will use the approved website theme to develop detailed designs for website page templates/components as identified in the Phase I Content Strategy and refined in Tasks 1 and 2.

    e.   MCWD will review draft versions of design elements in Task 3(d), provide feedback to contractor, and approve final versions.

    f.   Contractor will finish creation of design elements and compile them with any necessary guidance for consistent use by MCWD staff in a Website Style Guide.

    g.   MCWD will review the draft Website Style Guide, provide feedback to contractor, and approve a final version to complete this Task.

- **Task 4: Create content for new website and edit current content selected for migration**
    a. Contractor will lead content planning and outlining sessions with MCWD content experts to inform content editing and creation. This will include both written content and visual content.
    b. MCWD staff will provide technical expertise, existing written materials, and draft content review to contractor throughout the content creation process to ensure accuracy in information and strategic alignment in framing.
    c. Contractor will create a robust library of high-quality visual elements to support the goals of an engaging, visually-rich website. This will likely include original photography of MCWD sites and projects in multiple seasons, graphic design, infographics, icons, and other visual enhancements and techniques.
    d. MCWD will review drafts of written content and visual elements created, provide feedback to contractor, and approve final versions of written and visual elements to complete this Task.

- **Task 5: Build and develop the new website**
    a. Contractor will lead website build and related development based upon decisions made in Tasks 1-3. Integrations will include the MCWD GIS portal (embedded), permitting portal (external link), MailChimp newsletter sign-up (embedded/external link), and visualization of project and water data (custom dashboard or embedded) as the primary recommendations. See Section C.3 and C.4 for more information.
    b. MCWD will review drafts of webpage templates/components created, provide feedback to contractor, and approve final versions to complete this Task.

- **Task 6: Test site pre-launch and train staff for content management**
    a. Contractor will perform rigorous testing of every component of the new website, including overall performance and display based upon design (specific to various browsers and mobile devices), security, accessibility, user experience/interface (usability testing), and ease of administration. All testing will be complete prior to October 2022 launch of the new website.

b. Contractor will provide up to three thorough trainings for all staff identified as potential editors (approximately 5-10) and supply documentation (written, graphic, and video-recordings) suitable for troubleshooting and new staff trainings. MCWD anticipates that any staff member will be able to easily use the new website regardless of previous website experience based upon contractor training and supporting documentation.

c. Contractor will provide a Site Testing Report upon the completion of testing prior to site launch, including improvements to be completed pre-launch and those planned for post-launch. Contractor will also provide a Site Use and Maintenance Manual for staff about on-going website content creation, maintenance, and troubleshooting.

d. MCWD will participate in training and testing activities as agreed to with contractor.

e. MCWD will review the draft Site Testing Report and draft Site Use and Maintenance Manual, provide feedback to contractor, and approve final versions to complete this Task.

- **Task 7: Launch new website**
  a. Contractor must successfully complete Tasks 1-6 before working on this task, and must complete the task by the end of October 2022.
  b. Contractor and MCWD will agree to the details, logistics, and timing of the website launch in Task 2. The launch will happen in such a manner that there is no interruption to the web presence of MCWD. Final decision-making rests with MCWD for launch date.
  c. Contractor will coordinate with MCWD's IT managed service provider to ensure domain, DNS, SSL certificates are configured and applied as needed.
  d. Contractor will monitor website for at least 2-4 weeks following launch to troubleshoot and resolve bugs and other issues.

- **Task 8: Create plan for on-going support, maintenance, and enhancement projects**
  a. Contractor will pursue website enhancements if documented in contract and/or agreed to in Tasks 1 and 2. Contractor will create an Enhancement Project Summary document (including purpose, level of effort, technical requirements, estimated cost, and timeline) of future enhancement projects for MCWD to consider and pursue after Phase II. This may include specific visualizations and dynamic stories of MCWD projects and data.
  b. MCWD will review the draft Enhancement Project Summary document, provide feedback to contractor, and approve a final version.
  c. Contractor will provide a recommendation, including costs and services, for long-term website hosting, maintenance, and support.
  d. MCWD will make the final determination on hosting services and website support and maintenance.

C.3 Technological Requirements + Functionality

In Phase I, the contracted vendor provided MCWD with a list of technological requirements. All proposals must be written to meet the standards presented on the list in Appendix D.

In <u>addition</u> to the technological requirements, MCWD's website rebuild should bring to life the vision established in the Content Strategy (Appendix B) and have the following functionality:

- **Must have**
  - Google Analytics tracking and related website performance features
  - Easy and intuitive site navigation and keyword search
  - Real-time display of water levels based on flow gauge data
  - Social media sharing integration
  - Flexibility to serve future custom data visualizations
  - Ability to embed content, such as videos, data visualizations, web maps, and dashboards through iframes or similar
  - Responsive pages
  - Calendar for meetings and events (updated manually)
  - Display of board meeting materials and minutes that can be filtered by date and searchable by keyword without reliance on PDFs
  - Public notices display
  - MailChimp integration (or we're open to shifting to new email/newsletter software)
  - Industry standard security features, including (1) staff login and other guards against unauthorized access, (2) privacy protection for data entered on site forms and payment applications, and (3) compliance with General Data Protection Regulation.
- **Desired**
  - Language options (i.e. individual homepages for major languages in the watershed)
  - Ability to schedule article publishing and expiration
  - Integration of community engagement tools like polling, Q&As, and forums

C.4 Content Management System

When MCWD began Phase I, staff leading the effort desired to stay with Drupal as its Content Management System (CMS) due to familiarity, and the selected vendor worked under that assumption. For Phase II, MCWD is no longer committed to staying with Drupal.

MCWD is open to a number of options for CMS and is looking to the Phase II contractor to articulate their CMS expertise and preferred platforms in the Proposal (see D.2). If the selected contractor is skilled in multiple CMS, they may facilitate the final decision in Tasks 1 and 2. MCWD wants a platform that will best meet its needs and bring the Content Strategy and Phase II goals to life, including:

- Easy to administer and maintain
- Cost-effective long-term
- Delivers a highly-visual, engaging, and accessible content to promote our brand and value
- Works with third-party integrations at launch and in anticipated enhancement projects

We are open to contractors who work with Drupal, WordPress, Umbraco, or a proprietary CMS.

C.5 Current Areas of Uncertainty

Several areas of uncertainty remain as MCWD enters Phase II of our website redesign process. These will be primary areas of discussion for Tasks 1 and 2.

1. **Water Data:** MCWD is looking to the contractor to help us determine the details of what water data we want to feature and how to most effectively present that data. MCWD is hesitant to follow the model on other public agency sites of simply providing an online mapping portal with lots of data that the user needs to sift through on their own. We aspire to offer a more curated, story-based user experience and interface to support user access of meaningful, targeted data in highly visualized ways (figures, graphs, etc.). MCWD has many data sets and wants to present them thoughtfully and strategically to meet the needs of our audiences. Related, we are sensitive to the level of staff effort required to maintain data accuracy and performance of the site pages comparative to the level of use and access from the public.

2. **Content Creation:** While we estimated some thresholds for content creation in the D.2 Proposal Requirements, MCWD is looking for collaboration in Tasks 1 and 2 to bring greater precision to the amount of new text, number of photographs, number of graphic elements, and other content necessary to create to ensure a successful launch of the website in October 2022. MCWD welcomes contractor recommendations in the proposal process based upon industry standards and experience with previous project relevant to MCWD's situation and vision.

D. Proposal Process & Requirements

D.1 Timeline Details

The full proposal timeline is included in the cover page section A.1. Key deadlines for potential contractors to be aware of include:

- **January 7, 2022 at 11:59pm CST: Letter of Interest + Project Questions Due**
  - Interested contractors must submit a one-page letter of interest and supplementary list of questions no later than this date and time. All respondents will receive an email confirmation of receipt by January 8.
  - *Only those contractors who submit a letter of interest and any related questions will (1) receive aggregated answers to all questions received by January 11, 2022 for use in preparation of the final proposal, and (2) be considered for finalist interviews.*
- **January 19, 2022 at 11:59pm CST: Final Proposals Due**
  - Proposals meeting all requirements in Section D.2 and with thoughtful consideration of the Section C Project Description must be received via email by this date and time. All respondents will receive an email confirmation of receipt by January 20, 2022.
- **Week of January 31-4: Finalist Interviews**
  - MCWD will evaluate proposals and invite finalists to interview during this week. All contractors interested in participating should ensure availability of key staff.
- **Contractor selected February 24, 2022**

o Final selection will occur per staff recommendation to the MCWD Board of Managers and decision made by the Board of Managers.
o MCWD staff and contractor will agree to final adjustments to contractor's proposal to serve as attached scope of work for project agreement.

D.2 Proposal Requirements

Proposals must be submitted in an electronic form via email. No paper submissions will be accepted or considered. Proposal must take into account the Section C Project Description and address requirements in a complete and concise fashion as articulated in sub-sections C.3 and C.4.

Proposals must include the following sections:

1. **Company and/or Project Team Background**
   a. Brief description of the lead contractor company and project team (website design, development, and content creation). Clearly state if contractor will use subcontractors as part of the project completion.
   b. Name and contact information for the person(s) to be contacted about proposal.
2. **Qualifications**
   a. Contact information and resume for designated project manager.
   b. Names of project team members, members' roles, level of effort, and resumes/credentials.
   c. Description of and work samples from at least three similar past projects (website design/build, public projects, etc.)
   d. References (contact person, title, email, and phone number) for at least three clients and project summary.
3. **Project vision and approach**
   a. Describe your interest in this project and vision for your approach, including how you would lead it, work with MCWD staff and Board of Managers, (possibly) engage stakeholders, and use creativity and collaboration.
   b. Provide your recommendations for a Content Management System (or how you would facilitate such a decision) and other technological features or tools to be considered.
   c. Describe how you will execute Task 2 to identify the website development elements and scheduling of those that will be completed before, and those after, Oct 2022.
   d. Describe how you will execute site testing prior to launch, including methodology and metrics.
4. **Project process and work schedule**
   a. Using the eight tasks and related subtasks described in C.2 Scope of Work as a foundation, describe your process and overall project flow. This should include:
      ▪ Milestones and major activities
      ▪ Interrelation of tasks and activities
      ▪ Timeline and work schedule
      ▪ Roles of project team members
      ▪ Expected role of MCWD staff

- Information needed from MCWD and when it will be needed
- Additional activity considerations you would like to add

5. **Support and services following launch**
   a. Describe services provided specific to a post-launch warranty period and regular, on-going support. This may include response time for regular issues and disaster recovery/crisis events, fee structure, and other relevant information for on-going hosting and website support. MCWD is open to changing its web hosting vendor as makes sense with the overall direction for Phase II and beyond.
   b. Preliminary suggestions for project enhancements to follow launch, both within scope and as additional services, are invited.

6. **Project Cost**
   a. Total cost proposal should consider MCWD's anticipated project budget as described in A.3 on the cover page.
   b. Provide a cost estimate for each project task identified in C.2 and additional activity in "Project process and work schedule" (D.2.4). Proposals should indicate a total cost for each milestone/task plus hourly rates of project staff and an estimated number of hours to complete.
   c. For the purpose of proposal development, MCWD would like estimates to use the following parameters for anticipated project elements, with the understanding that elements will be refined though the interview, selection, and Tasks 1 and 2 discovery.
      - Primary webpage templates: 10 – 20
      - Webpage components: 15 – 30
      - Current webpages with text to migrate and edit: 30 – 50 pages
      - New webpages content to write: 60 – 90 pages
      - Photography: Half- or full-day shoots in Winter, Spring, Summer, and Fall
      - Graphics library: 10 – 20 images/icons

D.3 Review and Selection Criteria

MCWD will use the following criteria to select finalists to interview (A-C) and to select the contractor (A-D). The indicated weighting communicates relative importance. However, the District retains the right to select the contractor through the exercise of its best judgment.

Criteria Category	Elements	Weight
A. Experience	Company and project staff demonstrate the experience needed to successfully complete the project and possess areas of knowledge necessary. Examples and references provided are strong and relevant to MCWD's project.	**20%**
B. Proposal project vision, alignment, & process	Proposal demonstrates a clear understanding of MCWD's vision and project needs. Project process and schedule are specific and complete, offering a realistic approach to launch new site in October 2022.	**30%**
C. Cost	Cost is competitive, clearly justified, and aware of MCWD's budget.	**30%**

	On-going support fees and future enhancements are explained and reasonable.	
D. Interviews	Presentation is high-quality, professional, and reflects MCWD's vision. Questions from MCWD are answered well. Approach and style of proposer is collaborative and creative.	**20%**

E. Appendices

E.1 Appendix A: Phase I MCWD Web Redesign Discovery Report (July 2019)

E.2 Appendix B: Phase I Content Strategy (October/November 2020)

E.3 Appendix C: MCWD Brand Manual (2015)

E. 4 Appendix D: MCWD Website Features and Technical Requirements

E. 5 Appendix E: MCWD Template Contract