



Title:	Authorization to Execute a Contract for Minneapolis Thriving Waters Partnership Website Development
Resolution number:	26-046
Prepared by:	Name: Samantha Hoppe Phone: 952-641-4518 shoppe@minnehahacreek.org
Reviewed by:	Gabe Sherman, Senior Planner-Project Manager
Recommended action:	Authorize Contracting with Fjorge for Website Development
Schedule:	May 2026 - Contracting June 2026 - Discovery and Design July 2026 - Development and Testing August 2026 – Anticipated Launch
Budget Considerations:	Fund name and code: 4-4002-4320 Fund Budget: \$69,000 Expenditures to date: \$9,099 Requested amount of funding: \$23,490
Past Board Action:	Res. #23-032: Authorization to Contract for Website Hosting and Managed Services Res. #24-028: Authorization to Execute a Cooperative Agreement with the City of Minneapolis and the Minneapolis Park and Recreation Board, and Release the Request for Proposals for the Minnehaha Parkway Phase I Project Feasibility Study Res. #24-042: Authorization to Award Contract for Minnehaha Parkway Phase I Project Feasibility Res.#26-035: Adoption of Minor Plan Amendment to Watershed Management Plan

Background:

On April 25, 2024, the Minnehaha Creek Watershed District (MCWD or District) Board of Managers adopted Resolution 24-028, which authorized a new cooperative agreement with the City of Minneapolis (City) and the Minneapolis Park and Recreation Board (MPRB) to forge a partnership for water resource planning and project implementation in Minneapolis. This cooperative agreement established:

1. A governance structure to coordinate across agencies and between policymakers and staff;
2. Phase One project priorities in the Minnehaha Parkway Corridor; and
3. A framework for long-range planning to identify and align future project priorities for the partnership.

At their inaugural Policy Steering Committee, policymakers from each agency emphasized the need for a coordinated communication strategy to support communication of near-term priorities, build resident awareness, and foster the perpetuity of the Partnership. Committee members suggested the development of a shared Partnership website to address these needs. Recognizing the importance of fostering a strong public understanding of the Partners' shared water

resource management strategy, the cooperative agreement prescribes the development of a joint external communications plan to guide collaborative messaging, communication, and engagement initiatives for the Partnership.

Partnership Communications Plan:

With the Partners now advancing the first Phase One project into design and progressing long-range planning efforts with the development of the first Management Unit Plan for the Cedar Lake area, staff have developed a Communications Plan to inform coordinated efforts to build public awareness of this near-term work and the Partnership's strategic goals of addressing challenges in water quality, flooding, and natural resource protection.

Developed in coordination with communications professionals at each agency, the Communications Plan:

- Identifies a Partnership Communications Team and an editorial process for review with the Coordinating Team.
- Defines the core audiences for the Partnership's communications efforts.
- Establishes the Partnership's name (Minneapolis Thriving Waters Partnership) and visual brand identity.
- Defines coordinated implementation methods for internal and external communications, and public engagement.
- Defines the creation of a Partnership website as a key priority, led by MCWD as the lead coordinating agency.

Website Development Scope and Process:

To facilitate the development of a Partnership website that is reflective of the Partnership's goals and brand identity, staff worked with the Partnership's Communications Team to finalize the Partnership's brand kit and create a preliminary content scope. MCWD staff also obtained proposals from several local website development vendors to assess preliminary project costs and approaches across the market.

MCWD received proposals from several web developers, including its existing website managed service provider, Fjorge. Staff found Fjorge's project estimate of \$23,490 to be cost-effective among other firms of similar size, scope, and capability. Fjorge also provides unique value in that they can provide a streamlined launch, hosting, and maintenance process by incorporating the new Partnership website into the District's current managed service plan for the MCWD website, creating efficiency in content management and website maintenance for the Partnership's Communications Team.

Fjorge's proposal frames an 8–10-week website development process, with the launch timeline dependent upon the pace of content entry. Fjorge would begin by gathering insights from the Partnership's staff team on website needs; visual design direction; and desired user experience, to inform the sitemap and content design, before starting development and testing of the site's configuration and features. Based on this process, staff anticipate launching the website in late Summer or early Fall, pending interagency coordination and timely content entry by the Partnership's Communications Team.

Recommendation:

Based on the assessment of proposals, staff request authorization to contract with Fjorge for the creation of a website for the Minneapolis Thriving Waters Partnership.

Attachments:

- Minneapolis Thriving Waters Partnership Brand Kit
- Fjorge Partnership Website Development Project Proposal



RESOLUTION

Resolution number: 26-046

Title: Authorization to Execute a Contract for Minneapolis Thriving Waters Partnership Website

- WHEREAS, On April 25, 2024, the Minnehaha Creek Watershed District (MCWD) Board of Managers adopted Resolution 24-028 authorizing the execution of a new Cooperative Agreement between MCWD, the City of Minneapolis, and the Minneapolis Park & Recreation Board (MPRB) to establish a new program of coordinated water resource planning and project implementation;

- WHEREAS, The Cooperative Agreement established a governance structure to guide the Partners in coordination across staff and policymakers, identified three near-term Phase One projects along the Minnehaha Creek Corridor, and outlined a framework for long-range planning;

- WHEREAS, Recognizing the importance of enhancing public understanding of the Partnership’s work and strategic goals, the Cooperative Agreement dictated the creation of a shared Communication Plan to guide coordinated communications efforts by the Partners;

- WHEREAS, A Communication Plan was developed with the staff teams at each agency, outlining methods and implementation approaches for internal and external communications, and public engagement, and cementing the name and visual brand identity of the Minneapolis Thriving Waters Partnership;

- WHEREAS, The Minneapolis Thriving Waters Partnership Communications Plan prescribes the development of a shared partnership website to serve as a central hub for information on the Partnership’s goals, implementation efforts, and opportunities for residents to get involved;

- WHEREAS, As the lead coordinating agency in the Cooperative Agreement, the Communications Plan notes MCWD will lead website development with staff and funding support provided by each Partner;

- WHEREAS, MCWD staff have collected proposals from web development vendors to evaluate various approaches and cost estimates, including MCWD’s current website managed service provider, Fjorge;

- WHEREAS, Staff have determined that Fjorge’s proposal is cost-effective and provides a unique advantage to streamline ongoing management by adding the website to MCWD’s existing managed services portfolio;

- WHEREAS, The Board of Managers has determined that Fjorge’s services will support the delivery of an effective, user-friendly website for the Minneapolis Thriving Waters Partnership.

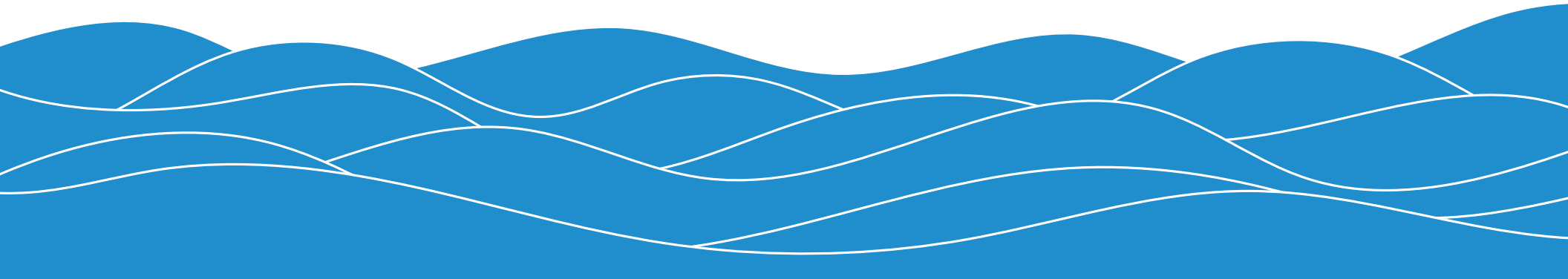
NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers hereby authorizes the District Administrator to execute a contract with Fjorge, on behalf of the Minneapolis Thriving Waters Partnership, for the development of a Partnership website, in an amount not to exceed \$23,490.

Resolution Number 26-046 was moved by Manager _____, seconded by Manager _____. Motion to adopt the resolution ___ayes, ___nays, ___abstentions. Date: April 23, 2026.

 Secretary Date: _____

Brand Standards

[simple version] 11.3.25



LOGOS

	Full Color	One Color	Black	White
Badge				
Horiz				
Vert				

FONTS

Headline

Bebas Neue Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234556789

<https://fonts.adobe.com/fonts/bebas-neue-pro>

Subhead

Oso Serif - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234556789

<https://fonts.adobe.com/fonts/oso>

Body

Acumin Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234556789

<https://fonts.adobe.com/fonts/acumin>

Example

Our Vision

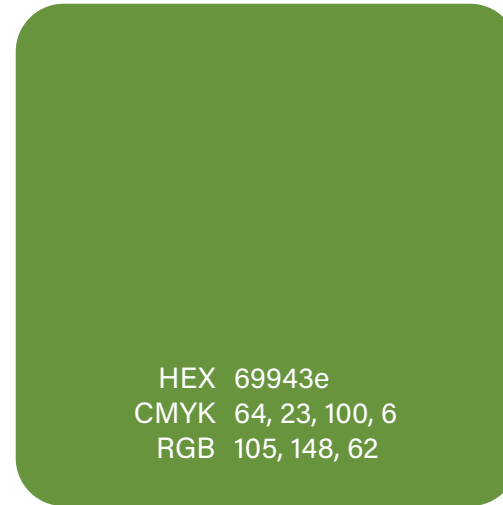
With our partners we are committed to achieving a landscape of vibrant communities where the natural and built environments in balance create value and enjoyment.

Everyone who lives and works in the Minnehaha Creek Watershed is part of an intricate ecological system of natural and human-made parts. Finding ways for these parts to work in harmony is the key to achieving the balanced, sustainable, and successful communities we seek.

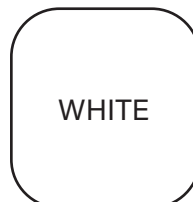
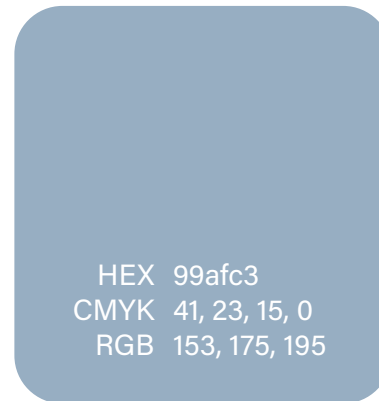
Rather than viewing the natural and built environments as a clash of opposing forces, we see the interrelated and interdependent character of modern life. This is why we integrate our work with that of public and private sector partners to protect and improve land and water for current and future generations.

COLORS

PRIMARY



SECONDARY



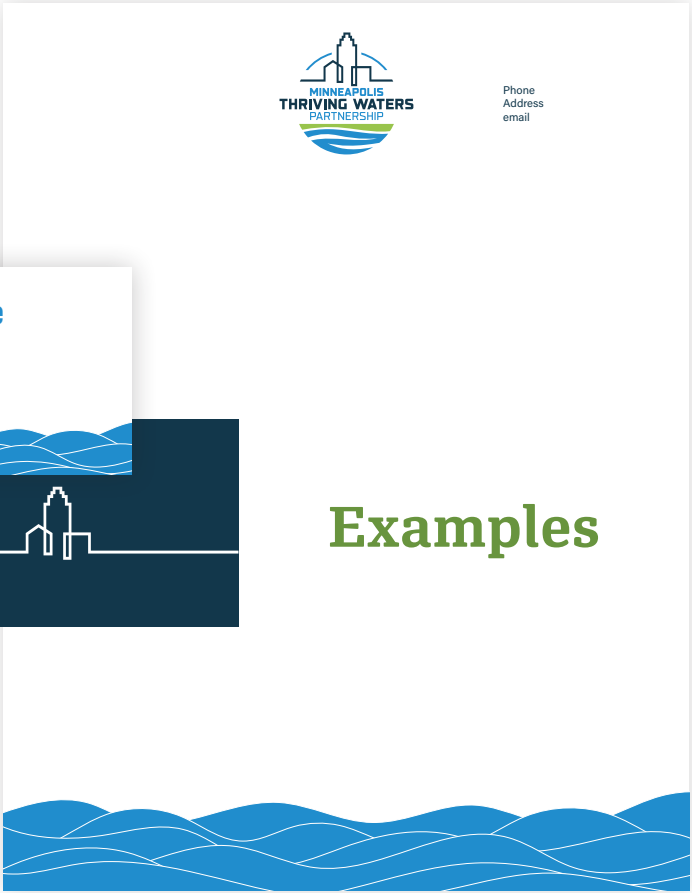
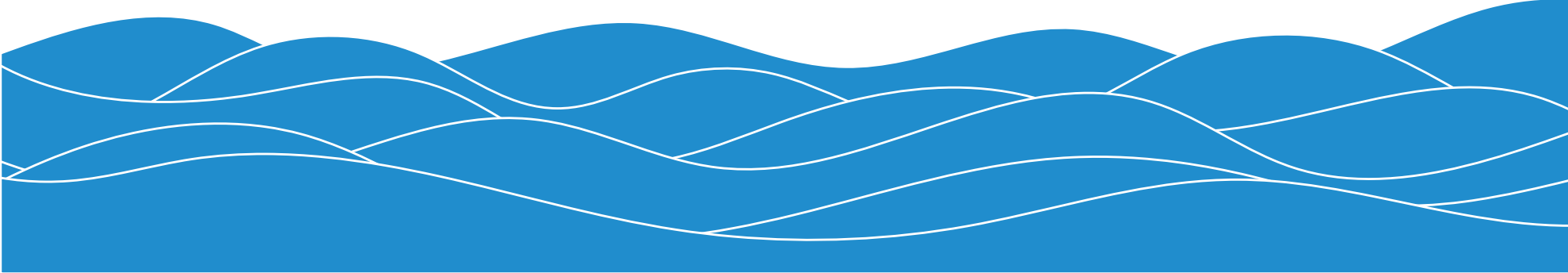
ELEMENTS

Elements

MinneCreek_Building_Outline.ai



MinneCreek_Waves_Blue.ai



Examples



**Minnehaha Creek Watershed District:
Partnership Website
Website Development Project Proposal**

Mary Cooke mary.cooke@fjorge.com
Solutions Engineer: Brian LaCrosse

LET'S BUILD SOMETHING GREAT, TOGETHER.

FJORGE // 15 S 5TH ST SUITE 500 MINNEAPOLIS, MN 55402 // 612-877-3840

Project Summary

fjorge is working with Minnehaha Creek Watershed District to build a new partnership website for a new capital investment program.

Impact Statement

The Minnehaha Creek Watershed District has been developing a partnership for a program of projects with the City of Minneapolis and the Minneapolis Park & Recreation Board.

As they are wrapping up the initial planning phase of these projects, Minnehaha Creek and their partners need to create a simple partnership website for this capital investment program to better reflect the shared goals of the partnership rather than housing the information on their own website (minnehahacreek.org).

This site will be instrumental in 2026 as the partners begin to conduct public meetings, so that the people in the community can review the program and the plans.

fjorge is being engaged as the technical partner to bring this digital project to life.

Project Approach

Team

- Nimble, full-time and experienced WordPress development team
 - Product Owner: project leader manages all aspects of delivery and project management.
 - Lead Developer: reviews all code commits and oversees development tasks.
 - Supporting Developer: delivers code to lead developer for review.
 - UX Designer: designs the concepts and front end UI.
 - QA Engineer: reviews the site for quality assurance prior to sharing with client for review.
 - Sys Admin: deploys site to hosting environment.

Project Overview

We are planning to approach this project in stages. Key details of each stage are listed below.

Timeline Estimate: 8-10 weeks pending stakeholder feedback

Discovery Stage

- Process
 - Discovery sessions with stakeholders to explore what is viable, feasible, desirable
 - Understand the problem and collaborate on a solution
 - Gather business insight needed for UX / UI Design
 - Gather business insight needed for Solution Architecture to complete the Implementation Plan
 - Gather design requirements and brand guidelines
 - Collaborate on accessibility to determine appropriate requirements consistent with the final designs and development budget
 - Goal: WCAG 2.2 AA
 - Participants include Business, Technical, and UX stakeholders
 - Define Solution via the Implementation Plan
 - Document Business Requirements
 - Define Technical Recommendations
 - Determine Functional Requirements
 - Implementation Plan Review
 - Presentation of the Implementation Plan to the client of the proposed solution
 - Discuss stakeholders' feedback
 - Implementation Plan collaboration and refinement for approval
- Typical Deliverables
 - Implementation Plan
 - Solution
 - Technical Recommendations
 - Prioritized Functional Requirements
 - Project Roadmap
 - Project Milestones
 - Detailed Timeline
 - Required Budget

Design Stage

- Process
 - Finalize sitemap
 - Create 2 design concepts for client to choose from directionally
 - Create high-fidelity designs with two (2) breakpoints
 - Global elements
 - 12 modules
 - First round of revisions on high-fidelity designs

- Design Presentation
 - Presentation of the high-fidelity designs
 - Discuss stakeholders' feedback
- Second and final round of revisions on high-fidelity designs for approval
- Deliverables
 - Sitemap
 - High-fidelity designs

Development & Testing Stage

- Process
 - Build the product to the Implementation Plan
 - The product will be informed by designs, but the designs may imply more functionality than is included in the Implementation Plan
 - Recurring development check-in meetings to review development progress and plan for upcoming development
 - Ongoing functional QA throughout development
 - This includes testing by both fforge and the client
 - Client will add all content to the site
 - Incomplete content entry may delay the timeline and increase the budget
 - Development changes that are required to make new content or assets fit the original design may delay the timeline and increase the budget
 - fforge testing does not include content review
- Product Goals
 - *This is an initial product concept. The final product will be determined during the Discovery and Design stages.*
 - WordPress CMS installation
 - Design Implementation
 - WordPress custom theme development
 - Responsive development with 2 breakpoints to include desktop and vertical phone
 - Global Elements
 - Header (including navigation)
 - Footer
 - Estimate of 12 modules
 - *This is an estimate only. This is intended to give a sense of the scale of the product that typically goes with the budget*
 - *fforge will use designs to develop modules that deliver business critical functionality first*

- *The final number of modules that can be developed within the budget is dependent on the complexity of the specific modules designed. The specific modules will be determined during the Design Stage.*
- Homepage
 - 4 modules (ex. teaser for calendar, featured articles)
- Partnership Overview
 - 3 modules
 - More information on each of our partners (with external link)
- Calendars
 - 1 module
 - No list view expected to be created during this project
 - Currently using Sugar Calendar
- Event Details (Agenda Materials)
 - 1 repeatable module
 - Includes the event details
 - Documents that are used for the event
- Project Listing
 - 1 module
- Project Details
 - 2 additional modules
- Features
 - No additional features expected for this project
- Integrations
 - No integrations expected for this project
- Technical SEO
 - Pass Google mobile friendly test (search.google.com/test/mobile-friendly)
 - Specify a preferred domain (www or non-www)
 - Up to twenty (20) 301 redirects
 - Optimize Robots.txt (allow bots to crawl site upon launch)
 - Add YOAST SEO plugin for setup of metadata, page titles, heading tags and meta descriptions for use by content manager
 - Google Analytics installation
 - Create XML sitemap
 - Add SSL certificate
 - Optimize 404 page
 - Tell visitors in friendly language that the page they are looking for is no longer available

- Make it easy to go back to the previous page, your homepage or other important pages

Quality Assurance & Launch Stage

- Formal client QA prior to launch
 - One (1) round of Single Batch Functional QA (no rolling QA feedback with real time fixes)
- Conduct 1-2 recorded training sessions
- Create and review the deployment plan with the client
- Deploy site to production server

Ongoing Post-Development Partnership (recommended)

- Managed Services -- more information can be found below in the "Managed Services Plans" section
 - Hosting and uptime monitoring
 - Security and stability updates
 - Feature enhancements
 - Ongoing support

Assumptions

This estimate, timeline, and project requirements are based on the following assumptions. If any of these assumptions are incorrect, it may impact the estimate and/or timeline.

- Partner Consultation: Client is contracting with fforge for the described services on behalf of a partnership with the City of Minneapolis and the Minneapolis Park & Recreation Board. fforge understands that Client will be consulting with these partners and seeking informal concurrence on elements of fforge services. Client is responsible to coordinate partner consultation, to attend to its timeliness, and to give clear direction to fforge. fforge will not obtain direction directly from a partner. Fforge will seek, and Client will provide, direction as to how website ownership will be reflected and represented.
- Accessibility
 - An accessibility score is a 'point in time' measurement, and that changes (to design, content, WCAG regulations, etc) after launch are beyond the scope of this project
 - Manual testing carried out by experts is required to accurately measure WCAG legal compliance, and is not in this project scope.
 - fforge does not provide legal advice and this information, as well as our accessibility development work and communication should be taken only as best practice recommendations for improving your websites accessibility.
- Animation

- fjorge assumes there will be no advanced animations or parallax (ex: page-load animations, scroll-based animations, velocity animations, etc)
- All animation functionality will be limited to usual rounds of QA
- Budget & Timeline
 - Rush timelines increase the risk of knowledge gaps and unrefined requirements which could lead to the need for increased budget and extended timeline
 - Timely and thorough completion of the project depends on client, and any third party vendors, making key stakeholders available for required meetings and communications.
 - If client needs to move launch date more than once from originally planned timeline (established at development kickoff), fjorge reserves the right to:
 - review resources available and determine next open window to accommodate the new timeline
 - close the project and any following work will require a new project scope; any remaining scope and new requests would be billed as part of the new project scope
 - fjorge launches sites and applications and deploys code changes only on weekdays before 2pm, with no deployments on Fridays or the day before a holiday.
- Content
 - Incomplete content entry may delay the timeline and increase the budget
 - Development changes that are required to make new content or assets fit the original design may delay the timeline and increase the budget
 - fjorge will add test content for each module. Client will add all content, create all necessary pages, as well as review and update all content using the CMS.
 - fjorge does not provide accounting or legal advice. (ex: CBD product regulations, e-commerce tax considerations)
- Design
 - fjorge defines 1 template to be 3 - 5 page sections/modules/blocks. Additional modules on a template may incur additional cost or be treated as an additional template.
 - If development changes are required to make new content or assets fit the original design, fixes are out of scope.
 - If content entry breaks design due to copy being longer than provided in designs, or described in design documents, fixes are out of scope.
 - If Images have different dimensions than provided in designs, or described in design documents, fixes are out of scope.
 - If client requires significant additional rounds of review beyond what is detailed in this scope, a change order will be proposed.
- Integrations & Plugins
 - fjorge does not cover the cost of third party plugins.

- This project does not involve any changes to or set up with any 3rd party integrations other than those agreed upon via written documentation in the Implementation Plan
- This project depends on each API or integration having the necessary functionality to support this project's given feature(s)
 - Any deviation from what was understood at the signing of this contract regarding the specification of the API or integration is solely the responsibility of the client. Such deviations will result in additional time and materials cost including discovery and planning, development or repair, and testing.
- Logistics
 - Days in the timeline are Business Days, Monday-Friday excluding holidays. EOD is defined as 5pm CDT, unless otherwise specified
 - If the client owns, or wants to own the code repository, fjorge will need access before development begins
 - Server Access - If fjorge doesn't host the site we'll need the following:
 - server credentials and environment configuration information
 - Access to development and staging sites
 - SSH access
 - Existing Site
 - Features on existing site are not included unless included in the Implementation Plan
 - Site Files and Database - fjorge will be provided with access to the following:
 - all source files (for compiled sites)
 - relevant CMS superadmin login
 - database access
- SEO & Sitemap
 - fjorge is not providing Content Strategy or SEO services as part of this project
 - Client will provide all 301 redirects
 - fjorge will use standard 404 Page Template unless Client specifies otherwise.
 - Client will provide reference destinations for links if it is not obvious
- This project is not a white labeled service.

Project Conditions

Browser and Device Support

- Chrome (current version)
- Firefox (current version)
- Safari (current version)

- Microsoft Edge (current version)
- iPad (Chrome, Safari)
- iPhone (Chrome, Safari)
- Samsung Galaxy (Chrome)
- Samsung Galaxy tablet (Chrome)

** If other browser or specific Operating System support is needed, please contact us. If one browser is causing significant performance or style issues, we will make reasonable accommodations to include the outlying browser, and if issues persist then the site will display a small modal encouraging the user to upgrade to a modern browser.*

Budget Estimate

NAME	HOURLY RATE	HOURS	SUBTOTAL
Estimate	\$135.00	174	\$23,490.00
Total			\$23,490.00

NAME	MONTHLY PRICE
Enhance Managed Service Plan This adds 2 hours for monthly maintenance of this new site to the existing Managed Services plan. \$250 will be added to the existing Managed Services plan of \$1,500 per month to total \$1,750 per month.	\$1,750.00

Estimate Only

The costs outlined in this document are based on what fforge knows at the time of scoping your project and is an estimate only. Your scope, budget and timeline may change based on further defined documentation.

Payment Terms

- This project will be invoiced on a time & materials basis, meaning fforge will invoice you for the time we spend on the project.
 - If your project includes a Budget Estimate, fforge will seek written approval for client authorization before going over budget.
- Down Payment Invoice
 - fforge will invoice the Down Payment within 1 week of the Signature Date.
 - A down payment of 30% of the Budget Estimate is due 10 days after the Invoice Date on the Down Payment invoice (NET 10 terms).
 - If we have yet to receive payment for the Down Payment within 10 days of the Down Payment Invoice Date, we reserve the right to delay the timeline of the project (including the start date).
 - The Down Payment will be applied to future T&M invoices for services incurred.

- T&M Invoices
 - The T&M invoices after the Down Payment Invoice will be invoiced monthly at the beginning of the next month and reflect the services provided by fjorge in the previous calendar month.
 - The T&M invoices are due 30 days after the Invoice Date on the T&M invoice (NET 30 terms).
 - For each T&M invoice, 50% will be paid from the Down Payment balance as long as a balance remains. The remainder of the invoice will be the Amount Due.

Cancellation Policy

- If the client terminates the project, fjorge will invoice a final Cancellation Invoice for the following:
 - All services incurred to the Cancellation Date
 - Required services incurred after the Cancellation Date agreed to in writing
 - A Cancellation Fee of 25% of the Budget Estimate
 - This cancellation invoice only apply if MCWD (as client) cancels for convenience, not if cancellation is fjorge's decision.
- The Down Payment balance will be used towards the Cancellation Invoice.
- If the Down Payment balance is not enough to cover the Cancellation Invoice, there will be an Amount Due with NET 30 terms
- If there is a Down Payment balance after the Cancellation Invoice, this amount will be returned.
- However, if the client chooses to proceed with other work with fjorge that is agreed upon within 90 days of the Cancellation Date, the Cancellation Fee can be applied as a credit to the new work.

Change Management Policy

Throughout the course of this type of engagement, issues may arise that cannot be reasonably predicted or assumed during the initial estimating process. For this reason, we may adjust scope and pricing as necessary to effectively address the needs of the project. In the event that changes are necessary, or requested by the client, we will use a change order process. Upon identification of a needed scope change, we will document the requirements of the scope change. We will then estimate the resource, time, and cost implications of the scope change and provide the Change Order information in writing to the client for approval. Upon approval, the change will be implemented.

By signing this document, you (the client) will be reserving fjorge team members for this project. As we work through this project, fjorge will require many deliverables from you (the client). If there are delays

in receiving deliverables per an agreed timeline, this can cause inefficiencies in the development process and may lead to a timeline change order.

Signature	Date

Master Services Agreement

This document is Exhibit A to the agreement between the parties, which is an MCWD form, rather than fjorge's Master Services Agreement.

Managed Services Plans

The Managed Service plan will maintain the following properties:

- minnehahacreek.org
- This new partnership website (URL is TBD)

	Enhance
Plan Hours	
Hours Tracker Tool	Yes
Customer Success Manager	Dedicated
Maintenance Hours	6 (up from 4)
Client Managed Request (CMR) Hours	6
Customer Success Manager (CSM) Hours	2
Contract Period	Monthly
Systems Administration (if fforge hosted)	
Quarterly Uptime Average	99.8%
SSL Renewals	Yes
Database Backups	Daily
File Backups	Weekly
Plans Pricing	
Monthly Cost	\$1,750

Payment Terms

fforge will add \$250/month to the existing managed services plan. Invoices will be submitted monthly for work performed during the preceding month. Payment for undisputed work will be made within 35 days of receipt of the invoice.

Conditions

- Month to month contract
 - Downgrade plan level or cancel with 30 days notice. A signed agreement will be required for proper record keeping.
 - Plan hours are not pro-rated for a mid-month cancellation.
 - Support hours do not roll over from month to month.
- Initial application review, setup, account onboarding, and migration tasks will be completed separate from the plan hours.
 - If no application review project is signed, first month Client Managed Request hours will be used.
- When hosted on fjorge AWS servers, this plan covers a maximum allowance for web and database hosting costs. Should the hosting needs of your application require an upgrade with a higher cost, fjorge will inform the client of the trend and propose a supplemental change accordingly.
 - Choosing to host outside of fjorge AWS does not reduce the monthly plan cost.
- When support needs exceed budgeted plan hours, fjorge will notify the client and gain approval to bill Time and Materials (T&M) at \$150/ hour.
- fjorge Application Management Requirements
 - Hosting Providers: AWS, WP Engine, Flywheel
 - For complex applications, the client authorized sufficient Application Review budget at time of onboarding to prepare to support any site outages and remediation
 - Provide all admin access as required
- Websites and Applications that are not hosted on fjorge servers do not qualify for systems administration routine tasks, including but not limited to management of backups, SSL renewals, server reboots, server disk allocation and general server health management, or server-level updates and security patches. These tasks can be supported by fjorge Systems Administrators, using client managed request (CMR) hours, with written client approval.
- On-Call hours are 8am-10pm CT, 7 days a week, including holidays. Normal ticket requests are addressed during regular business hours Monday-Friday 9:00am-5:00pm, excluding major US holidays.
 - In order to ensure the on-call team is appropriately equipped to provide emergency support, fjorge's on-call services apply only to applications that comply with our fjorge Application Management Requirements.
- fjorge deploys code changes only on weekdays before 2pm, with no deployments on Fridays or the day before a holiday.
- This project is not a white labeled service.