



**Western Hills Water District**  
9501 Morton Davis Drive  
Patterson, CA 95363  
Phone 209.895.9493

## **Request for Proposal**

### **WHWD Website Redesign, Development and Hosting Services**

This Request for Proposal (RFP) is for the design, development, integration and hosting services for a new website for the Western Hills Water District.

#### **Timeline**

RFP Sent: May 1, 2023, 10:00am PST

Responses Due: June 30, 2023, 5:00pm PST

Send proposal and any questions on the RFP to:

Ashley Wilkins

WHWD, Office Manager

Email: [awilkins@whwdist.com](mailto:awilkins@whwdist.com)

Chosen Agency Selected & Contacted: July 10, 2023, 12:00pm PST

Project Kick-off: July 15, 2023

New Website Launch Target Date: August 30, 2023

#### **Our Company Overview**

The Western Hills Water District is located in the Diablo Grande foothill mountain range approximately 9 miles west from the City of Patterson. The District is a public entity formed in 1992 as a California water district pursuant to California Water Code Section 34000, et seq. The District is authorized to provide water, wastewater, storm drainage, and other public services within its boundaries. We service close to 600 homes.

#### **New Website Objectives**

The Western Hills Water District is a public utility and the website is an information center for all of our customers:

- News, outages and updates are vital keep to communicating with our customers.
- Monthly statement payment processing is a critical key asset for a smooth paperless feature to provide statement processing in a streamlined function.
- Creating a design with a more streamlined user experience for our customers.
- A responsive site that can accommodate all devices including tablets, laptops and smartphones
- Easy access to current and past water and sewer rates
- Document management system for Board minutes, updates and agendas

## **Current Website**

<https://www.whwdist.org/>

Launch: The existing website was launched in 2015

1. Website Documents: The site contains documents in MS Word and PDF. (approx 680 PDF documents)
2. Website Platform: The site has been developed currently with IMAVEX
3. Website Hosting: The site is hosted by <https://www.imavex.com/>

## **Our Current Environment**

This is a summary of our existing website environment:

1. Existing Website: The existing website was launched in 2015
2. Content Management: The website consists of web pages managed by approximately 3 admins and content managers.
3. Content Strategy: Approximately 80 pages are managed through the content management system. We anticipate a significant reduction of the number of pages on the new website and would like vendors to provide best practices and possibly, additional training or consulting services, for content strategy. Vendors should also provide best practices and suggestions for developing content with plain language standards.

## **Current Pain Points**

- Website is presently on an old platform and does not have responsive viewing capabilities.
- Dashboard is dated and back end is difficult to navigate and update
- No current search capabilities
- Document management system for PDF's is not a feature on current site
- Editing capabilities, for different style of content, admin, editor etc.
- Current site is not user friendly or responsive

## **Project Scope and Functionality Requirements**

Redevelopment and redesign of the Western Hills Water District (WHWD) WHWDist.org website to create a better and more streamlined user experience.

- A professional website to be created in the Wordpress platform
- Easy to navigate design with WHWD branded colors
- Present a friendly and welcoming experience for our customers
- Payment processing for customers to pay their WHWD payments and create an account

- News and update feature for the main page for announcements
- Board minutes and agendas to be with a document management system (DMS)
- Service request accessibility forms
- Water quality reports and water treatment documents viewable within the DMS
- Communication archives for our customers ie., video and documents
- List of employees, board directors and their roles
- Description of water and sewer rates current with state regulations
- A staging server for development of a new site shall be created off line so there is no website downtime
- Testing, QA and hosting environment, must be used performed on staging server
- Implement the Google SEO and associated Google analytic modules
- Rename and organize the PDF document library with naming conventions that are consistent and pertinent to the sections of the website structure.
- Needs to include WHWD Social media accounts

## **REQUIRED**

A developer that is efficient in the Wordpress and the Wordpress stand alone environment. Divi is the theme of choice and developer shall be proficient and have created in this environment for a minimum of five years with extensive knowledge of the background and a good working knowledge of graphic design and image placement and news terminology.

Experience with working with a public utility or similar and the necessary state requirements.

Backup services is critical

## **PROPOSAL REQUIREMENTS**

Please include the following in your RFP response:

Overview of your company on company letterhead

Current professional resume

Email submissions only to the contact listed in this RFP. Subject to read: RFP Submission, WHWD Website Project 050123

Overview of how you will meet all of our objectives

Scope of your work (research, design, development, post-launch errors correction etc.)

Explanation of your proposed platform

Explanation of your proposed Content Management System (CMS)

Full email capabilities that is tied into the new domain hosting with unlimited storage

Outline of your website design & development strategy

Details of your launch strategy

Details of your QA strategy

Proposed website architecture of the timeline from kickoff to launch

Details about your development team

Recent web design & development examples (list 5 current websites that best display your technical work and technology)

Any key differentiators about you?

Written recommendations and public referrals of you and your business

LinkedIn page link

Social media accounts (i.e, Instagram, Facebook etc)

Pricing and cost quote with detailed summary including the cost of proposed plugins and widgets.

Other tools or plugins that you recommend that could help our website perform better

Include rates and additional proposed monthly maintenance fees.

We look forward to your proposal!

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