



# OLYMPIC VALLEY PUBLIC SERVICE DISTRICT



EXHIBIT F-8  
11 Pages

## WEBSITE REDESIGN – PROFESSIONAL SERVICES AGREEMENT

**DATE:** April 30, 2024

**TO:** District Board Members

**FROM:** Jessica Asher, Program Manager

**SUBJECT:** Website Redesign and Migration Professional Services Agreement

**BACKGROUND:** The District's current website was designed by Jennifer Harrison in 2014 and is based on the Drupal 7 website platform, which will reach its end-of-life in January of 2025, and will no longer be supported by security updates. Migration from Drupal 7 is required. Staff wish to use this as an opportunity to update the website's architecture and design while migrating necessary content to the WordPress website platform. This will present a more user-friendly experience for constituents who visit the website and allow for easy editing by the staff who perform website updates.

**DISCUSSION:** The District has worked with Renee Deinken and Alpen Lily Web Services since 2014 and has greatly appreciated her work. Ms. Deinken is responsive and expertly balances her recommendations and efforts to ensure fiscal responsibility to achieve the desired outcome. Her quotes have always been accurate, her invoicing timely, and Renee is a pleasure to work with. Over the past several years, Renee has become an expert in migrating Drupal 7 websites to Wordpress. She has designed and developed websites for special districts, public agencies, and companies of all sizes. Staff have talked with peers at neighboring Districts who have recently redesigned websites with Ms. Deinken and have heard positive feedback about the process.

The new site will use the latest web design and development best practices, including responsive design for a quality user experience on mobile devices. Alpen Lily will work with the district through the entire process, from concept to completion.

Within the base project scope, Alpen Lily Web Studio puts forth its best effort to cover the basics of website accessibility, such as the addition of alt tags on all images, proper heading order, and sufficient contrast between text and background color. In addition, a lot of accessibility is baked into the Avada theme. However, these measures do not guarantee comprehensive accessibility compliance. Staff have added ongoing accessibility compliance to the District's budget for FY 2024-2025. Alpen Lily will work through the year to manually audit pages for accessibility issues and remediate problems monthly.

- ALTERNATIVES:**
1. Direct staff to execute a professional services agreement with Alpen Lily Web Studio to design and develop a new website in an amount not-to-exceed \$13,500 with a \$2,500 contingency.
  2. Do not execute an agreement. Direct staff accordingly, understanding that the current website will not be supported beginning in 2025.

**FISCAL/RESOURCE IMPACTS:** The website redesign project will be funded through the utility and fire department operating budgets. The FY '24 budget includes \$15,000 and the remaining contract amount is included in the FY '25 budget.

**RECOMMENDATION:** Direct staff to execute a professional services agreement with Alpen Lily Web Studio to design and develop a new website in an amount not-to-exceed \$13,500 with a \$2,500 contingency.

**ATTACHMENTS:** Alpen Lily Web Studio Website Redesign Proposal

**DATE PREPARED:** April 26, 2024

# OLYMPIC VALLEY PUBLIC SERVICE DISTRICT

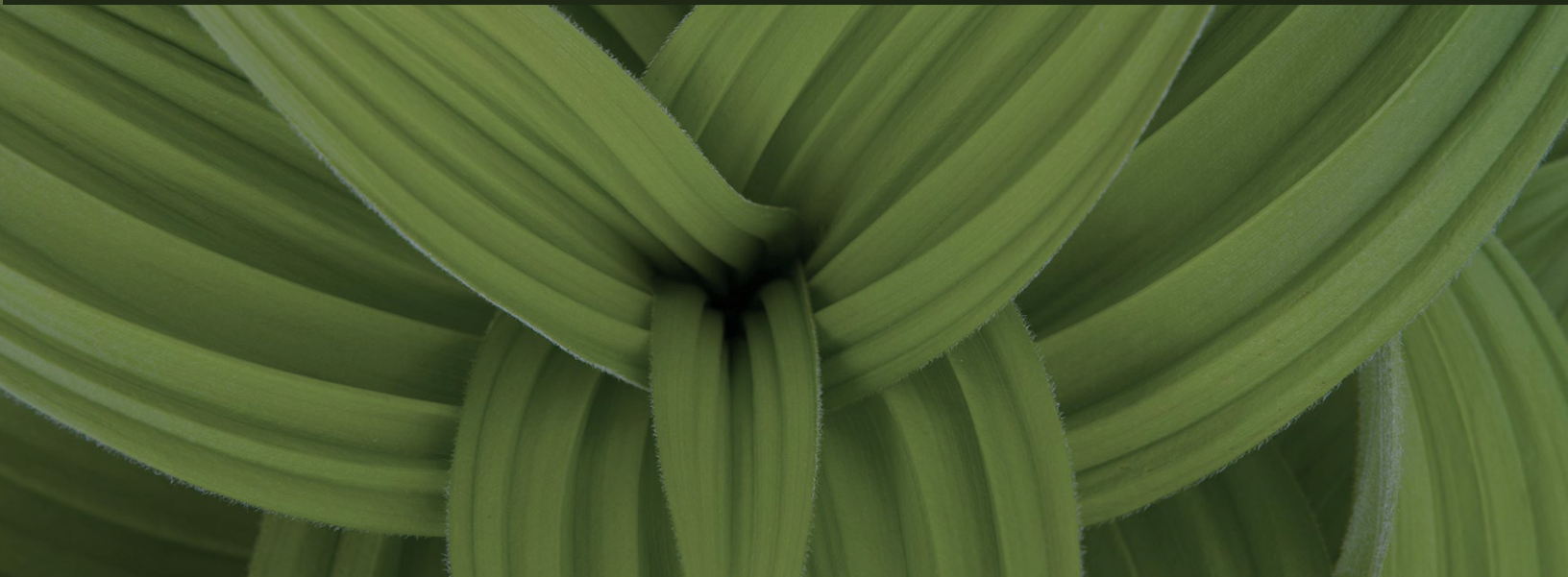
Website Redesign

*April 22, 2024*

To: Jessica Asher, P.E.,  
Program Manager & Board Secretary

Presented by:

**Alpen Lily**  
*« web studio »*



## PROJECT BRIEF

The Olympic Valley Public Service District (OVPSD) serves full-time and part-time residents, businesses, employees, and visitors of Olympic Valley by providing water service, sewage service, solid waste service, fire protection, and emergency medical services.

The current OVPSD website is based on the Drupal 7 website platform, which will reach its end-of-life in January of 2025, and will no longer be supported by security updates. The district is using this as an opportunity to revisit the OVPSD's website architecture, redesign its look and feel, and migrate necessary content to the WordPress website platform. This will present a more user-friendly experience for constituents who visit the website and allow for easy editing by the district staff who perform website updates.

From a technical standpoint, the new site will use the latest best practices in web design and development, including responsive design for a quality user experience on mobile devices.

Alpen Lily will work with the district through the entire process, from concept to completion.

## ABOUT ALPEN LILY WEB STUDIO

Alpen Lily Web Studio is a team of website design and development specialists based in North Lake Tahoe, California. We serve a broad range of organizations, including special districts, nonprofits, the ski industry, businesses of all sizes, and health care providers.

**We focus on making the web design process easy for our clients.** We are experts in all things related to web development, including user experience design, digital strategy, and standards related to accessibility and privacy.

We aim to create an exceptional digital presence for our clients and enhance our clients' growth through:

- Thoughtful analysis of your unique needs
- Respectful consideration of your time and budget via efficient processes and procedures
- Delivery of top-quality products and services based on current trends and best practices

### Relevant Work Samples

Following are a few of our recent projects. [View our complete portfolio on our website.](#)

*North Tahoe Public Utility District:* [ntpud.org](http://ntpud.org)

The NTPUD website was based on Drupal 7, and we redesigned and migrated it to WordPress. Prior to presenting designs, we consulted with the district on site architecture and user experience, learning from the needs of their last website and putting a focus on easy access for the public. The website also reflects the NTPUD's growing recreation and parks department offerings, and we brought their old rec and parks site under the same roof.

*Walton's Grizzly Lodge:* [grizzlylodge.com](http://grizzlylodge.com)

This business is not a public entity; however, Walton's Grizzly Lodge website presents a prime example of seizing the opportunity to redesign during a Drupal-to-WordPress migration. The old site felt stale, and we thoroughly revamped the new design to capture the essence of WGL's scenic location, historic importance, and vibrant camp life.

*Humane Society of Truckee-Tahoe:* <https://hstt.org>

Humane Society of Truckee-Tahoe has been an Alpen Lily client for more than 15 years. We first redesigned their website on the Drupal platform in 2007, and then in 2021, we redesigned their website again using WordPress.

### References

Justin Broglio, Public Information Officer, North Tahoe Public Utility District, [jbroglio@ntpud.org](mailto:jbroglio@ntpud.org)

Stephanie Nistler, CEO, Humane Society of Truckee-Tahoe, [steph@hstt.org](mailto:steph@hstt.org)

Carol Meagher, Executive Director, KidZone Museum, [carol@kidzonemuseum.org](mailto:carol@kidzonemuseum.org)

# PROJECT SCOPE

## User Experience and Architecture Study

The current website has 1,450 pieces of content, and the client would like to streamline and better organize pages. For the page audit and site architecture study, Alpen Lily will take inventory of content, discuss solutions with the client, and make recommendations based on the organization's needs, as well as usability best practices. Further, the fire department's needs will be considered. Deliverables will include a refined site map and wireframes of the OVPSD and OVFD Home pages.

## Website Design

All design input, requirements and recommendations will be gathered. From this, one OVPSD Home page mockup, one SVFD Home page mockup, and one subpage mockup will be created. PDF design mockups will be delivered to the client for approval prior to the buildout/coding of the website. Mockups include up to two rounds of revisions each. Additional revisions will be billed at \$150/hour.

## Website Development

- ❑ **Pre-migration planning:** Document and organize website content to ensure a smooth migration process. Plan for migration methods of individual content types.
- ❑ **WordPress:** Installation and configuration of a WordPress open source content management system, ensuring the website will be flexible and extensible for future needs. If desired, the client will be able to log into the website to manage page menus and edit content, and images.
- ❑ **Theme:** Installation, configuration, and customization of Avada theme (a responsive, flexible and easy-to-edit WordPress theme), including simple responsive style sheets, so website styles and content will automatically adjust for tablet and mobile, as well as associated CSS, HTML and PHP development.
- ❑ **Plugins:** Installation and configuration of plugins that will enhance the functionality of the website. Alpen Lily has rigorously time-tested plugins for long-term functionality.
- ❑ **Project management:** Includes organization of files, meetings, and other administrative tasks.
- ❑ **Site building:** Build-out of the website, including
  - Migrate content, as determined in the initial phase of this project. Some content types will be migrated using an automated process. Others will need to be re-built manually. Methods for streamlining content will be implemented in this phase. Scope does not include migration of board agendas, and this will be presented as a separate line item.
  - Migration of board agendas from 2022 to present. Includes migration of agenda content, board packet files, and any associated page redirects required. Scope does not include redirects of file links. If the district deems this necessary, it can be provided at additional hourly cost.
- ❑ **Basic search engine optimization,** including
  - Configuration of Google Analytics account for tracking site traffic statistics
  - Installation and configuration of Yoast, an SEO plugin for WordPress
  - Submission of website XML sitemap to Google for indexing
  - Confirmation that pages are being indexed properly
  - Redirects from old page paths to new page paths to ensure no loss of indexing

**Exclusions**

Accessibility: Client is aware that the Website may be subject to ADA accessibility requirements. While we do our best to design and build a website with these requirements in mind, comprehensive ADA accessibility and rigorous accessibility testing are time-consuming and costly, so they are specifically excluded from the base Project Scope. Information about ongoing accessibility compliance is included as an Optional Ongoing Cost in this proposal.

## ESTIMATED COSTS

### Project costs

Task	Hours	Rate	Total
User Experience and Architecture Study	12	\$150/hour	\$1,800
Website Design	18	\$150/hour	\$2,700
Website Development	60	\$150/hour	\$9,000
Base Project Total			\$13,500

### Other billable costs (billed by the quarter of an hour, only upon client approval)

Task	Rate
Post-launch website maintenance and programming	\$150/hour
Additional consultation, meetings, and project management	\$150/hour
Hosting and domain management	\$150/hour

Additional work not included in the scope of this estimate will be billed at \$150/hour. At no time will cost exceed the estimate unless a change of scope is agreed to by the client.



## OPTIONAL ONGOING COSTS

### **WordPress Security Update Plan**

There are ongoing maintenance and security update tasks for WordPress that should be considered to 1) stop malicious attacks on the website and 2) increase the longevity of your website investment.

A basic plan for a medium-sized website includes the following:

#### *Daily tasks*

1. Off-site backups
2. Continuous uptime monitoring

#### *Monthly tasks*

1. Security updates to WordPress core
2. Security updates to plugins
3. Security updates to themes
4. Check handling of updates

#### *Quarterly tasks*

1. Website Health Report check and remediation of any issues
2. Broken link check and remediation
3. Quarterly report

Cost for a medium-sized website: \$1,100 per year

[More info about our basic maintenance plan.](#)

[Why regular WordPress maintenance is crucial.](#)

## Website Hosting

Alpen Lily Web Studio partners with WP Engine to offer website hosting that is affordable, reliable, and secure. WP Engine is a WordPress-specific host that offers:

1. **Top-notch tech support:** With a special developer account, we have access to their 24/7/365 premium support. This means one-on-one live support, with a less than three-minute response time. (Much better than we've experienced with other hosts.)
2. **Performance improvements:** Because Alpen Lily's client websites live on their own server, websites are faster. Faster websites mean better performance with search engines, less people leaving your website, and an improved user experience.
3. **Superior security:** Advanced Web Application Firewall at the cloud level, DDoS mitigation, WordPress specific ruleset, CloudFlare CDN with 150 additional points of presence
4. **99.99% uptime guarantee:** Most hosts guarantee 99.9%. That nine-hundredths of a percent is significant.

Cost for website hosting:

1. \$45/month, billed monthly
2. \$38/month, billed annually (\$456/year)
3. \$34/month, billed biannually (\$816/2 years)

### **Ongoing Accessibility Compliance**

Within the base project scope, Alpen Lily Web Studio puts forth its best effort cover the basics of website accessibility, such as the addition of alt tags on all images, proper heading order, and sufficient contrast between text and background color. In addition, a lot of accessibility is baked into the Avada theme. However, these measures do not guarantee comprehensive accessibility compliance.

Accessibility compliance should be an ongoing effort. With content additions and changes, plugin and theme updates, and changes to requirements, further remediation will be required to assure compliance with ADA standards.

Throughout the year, Alpen Lily will manually audit a preselected sampling of pages for accessibility issues and errors using screen readers and other assistive technologies. The audit will identify the WCAG 2.1 A and AA compliance issues, and Alpen Lily will remediate issues monthly. A quarterly report will be provided to the client outlining items that were flagged and any remediation efforts that have been completed.

Audit and remediation do not include PDFs. These may be included at an additional fee.

Cost options for ongoing accessibility remediation:

- ☐ \$2,800/year