Web Vendor Contract

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Today's Presentation
Advisory Only

- Advisory agenda item for approval of vendor contract for Port of Olympia website redesign.

- No action required at this time, but **consent approval will be requested at the October 27** commission meeting.

- We ask that the commission review the information presented today, which will outline the scope of the project and the vendor's proposal.

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Overview
Vendor Selection

- Earlier this year the Communications and Marketing Team **solicited an RFP** for a web design agency to update and redesign the Port of Olympia's existing website.

- We received **33 proposals**. Each proposal was reviewed and vetted through a scoring system by our internal vendor review committee.

- After two rounds of review, we narrowed the selection down to interview three finalists that most closely met the requirements of the RFP, and selected **Snowberry Media** for the contract.

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Background

- The commission **allocated up to $100,000** in the 2025 budget to redesign the website.

- The primary reason for the redesign was to improve **search and navigation** to make it easier for users to find and access information.

- The **scope of the project** was defined by input from staff, the community and commission and a content audit of the site.

Commission Input
Website Survey

What's Working
- Lots of informative and well-organized content

What's Not Working
- Content not updated in timely manner, (e.g., financial)
- Difficult to search
- Missing historical documents

Priorities
- Improve search
- Improve access to commission information
- Update content and brand

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Scope of Project

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Goals of Project

- Create an inclusive, user-friendly, and accessible website that effectively conveys the Port's mission, services, and initiatives.

- Ensure that users can easily access information, services, calendars, and other documents.

- Improve public perception and build trust in the community.

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Project Objectives

- Improve content organization, **site functionality** and navigation.

- Develop an inclusive **human-centered design geared to a wide range of users** and stakeholders, including local businesses and community members, tourists and visitors outside Thurston County, and government entities.

- Ensure the website is fully responsive, is **inclusive and accessible**, and is compatible with all devices and screen sizes.

- Select an intuitive Content Management System (CMS) that has capability to add custom features such as a **staff intranet and interactive mapping** and can accommodate future features and growth.

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Snowberry Media

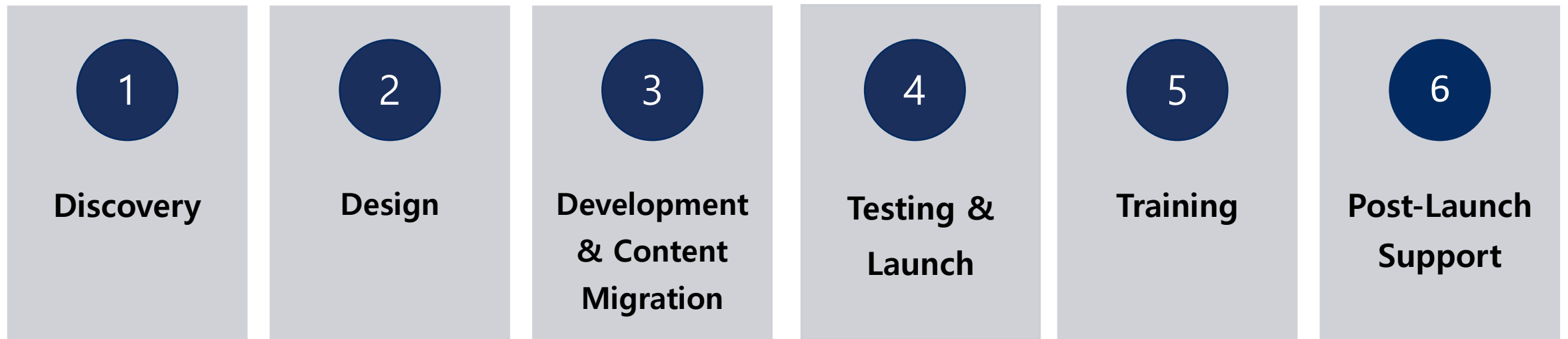## Experience and qualifications

- Experience working with public agencies - Port of Vancouver
- Highly qualified project team and credentials

Met all project objectives and received high scores for each evaluation area:

- Project Understanding & Approach
- Experience & Qualifications
- Accessibility & Inclusivity
- Design & User Experience

- Security & Compliance
- SEO & Analytics Strategy
- Support, Maintenance and Training
- Reasonableness of Cost

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Project Timeline

- Approximately 7-8 months
- Project will involve staff, leadership and commissioners

1	2	3	4	5	6
Discovery	**Design**	**Development & Content Migration**	**Testing & Launch**	**Training**	**Post-Launch Support**

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Services Provided

Research & Discovery

Understand goals, audience and messages

Gather feedback from staff & stakeholders

Audit site to streamline content

Review competitive analysis and user research

Testing & Launch & Post-Launch

Conduct pre-launch testing

Staff training

Set up post-launch support, maintenance & hosting

Design & Development

Build fully custom website & intranet

User experience & site architecture

Content collaboration & migration

Content management solution

Mobile and cross-browser optimization

SEO optimization, site performance & analytics

Multimedia content features

Accessibility integration

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Cost Proposal

Breakdown of Project Costs	Amount
Discovery & Strategy	$6,876
Design & Development	$48,750
Intranet Portal	$5,725.00
Multilingual Functionality	$4,500.00
Data Migration	$5,225.00
Launch & Training	$3,250.00
Project Total	**$74,325**

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Next Steps

- No action required at this time, but **consent approval will be requested at the October 27** commission meeting.

- If the contract is approved, the project will kick off November 2025.

Questions and Comments

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