

COVER MEMO

Briefing Date/Time: October 27, 2025

Staff Contact/Title: Karen Andrade, Communication Specialist
karena@portolympia.com, 565-669-8820
Mike Reid, Director of Community & Economic Development, miker@portolympia.com

Subject: Website Redesign Vendor Contract

Purpose: ☐ Information Only ☒ Decision Needed

Consent agenda item for approval of vendor contract to update and redesign the Port of Olympia website.

Overview:

In July 2025, 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, from which we narrowed down and interviewed three vendors that most closely met the requirements and needs outlined in the RFP.

All proposals were reviewed and vetted by a vendor selection review committee using an internal scoring process as follows:

Project Understanding & Approach: Demonstrates clear understanding of project goals and user needs. Clear and thorough approach to the design, development, content migration and deployment process.	15 Points	15%
Team Experience & Qualifications: Proven experience with similar public sector or port-related projects; strong portfolio and team credentials.	15 Points	15%
Technical Solution: Strength and feasibility of the proposed solution including CMS, mobile responsiveness, search, intranet, multilingual features, and accessibility.	20 Points	20%
Accessibility & Inclusivity: Clear plan for meeting WCAG 2.1 standards and inclusive design principles.	10 Points	10%
Design, User Experience and User Interface Quality	10 Points	10%

Quality and clarity of visual design approach, including mobile-first and responsive layouts.		
Security & Compliance Meets or exceeds security expectations and demonstrates understanding of compliance requirements.	5 Points	5%
SEO & Analytics Strategy On-page SEO best practices and analytics integration well-defined.	5 Points	5%
Support, Maintenance & Training Provides sustainable post-launch support, training, and documentation.	5 Points	5%
Reasonableness of Cost Clear, detailed pricing and overall value. Competitive but not necessarily lowest bid.	15 Points	15%
Total	100 Points	100%

After two rounds of review, we narrowed the selection to interview three of the top scoring finalists. Our review committee selected Snowberry Media for the contract.

We ask that the commission review the information presented today, which will outline the scope of the project, Snowberry Media's proposal and qualifications and the financial commitment of the project.

Background:

Last year, the commission allocated up to \$100,000 in the 2025 budget for the redesign of the Port of Olympia website primarily citing the need for improved search and navigation functions, specifically to help users more easily located port services, documents, news, events and resources.

The RFP for this project is based on input from staff, community members and the commission as well as website metrics and a content audit of the site.

Summary and Financial Impact:

The projected cost for the design and implementation is \$74,325. A breakdown of the cost of services is included in PowerPoint.

Affected Parties:

Internally, the project will involve input and contribution from each department and the commission.

Externally, an updated and improved website will positively impact a wide range of users and stakeholders, including local businesses and community members, tourists and visitors outside Thurston County, and government entities.

Options with Pros and Cons:

If the contract is approved, we will start the project in November 2025 and be on track for completion by July of 2026.

Without approval, we would restart the search for another vendor which would delay the project another 6 months and take staff time away from other priority Port projects.

Environmental Considerations:

While there are no direct environmental considerations, an updated website will allow the Port's environmental programs and policies to be easier to locate and access.

Next Steps/Timeframe:

If the contract is approved, the project is slated to begin Nov. 2025 with completion by July 2026. This timeline is approximate and may vary depending on needs and requirements identified in the Discovery Phase of the project.

Staff Recommendation:

Staff recommends approving the contract with Snowberry Media.