



**Commission Meeting**  
**Tuesday, October 14, 2025**  
**5:30 PM**

The meeting agenda is available on the Port's website as of October 8, 2025.  
<https://www.portolympia.com/commission>

**AGENDA**

- A. Call to Order
- B. Pledge of Allegiance
- C. Approval of Agenda
- D. Executive Director Report
- E. Public Comment

This public comment period is the opportunity for public input on the agenda items on this evening's agenda, in addition to an opportunity for public comment on any other port business. Individual public comments are limited to 3 minutes per person. \*See bottom of agenda for instructions on how to provide public comment.

NOTE: Guidelines for public comment can be found in the Commission Rules in Resolution 2025-03 Article VI.

- Comments should be directed to Commission: Comments should be directed to the Commission as a whole and should not include comments about individual Port staff or members of the public.
- Courtesy: All speakers (members of the public, Port staff, and Commissioners) shall be courteous in language and demeanor and shall confine remarks to those facts that are germane and relevant to the question or issue under discussion.

- F. Consent Calendar
  - 1. Miscellaneous Earthworks Contract Amendment – Brumfield
  - 2. Professional Services Contract Amendment – Moffatt & Nichol
  - 3. Approval of Minutes: Commission Meeting – September 8, 2025
  - 4. Approval of Minutes: Commission Meeting – September 22, 2025
- G. Pending Issues or Business
  - 1. Budd Inlet Cleanup
  - 2. Marine Terminal Warehouse
  - 3. Dancing Goats Building Renovations
  - 4. Airport Master Plan Update
  - 5. Peninsula Master Plan
  - 6. Foreign Trade Zone

***Port of Olympia Mission***

*Creating economic opportunities and building community for all of Thurston County through responsible resource use.*

H. Action Calendar

1. None

I. Action/Other Calendar

1. None

J. Advisory Calendar

1. Website Update Contract: Mike Reid, Director of Community and Economic Development

K. Commissioner Reports/Discussion

L. Other Business

M. Meeting Announcements

N. Adjourn

**\*Attendance and Public Comment Hybrid Meeting Information**

**Attend Remote or In-Person**

The public are welcome to attend the meeting in person, or may view or listen to the meeting using one of the following platforms:

In-Person: 626 Columbia Street NW, Olympia  
Olympics Room, Suite 1-B

Zoom: Go to <http://www.zoom.us/join> and enter the Webinar ID 852 9120 3986 and Passcode 300515.  
*Instructions and access details (a link to the meeting) will be emailed to you once a short registration form is complete. (Check Spam or Junk folder and move Zoom link email to your Inbox to view/ access link.)*

YouTube: [www.youtube.com/@portofolympia1922](http://www.youtube.com/@portofolympia1922)

Phone: Call (253) 215-8782, listen for the prompts and enter the Webinar ID 852 9120 3986 and Passcode 300515.

**Verbal Public Comment**

Those wishing to provide verbal public comment may do so in-person or by Zoom:

In-Person: Use the sign-up sheet located at the meeting location.

Virtual / **Must pre-register** using the following Zoom link no later than 90 minutes prior to the meeting:  
via Zoom: [https://us06web.zoom.us/webinar/register/WN\\_6UDNhDtbS4S3v1iExPowPg](https://us06web.zoom.us/webinar/register/WN_6UDNhDtbS4S3v1iExPowPg)  
*Instructions and access details (a link to the meeting) will be emailed to you once registration is complete. (Check Spam or Junk folder and move Zoom link email to your Inbox to view/ access link.) Registration for remote/ virtual verbal public comment closes at 4:00 p.m. on the day of the meeting.*

**Written Public Comment**

Written public comment may be submitted to [commissioncoordinator@portolympia.com](mailto:commissioncoordinator@portolympia.com) by 12:00 p.m. on the date of the meeting. All written comments will be compiled and sent to the Commissioners prior to the meeting.

**Port of Olympia Mission**

*Creating economic opportunities and building community for all of Thurston County through responsible resource use.*

## COVER MEMO

**Briefing Date/Time:** October 14, 2025

**Staff Contact/Title:** James Sommer, Public Works Program Manager,  
360.528.8005, [JamesS@PortOlympia.com](mailto:JamesS@PortOlympia.com)

**Subject:** Miscellaneous Earthworks Contract Amendment –  
Brumfield

**Purpose:** ☐ Information Only ☒ Decision Needed

### **Overview:**

- This is a Consent agenda item
- Action is requested

### **Background:**

This agenda item addresses our competitively solicited unit priced miscellaneous Earthworks contract. In July of 2024, the Port released a request for proposals. There were 5 submissions received with Brumfield being the lowest, responsive and responsible bidder. In August of 2024, the Port entered into contract with Brumfield as authorized by the Executive Director per the delegation of authority.

- The contract currently has a not to exceed amount of \$300,000.00.
- Under this contract there have been 6 task orders issued totaling \$233,484 in committed funds.
- This leaves approximately \$66,515.00 in uncommitted funds for new or expanded scopes of work on the contract.

### **Summary and Financial Impact:**

The Port is requesting the commission to authorize the Executive Director to sign a contract amendment with our unit priced Miscellaneous Earthworks contractor Brumfield.

- The amendment is with Brumfield to continue providing unit priced Miscellaneous Earthworks services by extending the contract expiration date to December 31, 2026 and adding \$300,000 to the contract authority for a new total not to exceed amount of \$600,000.00.

**Affected Parties:**

Port staff and tenants.

**Options with Pros and Cons:**

This amendment is to provide unit priced Miscellaneous Earthworks services as needs arise throughout the year on various projects. By not adding contract authority, the Port would be limited in their ability to perform tasks that require services as outlined above.

**Staff Recommendation:**

Approval of amendment to the unit priced Miscellaneous Earthworks services contract with Brumfield, contract 2024-1027, by extending the contract expiration date to December 31, 2026, and adding \$300,000.00 to the contract authority for a new total not to exceed amount of \$600,000.00



## COVER MEMO

**Briefing Date/Time:** October 14, 2025

**Staff Contact/Title:** James Sommer, Public Works Program Manager,  
360.528.8005, [JamesS@PortOlympia.com](mailto:JamesS@PortOlympia.com)

**Subject:** Professional Services Contract Amendment – Moffatt & Nichol

**Purpose:** ☐ Information Only ☒ Decision Needed

### **Overview:**

- This item is on the Consent agenda.
- Action is requested from the commission tonight.

### **Background:**

This agenda item addresses one of our competitively solicited on-call Professional Services contracts. In March of 2022, the Port of Olympia released a Request for Qualifications (RFQ) for our On Call Professional Services pool. The solicitation requested interested eligible firms submit their qualifications for the following services.

- Community, Economic, Land Use and Environmental Planning
- Engineering
- Surveying
- Architecture
- Landscape Architecture
- Project and/or Construction Management
- Archeological / Cultural Resources
- Arboricultural Services

The Moffatt & Nichol, Inc. contract (2022-1017) for on call professional services was executed under Executive Director authority on April 13, 2022, after the competitively solicited request for qualifications was performed. Moffatt & Nichol was selected for a contract under category A “Community, Economic, Land Use and Environmental Planning” and category B “Engineering”.

- The current term of the contract is through December 31, 2026, with a not to exceed amount of \$500,000.00.
- Under this contract there have been 5 task orders issued totaling \$467,298.00 in committed funds.
- This leaves \$32,702.00 in uncommitted funds for new scopes of work through December 31, 2026.

**Documents Attached:**

- Moffatt & Nichol Statement of Qualifications

**Summary and Financial Impact:**

The Port is requesting the commission to authorize the Executive Director to sign a contract amendment with our on-call Professional Services consultant Moffatt & Nichol.

- The amendment is with Moffatt & Nichol to continue providing on-call professional services by adding \$250,000.00 to the contract authority for a new total not to exceed amount of \$750,000.00.

**Affected Parties:**

Port staff and tenants.

**Options with Pros and Cons:**

This amendment is to provide Professional Services support as needs arise throughout the year on various projects. By not adding contract authority, the Port would be limited in their ability to move forward with named capital projects and perform tasks that require services as outlined above.

**Staff Recommendation:**

Approval of amendment for the Professional Services contract of Moffatt & Nichol, Contract #2022-1017, to add \$250,000.00 to the contract authority for a new total not to exceed amount of \$750,000.00.

March 4, 2022

Chris Martinez  
Contract and Grant Administrator  
Port of Olympia  
606 Columbia Street NW, Suite 300  
Olympia, WA 98501  
Via email: chrism@portolympia.com

**RE: REQUEST FOR QUALIFICATIONS – NO. 2022-1000 ON CALL PROFESSIONAL SERVICES POOL**

Dear Mr. Martinez and Review Committee Members:

The Port of Olympia's 2022 RFQ for On-call Professional Services establishes on-call consultant services roster for maintaining, repairing and enhancing your valuable public facilities and assets. Moffatt & Nichol (M&N) has been providing similar on-call services for many regional and national agencies and offers our local professionals' expertise in categories A. Community, Economic, Land Use, and Environmental Planning and B. Engineering. We will support and work with the Port to deliver task order projects that meet your needs.

**CATEGORIES FOR WHICH M&N PROPOSES**

- › A. Community, Economic, Land Use and Environmental Planning
- › B. Engineering

A family-owned firm for over seven decades, M&N is a multi-disciplinary engineering and planning firm that provides a full range of services including planning, design, economic, and environmental services to support our clients' project needs. Our teams in Seattle and Federal Way are backed by M&N's national resources of more than 850 specialists to provide the Port with the expertise in both categories. Our resources and staffing allow us to perform custom-scaled projects, while remaining attuned to each local client's specific requirements.

We thank you for the opportunity to submit our qualifications and we look forward providing engineering and consulting services to meet your upcoming project needs. If you have any questions or require additional information, please contact me at (206) 622-0222.

Sincerely,

**MOFFATT & NICHOL**



R. Shane Phillips, PE  
Business Unit Leader

# A. Community, Economic, Land Use and Environmental Planning

## Environmental Planning

M&N provides the full range of environmental planning services necessary to respond to environmental challenges. Specialties include numerical and physical modeling, hindcasting, and statistical analyses to determine storm surge, wave height and current magnitudes; coastal morphological analyses; and hydrostatic loads on structures. We also use modeling and in-water engineering expertise to support design within the estuarine and riverine environments.

M&N's engineers and scientists routinely evaluate local and global sea levels as part of designing coastal flood protection projects, and they are familiar with risk-based, probabilistic methods used in project life-cycle analyses and risk assessments. We are particularly qualified to assess the vulnerability to sea level rise and to develop strategies in a manner that is easily understood by planners, architects, and local communities.

M&N scientists use unique techniques and tools to plan and design ecosystem restoration projects (both large and small). Strategies include the introduction of ocean tides through new or redesigned inlets; the introduction of river water, mineral sediments and nutrients through diversions; the management/ regulation of flows to reduce saltwater intrusion; and marsh restoration and vegetation plantings.

## Land Use and Environmental Regulatory Permitting and Compliance

NEPA / SEPA reviews (exemptions, categorical exclusions, checklists, environmental assessments, and environmental impact statements). Federal, state, and local environmental regulations and codes applicable to endangered and protected species habitat (e.g., Endangered Species Act, Marine Mammal Protection Act, etc.), and the environment (e.g., Clean Water and Air Acts, Coastal Zone Management Act, etc.).

Experience with U.S. Army Corps of Engineers (USACE) section 204 and 408 regulations. All phases of the permitting process, including but not limited to, permit applications, biological and habitat assessments, Incidental Harassment Authorizations, and mitigation and monitoring plans.

## Grant Writing and Administration

As a leader in port and marina design and engineering, M&N is knowledgeable of available and applicable funding opportunities that may be available to clients' facilities and organization. M&N has successfully identified grant funding opportunities for many of Washington's ports and supported them with successful grant applications (e.g., MARAD, RCO, PSGP, BUILD, INFRA, FEMA, NOAA, USFWS, NFWF). M&N can support the Port with strategic assessment of proposed grants, developing a compelling storyline that is integrated with the required analytical support—benefit/cost analysis, public policy compliance, economic impact analysis, traffic and operational studies, capital program and alternative analyses, revenue forecasting, commercial and market viability studies, environmental reviews, and resiliency/restoration studies



## SUBJECT AREAS

- › Environmental Planning (Sea Level Rise, Climate Change Adaptation, Natural Resource and Habitat Restoration, Brownfield Remediation and Redevelopment, etc);
- › Land Use and Environmental Regulatory Permitting and Compliance (Local, State and Federal); and
- › Grant Writing and Administration (Local, State and Federal Programs)

## B. Engineering

M&N is a family- and employee-owned firm with experts located in offices throughout the US. This geographic coverage allows us to respond quickly to our clients with local knowledge, and, if necessary, supplement it with our broader experiences, responding to all our client needs, large or small.

The interconnectivity of M&N's engineers, scientists, and other professional staff is an important part of providing innovative and cost-effective solutions. M&N has a broad background of experience and expertise in civil, environmental, and structural engineering as well as inspection and rehabilitation services.

### Civil Engineering

Our civil services include marine facility planning and design, site layout, grading and earthwork; roads; railroad and intermodal yards; utilities design, including fire and domestic water supply systems, sanitary sewer conveyance systems, and storm drainage; storm water treatment in marine environments; and erosion and sedimentation control systems design. M&N has extensive expertise in waterfront inspection, planning and design for projects ranging from public access sites; to Marinas and supporting facilities; to industrial waterfront goods movement.

### Environmental

M&N professionals are experienced in developing construction and industrial Storm Water Pollution Prevention Plans (SWPPPs). We have experts in biogeophysics, biogeochemistry, biological systems, and ecosystem habitats. We provide a wide range of modeling services from hydrodynamic modeling for calculating water movement to eutrophication modeling for evaluating nutrient-related water quality issues.

Environmental remediation and restoration for the presence, evaluation, and remediation of hazardous materials in soil, sediment, and groundwater. Expertise includes evaluation of historic contamination, active spill management, cleanup documentation, regulatory coordination, and reporting.

### Structural Engineering

M&N has shaped the practice of marine and waterfront structural engineering. Our staff has authored design and planning manuals for national standards for dry docks, moorings, port facilities, coastal protection, and utility services. We are recognized throughout the world for our role in the evolution of modern marina and small craft harbor design. Our dedicated design professionals have a proven track record in the design and preparation of plans and specifications for constructing coastal structures and supporting utilities. These projects have included marinas, mooring systems, bulkheads, shore protection, breakwaters, seawalls, and wharves for commercial and military vessels.

### Inspection and Rehabilitation (Above and Underwater Inspection)

M&N is nationally recognized for its expertise in waterfront inspection and rehabilitation design. The firm offers clients engineering solutions with the goal of extending the service life of their waterfront infrastructure. With a focus on added value and consideration of clients' financial constraints, the firm offers service life engineering, durability modeling, and finite element modeling in addition to planning and design services—all targeted towards extending the service life of existing marine structures, bridges, and other engineered structures for port, military, and transportation clients.



### SUBJECT AREAS

- › Civil (Utilities, Streets/Roads, Railroads, Marine Facilities, etc.);
- › Environmental (Stormwater, Hydraulics, Environmental Remediation, Environmental Restoration, etc.);
- › Structural (Buildings, Bridges, Large Structures, etc.); and
- › Inspection and Rehabilitation

# References

The following references have experience working with Moffatt & Nichol on a variety of tasks that are included in scope category A and B of the solicitation. Additional references can be provided if desired by the Port of Olympia.

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Dwight Jones Elliott Bay Marina 206-285-4817 whitey@elliottbaymarina.net	Brett Arvidson, Project Manager City of Oak Harbor 360-279-4521 barvidson@oakharbor.org	Greg Nicoll, Engineering Program Manager Port of Bellingham 360-676-2500 gregn@portofbellingham.com
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## Commission Meeting Minutes Monday, September 8, 2025

### Call to Order

Commission Vice President Maggie Sanders called a regular meeting of the Port of Olympia Board of Commissioners to order and open to the public at 5:30 p.m., Monday, September 8, 2025, at the Percival Plaza at 626 Columbia Street NW, Suite 1B, Olympics Room, in Olympia, Washington 98501.

### Present

Commissioners: Maggie Sanders, Vice President; Sarah Montano, Secretary; Amy Harding and Bob Iyall.

Excused Absence: Commissioner Jasmine Vasavada, President.

Staff: Alex Smith, Executive Director; Chris Wright-Pierce, General Counsel; Warren Hendrickson, Director of Operations; Mike Reid, Director of Community and Economic Development; James Sommer, Public Works Program Manager; Spencer Battersby, IT Manager; Tina Champion, Executive Coordinator; and Missy Goodell, Commission Coordinator.

Guest: Peter Philips, Calibri NW.

### Approval of Agenda

Commissioner Harding moved to approve the agenda. Commissioner Montano seconded the motion. Motion passed unanimously.

### Executive Director Report

Alex Smith, Executive Director, reported on recent port activities. The Port received the *Great Friend to Kids Award* at the Hands On Children's Museum Summer Splash! Gala; the Port participated in the Panorama Community Partners Appreciation Gathering; Commissioner Harding was honored with the Experience Olympia & Beyond "Boldness in Tourism" award at their annual meeting. The Port's Marine Terminal and Environmental teams were thanked for their hard work on the annual stormwater pond cleaning project. Several Port construction projects began this week: parking lots at the Olympia Farmers Market, and the Rants Group property will undergo crack sealing, seal coating, and restriping with the Anthony's Homeport parking lot undergoing major reconstruction and resurfacing. Restoration of Marine Drive NE between Olympia Avenue and the Franklin/Market Street intersection commences today and should conclude in 45 days. Phase 1 of the Airport's runway improvement project will close the main runway for approximately 12 days for repaving and restriping. In partnership with the Thurston County Chamber of Commerce and the Olympia Yacht Club, the Port hosted local law enforcement and first responders at the Marine Terminal for the annual Foofaraw event, honoring our military service members. The last free public tour of the Marine Terminal was recently held. The 2025 Port Event Season has concluded. A new monthly newsletter, the *Port Pulse*, will be distributed updating the community on the latest news and happenings around the Port.

In addition, she reminded everyone of the ways they can communicate with the Commission. She stated there is a great deal of information available on the Port's website and encouraged everyone to check it out.

### **Public Comment**

Two individuals provided public comments regarding the Airport and water taxis.

### **Consent Calendar**

Commissioner Montano moved to approve the consent agenda as presented; Commissioner Harding seconded the motion. Motion passed unanimously.

### **Pending Issues or Business**

Briefing: Electric Ferry. Mike Reid, Director of Community and Economic Development, introduced Peter Philips with Colibri NW who presented information on the possibility and opportunities for an electric passenger-only ferry service in the South Puget Sound. Demand, feasibility and operations were discussed as was program administration and funding. The production of electric ferries and batteries was also examined.

Pending Issues Updates. Executive Director Alex Smith provided brief updates to some ongoing projects that the Port has been working on: the Budd Inlet Cleanup, the Marine Terminal Warehouse, the Dancing Goats Building Renovations, the Airport Master Plan, and the Peninsula Master Plan.

It was requested that the Foreign Trade Zone be added to the Pending Issues list.

### **Action Calendar**

None.

### **Action/Other Calendar**

None.

### **Advisory Calendar**

Colibri NW LLC Contract. Alex Smith, Executive Director, shared that Colibri NW has provided the Port with advice and expertise on transportation, public infrastructure and policy development for marinas, ports and marine transportation. The Port retained Colibri NW to assist with attracting electric ferry manufacturing to the Port Peninsula, and to explore fast electric ferry service to and from Olympia. The current contract pays a flat monthly fee for services. The work under the contract has exceeded the authorized amount by \$2,000. Two amendments will be sought at the September 22, 2025 Commission meeting: 1) to extend the term of the contract through December 31, 2025, and 2) and to increase the not-to-exceed amount to \$25,000.

Swantown Boatworks Stormwater Retrofit Contract. James Sommer, Public Works Program Manager, presented project purpose, scope, funding information, and status related to the Swantown Boatworks Stormwater Retrofit contract. This item will come to the Commission at the next Commission meeting as a Consent item.



## Commissioner Reports/Discussion

Commissioner Montano reported that she attended the Lacey Chamber of Commerce Forum who provided information on Veteran Affairs. She also commented that she would like more structure around the Commission Committee meetings that commissioners are supposed to be attending,

Commissioner Iyall recently attended several Port meetings and events: the Thurston Chamber Forum regarding the FIFA World Cup Fan Zone; the Panorama Community Partners Appreciation event; the Solid Waste Advisory Committee meeting; the Annual Meeting of Experience Olympia & Beyond; and he participated in the Foofaraw celebration on Home Island.

Commissioner Harding shared she attended Foofaraw and Experience Olympia & Beyond's Annual Meeting. She is also involved with the planning of the Thurston County Economic Development Council's Real Estate Forum, held Thursday, September 25. She gave a shout-out to St. Martin's Abbott and their monastic community as the Abbott has been travelling to the Ukraine to work with a Benedictine nunnery helping widows and children. Her quote of the day is from James Baldwin, "The most dangerous creation of any society is the man who has nothing to lose."

Commissioner Sanders stated that she attended the Grand Mound/Rochester Chamber of Commerce meeting where they listened to a summer fire-wise prevention plan by Chief Nathan Drake of the West Thurston Fire Authority who shared fire safety information. She also attended the Experience Olympia & Beyond Annual Meeting; Foofaraw; and the Sea Level Rise Collaborative meeting where by-laws were updated and the group was briefed on the Collaborative's 5-year plan.

## Other Business

*Motion: Commissioner Harding moved to authorize the Executive Director to engage the services of a professional coach or consultant of her choosing to support her in leadership development. Meetings would be a minimum of twice per month with no maximum budget at the discretion of the executive director. Commissioner Montano seconded the motion. Discussion followed. Motion passed unanimously.*

## Meeting Announcements

A list of upcoming events was displayed for viewers to note upcoming Commission and POCAC meetings. Executive Director Smith stated the next Commission meeting, a Work Session, will be held on Monday, September 15, 2025, at 4:00 p.m.

## Adjournment

There being no further business to come before the Port of Olympia Board of Commissioners, the Monday, September 8, 2025, regular meeting was adjourned at 6:47 p.m. by Commissioner Sanders.

PORT OF OLYMPIA COMMISSION

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Jasmine Vasavada, President

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Maggie Sanders, Vice President

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Sarah Montano, Secretary

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## **Commission Meeting Minutes Monday, September 22, 2025**

### **Call to Order – Special Meeting**

Commission Vice President Maggie Sanders called the Commission Special Meeting/Executive Session of September 22, 2025, to order at 4:00 p.m., at the Percival Plaza at 626 Columbia Street NW, Suite 1B, Olympics Room, in Olympia, Washington 98501.

### **Present**

Commissioners: Jasmine Vasavada – President, Maggie Sanders – Vice President, Sarah Montano – Secretary, Amy Harding and Bob Iyall.

### **Executive Session**

At 4:00 p.m., Commission Vice President Maggie Sanders announced that the Commission would recess into a closed Executive Session until 5:05 p.m. to consider the minimum price at which real estate will be offered for sale or lease (RCW 42.30.110(1)(c)).

### **Call to Order – Commission Meeting**

Commission President Jasmine Vasavada called a regular meeting of the Port of Olympia Board of Commissioners to order and open to the public at 5:30 p.m., Monday, September 22, 2025, at the Percival Plaza at 626 Columbia Street NW, Suite 1B, Olympics Room, in Olympia, Washington 98501.

### **Present**

Commissioners: Jasmine Vasavada – President, Maggie Sanders – Vice President, Sarah Montano – Secretary, Amy Harding and Bob Iyall.

Staff: Mike Reid, Director of Community and Economic Development; Chris Wright-Pierce, General Counsel; Warren Hendrickson, Director of Operations; Shawn Gilbertson, Director of Environmental Planning and Programs; James Sommer, Public Works Program Manager; Tina Champion, Executive Coordinator; and Missy Goodell, Commission Coordinator.

Guest: Ron Thomas, Principal, and Regine Varughis, Architectural Associate, with Thomas Architecture Studios.

Guest Attended Virtually: Amos Callender, Principal, Thomas Architecture Studios.

### **Approval of Agenda**

Commissioner Harding moved to approve the agenda. Commissioner Montano seconded the motion. Motion passed unanimously.

## **Executive Director Report**

None.

## **Public Comment**

Two individuals provided public comments regarding the Olympia airport and transportation alternatives.

## **Consent Calendar**

Commissioner Harding moved to approve the consent agenda as presented; Commissioner Montano seconded the motion. Motion passed unanimously.

## **Pending Issues or Business**

Pending Issues Update. Mike Reid, Director of Community and Economic Development, gave a brief update on Pending Issue items. There was nothing new to report on the Budd Inlet Cleanup or Marine Terminal Warehouse since the last commission meeting. A detailed presentation will be given on the Dancing Goats building renovations at tonight's commission meeting. Regarding the Airport Master Plan Update, the Port is still awaiting the hearing examiner's results; the closing of information was on August 20, 2025. Regarding the Peninsula Master Plan, this was initially scheduled to be presented at the September 15, 2025 Work Session but it was rescheduled to the October 20, 2025 Work Session as more conversations were required to bring the Thurston Regional Planning Council on board in that effort.

Foreign-Trade Zones (FTZ) Update. Mike attended the National Association of Foreign-Trade Zones Conference last week where he made some positive connections both with existing users in Thurston County and some potential new users, and met some peer foreign-trade zone staff, specifically the Port of Everett. The Port of Olympia is in the process of approving their first new user of the FTZ since 2012. The new user is located in Lacey. There is also a new user in process, located in Chehalis (as a reminder, the FTZ covers a four-county region). It was reported that there is a lot of interest and new activity in the FTZ program.

## **Action Calendar**

None.

## **Action/Other Calendar**

None.

## **Advisory Calendar**

Dancing Goats Port Headquarters Conceptual Design. James Sommer, Public Works Program Manager, announced that a contract amendment is sought with the Port's on-call architectural firm, Thomas Architecture Studios. James introduced Ron, Thomas, Principal with Thomas Architecture Studios, who provided a status update on the Ports administrative/HQ project.

Ron Thomas, Principal at Thomas Architecture Studios, shared the Port's mission and Vision 2050 plan, described what was to be accomplished with centralizing staff and moving out of leased space. A concept design was shared and next steps discussed.

### **Commissioner Reports/Discussion**

Commissioner Montano shared that she attended the Thurston County Chamber Forum.

Commissioner Sanders reported that she also attended the Thurston Chamber Forum, a STEDI meeting, a Wolf Haven tour and a Tenino Area Chamber of Commerce meeting.

Commissioner Vasavada communicated that she attended a WPPA industrial symbiosis tour. She requested these items be discussed at a future Commission meeting: 1) would like to discuss/create a policy that supports directing resources to expand the waterfront to provide access and programs to all (sponsorships for those unable to afford programs) and would like to look at access to the community at our airport as well; and 2) would like to see a list of Port land leases with properties and leases with just land.

Commissioner Iyall reported that he attended a Yelm Chamber of Commerce meeting, the Thurston County Chamber Forum, and a Transportation Policy Board meeting.

Commissioner Harding shared that she attended a Real Estate Forum hosted by the Thurston County Economic Development Council; and she attended the Experience Olympia and Beyond Annual Meeting. She shared a quote from Eldridge Cleaver quote: "The price of hating other human beings is loving oneself less."

### **Other Business**

Commissioner Harding requested a Work Session to discuss the Port of Olympia Citizens Advisory Committee (POCAC). She would like to discuss a path forward that aligns with the needs and expectations of how this group works. Clear, shared objectives are needed so that everyone is on the same page. Recruitment of new members also needs to be addressed.

### **Meeting Announcements**

A list of upcoming events was displayed on the screen for viewers to see upcoming Commission and POCAC meetings. The next Commission meeting will be held on Tuesday, October 14, 2025, at 5:30 p.m.

### **Adjournment**

There being no further business to come before the Port of Olympia Board of Commissioners, the Monday, September 22, 2025, regular meeting was adjourned at 6:58 p.m. by Commissioner Vasavada.

PORT OF OLYMPIA COMMISSION

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Jasmine Vasavada, President

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Maggie Sanders, Vice President

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Sarah Montano, Secretary

DRAFT

## COVER MEMO

**Briefing Date/Time:** October 14, 2025

**Staff Contact/Title:** Karen Andrade, Communication Specialist  
[karena@portolympia.com](mailto:karena@portolympia.com), 565-669-8820  
Mike Reid, Community & Economic Development Dir  
[miker@portolympia.com](mailto:miker@portolympia.com)

**Subject:** Port of Olympia Website Design Contract

**Purpose:** ☒ Information Only ☐ Decision Needed

### **Overview:**

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

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. After two rounds of review, we narrowed the selection to interview three of the top scoring finalists. Our team 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.

*No action is required at this time, but consent approval will be requested at the October 27 commission meeting to approve the contract with Snowberry Media.*

**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.

**Documents Attached:**

- RFP for Port of Olympia Web Redesign
- Snowberry Media Proposal for Port of Olympia Web Design
- PowerPoint Presentation

**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.

**Staff Recommendation:**

Staff recommends approving the contract with Snowberry Media at the Oct. 27 commission meeting.

**Commission Recommendation:**

Review information presented including scope of the project and vendor proposal

**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.

**Conclusion:**

The commission can expect to see this request on the Oct. 27 consent agenda. The commission will have opportunities after the project begins to provide input and feedback at various stages throughout the project.





# Web Vendor Contract

Karen Andrade – Communications Specialist  
Mike Reid – Community & Economic Development Director  
October 14, 2025





# 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.

# 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.



# 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



# Scope of Project





# 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.



# 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.



# Snowberry Media:

Experience, Project  
Proposal & Cost



# Snowberry Media

## Experience and qualifications

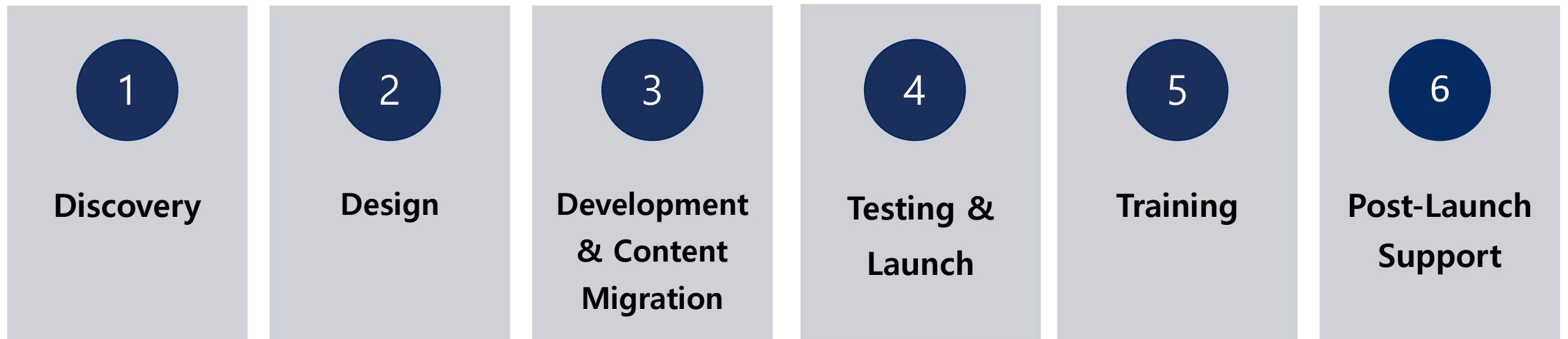
- Experience working with public agencies - Port of Vancouver
- Highly qualified project team and credentials

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

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| ▪ Project Understanding & Approach | ▪ Security & Compliance             |
| ▪ Experience & Qualifications      | ▪ SEO & Analytics Strategy          |
| ▪ Accessibility & Inclusivity      | ▪ Support, Maintenance and Training |
| ▪ Design & User Experience         | ▪ Reasonableness of Cost            |

# Project Timeline

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



# 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

---

# 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	<b>\$74,325</b>



# 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





Solicitation &  
Contract Documents  
For

**2025-1039 – WEB DESIGN AND DEVELOPMENT**

July 25, 2025

<p><b>Request for Proposal (RFP)</b></p> <p><b>RFP Number: 2025-1039</b> <b>RFP Title: Web Design and Development</b> <b>Release Date: July 25, 2025</b></p> <p><b>Port Contracts Specialist:</b> Hannah Ellis HannahE@PortOlympia.com 360-528-8040</p> <p><b>Contract Manager:</b> Karen Andrade KarenA@PortOlympia.com 360-485-1470</p> <p><b>Proposal Due Date: August 22, 2025</b></p>	<p><b>Submit Proposal to:</b></p> <p><b>Procurement Platform:</b> <a href="https://portolympia.bonfirehub.com">https://portolympia.bonfirehub.com</a></p>
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## Contents

SECTION 1: SCOPE OF SERVICES SUMMARY, PROJECT OBJECTIVES, BACKGROUND.....	3
Scope of Services Summary .....	3
Background .....	4
SECTION 2: SCHEDULES.....	5
Solicitation .....	5
Selection of Vendor.....	5
SECTION 3: PROPOSAL REQUIREMENTS .....	5
Proposal Requirements:.....	5
SECTION 4: SUBMITTAL PROCESS.....	6
Online Procurement Platform .....	6
SECTION 5: EVALUATION PROCESS.....	7
SECTION 6: ADMINISTRATIVE REQUIREMENTS.....	8
Prevailing Wage.....	8
Retainage .....	9
APPENDIX A: SCOPE OF SERVICES .....	10
APPENDIX B: SAMPLE CONTRACT .....	13

## **SECTION 1: SCOPE OF SERVICES SUMMARY, PROJECT OBJECTIVES, BACKGROUND**

### Scope of Services Summary

The Port of Olympia seeks proposals from qualified web design and development agencies for the redesign of its current website, [www.portolympia.com](http://www.portolympia.com).

Our goal is to create an inclusive, user-friendly, and accessible website that effectively conveys the Port of Olympia's mission, services, and initiatives.

Our main objectives are to streamline site functionality and navigation, refresh our brand image and create a more inclusive design in an effort to improve public perception and help build trust in the community. As a government agency committed to open communication and transparency, it is critical that users be able to easily access information, services, calendars, and other documents on our website. Currently, the site is difficult to navigate and locate information, and much of the content is outdated and does not adhere to government-mandated standards for plain language and accessibility.

Reference Appendix A for the detailed Scope of Services.

### Project Objectives

- Improve the site's functionality, specifically the navigation and search functions, to help users easily locate port-specific services, documents, news, events, and resources. While content updates and copywriting will be performed internally, the provider will perform a qualitative content audit to pinpoint content that needs to be updated, merged, or removed and prioritize and identify areas for improvement. The provider will also manage content migration from the existing site to the new platform. See the size and scale of web pages at [portolympia.com](http://portolympia.com)
- 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 allows for easy updates and content management by a small internal communications team of 3-5 staff members, and has capability to add



custom features such as intranet, event calendars, forms, maps, and data integration, such as Google Analytics.

- Provide a scalable solution that accommodates future features and growth.

## Background

The Port of Olympia has a proud history in Thurston County. In operation since 1922, the Port serves the community in a wide variety of ways, leading the way for many of the area's economic development efforts.

From the commercial center at New Market Industrial Campus to the diversified specialty Marine Terminal to the vibrant Swantown Marina and Boatworks to the strategically located Olympia Regional Airport, the Port of Olympia is committed to fostering economic growth of the South Puget Sound region and serving the needs of global customers.

The Port of Olympia's Mission is: *"Creating economic opportunities and building community for all of Thurston County through responsible resource use".*

## **SECTION 2: SCHEDULES**

The Port reserves the right to revise the planned timeline below, as needed.

### Solicitation

Solicitation Released	July 25, 2025
<b>Required Site Visit</b> <i>(if applicable)</i>	<b>No Site Visit Required</b>
Questions & Answer Period	July 25 – August 01, 2025
Addenda Issued No Later Than	August 06, 2025
<b>Proposal Submission Due</b>	<b>03:00 PM August 22, 2025</b>

### Selection of Vendor

Review of Proposals Week of:	August 25, 2025
Interviews Week of <i>(if required)</i> :	September 01, 2025
Selection of Vendor:	September 15, 2025

### Contract

Desired Start Date:	October 01, 2025
Initial Term Completion Date:	Upon Project Completion

## **SECTION 3: PROPOSAL REQUIREMENTS**

### Proposal Requirements:

- a. Executive Summary
  - Overview of your agency, project understanding, and approach.
- b. Project Plan & Timeline
  - Detailed project schedule including key phases: discovery, design, development, testing, training, and launch.
  - Estimated timeline and milestones.
- c. Team & Qualifications
  - Bios and roles of project team members.
  - Relevant certifications and specialties (e.g., accessibility, SEO, CMS experience).
- d. Relevant Experience
  - Case studies or examples of at least 3 similar projects.
  - Experience with public agencies, ports, or other government entities is preferred.
- e. Technical Approach

- Explanation of how you will meet each of the functional requirements listed in the RFP, including:
  - CMS selection and customization
  - Mobile-first responsive design strategy
  - Accessibility and multilingual support
  - Advanced search functionality
  - Intranet and interactive features
  - SEO implementation
- f. Accessibility Plan
  - How your solution will meet WCAG 2.1 and inclusivity principles.
- g. Security & Privacy
  - Description of your security practices, compliance with data privacy laws, and approach to regular audits.
- h. Ongoing Support & Maintenance
  - Post-launch support offerings, including training, CMS documentation, and service-level agreements (SLAs).
- i. Cost Proposal
  - Detailed cost breakdown: design, development, content migration, licensing (if any), training, and ongoing support/maintenance.
- j. References
  - Contact information for at least 2 past clients for whom you've delivered similar work.

#### **SECTION 4: SUBMITTAL PROCESS**

##### Online Procurement Platform

Proposals for this RFP will only be accepted utilizing the Bonfire web portal located at <https://portolympia.bonfirehub.com/portal/?tab=openOpportunities>. Vendors that intend to respond must ensure that they have the necessary software to access and download the RFP and related documents through Bonfire. Vendors that intend to submit a Proposal must consult the portal on a regular basis through "Proposal Submission Due" date in Section 2 for any document updates and/or addenda. Proposals must be based on the most current version of the RFP available on the portal as of the "Addenda Issued No Later Than" date. As a registered Bonfire user, downloading the RFP will automatically trigger notifications of all RFP updates and addenda.



Vendors may contact Bonfire support via email at [support@gobonfire.com](mailto:support@gobonfire.com) or by phone at (800) 354-8010, Ext 2. Vendors shall not contact the Port for technical assistance as it relates to submitting their Proposals via Bonfire.

The Port will not assume any risk, responsibility, or liability whatsoever to any Vendor for ensuring that the Bonfire portal is in good working order or that the Vendors are able to download and upload documents or other material from or to the Bonfire portal, including, without limitations, delays caused by Bonfire when responding to the Vendor for requests for technical support. It is the Vendor's responsibility to upload their Proposals in sufficient time prior to the Proposal Submission due date and time. The Port makes no representation, warranty, or condition that the Bonfire website will be uninterrupted, timely, secure, or error free.

**Proposal Submissions received after the Proposal Submission due date and time will not be considered.**

Unless Bonfire is technically unavailable for Proposal Submissions, the Port is not obligated to extend the Proposal Submission due date and time.

Upon Proposal Submission, each Vendor will receive an email confirmation receipt with a unique confirmation number as proof of submission. This will be the only confirmation notice received.

**SECTION 5: EVALUATION PROCESS**

The following weighting and points will be assigned to the Proposal for evaluation purposes:

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

<b>Design, User Experience and User Interface Quality</b> Quality and clarity of visual design approach, including mobile-first and responsive layouts.	<b>10 Points</b>	<b>10%</b>
<b>Security &amp; Compliance</b> Meets or exceeds security expectations and demonstrates understanding of compliance requirements.	<b>5 Points</b>	<b>5%</b>
<b>SEO &amp; Analytics Strategy</b> On-page SEO best practices and analytics integration well-defined.	<b>5 Points</b>	<b>5%</b>
<b>Support, Maintenance &amp; Training</b> Provides sustainable post-launch support, training, and documentation.	<b>5 Points</b>	<b>5%</b>
<b>Reasonableness of Cost</b> Clear, detailed pricing and overall value. Competitive but not necessarily lowest bid.	<b>15 Points</b>	<b>15%</b>
<b>Total</b>	<b>100 Points</b>	<b>100%</b>

The Port reserves the right to award the Contract to the Vendor whose Proposal is deemed to be in the best interest of the Port.

#### **ORAL PRESENTATIONS MAY BE REQUIRED**

Oral presentations, if considered necessary, will be utilized in selecting the winning Proposal. The Port, at its sole discretion, may elect to select the top scoring finalists from the written evaluation for an oral presentation and final determination of Contract award. The Port reserves the right to award the Contract to the Vendor whose Proposal is deemed to be in the best interest of the Port.

#### **SECTION 6: ADMINISTRATIVE REQUIREMENTS**

##### **Prevailing Wage**

The Vendor shall comply with the requirements of RCW 39.12, if applicable, and shall pay each employee an amount not less than the Prevailing Rate of Wage, as specified by the Industrial Statistician of the Washington State Department of Labor and Industries (L&I) <https://secure.lni.wa.gov/wagelookup>. Before commencement and upon completion of work, the Vendor shall file all necessary forms and pay the filing fees required by L&I. The Vendor shall indemnify and hold the Port harmless from any claims related to the payment or non-payment of such wages by the Vendor.





For the purpose of this Contract the prevailing wage rate is set as the Proposal Submission date listed in Section 2. Unless otherwise noted, all work performed under this contract will take place in Thurston County, Washington.

#### Bonding

This RFP does not require a Bid Guarantee, Performance, or Payment Bond.

#### Retainage

This RFP and any contract resulting from it will not require retainage to be held from invoices submitted.

## **APPENDIX A: SCOPE OF SERVICES**

### **A. Project Phases**

#### **1. Discovery & Planning:**

- Stakeholder Interviews: Meet with internal stakeholders to understand goals, target audience, and desired website features.
- Conduct qualitative content audit: Provide recommendations to streamline, consolidate and remove pages to improve content organization, facilitate content migration and align with overall design and content strategy.
- Competitive Analysis: Analyze websites of similar ports or government agencies to identify best practices.
- User Research: Conduct user surveys, user testing, and/or analytics review to understand user needs and pain points.

#### **2. Design:**

- Information Architecture: Redesign the site's structure, including navigation and content organization to meet the needs of our target audiences.
- Wireframes & Prototypes: Develop wireframes and interactive prototypes for review and approval before moving into design.
- Inclusive Visual Design: Create modern, clean, and human-centric design concepts that align with Port of Olympia's branding and mission.
- Responsive Design: Ensure the design is mobile-friendly and works across various devices and screen sizes.

#### **3. Development:**

- Website Development: Build the website using an appropriate CMS (such as WordPress, Drupal, or similar) ensuring it is easy for the Port's team to manage and update.
- Content Migration: Provide seamless and comprehensive migration of existing website content to the new platform/CMS.
- Custom Features: Implement any custom features such as intranet, event calendars, forms, maps, and data integration such as Google Analytics.
- SEO Optimization: Optimize the site for search engines to ensure high visibility and performance.

- Security & Performance: Implement robust security protocols and optimize the site for fast load times.
4. Testing & Launch:
- Quality Assurance: Conduct comprehensive testing across different devices and browsers to ensure functionality, accessibility, and performance.
  - User Acceptance Testing (UAT): Ensure the site meets the needs of stakeholders through thorough testing and feedback.
  - Launch Support: Provide support during the launch phase, ensuring smooth deployment and any post-launch troubleshooting.
5. Training & Documentation:
- CMS Training: Provide training for the Port of Olympia staff to effectively manage and update website content.
  - Documentation: Provide clear documentation on the website structure, CMS usage, and maintenance processes.
6. Post-Launch Support:
- Maintenance and Support: Provide ongoing maintenance support and updates for a defined period after launch, including bug fixes, updates, and security patches.

## **B. Key Functional Requirements**

1. Responsive Design:
- Mobile-first design ensuring usability across all devices with fast page load speeds.
2. Content Management System (CMS):
- Easy-to-use CMS for content updates and management.
  - Ability to add/remove pages, blog posts, event listings, etc.
  - Access to user-friendly analytics and/or third-party integration such as Google Analytics
3. User Features:
- Search Functionality: Advanced (AI) search with filters to quickly find relevant content (port services, news, documents, commission packets, etc.).

- Event Calendar: A calendar showcasing port events, meetings, and other community-related activities.
- Intranet: Mobile-ready intranet integration for approximately 50 staff to streamline communication, enhance collaboration, facilitate training and onboarding and boost employee engagement.
- Interactive Maps: Integration with an interactive map displaying port facilities and services.
- Blogs and News Releases: Easy-to-update content editor for blogs and news releases. Priority features include social sharing integration, categories, and tags, drafting and sharing, featured post option, author profile/byline, multimedia integration and searchable post archives.
- Contact Forms: Customizable contact forms for inquiries, feedback, and specific services.

#### 4. Accessibility

- WCAG 2.1 compliant for accessibility to ensure usability for all visitors, including those with disabilities.
- Use inclusive design and fonts that create a more equitable experience for all users including those of diverse age, gender, and cultural background.

#### 5. Search Engine Optimization (SEO):

- On-page SEO best practices (meta tags, alt text, etc.).
- Structured data for better indexing by search engines.

#### 6. Multilingual Capabilities:

- Ability to integrate Google Translate to provide top-tiered languages in Thurston County.
- Use font and text styles that are easy to read in other languages.
- Sensitivity to cultural appropriateness in design and content.
- Ensure multilingual SEO optimization.

#### 7. Security:

- SSL/TLS certificate for encrypted communication.
- Regular security audits and compliance with privacy regulations.



## APPENDIX B: SAMPLE CONTRACT

### PERSONAL SERVICES CONTRACT

NO. XXXX-XXXX

CONTRACT NAME

This Contract is made by and between the Port of Olympia, a Washington municipal corporation (hereafter referred to as the "Port") and XXXX, UBI XXX XXX XXX, (hereafter referred to as the "Consultant"), and collectively sometimes referred to as "Parties" or individually as "Party".

The Port desires to retain the Consultant to provide XXXX, (the "Services") which requires specialized skills and other support capabilities which the Port is not able to provide.

The Consultant has been deemed to possess the required skills and the necessary capabilities, including technical and professional expertise, to perform the Services set forth in this Contract. The Parties agree that this Contract is consistent with applicable statutory and Port policy requirements.

#### Recitals

- I. The Washington State Legislature provides authority for Ports to enter into Personal Services Contracts under Chapter 53.19, of the Revised Code of Washington (RCW);
- II. The Washington State Legislature has empowered Port districts to delegate administrative powers and duties as they deem proper for the efficient and proper management of the Port's operations (RCW 53.12.270);
- III. The Port's Commission has delegated administrative powers and duties, including the ability to contract for Personal Services Contracts, to the Executive Director of the Port through Resolution 2019-06.
- IV. Personal Services are defined under RCW 53.19.010 as services provided by a consultant which involve technical expertise to accomplish a specific study, project, task, or other work. These activities and products are mostly intellectual in nature.

The Parties agree as follows:

1. Scope of Services/Additional Requirements.

- 1.1. The Consultant shall perform such services and accomplish such tasks, including the furnishing of all materials and equipment necessary for full performance thereof (the "Services"), as detailed in Exhibit "A".
- 1.2. All Services shall be provided according to the care and skill ordinarily used by members of the Consultant's profession practicing under the same or similar circumstances at the same time and in the same locality as the Services being performed.

1.3. For any on-call contract, as identified in the title, work performed must be done through the issuance of a Task Order issued by the Port. Task Orders will have a defined Scope of Work accompanied by a not to exceed (NTE) amount for said Task Order. The compensation rates for work performed under any issued Task Order may not exceed the agreed upon rates incorporated into this Contract.

1.4. Additional Requirements include:

2. Term.

- 2.1. This Contract is effective upon execution by an Authorized Representative for the Consultant and the Executive Director of the Port. The Consultant shall begin and complete the provision of the Services, unless sooner terminated according to this Contract or Consultant has entered an on-call Contract as provided in paragraph 1.3 herein, as follows:

**Commencement Date:** XXXX  
**Completion Date:** XXXX

- 2.2. In the event that the mutual execution date is after the commencement date listed above, the Parties hereby agree that the Commencement date shall be used as the starting date for this Contract.

3. Compensation and Billing.

- 3.1. The Port shall pay the Consultant on a Time and Expense basis or Lump Sum, not-to-exceed XXXX and zero cents (\$XX,XXX.00) for the initial term of this Contract, and paid according to the Rate Schedule shown in Exhibit "A".

3.1.1. Expenses are defined as costs incurred by the Consultant, other than payroll costs, which are directly attributable to the performance of the Services and include mileage and related expenses, long-distance telephone, facsimile, postage and delivery, and other expenses incurred in the direct interest of the Services. Expenses shall also include technical or professional services

obtained by the Consultant upon prior approval of the Port that are needed by the Consultant to complete the Services. Such costs shall be reimbursed by the Port to the Consultant at cost. Mileage shall be reimbursed at the IRS mileage rate in effect at the time travel occurred. The Port will not reimburse Consultant for any costs determined in the Port's discretion to be unreasonable or unrelated to the services provided. Consultant should obtain pre-approval from the Port for any costs which are not typical for the services to be provided.

3.2. The Consultant agrees to hold the Rates associated with the Contract for the entirety of the initial term unless otherwise specified in the attached rate sheet. In the event that both Parties agree to extension the Consultant may request a revision of rates. The Port may request documentation of increased costs associated with the Services provided prior to approval of a revision in Consultant's rates.

3.3. No payment shall be made for any Service rendered by the Consultant except for Services identified in this Contract and directly related reasonable expenses as determined by the Port. The Consultant will transmit invoices to the Port no more often than once each month, for the Services and **expenses** pursuant to this Contract.

3.3.1. All invoices shall list the actual time (days and/or hours) and dates during which the Services were performed, **with a description of work performed.**

3.3.2. All invoices are to be sent electronically to [Contracts@portolympia.com](mailto:Contracts@portolympia.com) with the invoice noting the contract number in order to be deemed complete and ready for Processing.

#### 4. Amendments/Modifications.

4.1. Any changes to this Contract, after execution, will be made through a mutually agreed upon Amendment(s) and executed by signature of the appropriate Authorized Representatives of each Party. Any and all amendments must not conflict with the Port's policies at time of execution, or any applicable statutory requirements. Consultant is responsible for compliance with any statutory requirements applicable for the work to Consultant's work or profession.

4.2. In the event that a single or combination of Amendments is issued that will increase the aggregate value of the Contract in excess of authority delegated to the Executive Director, the Port must seek approval of the Amendment with the Commission and make said Amendment at a public meeting. Consultant

understands that this Contract is a public record under the Washington Public Records Act, RCW 42.56.

5. Information Requests.

The Consultant shall furnish the Port within a reasonable time such statements, records, reports, data, and information as the Port may request pertaining to the Services and the Project. Consultant will cooperate with the Port in conjunction with any audit performed by the Washington State Auditor's Office.

6. Independent Contractor Relationship.

6.1. The Parties intend that an independent contractor relationship will be created by this Contract. The Port is interested primarily in the results to be achieved by the Services. The implementation of Services will lie solely with the discretion of the Consultant. No agent, employee, servant or representative of the Consultant shall be deemed to be an employee, agent, servant or representative of the Port for any purpose, and the employees of the Consultant are not entitled to any of the benefits the Port provides for its employees.

6.1.1. The Consultant will be solely and entirely responsible for its acts and for the acts of its agents, employees, servants, subcontractors or representatives during the performance of the Services.

6.2. In the performance of the Services, the Consultant is an independent contractor with the authority to control and direct the performance of the details of the Services; however, the results of the Services shall be approved by the Port and shall be subject to the Port's general rights of inspection and review to ensure the satisfactory performances of the Services

6.2.1. Notwithstanding, the Port may, at its sole discretion, require the Consultant to remove an employee(s), agent(s) or subcontractor(s) from providing the agreed upon Services.

7. Right to Inspection.

The Port reserves the right to, or have a third party at the Port's request, inspect, audit, or review the Services provided in this Contract at any time and determine the services performed were satisfactory prior to payment.

8. Hold Harmless/Indemnification.



8.1. Consultant shall defend, indemnify and hold the Port, its officers, officials, agents, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees and costs, arising out of, in connection with, or resulting from the acts, errors or omissions of the Consultant in performance of this Contract, except for injuries and damages caused by the sole negligence of the Port. Should a court of competent jurisdiction determine that this Contract is subject to RCW 4.24.115, then, in the event of liability for damages arising out of bodily injury to persons or damages to property caused by or resulting from the concurrent negligence of the Consultant and the Port, its officers, officials, employees, and volunteers, the Consultant's liability, including the duty and cost to defend, hereunder shall be only to the extent of the Consultant's negligence.

**8.2. It is further specifically and expressly understood that the indemnification provided herein constitutes the Consultant's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purposes of this indemnification. This waiver has been mutually negotiated by the parties. The provisions of this section shall survive the expiration or termination of this Contract.**

9. Insurance.

9.1. The Consultant shall procure and maintain for the duration of the Contract, insurance against claims for injuries to persons or damage to property which may arise from, or in connection with, the performance of the Services by the Consultant, its agents, representatives, or employees.

9.2. Consultant shall obtain insurance of the types described below:

9.2.1. Automobile Liability insurance covering all owned, non-owned, hired and leased vehicles, with a minimum combined single limit for bodily injury and property damage of One Million Dollars (\$1,000,000) per accident. Coverage shall be written on Insurance Services Office (ISO) form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage.

9.2.2. Commercial General Liability insurance shall be written on ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, independent contractors and personal injury and advertising injury, with limits no less than One Million Dollars (\$1,000,000) each occurrence, Two Million Dollars (\$2,000,000) general aggregate. The Port shall be named as an



insured under the CONSULTANT's Commercial General Liability insurance policy with respect to the work performed for the Port.

- 9.2.3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.
- 9.2.4. Additional insurance coverage as requested by the Port deemed necessary for the services to be performed such as, but not limited to, professional errors and omissions insurance.
- 9.3. The insurance policies are to contain, or be endorsed to contain, the following provisions for Automobile Liability, Professional Liability and Commercial General Liability insurance:
  - 9.3.1. The Consultant's insurance coverage shall be primary insurance with respect to the Port. Any insurance, self-insurance, or insurance pool coverage maintained by the Port shall be excess of the Consultant's insurance and shall not contribute with it.
  - 9.3.2. The Consultant's insurance shall be endorsed to state that coverage shall not be cancelled by either Party, except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the Port.
- 9.4. Insurance is to be placed with insurers with a current A.M. Best rating of not less than A: VII.
- 9.5. Consultant shall furnish the Port with original certificates and a copy of the amendatory endorsements including, but not necessarily limited to, the additional insured endorsement, evidencing the insurance requirements of the Consultant deemed adequate in the Port's sole discretion before commencement of the Services.
- 10. Dispute Resolution. Any controversy or claim arising related to this Contract, or the breach thereof, shall be subject to dispute resolution as described:
  - 10.1. Prior to the initiation of any action or proceeding to resolve disputes between the parties, both shall make a good faith effort within 10 business days from the time the dispute first became known to both Parties to resolve any such disputes by negotiation between representatives with decision-making power, who shall not have substantive involvement in the matters involved in the dispute, unless the parties otherwise agree.

- 10.2. Failing resolution under paragraph 10.1 herein, the parties shall attempt to resolve the dispute through a mediation conducted by a person(s), or organization experienced in mediation initiated within thirty (30) days from the date of the request unless extended by Contract of both parties. If the Parties fail to agree on the appointment of a mediator or mediation service within 10 business days from the date of a mediation request initiated under this paragraph, the dispute shall be mediated by the Washington Arbitration and Mediation Service (WAMS) in Seattle, with each Party to bear its own costs, attorney fees, and one half of the mediation fee.
- 10.3. The positions expressed and mediator's recommendations, if any, shall not be admissible as evidence in any subsequent proceeding. At all times during the course of any unresolved dispute between the parties, the Consultant shall supervise, direct and perform the Work in a diligent and professional manner and without delay as provided under the terms of the Contract. The good faith completion of negotiation efforts and mediation pursuant to this Article shall be a prerequisite to the filing of any litigation. Jurisdiction and venue shall be in the Thurston County, Washington Superior Court or the Federal District Court for the Western District of Washington, depending on the nature of the dispute. Washington State law shall be applied to any litigation that is brought that arises out of, is related to, or connected with, this Agreement.

## 11. Ownership of Property.

- 11.1. All property furnished by the Port for the use of the Consultant shall remain the property of the Port.
- 11.2. All documents, including drawings and specifications prepared by the Consultant pursuant to this Contract, are instruments of service with respect to the Services and shall be owned by the Port upon payment of the Consultant fee by the Port. The Consultant shall provide the Port with both the native file formats and reproducible copies of all documents, drawings, specifications, and other work products constituting the instruments of service. The instruments of service are not intended nor represented by the Consultant to be suitable for reuse by the Port or others on extensions of the services provided for the Services, or any other project. Any reuse without written verification or adaptation by the Consultant will be at the Port's sole risk and without liability or legal exposure to the Consultant, and the Port shall indemnify and hold the Consultant harmless from all claims, damages; losses, and expenses including attorney's fees arising out of or resulting therefrom.

## 12. Compliance with Laws.

- 12.1. The Consultant, in the performance of this Contract, shall comply with all applicable federal, state or local laws and ordinances, including regulations for licensing, certification and operation of facilities, programs and accreditation, and licensing of individuals, and any other standards or criteria as described in this Contract to assure quality of services.
- 12.2. Additionally, the consultant acknowledges and understands their responsibilities under WAC 415-02-325 in relation to 2008 early retirement factors and will inform the Port if there is a conflict.
- 12.3. The Consultant specifically agrees to pay any applicable business and occupation (B&O) taxes that may be due on account of this Contract, as well as any other tax or fee related to the Consultant's business.

### 13. Nondiscrimination.

- 13.1. In In the performance of this Contract, Consultant will not discriminate, or allow discrimination, against any employee or applicant for employment on any of the following grounds: race, creed, color, national origin, sex, marital status, sexual orientation, age, honorably discharged veteran or military status, or the presence of any sensory, mental or physical disability, or the use of a trained dog guide or service animal by a person with a disability, or any other discrimination prohibited by law or Executive Order.. Consultant shall take such action with respect to this Contract as may be required to ensure full compliance with local, state and federal laws prohibiting discrimination in employment.
- 13.2. Additionally, Consultant will not discriminate against any recipient of any services or benefits provided for in this Contract on the grounds of race, creed, color, national origin, sex, marital status, sexual orientation, age, honorably discharged veteran or military status, or the presence of any sensory, mental or physical disability or the use of a trained guide dog or service animal by a person with a disability, or other discrimination prohibited by law or Executive Order.
- 13.3. If any assignment or subcontracting has been authorized by the Port, the assignment or subcontract shall include appropriate safeguards against discrimination meeting the requirements of this Contract.

### 14. Assignment/subcontracting.

- 14.1. The Consultant shall not assign its performance of the Services or any portion of this Contract without the Port's prior written consent of not less than thirty (30) days. The Port reserves the right to reject without cause any such assignment.
- 14.2. Any assignment shall be subject to each provision of this Contract and proper bidding procedures where applicable as set forth in local, state and/or federal statutes, ordinances and guidelines.
- 14.3. Any technical/professional service subcontract not listed in this Contract, must have express advance approval by the Port.

15. Maintenance and Inspection of Records.

- 15.1. The Consultant shall maintain books, records and documents, which sufficiently and properly reflect all direct and indirect costs related to the performance of this Contract and shall maintain such accounting procedures and practices as may be necessary to ensure proper accounting of all funds paid pursuant to this Contract. These records shall be subject at all reasonable times to inspection, review, or audit, by the Port, its authorized representative, the State Auditor, or other governmental officials authorized by law to monitor this Contract.
- 15.2. The Consultant shall retain all books, records, documents and other material relevant to this Contract, for six (6) years after its expiration. The Consultant agrees that the Port or its designee shall have full access and right to examine any of said materials at all reasonable times during said period.

16. Termination.

- 16.1. Termination for Convenience. The Port may terminate this Contract, in whole or in part, at any time, by giving thirty (30) calendar days' written notice to the Consultant. Upon such termination for convenience, the Port shall pay the Consultant for all Services provided under this Contract through the date of termination, as well as any other Services specifically agreed to by the Parties in writing.
- 16.2. Termination for Cause. If the Consultant fails to perform in the manner called for in this Contract, or if the Consultant fails to comply with any other provisions of the Contract and fails to correct such failure or noncompliance within five (5) business days' written notice thereof, the Port may terminate this Contract for cause. Termination shall be effective by serving a notice of termination on the Consultant setting forth the manner in which the Consultant is in default and the



date of the termination. The Consultant will only be paid for Services performed in accordance with this Contract through the date of termination.

17. Notice.

- 17.1. All notices provided for in this Contract shall be sent by certified mail to the addresses designated below:

**Port**

Contracts Specialist  
Port of Olympia  
606 Columbia St. NW, STE 300  
Olympia, WA 98501

**Consultant**

XXXX  
XXXX  
XXXX  
XXXX

- 17.2. In the event either Party needs to change the contact for notices, they shall provide in writing a new contact and the contacts information in writing to the other Party in a reasonable amount of time.

18. Attorney's Fees and Costs.

In any dispute arising from the terms or performance of this Contract, whether a lawsuit is commencing, the prevailing Party shall be entitled to recover from the other Party, in addition to any other relief to which such Party may be entitled, reasonable attorney's fees and other costs incurred in that action or proceeding, including an appeal.

19. Jurisdiction and Venue.

- 19.1. This Contract has been and shall be construed as having been made and delivered within the State of Washington and shall be governed by laws of the State of Washington, both as to interpretation and performance.
- 19.2. Any action of law, suit in equity, or judicial proceeding for the enforcement of this Contract or any provisions thereof shall be instituted and maintained only in any of the courts of competent jurisdiction in Thurston County, Washington, or in the United States District Court for the Western District of Washington, depending on the nature of the dispute.

20. Severability.



If any portion of this Contract is held to be invalid or unenforceable for any reason, such holding shall not affect the validity or enforceability of the remaining portions of this Contract.

**21. Electronic Signature.**

An electronic signature may be used with the same force and effect as a signature affixed by hand, subject to the limitations under state and federal law.

**22. Entire Contract.**

This Contract, including the Exhibit(s) attached, is the complete and exclusive expression of the Contract between the Parties and shall bind their successors and assigns. Any modification of this Contract shall be in writing and signed by both Parties. Failure to comply with any provision of this Contract shall constitute a material breach of contract and be cause for termination. The Parties recognize time is of the essence in the performance of this Contract. The forgiveness or waiver of the nonperformance of any provision of this Contract does not constitute a waiver of any subsequent nonperformance by a Party.

**IN WITNESS WHEREOF**, the Parties hereto have signed this Contract on the day and year written below.

**THE PORT OF OLYMPIA**  
606 Columbia St. NW, STE 300  
Olympia, WA 98501

XXXXXXXXXXXXXXXXXXXX  
XXXX XXXXXXXX XXXX  
XXXX XXXXXXXX XXXX

\_\_\_\_\_  
Alexandra Smith                      Date  
Executive Director

\_\_\_\_\_  
XXXXXXXXXX    Date  
XXXXXXXXXX

# project proposal

**prepared for:**

Port of Olympia

**date prepared:**

08/21/2025

**agency:** Snowberry Media

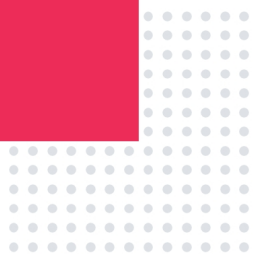
**contact:** Kevin Forte

**email:** kevin@snowberrymedia.com

**address:** 2214 W. 8th Street, Erie, PA 16505

**phone:** 814.757.0080

**website:** snowberrymedia.com



# letter of interest

We're excited to submit this proposal for the redesign and redevelopment of the Port of Olympia website. Your focus on clear communication, public trust, and service delivery aligns with our passion for building accessible, fast, and easy-to-manage government sites.

We propose a custom WordPress build that's mobile-responsive, WCAG-conscious, and simple for staff to update. Through a short, collaborative discovery, we'll clarify goals, streamline content, and shape a modern user experience with plain-language navigation and powerful search. Beyond core functionality, we see several high-impact opportunities to add value:

- A real-time Operations & Alerts center (tides, wind, AIS, berth status, clear service alerts)
- A centralized Resources Library with smart filters and PDF search for self-service
- An Interactive Map & Facility Explorer spanning Marine Terminal, Swantown, Airport, Real Estate, and projects

Our team has delivered public-sector sites with the same priorities you have: clarity, performance, accessibility, and maintainability. You'll get a tailored design, transparent communication, a recorded training session, and 60 days of post-launch support. Thank you for the opportunity, we're ready to partner with the Port of Olympia to create a trusted, modern, resident-first digital home.

Best,

Kevin Forte



Web Sales Specialist

kevin@snowberrymedia.com

(814) 757-0080



# project objectives

We propose designing a custom website for the Port of Olympia, built on the WordPress CMS. By creating a custom design, we can implement meaningful solutions for your goals and ensure the new website is easy to manage, SEO-optimized, mobile-responsive, accessible, fast, and secure.

---

## Research & Discovery

- Understand your goals, audience, and message through team collaboration.
  - Gather feedback from stakeholders for deeper insights.
  - Develop a strategic plan to guide design and development.
  - Audit and streamline content to improve clarity and efficiency.
  - Use competitive analysis and user research to guide best practices and user needs.
- 

## Fully Custom Web Design

- Provide personalized attention with a bespoke approach.
  - Leverage best practice design techniques and development standards.
  - Tailor strategies to align with your unique goals and vision.
  - Design inclusive, user-focused visuals that reflect the brand and mission.
- 

## Content Collaboration & Migration

- Use WP Import and WP Export tools for seamless migration.
  - Assess, organize, and transfer content for optimal integration.
  - Ensure no data loss and maintain content quality on the new platform.
- 

## Content Management Solution

- Offer robust content management capabilities.
  - Simplify updates with drag-and-drop editing.
  - Ensure design consistency across the website.
- 

## User Experience (UX) and Site Architecture

- Prioritize intuitive navigation for improved usability.
- Design clear, logical paths for seamless user flow.
- Implement responsive elements and robust search features for an optimized experience across devices.



---

## Mobile and Cross-Browser Optimization

- Use fluid grid layouts and responsive images for adaptability.
- Implement media queries for consistent design across screen sizes.
- Optimize loading times and display for enhanced mobile performance.

---

## SEO Optimization Techniques

- Build a fast, mobile-responsive website secured with SSL.
- Implement technical SEO tools including XML sitemaps, structured data, and canonical tags.
- Manage redirects and 404 pages to maintain link equity and user experience.
- Conduct keyword research, optimize on-page content (meta tags, headings, URLs), and configure analytics for tracking and performance.

---

## Site Performance

- Implement advanced page caching, GZIP compression, and media lazy-loading.
- Use lossless image compression and JavaScript deferral for optimized loading.
- Utilize a content delivery network (CDN) for faster global content delivery.

---

## Multimedia Content Features

- Support for high-quality video and audio embedding.
- Implement interactive elements like galleries, sliders, and animations.
- Optimize multimedia for fast loading without compromising quality.

---

## Testing and Post-Launch Support

- Conduct thorough pre-launch testing, including functional, usability, and accessibility checks.
- Offer post-launch monitoring to address any issues promptly.
- Provide ongoing maintenance options for long-term website health and security.

---

## Training

- Conduct a detailed training session, with a recorded version for future reference.
- Offer a 60-day grace period for questions and updates post-launch.
- Ensure a smooth transition with immediate issue resolution to enhance user experience.
- Provide documentation on CMS usage, website structure, and maintenance processes

---

## Accessibility Commitment

- Follow WCAG 2.1 AA guidelines for accessibility.

- Use user-friendly navigation, readable fonts, and alt text for images.
- Conduct thorough testing to meet accessibility criteria.
- Design inclusively for diverse ages, genders, and cultural backgrounds.

# unique concepts

Beyond delivering a modern redesign, we propose several high-impact enhancements to elevate the Port of Olympia's digital presence:

## Port Conditions & Traffic Hub

Create a real-time, mobile-optimized center for mariners, truck drivers, and GA pilots to plan safely and efficiently.

- Integrate live tide levels, wind speeds, weather advisories, and AIS vessel traffic.
- Display berth status, expected arrivals, docking schedules, and Swantown transient slip cues.
- Embed traffic cams and gate wait times, with sitewide alerts for closures and emergency updates.

This hub becomes a critical operational tool while reinforcing transparency and real-time service.

---

## Interactive Resource Toolbox

Centralize public records in a searchable, easy-to-use Resource Center.

- Offer advanced search with smart filters by type, category, department, and date.
- Use tagging and structured metadata to improve organization and SEO.
- Provide mobile-friendly previews and accessible downloads with guided CMS forms for easy publishing.

This improves public access and simplifies internal management.

---

## Economic Impact Dashboard

Show the Port's economic and environmental contributions at a glance.

- Track jobs supported, cargo throughput, marina/airport activity, revenue, taxes, and investments.
- Include sustainability metrics such as emissions, stormwater, and restoration projects.
- Enable filters by year, business line, or impact area, with downloadable, board-ready reports.

Stakeholders can explore trends and export visuals for meetings and funding needs.

---

## Interactive Map & Facility Explorer

A fast, accessible map to find facilities, services, and projects.

- Unified layers for Marine Terminal, Swantown, Airport, Real Estate, environmental projects, and districts with simple filters.
- Facility pages from map markers with photos, hours, services, berths/slips, runway info, and leasing contacts; ADA list view and shareable deep links.
- Real-time status and alerts for closures, detours, slip/berth availability, and active projects.

This delivers quick wayfinding and transparency in a single, modern experience.

---

## **Community Impact Portal**

Highlight civic engagement and education in a dedicated community center.

- Publish a dynamic calendar of events, tours, and public meetings.
- Spotlight partnerships, workforce programs, volunteers, local sponsorships, and youth content.
- Offer interactive learning resources that reveal behind-the-scenes operations.

The portal underscores the Port's role as a proactive community partner.

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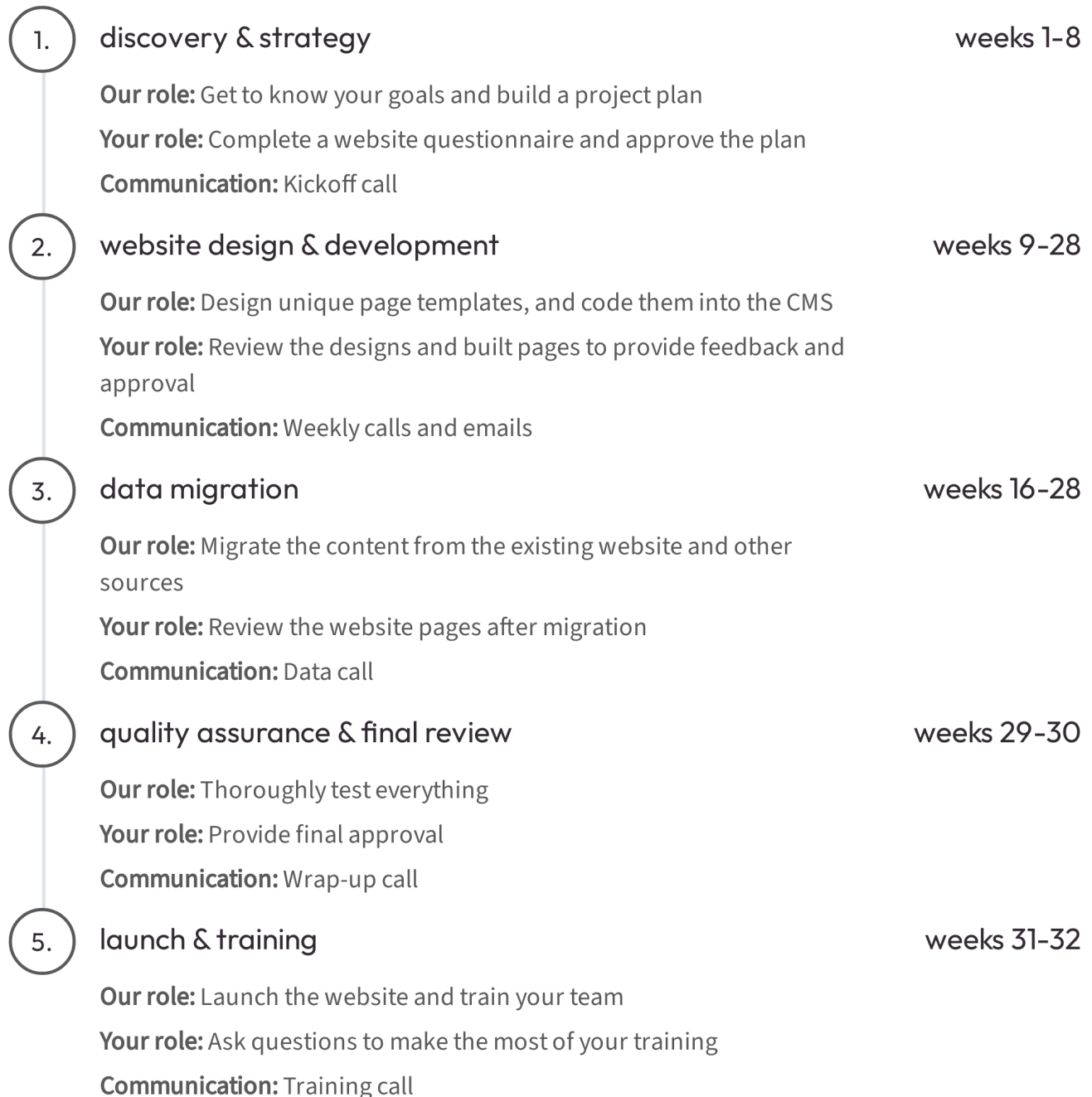
## **Approach to Multilingual Support**

Deliver inclusive language access that's scalable and easy to manage.

- Define page-by-page strategies for human review vs. automated translation.
- Implement proven solutions (e.g., Google Translate, Weglot, WPML, MultilingualPress).
- Maintain performance, clarity, accessibility, and multilingual SEO.

This ensures messages reach more residents without adding unnecessary complexity.

# timeline & approach



overall timeframe

30-32 weeks

\*Project phases will overlap at times which will help expedite the completion of deliverables. For example, after design approval of a page the frontend development and content creation can begin for that page, while the next design is started.



# project management

We use Asana to keep everything on track and everyone in the loop. This powerful tool helps our team collaborate effectively and meet project deadlines efficiently.



## Project Tasks

Tasks allow us to break down complex projects into manageable activities, each assigned to specific team members.

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## Milestones

Milestones mark critical goals or deadlines within the project, serving as checkpoints to measure progress and align team expectations.

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## Calendar

The calendar integrates tasks and milestones into a visual timeline, helping us manage deadlines.

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## Files

Asana allows us to attach files directly to tasks and projects, ensuring all necessary documents are readily accessible and centralized.

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## Messages

The messaging feature facilitates quick, centralized communication, maintaining a log of decisions and discussions.

# who we are

Snowberry Media is a boutique branding and website design and development agency, specializing in creating unique experiences for web and print. We have 15 years of experience working with a wide range of clients from different industries and countries.

Our approach involves guiding each client towards the best-fit solution for their specific needs. We have a small team of creative and technical experts that work directly with our clients to ensure optimal outcomes in everything we do.

## our core team



**Jason Hipwell**

PRESIDENT & HEAD OF DEVELOPMENT | 15 YEARS OF EXPERIENCE

Jason leads business development and connects clients with the agency. Within Snowberry Media, he oversees sales, marketing, and uses his extensive experience in HTML, CSS, Javascript, PHP, and SQL to provide technical direction for the team.



**Tara Jaggi**

CREATIVE DIRECTOR & UX DESIGNER | 10 YEARS OF EXPERIENCE

Tara creates unique, compelling experiences in UX design and provides creative direction for projects. She loves branding & illustration; In her spare time, she likes practicing yoga and honing her culinary skills.



**Kevin Forte**

WEB SALES SPECIALIST | 12 YEARS OF EXPERIENCE

Kevin specializes in consulting with our clients to identify their digital marketing needs, focusing on crafting customized web design and development solutions that enhance their online presence. He loves spending time outdoors, fly fishing and camping with his family.



**Amanda Morales**

VISUAL & UX DESIGNER | 7 YEARS OF EXPERIENCE

Amanda specializes in turning concepts into intuitive and visually captivating designs. From crafting user interfaces to enhancing user experiences, she relishes the creative challenge in every project. She finds joy in immersing herself in diverse cultures, constantly seeking fresh inspiration through travel and exploration.

# why snowberry

What's a Snowberry? The genus name is derived from the Greek word συμφορῆν (sumphorêin), meaning "to bear together". This speaks to our approach of partnering with you to create an ideal solution. We've broken down the main reasons why our clients choose Snowberry as a partner.



## Partnership

We partner with you to create thoughtful, meaningful solutions.

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## Expertise

We've been in business for 15 years and worked with hundreds of clients across various industries and markets. When you work with us, you work directly with experts, not through a middleman.

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## Creativity

We specialize in custom design and development. That means we create a solution for you from the ground up. Your organization is unique, and your website should show that.

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## Goal-oriented

As a results-driven agency, we focus on delivering tangible value. We do this by understanding your goals, and shaping the user experience on your website to help meet those goals.

---



## Technology

We leverage powerful technology to make your website easy to manage, SEO-optimized, responsive, accessible, fast, and secure.

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## Training

We train you to be more confident and adept at managing your website.

# our technologies

Our team has been designing and developing custom websites on WordPress since 2010. For our lightweight approach, we choose to add plugins for the sake of necessity, not to add bloat to your site. This ensures the best experience possible with fewer problems down the road and nothing in the way of your goals. Because every site is custom and has its own unique needs, every site we make uses a unique combination of software.



## WordPress

powerful content management



## Beaver Builder

drag and drop page editing



## WooCommerce

growth-driven eCommerce



## WP Engine

managed hosting with  
maintenance add-ons



## Gravity Forms

easy-to-build forms



## Yoast

easy search engine optimization



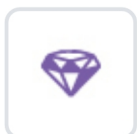
## WP Rocket

performance-enhancer used  
after launch



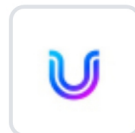
## SolidWP

comprehensive security



## FacetWP

advanced filtering for all your  
data



## UserWay

all-inclusive accessibility

# our work



relevant work

### **Erie Sports Hall of Fame**

<https://eriesportshalloffame.org/>

### **Harrisburg Downtown Improvement**

<https://harrisburgdid.com/>

### **National Trust Tours**

<https://nationaltrusttours.com/>

### **Costa Rica Weddings**

<https://costaricawedding.com/>

### **Siena Lake**

<https://sienalake.com/>

### **Greenwood Hospitality**

<https://farnamhotelrestaurants.com/>

<https://dynamitewoodfiregrill.com/>

<https://catalystlounge.com/>

<https://pasodelnorteresaurants.com/>

### **Relevant Active Projects**

Port of Vancouver USA

Conservation Technology Information Center

The Park People



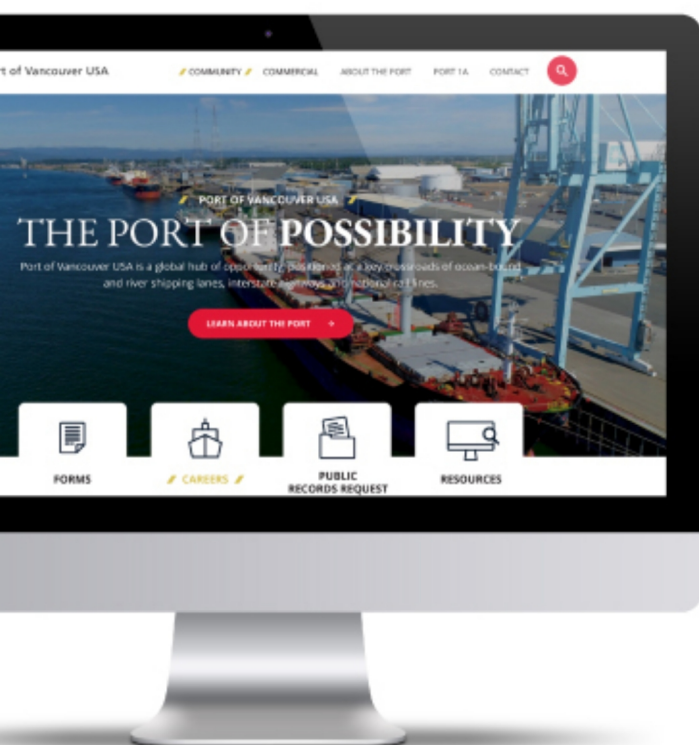
# Port of Vancouver USA

## project overview

Port of Vancouver USA is a global hub of opportunity, positioned at a key crossroads of ocean-bound and river shipping lanes, interstate highways and national rail lines.

## KEY FEATURES

- website design
- web development
- history timeline
- multilingual
- forms & resources



## our work

We partnered with Port of Vancouver USA to modernize their website. Our goal was to simplify and streamline both the visual identity and user experience, making key information more accessible to a wide range of users—from shipping partners to community stakeholders. The result is a clean, intuitive website that reflects the port's approach.

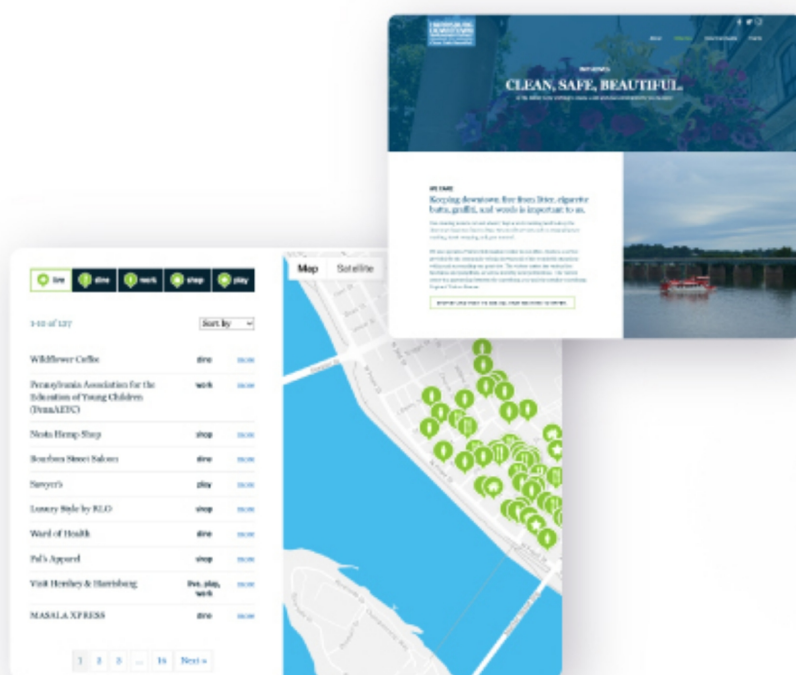
# Harrisburg Downtown Improvement District (HDID)

## project overview

The HDID is dedicated to the beautification of downtown Harrisburg by fostering a thriving environment for business owners, residents, and visitors. Their new site was outfitted with a clean look and everything a municipality needs to conduct business with the public.

## KEY FEATURES

- website design
- web development
- interactive map
- business listings
- event calendar



## our work

A large part of this project was showcasing all the different types of businesses in downtown Harrisburg through the downtown guide. This was done in a simple, straightforward way by categorizing points on a map, making it easy for users to sort through the directory.

Along with locations, events were added for users to find more specific things to do in the downtown district.

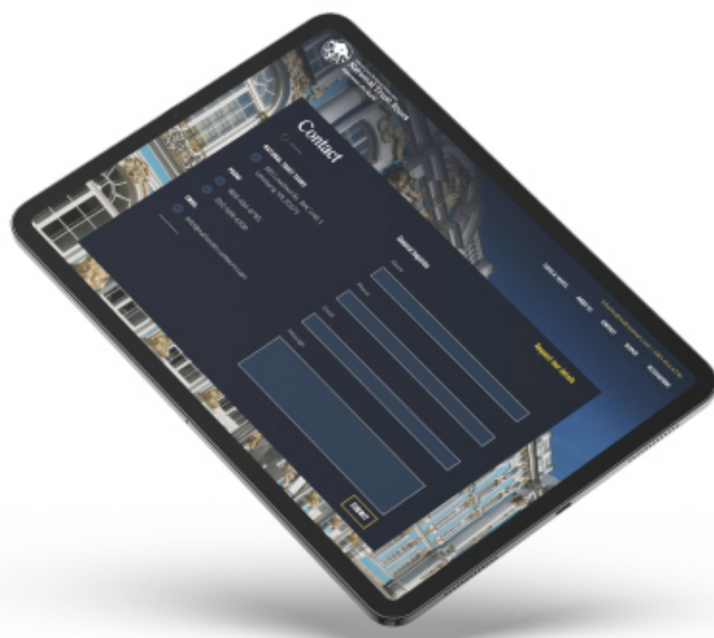
# National Trust Tours

## project overview

National Trust Tours has been offering culturally rich tourism programs for over 50 years. They offer prestigious tours with a focus on art and architecture paired with curation by experts for truly unique and enriching experiences.

## KEY FEATURES

- website design
- web development
- user research
- technical SEO



## our work

Through user testing, we were able to identify and address fundamental issues with the old site, making it simpler for their target audience to inquire about travel tours.

The new design was centered around the large catalogue of tours and the new aesthetic utilized already-existing, beautiful photography and featured new typography and colors that exudes history and prestige.

[NATIONALTRUSTTOURS.COM](http://NATIONALTRUSTTOURS.COM)



## Siena Lake

## project overview

Siena Lake is a scenic community located in the Rocky Mountains of Colorado focused on outdoor recreation. We built supportive features to enhance the experience and add some interactivity so Siena Lake could attract more potential residents and continue sharing passion for the outdoors.

## KEY FEATURES

- web development
- custom iconography
- interactive map
- activity map



our work

Our role comprised of crafting two separate maps. The property map showed the neighborhood where users could relocate, along with floorplans and exterior mockups. The mountain living map consisted of hand-drawn illustrations to show recreational activities that were available in the region.

We also added to their library of icons to help accent their list of amenities for the community.

# references



COMMUNICATIONS SPECIALIST, PORT OF VANCOUVER USA

**Sadie Prodanovich**

sprodanovich@portvanusa.com

(360) 823-5298

## KEY SERVICES

web design/dev  
api integrations  
multilingual



CO-FOUNDER CEO-CMO, VILLA PUNTO DE VISTA ESTATE

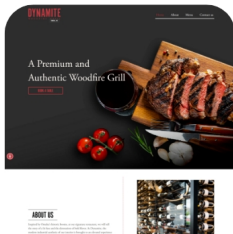
**Christien Johnson**

christien@pullapuntodevista.com

(888) 890-8687

## KEY SERVICES

website design  
website development  
interactive quiz  
venue / vendor  
profiles  
content collaboration



DIRECTOR OF MARKETING, GREENWOOD HOSPITALITY

**Liz Flurry**

lflurry@greenwoodhospitality.com

## KEY SERVICES

website design  
website development  
interactive map  
business directory  
event calendar



DIRECTOR OF MARKETING, HARRISBURG DID

**Sydney Musser**

sydney@harrisburgdid.com

## KEY SERVICES

website design  
website development  
interactive map  
business directory  
event calendar



SENIOR OPERATIONS MANAGER, NATIONAL TRUST TOURS

**Lisa Turgeon-Williams**

lisa@nationaltrusttours.com

(202) 588-6303

## KEY SERVICES

website design  
website development  
robust search/filtering  
user testing

# your investment

## TITLE/DESCRIPTION

## SUBTOTAL

### discovery & strategy

**\$6,875.00**

- Kick-off conference call to establish project goals
- Site architecture strategy and development
- Text content and rich media collection
- Existing website audit to identify weaknesses and opportunities
- Stakeholder interviews and questionnaire
- Establish project timeline

---

### website design & development

**\$48,750.00**

- Design & User Experience
  - 5 unique homepage design, one each for Port, Airport, Real Estate, Seaport and Swantown
  - 16 unique inner page designs templates
    - Some templates will be shared throughout subdomain sites
  - 10 rounds of revisions
  - Professionally designed, mobile-responsive page templates
  - Drag and drop visual page editor with preview capability
  - Visual editing software to create layouts without coding
  - Reusable sections and templates
- Development & Functionality
  - Powered by WordPress (CMS)
  - Form building software for unlimited forms
  - Access to stock photography
  - Third-party integrations
  - Port Conditions & Traffic Hub
  - Interactive Resource Toolbox
  - Economic Impact Dashboard
  - Interactive Map & Facility Explorer
  - Community Impact Portal
  - Filterable & searchable news and press releases
- SEO & Analytics



- On-page SEO configuration (auto-generated title tags, meta descriptions, and XML sitemaps)
  - Schema markup declarations, structured data, and proper HTML tags
  - Permanent (301) redirects from previous site pages
  - Implementation of Google Analytics
  - Performance, Security & Testing
    - Installation and configuration of WP Rocket for site performance
    - Robust security software
    - Comprehensive testing for quality assurance
  - Accessibility & Privacy Compliance
    - Accessible design system with intuitive navigation and distinguishable content
    - Compliance with WCAG 2.1 AA standards
    - Recommendation to install the UserWay accessibility widget for ongoing compliance
    - Cookie acceptance dialog/popup for privacy compliance
- 

## **intranet portal**

**\$5,725.00**

- Develop a secure, login-only portal for Port staff
  - Provide access to streamline communication, strengthen collaboration, simplify training and onboarding, and boost employee engagement
  - Design for mobile responsiveness with room to expand in the future
- 

## **multilingual functionality**

**\$4,500.00**

- Work with the Port of Olympia team to identify the best solution
  - Install, build and configure multilingual functionality across site
  - Implement translated content as needed
- 

## **data migration**

**\$5,225.00**

- Port all data from the main Port of Olympia website including images, page content, and files into new site
- Add new/revised data from the Port team

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## managed launch & training

\$3,250.00

- Managed website launch
- Recorded training session
- Comprehensive walk-through of the website dashboard including the visual page builder
- 60 days of post-launch support

project total:

\$74,325.00

# hosting & support

## ongoing services

	<b>BASIC</b> \$100/mth	<b>BUSINESS</b> \$300/mth	<b>PREMIUM</b> \$600/mth
Managed Website Hosting	✓	✓	✓
Daily Backups	✓	✓	✓
SSL Integration	✓	✓	✓
Software Updates	✓	✓	✓
Up-time Monitoring	✓	✓	✓
Application Performance Monitoring	✓	✓	✓
Global Edge Security *	+\$50/mth	✓	✓
Support Hours		3 hrs	7 hrs

\* Global Edge Security includes a Web Application Firewall (WAF), advanced DDoS protection, automatic image compression, distributed data centers, and network caching to significantly enhance the security and performance of your website.

## as needed services

Hourly Support	\$125/hr
Bulk Hourly Support	\$1,000/10 hrs

# your project

your total

**\$74,325.00**

## details

1 homepage design

16 inner page designs

30 - 32 weeks

research and planning

port conditions & traffic hub

resource toolbox

economic impact dashboard

map & facility explorer

community impact portal

filterable & searchable news

managed launch and training video



# thank you!

please contact our team  
with any questions

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