

AGENDA  
IRVINE RANCH WATER DISTRICT  
WATER RESOURCES POLICY AND COMMUNICATIONS  
COMMITTEE MEETING  
FRIDAY, OCTOBER 4, 2024

This meeting will be held in-person at the District’s headquarters located at 15600 Sand Canyon Avenue, Irvine, California. The meeting will also be broadcasted via Webex for those wanting to observe the meeting virtually.

To observe this meeting virtually, please join online using the link and information below:

Via Webex: <https://irwd.webex.com/irwd/j.php?MTID=md6260ec23c62b6e5543031deb77ef605>

Meeting Number (Access Code): 2483 577 6782

Meeting Password: 7FwUMxi8ah3

As courtesy to the other participants, please mute your phone when you are not speaking.

PLEASE NOTE: Participants joining the meeting will be placed into the Webex lobby when the Committee enters closed session. Participants who remain in the “lobby” will automatically be returned to the open session of the Committee once the closed session has concluded. Participants who join the meeting while the Committee is in closed session will receive a notice that the meeting has been locked. They will be able to join the meeting once the closed session has concluded.

CALL TO ORDER    1:30 p.m.

ATTENDANCE        Committee Chair: Steve LaMar        \_\_\_\_\_  
Member: Karen McLaughlin        \_\_\_\_\_

<u>ALSO PRESENT</u>	Paul Cook	_____	Paul Weghorst	_____
	Neveen Adly	_____	Kevin Burton	_____
	Wendy Chambers	_____	Fiona Sanchez	_____
	Christine Compton	_____	Jim Colston	_____
	John Fabris	_____	Amy McNulty	_____
	Louis Bronstein	_____	_____	_____

PUBLIC COMMENT NOTICE

If you wish to address the Committee on any item, please submit a request to speak via the “chat” feature available when joining the meeting virtually. Remarks are limited to three minutes per speaker on each subject. Public comments are limited to three minutes per speaker on each subject. You may also submit a public comment in advance of the meeting by emailing [comments@irwd.com](mailto:comments@irwd.com) before 8:00 a.m. on Friday, October 4, 2024.

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## COMMUNICATIONS

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1. Notes: Weghorst
2. Public Comments
3. Determine the need to discuss and/or take action on item(s) introduced that came to the attention of the District subsequent to the agenda being posted; and determine which items may be approved without discussion.

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## PRESENTATIONS

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4. THE SHED SHOW  
Staff will present the fourth episode IRWD's The Shed Show, a fun and informative video series about creating beautiful, water-wise landscapes.
5. MEETING ROOM RESERVATIONS  
Staff will demonstrate a new online meeting room reservation and calendaring system that the District will be using for 2025 public meeting room reservations.

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## INFORMATION

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6. 2024 LEGISLATIVE AND REGULATORY UPDATE – COMPTON  
Staff will provide an oral update on any items related to this topic, as needed.

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## ACTION

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7. 2025-2026 LOBBYING AND ADVOCACY SERVICES – COMPTON  
  
Recommendation: That the Board authorize the General Manager to execute a Professional Services Agreement with Kadash & Associates for federal advocacy services for the period of January 1, 2025, through December 31, 2026, at a rate of \$11,092 per month in 2025 and \$11,369 per month in 2026 plus reasonable reimbursement of direct expenses for a total contract amount not to exceed \$278,250, and with Resolute for State legislative lobbying and advocacy services for the period of January 1, 2025, through December 31, 2026, at a rate of up to \$13,500 per month plus reasonable reimbursement of direct expenses for a total contract amount not to exceed \$334,000.

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**ACTION (continued)**

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8. WEBSITE REDESIGN CONSULTANT SELECTION – ANCONA / FABRIS / COMPTON

Recommendation: That the Board authorize the General Manager to execute a Professional Services Agreement with Idea Hall for website redesign consulting services for an amount not to exceed \$248,175.

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**OTHER BUSINESS**

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9. Directors' Comments

10. Adjourn

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Availability of agenda materials: Agenda exhibits and other writings that are disclosable public records distributed to all or a majority of the members of the above-named Committee in connection with a matter subject to discussion or consideration at an open meeting of the Committee are available for public inspection in the District's office, 15600 Sand Canyon Avenue, Irvine, California ("District Office"). If such writings are distributed to members of the Committee less than 72 hours prior to the meeting, they will be available from the District Secretary of the District Office at the same time as they are distributed to Committee Members, except that if such writings are distributed one hour prior to, or during, the meeting, they will be available electronically via the Webex meeting noted. Upon request, the District will provide for written agenda materials in appropriate alternative formats, and reasonable disability-related modification or accommodation to enable individuals with disabilities to participate in and provide comments at public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, or alternative format requested at least two days before the meeting. Requests should be emailed to comments@irwd.com. Requests made by mail must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

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October 4, 2024  
Prepared and  
submitted by: C. Compton  
Approved by: Paul A. Cook 

## WATER RESOURCES POLICY AND COMMUNICATIONS COMMITTEE

### 2025-2026 LOBBYING AND ADVOCACY SERVICES

#### SUMMARY:

IRWD has retained Kadesh & Associates for federal lobbying and consulting services, The Oñate Group and Resolute for state legislative lobbying and consulting services, and Cliff Moriyama Consulting for State regulatory agency lobbying and consulting services. Each of these firms has provided a high level of service, knowledge, credibility, and access to the federal and state officials and agencies it engages with on behalf of IRWD. Based on the effectiveness of these consultants, staff recommends that IRWD enter into new 24-month agreements with each of these firms for the 2025-2026 legislative sessions. Specifically:

- Staff recommends the Board authorize the General Manager to execute sole-source, 24-month Professional Services Agreements, from January 1, 2025, to December 31, 2026, with Kadesh & Associates for federal lobbying and advocacy services during the 119<sup>th</sup> Congress.
- Staff recommends the Board authorize the General Manager to execute sole-source, 24-month Professional Services Agreements, from January 1, 2025, to December 31, 2026, with Resolute for State legislative lobbying and advocacy services during the 2025-2026 legislative session.
- The General Manager will also execute a sole-source 24-month Professional Services Agreements, from January 1, 2025, to December 31, 2026, with Cliff Moriyama Consulting for State regulatory lobbying and advocacy services during the 2025-2026 legislative session.

#### BACKGROUND:

IRWD continues to be a leader in water resources public policy and governance. During 2023 and 2024, the District engaged in many federal and state policy discussions regarding water infrastructure, supply reliability, and governance. The District was assisted in these discussions by both its federal and state lobbyists and consultants.

Many of the policy discussions are expected to carry over into the 2025-2026 legislative sessions. Entering into 24-month contracts with Kadesh & Associates, The Oñate Group, Resolute, and Cliff Moriyama Consulting will allow the District to maintain continuity in its Washington, D.C. and Sacramento representation throughout the 2025-2026 session. IRWD's current 24-month contracts with Kadesh & Associates for federal lobbying and consulting services, The Oñate Group and Resolute for state legislative lobbying and consulting services, and Cliff Moriyama Consulting for State regulatory agency lobbying and consulting services, will expire on December 31, 2024.

Federal Lobbyist and Advocate:

Kadesh & Associates provides IRWD with a high level of service, knowledge, credibility and access in Washington, D.C. Additionally, Kadesh & Associates assists the District in ongoing efforts to build and maintain relationships with key policymakers in Congress, the Administration and within federal agencies.

To aid IRWD in its federal advocacy efforts, staff recommends the Board authorize the execution of a new Professional Services Agreement with Kadesh & Associates for a 24-month period, beginning January 1, 2025, through December 31, 2026. The new contract would include a \$11,092 monthly retainer for 2025 and a \$11,639 month retainer for 2026, plus reimbursement of reasonable direct expenses for a total amount not to exceed \$278,250. The proposed new agreement reflects a two and half percent increase per year in the amount of the monthly retainer, and a five percent increase in the total contract amount.

State Legislative Lobbyist and Advocates:

The Oñate Group and Resolute provide IRWD with a high level of service, knowledge, credibility and access in Sacramento. Additionally, The Oñate Group and Resolute assist the District in ongoing efforts to build and maintain relationships with key policymakers in the Governor's Office and the Legislature.

To aid IRWD in its State advocacy efforts, staff recommends the Board authorize the execution of a new Professional Services Agreement with Resolute, to which The Oñate Group would be a subcontractor, for a 24-month period, beginning January 1, 2025, through December 31, 2026. The new contract would be for a combined monthly retainer of up to \$13,500 plus reimbursement of reasonable direct expenses for a total combined amount not to exceed amount of \$334,000. The proposed new agreement reflects an approximate 16% percent increase in the amount of the currently monthly retainer, which was set in October 2022. Of this increase, about half relates to an adjustment for cost of living / inflation that has occurred since the current monthly retainer was set, and the balance is to account for the increased level of services that are expected to be required by IRWD during the 2025-2026 legislative session.

The level of services the District expects to require is significantly higher than the level of services expected to be required when the 2023-2024 contract was entered into. The increase is due to possible legislation the District may sponsor, the issues that are expected to come before the Legislature, and a higher level of direct legislative advocacy being done in partnership with the District's associations.

State Regulatory Lobbyist and Advocate:

Cliff Moriyama Consulting provides IRWD with a high level of service, knowledge, credibility and access in Sacramento. Additionally, Cliff Moriyama Consulting assists the District in ongoing efforts to build and maintain relationships with key policymakers in the Governor's Office and State agencies.

To aid IRWD in its state advocacy efforts, the General Manager will execute a new sole-source Professional Services Agreement with Cliff Moriyama Consulting for a 24-month period, beginning January 1, 2025, through December 31, 2026. The new contract would include a \$5,000 monthly retainer plus reimbursement of reasonable direct expenses for a total contract amount not to exceed \$125,000. The proposed new agreement reflects no increase in the amount of the monthly retainer.

Next Steps:

Once the 2025-2026 agreements are in place, staff will engage with Kadesh & Associates, The Oñate Group, Resolute, and Cliff Moriyama Consulting to plan for the 2025 legislative year and provide to this Committee and the Board an overview of expected 2025 legislative and regulatory issues in Washington, D.C., Sacramento, and regionally, and an initial 2025 staff resource allocation plan for legislative and regulatory issues of importance to IRWD. As has been done in the past, the District's advocates will attend one of those discussions.

FISCAL IMPACTS:

The current contracts with Kadesh & Associates, The Oñate Group, Resolute, and Cliff Moriyama Consulting expire on December 31, 2024. Cumulatively, they are currently \$27,421 per month plus reimbursement of reasonable direct expenses. The current contracts are for a 24-month term and have a not-to-exceed value of \$680,000. The proposed contract with Kadesh & Associates, The Oñate Group, Resolute, and Cliff Moriyama Consulting would be effective from January 1, 2025, through December 31, 2026, and is proposed at a cumulative monthly amount of \$29,592 in 2025 and \$30,139 in 2026 plus reimbursement of reasonable direct expenses. If approved by the Board, the new contract will be charged against the Fiscal Year (FY) 2024-2025, FY 2025-2026 and FY 2026-2027 Operating Budgets. The total requested contract authorization is \$738,250.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

RECOMMENDATION:

That the Board authorize the General Manager to execute a Professional Services Agreement with Kadesh & Associates for federal advocacy services for the period of January 1, 2025, through December 31, 2026, at a rate of \$11,092 per month in 2025 and \$11,369 per month in 2026 plus reasonable reimbursement of direct expenses for a total contract amount not to exceed \$278,250, and with Resolute for State legislative lobbying and advocacy services for the period of January 1, 2025, through December 31, 2026, at a rate of up to \$13,500 per month plus reasonable reimbursement of direct expenses for a total contract amount not to exceed \$334,000.

LIST OF EXHIBITS:

None.


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October 4, 2024

Prepared by: R. Ancona / J. Fabris

Submitted by: C. Compton

Approved by: Paul A. Cook 

## WATER RESOURCES POLICY AND COMMUNICATIONS COMMITTEE

### WEBSITE REDESIGN CONSULTANT SELECTION

#### SUMMARY:

IRWD increasingly utilizes its websites and social media platforms to educate and reach its customers and others interested in learning more about IRWD. The District's primary website, IRWD.com, was last redesigned in 2010. While the website's design has served the District well for 14 years, it now needs a refresh and redesign to bring the site up to current website standards, which will simplify and expedite how all visitors to the site find the information and resources they are seeking.

In the past, IRWD has retained consultant services to assist the District with its website maintenance and design changes. In July, staff issued a Request for Proposals to solicit proposals from qualified firms interested in providing website redesign services for IRWD.com. The District received 28 responses to that RFP, and after evaluating the proposals and interviewing the highest ranked firms, staff recommends that the Board authorize the General Manager to execute a Professional Services Agreement with Ideal Hall for website redesign services in an amount of \$248,175.

#### BACKGROUND:

The District's primary external communication tool is its main website, IRWD.com. The current website offers customers and other visitors a multitude of helpful resources, but it does not offer the modern online experience or functionality that users now expect from websites. Since IRWD.com was redesigned in 2010, users now typically view websites from a mobile device. Website users also expect enhanced search capability, updated graphics, and simple, modern, easy to navigate website structures.

A redesign of IRWD.com would provide visitors the modern online experience and improved functionality they expect. A redesign would also allow customers to find information more quickly and seamlessly, as well as pay their water bill on mobile devices and desktop platforms.

The primary goals for the redesign of IRWD.com are to:

- Enhance IRWD.com as a communication tool for IRWD;
- Improve user experience and navigation to make it easier for visitors to find the information they need within website pages;
- Enhance the visual design to create a modern, professional, and visually appealing website that reflects IRWD's brand and engages its visitors;
- Ensure all pages of the website can be translated into multiple languages, using built-in language translation options and browser translation;

- Ensure the website is mobile-friendly and responsive across all devices and web browsers;
- Develop and implement best practices for search engine optimization and implement full integration with Google Analytics;
- Integrate the website with IRWD's third-party payment portal;
- Develop a website that is easy to maintain and update as often as needed, on which new pages can be created and new items can be posted daily; and
- Ensure the website complies with all applicable federal and state laws and regulations governing local government websites, the federal rule of Accessibility of Web Information and Services of State and Local Government Entities, and current security standards.

#### Consultant Selection Process:

IRWD issued a Request for Proposal (RFP) for Website Redesign Services in July 2024. Staff invited 15 agencies to respond to the RFP and posted the RFP publicly, encouraging interested firms to submit a proposal. In August, the District received 28 proposals, which were reviewed and evaluated. The nine highest ranked firms were invited to interview. After proposal and interview scoring, Idea Hall was the highest ranked firm.

Idea Hall is an integrated communications agency that brings together branding, marketing and public relations. Idea Hall's proposal included a subcontract with 500 Designs, a web development company with which it has a longstanding working relationship. Idea Hall's proposal showed a strong understanding of the redesign's goals, which are summarized above. Idea Hall also outlined its process for accomplishing the redesign, which would include four main elements: 1) audit and research; 2) web design; 3) development; and 4) search engine optimization. Idea Hall's proposed website redesign process incorporates an analysis of the existing site, copy writing for a new site, navigation simplification, and creating a clear website structure. The proposal also recommended switching to a new content management system, Webflow, for a better front- and back-end experience on IRWD.com. A copy of Idea Hall's proposal is included as Exhibit "A".

Staff recommends the Board authorize the General Manager to execute a Professional Services Agreement with the Ideal Hall for website redesign consulting services for an amount of \$248,175.

#### Next Steps:

If approved, IRWD will contract with Idea Hall in October 2024 and begin the audit and research phase before the end of the calendar year. Staff anticipates the full website redesign would be completed near end of the current fiscal year.

FISCAL IMPACTS:

Funds for this effort are included the Fiscal Year 2024-2025 Operating Budget and would mostly be covered by Conservation Fund revenues. The total requested contract authorization is \$248,175.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

RECOMMENDATION:

That the Board authorize the General Manager to execute a Professional Services Agreement with Idea Hall for website redesign consulting services for an amount not to exceed \$248,175.

LIST OF EXHIBITS:

Exhibit "A" – 2024 Website Redesign Services RFP from Idea Hall

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August 14, 2024

Irvine Ranch Water District  
15600 Sand Canyon Ave.  
Irvine, CA 92618

Dear Irvine Ranch Water District team,

Idea Hall is thrilled to submit our proposal to support Irvine Ranch Water District's (IRWD) website redesign. As a leading integrated communications agency with significant experience in website design and a deep understanding of IRWD, Idea Hall has **curated the best team for this assignment** and are pairing it with our **proven processes** to partner with IRWD to provide a website that is user friendly, informative and supports all customer needs on desktop and mobile. A few qualities that make us unique:

- **We are Champions of All Things Good.** The talent at Idea Hall is world-class with leadership bringing **global agency experience and deep local knowledge** to work that makes a meaningful impact here in Southern California. We are fueled by doing work that benefits people and our communities.
- **We are optimistic problem solvers.** We create powerful ideas that change perceptions, start conversations and strengthen brand and communications performance. To accomplish this, our team and structure is flexible so we can be an extension of IRWD to provide everything in a seamless and coordinated manner.
- **We understand the challenges and intricacies of website design & development, and are passionate about creating engaging, informative and easy-to-manage sites.** Our significant experience in the arena makes us uniquely equipped to be your best partner in overcoming those challenges with tailored, innovative solutions.

Should we be selected, we would be honored and ready to work with IRWD immediately to begin development of the website. We are grateful to be considered for this effort, and we look forward to discussing our experience and approach with you in greater detail.

Sincerely,

A handwritten signature in black ink that reads "Rebecca Hall".

Rebecca Hall  
President & CEO | Idea Hall  
611 Anton Blvd., Suite 140  
Costa Mesa, CA 92626  
[rebecca@ideahall.com](mailto:rebecca@ideahall.com)  
O: 714-263-8724 | M: 949-466-4487





**FIRM QUALIFICATIONS**

About Idea Hall

Idea Hall was founded in 2003 by Rebecca Hall, APR as an integrated communications agency bringing together branding, marketing and PR. The agency serves clients in healthcare, real estate, banking/finance, non-profit, and government sectors. Idea Hall is a certified woman-owned business and is led today by a remarkable leadership team:

- Rebecca Hall, APR, President & CEO, 21 years – 100% owner of the firm
- Randy Hall, Principal, 15 years – manages banking, finance, real estate
- Sara Sloan, Vice President, 6 years – leads client service excellence and agency integration
- Matthew Everitt, Fractional CFO, 2 years – leads finance department
- Tamara Burke Hlava, Chief People Officer, less than 1 year – leads talent acquisition, retention and culture

Idea Hall currently has 18 employees and is headquartered in Costa Mesa, Calif. The team also has remote employees in Chicago, Houston and Nashville.

Areas of Excellence

Public Agency | Non-Profit | Education | Healthcare & Mental Health | Real Estate | Financial & Banking | Consumer Products | Business Services

Public Agency Clients

Irvine Ranch Water District, County of Orange, Dana Point Harbor, East Valley Water District, San Bernardino Valley Municipal Water District, Orange County Cemetery District, Orange County Health Care Agency

In Their Own Words: Client Testimonials

Link here: <https://www.youtube.com/watch?v=etgvYSzMhyM>

Proposed Idea Hall Team

IRWD Day-to-Day Website Team		
Name	Title	Roles & Responsibilities
Meghan Webb*	Senior Account Director	Senior point of contact for project oversight and strategic guidance
Olivia Dadgar Talebi*	Project Director	Senior point of contact for team/project management
Michelle Lang*	Director of Creative Services & Production	Day-to-day project management, main POC

*\*Names indicated with an asterisk are considered key project managers for the services outlined in the RFP. See Appendix for key team member bios.*

Additional Resources to Call Upon As Needed		
Name	Title	Role & Expertise
Rebecca Hall	President & CEO, Idea Hall	Senior strategic counsel - brand, integrated marketing

Stephen Brett	Co-Founder & CEO, 500 Designs	Senior strategic counsel - website design and development
Sara Sloan	VP, Integrated Communications	Senior strategic counsel & guidance
Paul Schulte	Creative Director	Senior strategic creative guidance
Vivienne Piong	Co-Founder & Chief Creative Officer	Senior creative counsel & guidance
Jenika Mao	Account Director	Senior POC for client engagement and project/team management

Relevant Website Experience

- Goodwill Industries of Orange County: <https://www.ocgoodwill.org/>
- Credit Sesame: <https://www.creditsesame.com/>
- DeAngelis Diamond: <https://www.deangelisdiamond.com/>
- Jobs For Future: <https://www.iff.org/idea/impact-employer-model/>

**PLAN TO IMPLEMENT THE SCOPE OF WORK**

For this project, we plan to transform IRWD.com with a focus on optimizing user navigation, streamlining information access, and ensuring robust compliance with highest accessibility and security standards. Our approach will modernize the website’s design, making it more intuitive and mobile-responsive, supporting IRWD’s mission to provide high-quality services efficiently and effectively. Our primary objectives are as follows:

- Enhance Communication: Our goal is to improve IRWD's website to be the primary communication tool to effectively disseminate information to the community, ensuring clarity, relevance, and accessibility.
- Improve User Experience: We will ensure that the website effectively communicates the benefits of IRWD’s services to the target personas. The messaging will balance simplicity for easy comprehension with sufficient depth for those who prefer a more analytical style. This approach will simplify navigation and make the site intuitive, enabling visitors to easily find information and perform tasks such as paying water bills.
- Engaging & Modernized Design: We will design the site with an emphasis on modernization and engaging visual elements that establish a strong connection with the target personas. This will include visuals that represent the appropriate market positioning, compared to competitors, and visually aligning your brand, with its own unique identity.
- Ensure Accessibility & Compliance: Ensure the website meets ADA standards, includes multilingual support, and complies with federal and state laws, providing an inclusive experience for all users.
- Mobile Optimization: Develop a fully responsive website that performs seamlessly across all mobile devices and web browsers, ensuring accessibility on-the-go.
- Information Architecture Improvement: To provide a more intuitive browsing experience, we will restructure the information architecture and refine the content hierarchy, making it easier for users to access the information they seek.
- Security & Data Protection: Implement advanced security measures to protect personal information collected on the website, ensuring compliance with current security standards and regulations.

Throughout the process and website design and development, we'll also keep the below considerations top of mind:

- **Scalability and Future-Proofing:** Ensure the website is built with scalability in mind, allowing for future expansion of content, features, and third-party integrations without requiring a complete overhaul.
- **SEO Performance & Optimization:** Our team will conduct a detailed SEO audit and implement best practices to enhance SEO performance.
- **Content Migration and Strategy:** Develop a comprehensive content strategy that includes not only the migration of existing content but also the creation of new, relevant content that meets the needs of IRWD's diverse audience.
- **User Testing & Feedback:** Conduct user testing throughout the design and development phases to gather feedback and make iterative improvements, ensuring the final product meets user expectations and needs.
- **Community Engagement:** Include features that facilitate community engagement, such as interactive elements, forums, or social media integration, to strengthen IRWD's connection with its audience.
- **API & Third-Party Integrations:** Ensure seamless integration with essential third-party services and APIs, such as payment gateways, customer service platforms, and other tools used by IRWD.

Our process for redeveloping IRWD.com will include four main elements: 1) Audit & Research; 2) Web Design; 3) Development; and 4) SEO. Details of each phase are included below.

### Audit & Research

The research phase will include a discovery workshop and competitive audit of three competitor websites (visual audit, key messages, unique selling points, trust building elements, customer experience analysis, persona analysis, unique value proposition). During this phase, the team will also develop three consumer personas. This phase will be culminated with an insights and strategy presentation.

The team will also conduct a full website audit, including:

- **Heuristic Evaluation:** We'll evaluate your existing website interface, assessing it against established usability principles to identify usability issues.
- **User Behavior Analysis:** Utilizing analytics and user behavior tracking tools, we'll analyze how users interact with your website, identifying friction points and areas where users drop off.
- **Sitemap and Navigation Analysis:** A critical focus of our audit will be evaluating your current sitemap and navigation structure to identify areas for improvement, ensuring that users can find what they're looking for with minimal effort.
- **Competitive Benchmarking:** We'll conduct a comparative analysis with industry standards and innovative UX practices that could be beneficial for your website.
- **SEO Analysis:** We will examine your website's SEO performance, identifying areas for improvement in terms of keyword optimization, meta descriptions, and other best practices.
- **Accessibility Audit:** Our team will evaluate your website's accessibility compliance, ensuring it meets ADA standards and is usable by individuals with disabilities.
- **Comprehensive Audit Report:** You will receive a detailed audit report summarizing our findings, highlighting key issues, and providing a prioritized list of recommendations for improving the user experience and performance of your website.

### Web Design

Following the Audit & Research phase, the team will move into website design where we will define the storyflow, copy, wireframes, visual direction and user experience for the site. This phase includes the following elements:

- **Visual Direction:** Following a visual exploration workshop, the team will create up to three moodboards for design explorations. Following moodboard selection, the team will move into homepage design explorations (up to three) to determine the design direction for the site.



- Website User Experience Design (100 Total Pages): The team will also define the sitemap and storyflow (with up to one round of revisions). We will also define the website user flows and organize the content/copy within wireframes.
- Website User Interface Design (100 Total Pages): Idea Hall will finalize website experience concepts and then design every web page UI in high fidelity on desktop and mobile. Pages within the site map include (up to 100 pages): homepage, about page, product pages, careers page, contact page, blog page, news page and legal pages. The sitemap will be defined after the research phase and during UX design
- Copywriting: The team will develop the story flows for each of the pages and create copy outlines (including word counts) for the IRWD team. Base copy will be provided by the IRWD team for editing and clarification by the Idea Hall team. The team will also include proofreading of all copy (grammar, punctuation, formatting, consistency).

### Web Development

Following approval of the website design, the team will move into development. The site will utilize the below specifications, integrations and platforms. The site will be self-hosted on Rackspace (including a production and staging environment).

- Built on WordPress including: Elementor Pro, Crocoblock, WP-Rocket, CookieYes | GDPR Cookie Consent, Rank Math SEO, custom post types, minimal use of plugins, and documented build.
- Fully responsive on desktop, tablet and mobile
- Accessibility audit (Level A Compliance from WCAG 2.0)
- Installation and configuration of a Security Plugin (e.g., Solid Security)
- Cookie policies / compliance
- Include the following integrations: Salesforce (existing); Paymentus (existing); MailChimp (existing); WaterInsight (existing); Everbridge (existing); social media channels (Nextdoor, Facebook, Instagram, X, YouTube); language translator (existing - Google Translate): English, Chinese, Korean and Spanish (at a minimum)
- Optimize development
- Content migration through Joomla 5.1.0, GardenSoft, Daily ET and [IRWD's API](#).

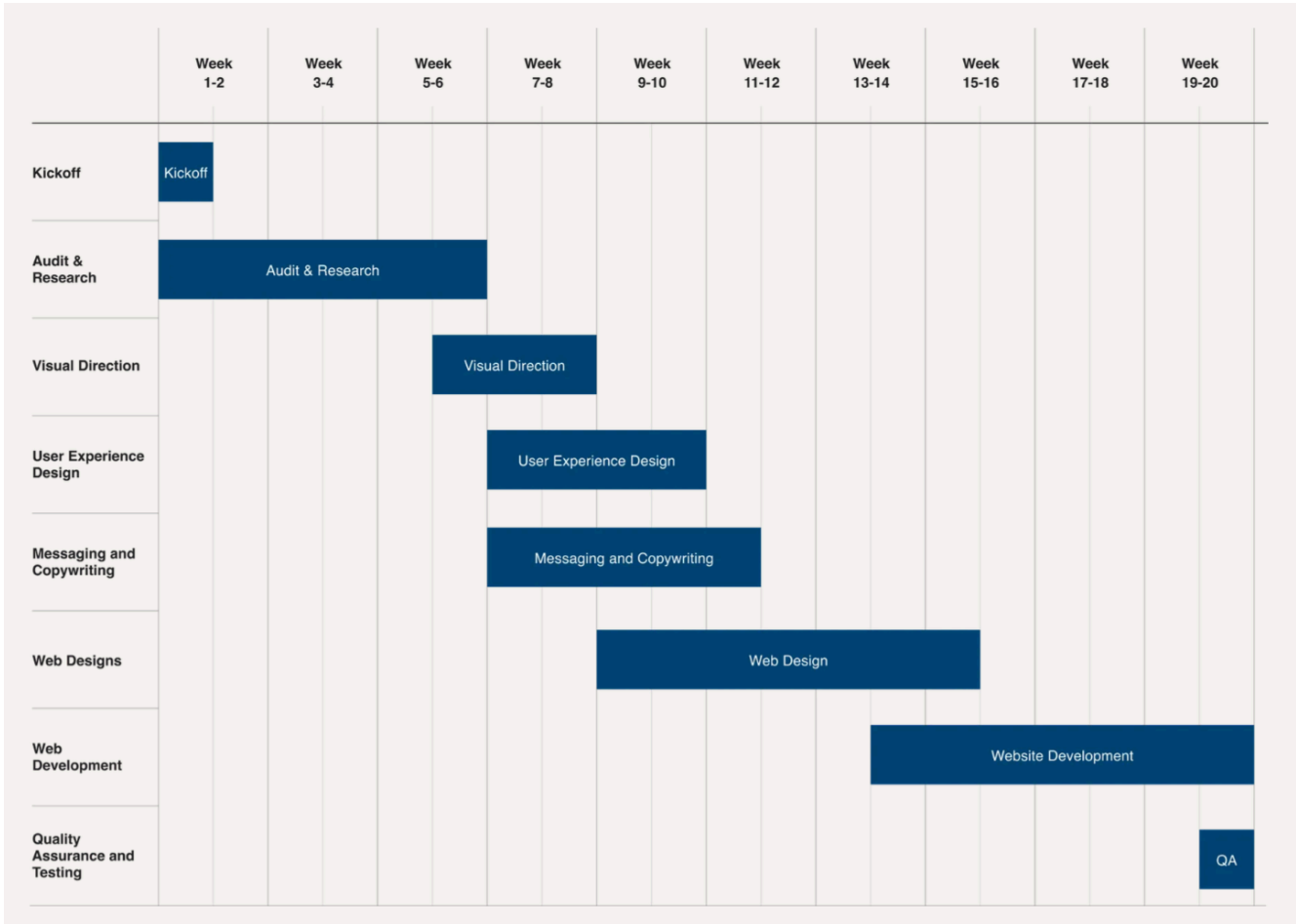
Prior to launch, the team will also conduct a complete QA and testing of the site. Post-launch, the team will provide a post release QA report, tech documentation and an official handoff document. Idea Hall will also provide 20 hours (over 4 weeks) of debug support.

### SEO

The site will also include a full SEO package including:

- SEO Audit: Keyword research and current website analysis; pre-launch technical audit; LLM-Powered Search Optimization (continuously leverage large language models to refine and enhance search performance through advanced AI insights).
- SEO Strategy: Write meta titles and meta descriptions; analysis and recommendations of URL structures; sitemap analysis
- Post-Launch SEO: Implement SEO strategy; connect Google Analytics and Google Tag Manager; set up Google Analytics goals; technical SEO re-audit and adjustments; and on-page SEO audit and adjustments.

Proposed Timeline



**CONFLICTS OF INTEREST**

Joint Venture & Subcontracting

Idea Hall plans to subcontract certain aspects of the website development project to 500 Designs. This partnership is formed to leverage 500 Design’s specialized expertise and capabilities in advanced web design and custom website development, which we believe will enhance the overall quality and efficiency of the project. 500 Designs is a well-established company with extensive experience in web development. We have a strong working relationship with them and are confident in their ability to deliver high-quality work that meets the standards and requirements outlined in the RFP.

Conflicts of Interest

Idea Hall hereby affirms that, to the best of our knowledge, there is no actual or potential conflict of interest that could compromise our ability to provide an unbiased and objective proposal.

**REFERENCES AND PRICING**

References

**CJ Calderon**

Chief of Staff, VP of Marketing & Development  
 Goodwill Industries of Orange County  
[cjc@ocgoodwill.org](mailto:cjc@ocgoodwill.org)  
 O: 714.547.6300 ext. 3400

**Teresa Kuruvilla**

Director, Marketing & Communications  
 Jobs For The Future  
[tkuruvilla@jff.org](mailto:tkuruvilla@jff.org)  
 O: 617.728.4444

Pricing

Activity	Investment
<p><b>IRWD Website Design and Development</b>                      Full website design and development (up to 100 pages) for IRWD.com (as outlined/scoped in above narrative), including:</p> <ul style="list-style-type: none"> <li>● UX audit</li> <li>● Research &amp; strategy</li> <li>● Visual identity</li> <li>● Web design</li> <li>● Copy guidance (IRWD to provide base copy)</li> <li>● Web development &amp; quality assurance</li> <li>● SEO</li> </ul> <p><i>Does not include stock photography, videography, custom photography, font purchases (if needed). These will be billed as separate OOPs.</i></p>	<p>\$248,175</p>
<p><b>Site Maintenance Retainer (35 hours per month; 12 months)</b>                      Maintenance retainer to begin post website launch.</p> <p>Content Management (15 hours)</p> <ul style="list-style-type: none"> <li>● Add, edit, delete website content upon client requests. This includes minor image updates and article updates.</li> </ul> <p>Technical Maintenance (20 hours)</p> <ul style="list-style-type: none"> <li>● Debug support - monthly site updates and maintenance (Wordpress and plugins)</li> <li>● Monthly speed and optimization monitoring</li> <li>● Monthly security check</li> <li>● Monthly quality test</li> <li>● Monthly maintenance report</li> </ul> <p><i>Any new design or development requests outside the maintenance scope of work is excluded and will be quoted separately.</i></p>	<p>\$75,600</p>
<p><b>TOTAL</b></p>	<p><b>\$316,305</b></p>



**2024 Idea Hall Billing Rates**

<b><u>PR and Account Services</u></b>	<b><u>Rate Per Hour</u></b>
President / Principal	\$400
Vice Presidents	\$350
Group Directors/Account Directors	\$250
Account Managers – Senior Account Managers	\$205 - \$225
Associates	\$195
Account Coordinators	\$175
Administrative	\$150
<b><u>Creative Team</u></b>	
Executive Creative Director / Vice Presidents	\$350
Creative Directors	\$250
Senior Art Directors	\$225
Art Director/Graphic Designers	\$225
Graphic Designers	\$205
Production Managers	\$195
Production Artists	\$150
<b><u>Website Team</u></b>	
Senior Lead Strategist	\$240
Creative Director	\$240
Art Director	\$240
Brand Strategist	\$180
Experience Strategists	\$180
Design Producer / Project Manager	\$215
Lead Designer	\$180
UIUX Designer	\$180
Graphic Designers / Illustrators	\$180
Motion Graphics / Animator	\$180
UIUX Copywriter	\$180
Senior Lead Developer	\$240
Wordpress Developer	\$180
SEO Strategist	\$180
Quality Assurance Tester	\$180
Researchers and Analysts	\$180

**Thank you for considering Idea Hall!**



## APPENDIX

### Key Team Member Bios

#### **\*Michelle Lang, Director of Creative Services & Production (Project Manager)**

*Key Website Experience: Goodwill OC, McDonald Property Group, A10 Capital (in progress)*

Michelle plays the integral role managing all things creative for Idea Hall. She keeps all the wheels on the bus running. Prior to Idea Hall, Michelle most recently worked with an agency as the Creative Manager. Michelle has worked in the entertainment industry at NBC, Viacom, Showtime and Paramount where she produced and cast television, film and commercials.

#### **\*Meghan Webb, Senior Account Director & Project Director**

*Key Website Experience: Goodwill OC, Hager Pacific Properties, R.D. Olson Construction (in progress)*

A public relations and marketing professional with experience across the government, finance, real estate, technology, energy, non-profit, public affairs and corporate fields, Meghan focuses on project management, branding, communications and digital strategy, thought leadership, event planning, media outreach, and research and analysis. At Idea Hall, Meghan serves as the lead for a variety of clients, helping to streamline and ensure the effectiveness of their communications, branding and marketing initiatives. Prior to Idea Hall, Meghan worked at Burson-Marsteller in its Public Affairs and Crisis practice, where she worked on several accounts across industries. A native of New Jersey, Meghan graduated from Davidson College, where she majored in political science.

#### **\*Olivia Dadgar Talebi, Project Director, Development**

*Key Website Experience: BetterHelp, EveryTable, Scoot, Mad Engine, FedEx (in progress)*

Olivia has been with 500 Designs for 4 years and is a native Irvinian. Her role is ensuring the coordination and success of the project from the first conversation to launch. She's an expert problem-solver and works with both clients and internal teams to overcome challenges and hit all goals. She has extensive experience in large-scale initiatives and government-regulated projects from her past experience in working for Blue Cross Blue Shield for 8 states.

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