

**MPWMD Website Update / Redesign / 5.30.23
WellmanAd Proposal**

Project Objectives:

- Overall
 - Optimize staff / public interface and experience
- Internal
 - Improve content management and access
 - Review agenda management options
- External
 - Raise profile and build public trust
 - Improve public access to information on water, buyout, environment, conservation, etc.
 - Streamline permit application process

Design Objectives

- Use existing Wordpress template (bring plug-ins up to date)
- Fully responsive and optimized for all platforms: mobile, tablet, and desktop—all ADA compliant
- Homepage maximizes public and media access
- Provide easy to use content management dashboard for employees
- Organize back-end content (docuware?)
- Optimize search functionality
- Align with government regulations
- Integrate SEO best practices
- Research agenda management software (determine best options / timing for integration)
- Coordinate with MPWMD's web host on setting up a staging environment for the new site

Project Outline

- Comprehensive audit of existing site to include MPWMD employees, board, and public feedback
- Content will be reviewed, edited, updated, and added to
- The redesign will employ a similar yet updated site map and menu to accommodate current needs
- The new site design wireframe will provide Primary, Secondary, and Tertiary layout templates
- Develop site and code
- Review and test – Desktop, tablet, mobile layouts and plugins
- Proof and finalize layouts
- Set up analytics
- Final test and launch

Design / Content / Project Management

- WellmanAd – Project management, design, writing costs covered in monthly retainer
 - Costs outside of project parameters must be approved before proceeding
- Outside costs (photography, illustration, etc.)
 - Must be approved before proceeding – Invoiced separately

Completion Schedule

- 90 to 120 days from inception

