

**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

