



March 25, 2009

To: Potential Proposers

Request for Proposals for
Groundwater Replenishment System Design Package:
Collateral and Web Design

The Orange County Water District (OCWD) and the Orange County Sanitation District (OCSD) are soliciting proposals from qualified creative design specialists to design and produce a design package for the Groundwater Replenishment (GWR) System. The work is expected to commence immediately following award of the contract and upon execution of the agreement.

Background

OCWD was formed in 1933 by a special act of the California State Legislature to protect Orange County's rights to water in the Santa Ana River and to manage the groundwater basin.

Since 1933, OCWD has replenished and maintained the groundwater basin at safe levels while more than doubling the basin's annual yield. The basin provides local groundwater producers with a reliable supply of high-quality water.

In 1974, OCWD began a unique relationship with OCSD in the creation of the first state-of-the-art sewer water recycling facility, Water Factory 21. OCSD and OCWD collaboratively maintain the Groundwater Replenishment (GWR) System.

The GWR System is the world's largest indirect potable water recycling facility. The project is a result of a collaborative effort between OCWD and OCSD. The GWR System is in need of a new, updated identity system that accurately represents the Systems position as an international, world-class leader at the forefront of water reuse. The identity design package will include new graphics and images that will be cohesively integrated across all GWR System collateral materials and mediums. Collateral materials include brochures, fact sheets, informational folders DVD labels, letterhead, etc. These items are needed for the more than 3,000 annual tours, media interviews, information requests, executive speaking engagements, and technical inquiries from other agencies and individuals interested in water reuse.

Additionally, the GWR System website is a vital part of the OCSD and OCWD's communication to visitors who are unable to see the system in person. OCWD maintains the GWR System website at www.gwrsystem.com. The purpose of the website is to provide visitors with background and instructional information about the GWR System. It is a source for on-going news about the GWR System, and provides a method for requesting more detailed information, locating media stories, photography, technical reports and scheduling tours of the GWR System facility. The site has not been updated to reflect the project coming on-line in January 2008 and it does not contain current photographs or video about the project. The site needs to have global appeal and functionality and speak to the GWR System's reputation as an award winning global water reuse project.

Project Description

The GWR System Steering Committee recently adopted outreach goals for the fiscal year 2008-2009. An effective design package is vital to helping OCWD and OCSD achieve those goals. The overall goal is to enhance OCSD and OCWD's outreach efforts through updating the design of all GWR System collateral items and the GWR System website. The Project includes formulating a detailed plan to begin execution in June 2009 and be completed by June 1, 2010.

Scope of Work

See Exhibit A of the RFP

Proposal Requirements

Any proposer interested in performing the design services must submit a written proposal. Each proposal must meet all criteria set forth in this RFP. Please submit all requested information, documents, insurance certificates with Additional Insured form, copy of sample billing, and applicable licenses with your proposal. Submittal of the proposal is solely at the cost of the proposer and OCSD and OCWD are in no way liable for any cost incurred to the proposer in preparing the proposal. Proposers must:

- A. Have five (5) years experience in design of collateral materials, logos, and websites for visible, international companies and or agencies
- B. Have a business license;
- C. Insurance requirements:
 - 1. Commercial General Liability Insurance - The PROPOSER shall provide and maintain commercial general liability insurance. The coverage for

commercial general liability insurance shall be at least as broad as the following: Insurance Services Office (ISO) Commercial General Liability Coverage (Occurrence Form CG 0001). PROPOSER shall maintain limits no less than the following: Two million dollars (\$2,000,000) per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit or products-completed operations aggregate limit is used, either the general aggregate limit shall apply separately to the project/location (with the ISO CG 2503, or ISO CG 2504, or insurer's equivalent endorsement provided to OCWD) or the general aggregate limit and products-completed operations aggregate limit shall be twice the required occurrence limit.

2. Automobile Liability Insurance - The PROPOSER shall provide and maintain automobile liability insurance. The coverage for automobile liability insurance shall be at least as broad as the following: Insurance Services Office (ISO) Business Auto Coverage (Form CA 0001) covering Symbol 1 (any auto). CONSULTANT shall maintain limits no less than the following: One Million Dollars (\$1,000,000.00) for bodily injury and property damage each accident limit.
 3. Workers Compensation and Employer's Liability - The PROPOSER and all sub consultants shall insure (or be a qualified self-insured) under the applicable laws relating to workers' compensation insurance, all of their employees working on or about the construction site, in accordance with the "Workers' Compensation and Insurance Act", Division IV of the Labor Code of the State of California and any Acts amendatory thereof. The CONSULTANT shall provide employer's liability insurance with limits of no less than \$1,000,000 each accident, \$1,000,000 disease policy limit and \$1,000,000 disease each employee.
 4. Professional Liability - The PROPOSER shall provide coverage appropriate to the PROPOSER'S profession covering PROPOSER'S wrongful acts, negligent actions, errors or omissions. The retroactive date (if any) is to be no later than the effective date of this Agreement. The limits shall be no less than \$1,000,000 per claim and annual aggregate.
- D. OCSD and OCWD expect the design services proposer selected will provide quality service in accordance with professional standards in the industry.
- E. Unauthorized activity will not be tolerated and would include the following, but not limited to: the usage of office telephones, office machines, televisions or VCR, for any purpose; shutting down any office machines; locking office doors or other doors, leaving any windows open; allowing unauthorized people to enter any OCSD and OCWD building at any time.
- F. The design services proposer selected must demonstrate experience with the type of work anticipated and must have the ability to perform all anticipated

services in a timely manner upon receipt of written requests from OCSD and OCWD or its authorized representative.

- G. The design services proposer must utilize key messages and branding framework provided by OCSD and OCWD.

Submittal Information/Instructions

Proposals must be well ordered, detailed, comprehensive and readable. Clarity of language and adequate, accessible documentation are essential to OCSD and OCWD's ability to conduct a thorough evaluation. Proposals must, to the extent practical, provide information directly rather than by making references to appendices, technical manuals, etc. Proposals must be legible and completed in ink or typewritten. Erasures, overwriting, strike-outs shall not be reason for rejection, provided all such changes remain legible and have been initialed by the authorized person signing on behalf of the proposer.

Proposals that are incomplete, conditional or obscure shall be considered non-compliant. Submissions are to conform to the terms and conditions set out herein. Failure to do so shall cause the submission to be rejected.

Each proposer is asked to submit eight (8) identical sets of their proposal - One (1) unbound original identified as "Master" and three (7) copies marked "Copy", sealed, and clearly marked as to contents. Note that submissions shall be made in a format suitable for a 2-envelope evaluation as described elsewhere in this RFP. The original and all seven copies of the entire Proposal must be submitted together in accordance with the submission requirements.

If your company would like to be considered as a candidate to provide design services for OCSD and OCWD, please submit one original proposal and seven (7) copies to Alexis Tate, Public Affairs Department, Orange County Water District, 18700 Ward Street, Fountain Valley, CA 92708. Clearly mark the outside of your package with "RFP / GWRS Design Services." The proposal must be received no later than 4:00 p.m., April 20, 2009.

Late responses may be rejected at the sole discretion of the Committee.

All proposals to be considered responsive and responsible must be legibly signed by an individual(s) who has the authority to bind the organization. **Faxed or electronic proposals shall not be accepted in response to this RFP.**

The design services proposer selected will enter into an agreement to provide services for a period of one year, with an option to renew at the discretion of the contractor, OCWD.

The proposal shall include a Functional Proposal and a Price Proposal in separate, sealed envelopes.

No price information should be contained in the Functional Proposal.

Functional Proposal (Envelope 1)

The first envelope shall contain the Functional Proposal. The Functional Proposal will include information as described in the following items. Proposals shall conform to the following format and order. Ensure that all pages do not exceed 8-1/2 x 11", are numbered and identified with your firm's name.

The Functional Proposal should contain, at a minimum, the following:

1. Brief description of your company.
2. Summary page of the highlights of the proposal
3. Body of proposal including:
 - A description of your understanding with respect to the scope of work involved
 - A description of your project management and system development methodologies and the recommended approach you propose to utilize to complete the undertaking. This should include a description of phased activities, briefings or reports, and how communications and consultation will be handled. Proposers are encouraged to be creative in their approach.
4. A description of deliverables and results required for this undertaking;
5. A description of the types of services the applicant would provide in supporting the GWR System design project and applicable timelines to provide such services (including phases of design, meetings with staff, development, presentation and implementation).
6. A detailed work plan/schedule indicating commencement and completion dates, and significant activities/milestones showing a time/task breakdown with estimated person-hours (or days) for members of the project team required to complete the various components of the assignment. This plan should demonstrate and describe the proposer's understanding of the project scope, goals and objectives;
7. Relevant experience, qualifications and successes with an indication of your firm's recent experience on projects of a similar nature, with details as to size, providing company name, address, reference name and title, telephone number, term of work, and comments. Functional Proposal shall include all relevant project experience.

8. Contact information and background information for at least two (2) references that can speak to previous projects of similar scope, for both collateral **and** website design;
9. A statement describing the company's present and projected work load, staffing and ability to provide prompt, quality programming/integration services.
10. A list of key staff you would propose to use for this work together with their professional qualifications, related project experience and an indication of their duties and responsibilities on this particular project; proposer shall disclose the use of sub-contract staff.
11. A brief description of comparable assignments for municipal or other government agency clients;
12. Samples of a minimum of four (4) logos designed by proposer;
13. Sample of a minimum of six (6) brochures and or fact sheets designed by proposer;
14. Samples of a minimum of six (6) websites designed by proposer;
15. Number of logo concepts presented for final selection.
16. Number of website page templates provided for final selection.
17. Support materials (resumes, corporate brochures. etc.);

Price Proposal (Envelope 2)

A separate sealed envelope clearly labeled "Price Proposal" containing one original and seven (7) copies of a Price Proposal. The proposer will provide pricing for the required working solution with breakdown by the deliverables.

Note: OCWD shall not be liable to pay any additional fee if the fees quoted by the proposer do not adequately compensate the successful proposal. Additional work not originally included in the proposal and approved by OCSD and OCWD would be an exception.

At a minimum, the Price Proposal shall include the following completed submission forms found in the exhibits:

- Submission Form: Price Proposal (Exhibit B)
- A statement substantiating price

In addition, the price proposal shall include a clear description of a fee structure (include any cost incentives or discounts that may apply as well as detailed fees associated with website creation, development and implementation).

The proposer agrees to be solely responsible for any and all payments and/or deductions required to be made including those required for pension plans, employment insurance, workplace safety and insurance boards, or income tax.

Prices submitted in the proposal shall be for a fixed price without escalator clauses or other qualifications and shall be firm for the duration of the RFP process and the term of any resulting agreement.

All quoted prices for the proposed services shall include all charges including travel and related expenses. All applicable taxes are to be itemized separately.

Proposers hereby acknowledge that this project must be awarded by the GWR System Steering Committee and the OCSD and OCWD Board of Directors. The expected date for submission to the GWR System Steering Committee for selection approval is **Monday, May 11, 2009** and to the OCWD and OCSD Board of Directors in **mid-May 2009**.

The proposer further acknowledges that offers contained within their proposals shall be irrevocable for a period of ninety (90) calendar days from the date of Board approval or until the notice of award to the successful proposer is issued, whichever comes first.

Project Schedule

An approximate schedule for selection is as follows. The schedule may change at any time given OCSD and OCWD's discretion and changes:

Activity	Date
Issue RFP:	March 23, 2009
RFP Responses Due:	April 20
Proposal Evaluation:	April 22-24
Interviews with top three proposers:	April 28-30
Proposer Recommendation:	May 11
Implementation Commences:	June 1

Selection Process

OCWD reserves the right to award the contract to the proposer(s) who presents the proposal(s) which in the judgment of OCSD and OCWD, best accomplishes the desired results, and shall include, but not be limited to a consideration of the professional service fee. By submitting a proposal, each proposer agrees that OCSD and OCWD, in determining the successful proposer and its eligibility for the award, may consider the proposer's experience, facilities, delivery abilities, conduct and performance under other contracts, financial condition, reputation in the industry and other factors which could affect the proposer's performance under this agreement. OCSD and OCWD reserve the right to reject any or all proposals, to waive any informality in any proposal, and to

make awards in the interest of OCSD and OCWD.

An evaluation team or committee made up of OCSD and OCWD staff and Board of Directors and such other persons as may be selected by OCSD and OCWD will conduct the evaluation of functional proposal. The evaluation committee will evaluate candidates based on the functional proposal without reference to cost. The Functional Proposal will be scored out of a possible 100 points. "Price Proposal" envelopes will only be opened for those proposals which pass a pre-defined threshold (minimum 75%).

Proposal evaluation results are the property of OCSD and OCWD. OCSD and OCWD intend not to disclose evaluation results, under any circumstances, either before, during, or after the RFP process. An award of an agreement, if any, shall be based on the evaluation results. By responding to this RFP, proposers agree to accept the recommendations of the evaluation committee as final and binding.

Interviews may be conducted with the proposers, if necessary.

The proposer that best meets the requirements of OCSD and OCWD will be designated as the preferred proposer. No obligation arises, however, until an agreement, based on the accepted proposal, is negotiated and executed. OCWD or its designate will incorporate the relevant terms/text/content of this RFP, RFP addenda and preferred proposal, into a written agreement subject to negotiation and award of this agreement. The preferred proposer will be expected to enter into a contract with OCWD with general terms similar to those presented in the copy of OCWD's Professional Services Agreement (See Exhibit C).

Confidential Discussions/ Interviews/ Presentations

OCSD and OCWD reserve the right to incorporate confidential discussions/interviews/presentations (the "Interview") into the proposal evaluation process. OCSD and OCWD may interview proposers and may ask them to make a short formal presentation to both Districts. (Presenters will be required to supply their own demonstration equipment and materials.)

If an interview is necessary, it will serve as the mechanism for further evaluation of proposals at an in-depth and more detailed level in order to establish the finalist for preferred proposer status. The further detailed evaluation will take into account, discussions, presentations and clarifications with/by the proposer and analyses by OCSD and OCWD.

Proposal Evaluation

Proposer's Qualifications

It is important that the work be undertaken by a proposer that can demonstrate specific experience in successfully developing similar projects for municipal or other government organizations, or their agencies, boards and commissions, and the private sector with projects of comparable nature.

OCSD and OCWD will select a proposer for final negotiation of scope and fee based on reviews of the proposals and interviews. Selection criteria will include project staff qualifications, project approach and creativity, related project experience and project fee. Assurances that the proposer has the staff and capabilities to complete the project within the time frame are very important.

Evaluation Criteria

Proposals will be assessed on the basis of information provided by the proposer at the time of submission and shall take into account subsequent interviews with the proposer as may be required by OCSD and OCWD.

A scoring model similar to the following will be used as a quantified mechanism for evaluating proposers. While subjectivity is unavoidable in a decision-making process, this model attempts to make the process as objective as possible.

Scoring Criteria

Phase 1 Criteria		Maximum Score
1.	Submission of separate functional proposal and price proposals as specified in this document. Failure to comply with any of these requirements will render the proposal non-compliant and the proposal will not be evaluated further.	Pass/Fail

Phase 2 Criteria		Maximum Score
2.	A high level of compliance with all of the requirements and provisions of this RFP, demonstrating understanding of the scope of the work as well as proposal completeness and content	10
3.	Proposer's staff qualifications	10
4.	Proposer's related project knowledge and experience; should also include performance and quality of work completed for clients (e.g. customer satisfaction, responsiveness to requests for correction)	25
5.	Proposer's project approach, creativity and technical competence	45
6.	Work schedule and proposer's ability to meet critical date(s)	10
Total Possible Score		100

Contact Person

Upon release of this RFP, all proposer communication concerning the overall RFP should be directed to OCSD and OCWD's representative listed below. Unauthorized contact regarding the RFP with other OCSD and OCWD officials or employees will not help and may be grounds for disqualification of proposal. Any oral communication with OCSD and OCWD representatives will be considered unofficial and non-binding.

Proposers should rely only on written statements issued by the Project Manager:

Name: Alexis Tate
Principal Communications Specialist

Address: Orange County Water District
18700 Ward Street
Fountain Valley, CA 92708

Telephone: (714) 378-3202
Fax: (714) 963-0291

Email: atate@ocwd.com

Additional Information and Changes

All requests for additional information should be made to the undersigned, in writing (fax and e-mail are acceptable). No oral modifications of this RFP shall be valid. Any modifications shall be written by RFP addendum, and signed by the Project Manager.

Alexis Tate
Project Manager

Exhibit A

Scope of Work

1.0 Objectives

The GWR System Steering Committee recently adopted outreach goals for the fiscal year 2008-2009. An effective design package is vital to helping OCWD and OCSD achieve those goals. The overall goal is to enhance OCSD and OCWD's outreach efforts through updating the design of all GWR System collateral items and the GWR System website. The Project includes formulating a detailed plan to begin execution June 1, 2009 and be completed by June 1, 2010.

2.0 Website Visitors

The audience for the GWR System collateral items and website is primarily composed of the following:

1. Members of the local public who have an interest in the GWR System and how it affects their drinking water;
2. Domestic and international visitors, scholars and community groups who are interested in purified wastewater and advanced water recycling processes;
3. Members of the media who are interested in writing stories or conducting interviews about water recycling and the GWR System.

3.0 Website Environment

The current GWR System website is hosted by: WebHost4Life, <<<<<address>>>>>, <<<<contact>>>>>

The Content Management System (CMS) was developed by: Evolve Media, <<<<<address>>>>>, <<<<contact>>>>>

4.0 Successful Proposer Responsibilities

1. OCSD and OCWD require the successful proposer to be responsible for completing this project with limited access to OCSD and OCWD resources.
2. Physical Design – The successful proposer is responsible for the delivery of the designs as detailed in this RFP. The successful proposer is responsible for understanding the needs outlined in this RFP and for translating them into appropriate work plan and designs. The successful proposer shall submit the

work plans for approval. The successful proposer shall also submit all design documentation, where applicable, for review and signoff.

3. Transfer and Ownership of Deliverables – Deliverables shall be submitted in both paper and electronic media formats to the Project Manager, as specified elsewhere in this RFP.
4. Ownership of all project deliverables shall be transmitted to OCWD upon payment by OCWD for the work.
5. Formal Delivery of Materials – The successful proposer will provide a formal delivery of materials. This may consist of, but are not limited to:
 - Logo, brochures, images, stationary package, labels and other collateral materials;
 - Written technical documentation and operating procedures;
 - Formal presentations to technical staff;
 - Formal training for technical and non-technical staff;
 - Written user documentation to include operating procedures for non-technical staff;
 - Complete backup of the final delivered website;
6. Communication and Reporting Relationship – The successful proposer shall assign a project manager who will report to selected OCSD and OCWD staff or designees and will:
 - Submit a final detailed work plan/schedule satisfactory to the Project Manager within two weeks of the Order to Commence Work being issued to the successful proposer;
 - Provide progress reports
 - Attend meetings OCSD and OCWD staff and present deliverables based on agreed upon milestones
 - Prepare and distribute all key meetings minutes or decisions for the project work.
7. The successful proposer will be responsible for planning, organizing, and communicating with OCSD and OCWD to conduct requirement analysis, system design, and progress reviews. The successful proposer will conduct technical reviews at major project milestones.

8. Quality of Service – The successful proposer shall be responsible for the professional quality, technical accuracy, and the coordination of all services furnished by or on the behalf of the successful proposer.
9. Conference Room Pilot (CRP) – The successful proposer will direct a CRP of the website to demonstrate full compliance with the requirements stated in this RFP. The CRP will be coordinated by a joint effort of OCWD staff and the successful proposer. Should the outcome of the CRP not meet all expectations of the OCWD, a new CRP will be scheduled until all requirements are met.
10. Website Deployment Support – The successful proposer shall provide on-site support during the website deployment.
11. Website 90-day Support – The successful proposer shall provide support for a minimum of 90 days after deployment of the website.
12. The successful proposer, without additional compensation, shall correct or revise any errors or deficiencies in the products and services, immediately upon notification by OCWD, until 90 days after final acceptance.
13. The successful proposer shall assume full responsibility for creation of the deliverables of this project.

Proposed Project Schedule

Activity	Date
Issue RFP:	March 23, 2009
RFP Responses Due:	April 20
Proposal Evaluation:	April 22-24
Interviews with top three proposers:	April 28-30
Proposer Recommendation:	May 11
Implementation Commences:	June 1

5.0 Completed Work Acceptance Criteria

OCSD and OCWD's acceptance of work will be based on, but not limited to, acceptance of deliverables as described in this RFP. Other requirements for work acceptance may be required that are not mentioned in this RFP. A deliverable will be considered successful if the desired requirement is completely satisfied. OCSD and OCWD staff members will review the proposers work product and deliverables. All accepted deliverables will require written approval by OCSD and OCWD and signature from the Project Manager.

6.0 Functional Requirements

The following is a summary of the functional requirements. The proposer must further define and/or develop the functional requirements based upon their experience with collateral and website design.

The current GWR System collateral materials and website do not reflect modern graphics that are formatted to meet high resolution printing specifications. OCSD and OCWD will retain full ownership rights to all GWR System design files, content and components.

Collateral Design

1. Update the GWR System logo to accommodate centered placement and designed for print in black and white, as well as color.

Electronic versions shall be provided in the following format(s):

- a. Adobe Illustrator, Adobe InDesign or compatible product at the discretion of the Project Manager;
2. Update the GWR System general brochure and tour brochure to reflect new graphic design elements, updated photos etc.

Electronic versions shall be provided in the following format(s):

- a. Adobe Illustrator, Adobe InDesign or compatible product at the discretion of the Project Manager;
3. Update stationery package (both print and electronic) to include letterhead, envelopes, memo, fax and press release templates.

Electronic versions shall be provided in the following format(s):

- a. Adobe Illustrator, Adobe InDesign or compatible product at the discretion of the Project Manager; and
 - b. Microsoft Word template (.tmp); and
 - c. Adobe Acrobat (.pdf);
4. Create a consistent color palette.
 5. Create DVD/CD Label and/or cover insert.
 6. Create GWR System Identity manual detailing logo usage, colors, sizes, etc. for the System.

Website Design and Implementation

The website design elements must integrate with a content management system that is based on “.NET”, object oriented software. The selected proposer is responsible for designing, building and implementing the complete GWR System website.

1. Redesign and implement website within existing OCWD website platform. Proposer will develop a site map incorporating website flow as well as consistent orientation and navigational aids. The site map and navigational aids will mirror the ocwd.com website when appropriate and be designed in such a manner that they may be easily incorporated into the www.ocwd.com website.
2. Create a consistent color palette.
3. Website must be developed based upon the current CMS components used on OCWD’s website (www.ocwd.com). Authorized OCWD staff will have the ability to perform routine content management related to information such as the posting of meeting dates, agendas, minutes, departmental events, media stories and video clips, removing old and outdated information and general noticing.
4. Website must have the capability to provide streaming media including audio, videos and flash animation.
5. Website must include e-mail response, surveys, feedback, forms and access to OCSD and OCWD’s calendar page. The designer must incorporate the ability for users to complete interactive on-line forms for such tasks as scheduling tours of the facility, etc.
6. Website must include capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc.
7. Website must include overview pages with translations for up to five languages.
8. Website must allow for site search capabilities.
9. Selected proposer must test website prior to deployment.
10. Selected proposer must deploy the re-designed website.
11. Selected proposer will work with OCWD’s Information Systems department to upload website to OCWD’s server.
12. Selected proposer will deploy a mobile component to the website.

OCSD and OCWD to provide the following:

- Edit content on current website for conversion to new website
- Photography
- Streaming audio and/or video media
- Animation

Current GWR System Website

The current GWR System website was originally designed more than seven years ago and has evolved since its inception. The updated GWR system website will have significantly less content and pages. The website is currently composed of the following:

- 37 web pages (1 page in Spanish)
- 4 flash animations
- 1 video file
- 4 audio files
- 4 – signup forms
- 118 Acrobat files (pdfs)
 - o 55 - construction progress reports
 - o 1 – endorsement form
 - o 7 - neighbor reports
 - o 3 - white papers
 - o 10 - 2008 press releases
 - o 0 - 2007 press releases
 - o 8 - 2006 press releases
 - o 9 - 2005 press releases
 - o 14 - 2004 press releases
 - o 6 - 2003 press releases
 - o 6 - 2002 press releases
- 246 meeting agendas and minutes (also pdfs)

Agendas	Agendas w/packet	Minutes
11 – 2008	11 – 2008	10 - 2008
11 – 2007	11 – 2007	11 - 2007
11 – 2006	11 – 2006	11 - 2006
11 – 2005	11 – 2005	11 - 2005
13 – 2004	13 – 2004	13 - 2004
13 – 2003	10 – 2003	11 - 2003
13 – 2002	0 – 2002	13 - 2002
12 - 2001	0 - 2001	4 - 2001
Total: 95	Total: 67	Total: 84

The sitemap for the current GWR System website is as follows:

1. GWRS home
2. About the System
 - a. Overview

- b. Facts and figures
 - i. Background
 - ii. The need
 - iii. Water quality (pdf)
 - iv. Project area facts
 - v. Map
 - vi. Illustrations
 - vii. Project tours
 - viii. Project supporters
 - ix. Endorsement form (pdf)
 - x. Construction updates
 - xi. Related links
- c. Contact us
- d. Project renderings
- e. What's new
- 3. Meeting agendas
- 4. Project RFPs
- 5. Questions and answers
- 6. Water purification process
 - a. Watch the process
 - b. Microfiltration
 - c. Reverse osmosis
 - d. What goes through membranes
- 7. Newsroom
 - a. Articles
 - b. Meeting agendas
 - c. Press releases
 - i. Press release archive
 - d. Press kit
 - e. Press contacts
- 8. Email updates sign-up
- 9. Privacy policy
- 10. Legal use

11. Site index

7.0 Non-Functional Requirements

1. Security – The successful proposer will incorporate appropriate security measures into the design as appropriate.
2. Documentation, including detailed operating instructions and best practices for the website, will be written by the successful proposer and reviewed with OCWD staff. OCWD requires an 'As Configured' document.

8.0 Project Milestones

Following are the anticipated milestones and progress payments.

Milestone	Payment%
1. Sign off of the GWR System Design Package Work Plan	10
2. Delivery of Collateral Materials	20
3. Approval of Collateral Materials	20
4. Approval of Website Design	10
5. Completion of Website Documentation	10
6. Completion of Training & Knowledge Transfer	
7. Completion of Website Content Conversion	
8. Website Final Testing	20
9. Website Deployment	
10. Website 90 Day Post-Deployment Support	
11. Final Design Package Acceptance	10

Exhibit B

Price Proposal

Proposer: _____

The following Price Proposal worksheet shows estimated project hours. The Price Proposal Submitted should, at a minimum, contain cost breakdowns for each of the following items:

Project Task		Estimated Cost
1.	Develop Collateral Material	
2.	Website Design	
3.	Website Development	
4.	Website Content Conversion	
5.	Website Deployment	
6.	User Documentation, Training & Knowledge Transfer	
7.	Project Management	
Total		