



THURSTON
CLIMATE
MITIGATION
COLLABORATIVE

MEMORANDUM

TO: Thurston Climate Mitigation Collaborative Executive Committee

FROM: Thurston Climate Mitigation Collaborative Staff Team:
Linsey Fields, City of Lacey
Pamela Braff, City of Olympia
Alyssa Jones Wood, City of Tumwater
Rebecca Harvey, Thurston County

DATE: July 22, 2024

SUBJECT: TCMC Website Launch

Requested Action

Review and provide feedback on the TCMC website design and content. The new collaborative website is anticipated to launch in August.

Background

The Thurston Climate Mitigation Collaborative (TCMC) included *New Website and Branding* as a line item in the 2023-2024 budget, which was approved by the Jurisdiction Parties as Exhibit B to the 2023 Interlocal Agreement. The City of Lacey contracted with Institute for Sustainable Communities (ISC) to provide administrative support services to the TCMC in 2023-2024. ISC subcontracted with Four Nine Design to complete the project in two tasks: 1) Logo Development and 2) Website Design & Development.

Logo and Website Development

The scope of work for Logo Development included 5 steps: 1) Project Jump Off & Research; 2) Mood Boards; 3) Preliminary Logo Comps; 4) Client Feedback and Revisions; and 5) Logo Delivery. The TCMC Staff Team approved the logo after six rounds of revisions. The final logos and brand identity guidelines were delivered on May 24, 2024. Four Nine provided full color, 1 color, and black & white versions of the final logos in vertical, horizontal, and simplified formats. See Attachment 3A for final TCMC logos.

Four Nine's scope of work for Website Design & Development includes 8 steps: 1) Jump Off Meeting, Research & Project Brief; 2) Initial Audit; 3) Planning; 4) Design; 5) Client Feedback & Revisions; 6) Production & Content Development; 7) Testing, Deployment, CMS Training; and 8) Search Engine Optimization. We are currently in Step 6. The overarching design has been completed and approved, and the Staff Team is now providing specific content (text and images) to Four Nine as they construct the site. See Attachment 3B for TCMC sitemap and sample web pages.

The site is being built using WordPress, which includes a content management system (CMS) to allow the TCMC Staff Team to manage the site once the build is complete. WordPress will also allow us to add pages and content on a continuous basis. For ADA compliance, Four Nine’s scope of work includes Level A compliance with Web Content Accessibility Guidelines (WCAG); they note that they can meet a higher level of compliance if requested, but this may require additional time.

Web Hosting and Maintenance

Four Nine Design will provide ongoing website maintenance aimed at ensuring optimal performance and continuous monitoring of the website. They will serve as part-time webmaster for the TCMC, providing tech support, website updates, new features and ongoing maintenance as it pertains to our needs. The Wordpress Maintenance Plan is billed annually at the start of each calendar year. Four Nine also offers ongoing search engine optimization (SEO) services to aim to maintain the highest search results possible.

The client is responsible for owning and managing payment for all website domain names. Thurston County plans to assume this responsibility on behalf of the TCMC.

Four Nine provided the following estimate for annual web hosting and maintenance services, to be billed on an annual basis. These costs will be included in the TCMC’s annual Administrative Support budget:

Hosting (Required)	\$420
SSL Certificate (Recommended)	\$85
Annual Maintenance Plan (Recommended)	\$1,680
<u>Annual SEO Support (Optional)</u>	<u>\$1,935</u>
Total Annual Cost Estimate	\$4,120

Four Nine has proposed an additional optional service of PDF Rebranding (add new logo, custom header & footer to ~36 PDF’s being carried over to the new site) for an estimated cost of \$2,580 - \$3,870. The Staff Team will consider whether to complete this task.

Attachments

- Attachment 4A - TCMC Final Logos
- Attachment 4B - TCMC Sample Web Pages