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RFP No. VW026 External Website Redesign and Hosting Services on Drupal

Prepared for: Cathy Hoang, Santa Clara
Valley Water District

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July 17 2023

Table of Contents

Cover Letter

Executive Summary

Customer Experience + Human-Centered Design

Digital Marketing + Operations

Innovation + Product Development

Managed Services + Global Delivery

Company Background Info

Project Team Qualifications, Expertise & Experience

Projects of similar scope

2nd Nature

LADWP

Cradle 2 Career

Help Me Grow IE

Meet the Team Leads

Meet the Team

Supporting Project Team Members (+ Team Leads with their info above)

Technical Approach

Deliverable details

Work Plan

Project Team Member Tasks

Client References

References - Project Info

Ongoing Project - Los Angeles Department of Water & Power

Case Study: 2nd Nature Water

Related Case Study: UL (Underwriters Laboratories)

Discovery Approach

Web Design Approach

UX design: user flow mapping

UX design: wireframing components

UI design mockups

Design review & feedback

Example Design System

Documentation

Web development approach

Testing

With you in mind...

Compliance and accessibility

Security

Documentation sample

Hosting Services

24/7 Emergency Website Maintenance/Fix Response Plan

Ongoing web support

Project flexibility

Thank you!

Cover Letter

Dear Santa Clara Valley Water District,

Thank you for the opportunity to be considered for the Valley Water's redesign and hosting project. I am Joshua Northcott, CTO and Co-founder of Hounder - a limited-liability corporation in good standing with the California Secretary of State for 7 years and specializing in custom Drupal development and design here in California. If selected, I am authorized to represent Hounder in the contract awarding process and will be bound by standard terms and conditions satisfactory to the Santa Clara Valley Water District.

As part of the core team for this project, we look forward to working with you and the team at Santa Clara Valley Water District. Please enjoy the following pages about our company, team, and our responses to your request for proposal per our detailed review of this design RFP. If you have any questions, feel free to reach out through the contact information provided below.

- Thank you for your consideration,



Joshua Northcott

CTO & Co-Founder

Email: josh@hounder.co

Phone: (951) 295-6815

A handwritten signature in black ink, appearing to read "Joshua Northcott".

Executive Summary

Valley Water provides the entire county of Santa Clara with vital water supply, stream stewardship, and flood protection with the major goal to provide safe, clean water to every resident. We understand that this public agency needs an easy-to-use website for monitoring and reporting with an appearance that reflects the impact and successes of Valley Water.

The proposed website redesign and hosting project is to digitally transform ValleyWater.org into a stunning, efficient, user-friendly, and secure platform for residents and staff alike.

Within 7 years of business, Hounder has taken on web projects of all kinds. From government agencies to coffee shops to fortune 100 companies, we've designed and developed multiple high-profile web presences.

We are a partnership LLC business structure offering expertise in:

Customer Experience + Human-Centered Design

- UX/ UI Design
- Enterprise Design Systems
- Usability Studies
- Custom Website Design
- Website Personalization (+ Personalization Pilot Program)
- ADA Website Compliance

Platforms + Technology Implementations

- Marketing Automation Implementation / Integrations (Hubspot, Marketo, Pardot)
- CMS Implementations (Drupal/Acquia, WordPress, AEM)
- Web Development
- Web Support / Monthly Retainer
- WordPress Custom
- Drupal Custom
- Drupal certified developers on staff
- AEM Sites

Digital Marketing + Operations

- End to End Marketing Strategies
- Campaign Planning & Execution
- Account Based Marketing (ABM)
- SEO (on-page and technical SEO)
- SEM/PPC
- Content Marketing
- Social Media Management
- PR Placement
- Email Marketing & Management
- Analytics & Reporting
- Site Migrations

Innovation + Product Development

- Web Applications
- ArcGIS Solutions

Managed Services + Global Delivery

- Full Service Hosting
 - Pantheon partner

Our plan is to apply the utmost care for the Valley Water's website during this contract, leaving it better than we found it, all while collaborating with all teams within the District's staff.

Company Background Info

- Legal name: Hounder, LLC.
- Headquartered at 18 E. State St. Suite 209 Redlands, CA 92373
- Phone number: 951-295-6815
- Business Entity status: Partnership LLC Business Structure

Established in 2016, we noticed a large gap in the market; all too often, organizations are forced to pay over-promising agencies for a subpar delivery from the vendor. Poor system implementations lead to terrible web experiences, plaguing companies to constantly stumble. At Hounder, we practice a concentrated and intimate approach to how we work with clients, which we accomplish by accepting only 2-3 projects at a time—done to ensure that our time together is made of the quality you deserve.

Along the way, we have:

- Touched over 1.2 billion unique visitor experiences
- Lead web design, development, and marketing for several of the Forbes Top 100 companies.
- Designed and implemented over 150 enterprise websites and marketing systems across 22 countries and in 36 languages
- Enabled B2B companies to create Personalized site experiences for their customers with an average of 32% increase in conversions.
- Helped increase e-commerce site revenues by an average of 40%
- Along the way we've had the honor to be nominated for multiple awards.

Our industries include:

- Government
- Education
- Non-profit
- Medical
- e-Commerce
- B2B

Note:

Hounder has never:

- *defaulted in its performance on an agreement during the past five (5) years which has led the other party to terminate the agreement,*
- *had any pending litigation, liens or claims involving our organization,*
- *or filed for bankruptcy.*

Project Team Qualifications, Expertise & Experience

Our proposed team is organized to complete deliverables within the agreed-upon schedule as efficiently as possible. Team leads and the project manager will define weekly and monthly goals with the applicable Valley Water staff and hold our Design Director and developers accountable to complete tasks on time. This will be done through frequent meetings (with the proposed team) and progress reports dedicated solely to continue producing the vision and sticking to the timeline for Valley Water project deliverables.

Note: Hounder is not utilizing subconsultants for this project.

Hounder's qualifications in similar scope of this project include various projects with government entities, Drupal CMS oriented design and development, and our most relevant projects include:

- Website redesign for 2nd Nature, a stormwater management technology company
 - A current website redesign project with the Los Angeles Department of Water and Power
- There are 4 Drupal certified developers on our proposed team with ample experience working with large-scale companies to develop Drupal CMS websites.

Note: Hounder has never previously provided services for Valley Water.

Projects of similar scope

2nd Nature

As a stormwater management company powered by real scientists, our Design Director Bryan Stifle crafted a simple yet stunning water-centric design elements that our developers turned into the new 2ndnaturewater.com site.

LADWP

An ongoing government-funded project slated to be complete in August, the Los Angeles Department of Water and Power (LADWP) will get a full digital transformation from Hounder. Responsible for the city of Los Angeles, 4 million residents, 8,100 megawatts of energy, and, 435 million gallons of water, we appreciate the trust from LADWP to successfully design a thoughtful experience for visitors with a modern presentation. The current website as of July 2023 is under construction and not a reflection of Hounder's work.

Cradle 2 Career

This project entailed working for a government-funded public San Bernardino school public district, for the San Bernardino County Superintendent of Schools with a current similar scope

service of ongoing web support. Hounder took this idea from the ground up - from a paper drawing to digital design to a fully functional Drupal platform. We did not disappoint the San Bernardino County school district's trust in us as we made an easy-to-use website for students, parents, and administration.

Help Me Grow IE

This project included similar scope services such as custom Drupal development, rigorous quality assurance checks to identify and address any technical issues or discrepancies, robust data validation mechanisms to maintain accuracy and integrity, and extensive testing to ensure smooth data transfer and integration between HMG and Epic, their Electronic Health Records (EHR) systems. The program sponsored by Loma Linda University Children's Health, a private hospital, which handles large volumes of data and traffic, and we implemented integration capabilities facilitate seamless connectivity with EHR systems.

Meet the Team Leads

Joshua Northcott

CTO & Co-Founder (Account Lead)



Justin Hough

CDO & Co-Founder (Development Lead)



Previous related experience includes:

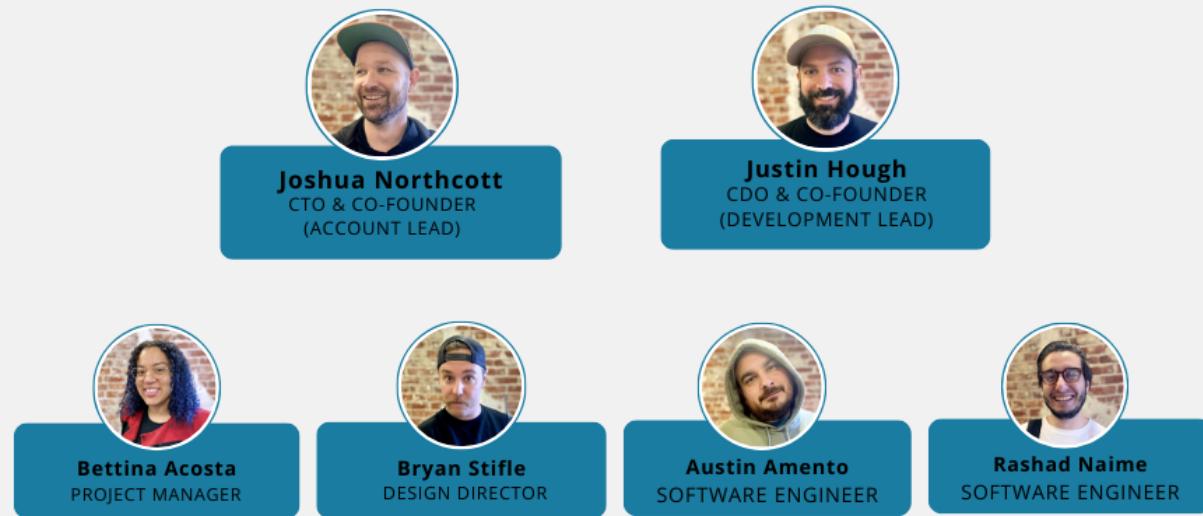
- CTO/Co-Founder, Hounder (present, 7+ years)
- Web Department Director, Esri (2012-2016)
- Front End Development Manager, Esri (2009-2012)
- Web Developer/Designer, Esri (2007-2009)
- Web Development Team Lead & Sports Staff Writer, The Press-Enterprise (2005-2007)
- Graduated from Cal State San Bernardino in 2006 with a BA in Business Marketing
- Working in Drupal as a contributor since 2011.

Previous related experience includes:

- CDO/Co-Founder, Hounder (present, 7+ years)
- Front End Development Team Lead, Esri (2015-2016)
- Front End Web Specialist, Esri (2010-2015)
- Web Developer and Designer, self-employed (2004-2011)
- Graduated from University of California Riverside in 2009 with a BA in Creative Writing
- Drupal Certified Developer since 2010

Meet the Team

HOUNDER ORGANIZATIONAL CHART



Supporting Project Team Members (+ Team Leads with their info above)

- **Bettina Acosta** - Project Manager, 5 years professional experience. Licensed certified Scrum Master. Experience managing multiple projects for fortune 100 companies. Graduated University of North Carolina in 2018.
- **Bryan Stifle** - Design Director, 10 years of professional web design experience. Graduated from the Art Institute in 2014. Web Design Lead at Esri from 2013 - 2021.
- **Austin Amento** - Developer, 5 years of development experience. Graduated from DevSlopes Academy in November 2021. Drupal Certified Acquia Developer and has been working in Acquia Drupal for 4 years. Former CEO of Augie's Coffee and web developer and manager. Freelance Developer 2021-2022. Hounder Developer March 2022 - present.
- **Rashad Naime** - Software Engineer, 3 years of development experience. Certificate from Coding Dojo for full-stack development in Python, Java, and Mern. Drupal Certified Acquia Developer. 7 years of professional experience. Computer science degree candidate at Riverside City College.

NOTE: We provide summaries of the team's related experience with your convenience in mind. Per this RFP, we have included resume files in our bid.
 Thank you!

Technical Approach

After a detailed review of Santa Clara Valley Water District's current site, project goals and requirements, Hounder would take the following approach to achieve the desired outcomes:

- ***Website encompasses the breadth of district services and has grown in size and complexity since its last redesign in 2016*** - Hounder's design team will begin the project with a thorough discovery session to not only understand the breadth of the district services today but also understand where they are going for the future to ensure the site's look and feel enraptures the district customers needs, the internal team's content management needs as well as making it scalable and flexible for the future, making the site a joy to work in.
- ***Current website is challenging to navigate, dated in appearance, difficult to search and is cumbersome for staff to maintain or modify*** - Our team has a history of making some of the largest and most complex websites in the world, easy to navigate and feel simple in appearance and use. Our work with LADWP is a great example of this. We transformed a 20,000 page website that was old and cumbersome in nature to an easy-to-use and easy maintenance website that makes it easy for customers to use and pay their bills. This site is launching in September and would be happy to share further details on LADWPs digital transformation.
- ***2000 pages, 2000 media files and 7000 PDFs*** - Our content migration team will perform a thorough audit of all existing content and work with Santa Clara Valley Water District to identify what content will be migrated over to the new clean content management system. In doing so, we will conduct an asset management workflow to ensure the management of assets are in place for the new website to keep it clean over time.
- ***Drupal 9 content management system*** - Hounder is a Drupal MVP and an Acquia award winning partner. Our team has worked on some of the largest and most high-profile Drupal sites in the world including the White House, LADWP, and UL to name a few.
- ***External website is currently hosted and partially managed by an incumbent web service provider*** - For the new website, Hounder will provide Dev, Staging, and Production environments that are clones of each other and optimized for Drupal so that way there are no discrepancies and will ensure no issues when deploying to production.
- ***A number of internet applications linked to the main website that are either internally or externally developed or supported*** - Our team will audit all applications and will determine with Santa Clara Valley Water District how best to utilize these applications. For example, integrate them into the website via API's or leave them externally linked or remove them altogether if necessary.
- ***Has several other independently managed microsites that vary in size and complexity and are hosted by GoDaddy which a (GOAL): desired outcome is to consolidate into a single web presence on a single platform*** - After review, we recommend consolidating these microsites into your master site. That way all content is living and managed in a single website with a single source code. This will ensure the ease of content management in your organization and will decrease overall maintenance and management costs in the long-term.

- *Valley Water wishes to significantly improve public-facing website giving it the look and (GOALS): feel of a modern corporate web presence, expected functionality for interactive tools such as web maps, calendars, infographics, etc., while still meeting the requirements of a government agency such as Section 508/WCAG, Responsive Design and other mandatory requirements.* - Hounder specializes in providing modern and corporate web designs and is an award-winning web design company. Our web design work for LADWP, UL, SBCSS, NHL, Adobe, Esri, and Everstream.ai are strong indicators of our capabilities and professional excellence in this area. In the discovery session, we will identify all design goals and map all the prioritized journey's for your customers to ensure every angle and use case is covered to ensure all design goals are met.

Deliverable details

Kickoff workshops - Hounder will kickoff the project with a 2-day discovery workshop session which will include business requirements, technical requirements, design and content workshops and will end on a communication plan and sprint plan.

Design Brief (also known as a Creative Brief): describes Valley Water goals, users and recommendations for visual design for the new website - As a result of the 2-day discovery session, Hounder will provide a finalized project work plan which will include the project timeline, milestones, and sprints with assigned team members. It will also include a Creative brief that defines the design strategy and user personas as well as brand guidelines.

Finalized Project Work Plan - As a result of the 2-day discovery session, Hounder will provide a finalized project work plan which will include the project timeline, milestones, and sprints with assigned team members.

In-depth Interview scripts and scheduling of interviews - In the 2-day discovery session, Hounder will come prepared with a detailed agenda and interview scripts. We will also schedule one-on-one interviews with specific team members prior, during, and post discovery session.

Preliminary Project Work Plan including QA/QC Plan - Our project managers will include an entire sprint dedicated to QA/QC with our recommended QA plan and workflow. We provide a QA script and UAT script for all participants to test all primary use cases and functionality. Also, our development team performs Test-Driven Development during the development phase to ensure all features and functionalities are unit-tested during the development.

Configuring web hosting service for the new Valley Water website - Our Hosting environment is optimized for Drupal Government sites with nightly backups and optimum security protocols. We also have partnerships with other top-rated Drupal Hosting Providers like Acquia and Pantheon that we can also use in this case.

Valley Water access to Hounder web hosting service or systems hosted in Valley Water infrastructure - Access and training will be provided to the necessary Santa Clara Valley Water District employees.

Testing plan, go live cutover plan, and rollback plan - Testing, deployment, development lifecycles and contingency plans will be identified and documented during the Technical sessions of the discovery at the very beginning of the project. These will then be executed during the launch week sprint.

Migration of Content to the new Valley Water website - As a result of the content audit, Hounder will provide a Content migration matrix that will identify all page URLs and show which content has been migrated and ready for review. This is how we'll manage all the content, the migration, the quality, and ensure all redirects are put in place in time of launch to ensure no 404 issues.

Additional Testing Results - unit testing and regression testing with a detailed UAT plan will be provided and executed during the UAT sprint(s).

Results of penetration testing and remediations - Any bugs identified in testing will be submitted as an issue in Github for the development to remediate. Once the code fix is pushed up to the Dev environment, unit testing will be assigned to a team member to ensure the fix has been resolved across browsers and devices.

Launch of new Valley Water website on Drupal CMS - A detailed deployment and launch plan will be identified in the discovery session and will be executed in a dedicated sprint. We recommend having an all-hands meeting after business hours to perform the production deployment and for all participants to test all sections of the site when it does go live. Should

there be any issues, the contingency plan will be executed to roll the DNS back.

One Maintenance workshop via webinar with up to five (5) Valley Water staff - Hounder believes in internal teams being sustainable. Therefore, we take training seriously. We provide recorded team sessions for a "train-the-trainer" purpose which will be hands-on to ensure all team members have all the access and information they need to be successful.

One web hosting workflow knowledge transfer webinar and recording - Hounder believes in internal teams being sustainable. Therefore, we take training seriously. We provide recorded team sessions for a "train-the-trainer" purpose which will be hands-on to ensure all team members have all the access and information they need to be successful.

Web hosting workflow knowledge transfer training agenda and documentation - In addition to recorded training sessions, Hounder provides a living and breathing documentation that is hosted and easy to update.

Wireframes - Our UX design team will provide low-fidelity wireframes to identify all design components for every content type and identify any custom views needed. This will be done prior to any UI design work.

Information Architecture - Our UX design team will work closely with Santa Clara Valley Water District to identify the IA across the site which directly reflects from the journey mapping workshops and content audits that will be performed during the Discovery sessions.

Website Visual Designs and Design Workshops - The detailed design workshop will take place during the 2-day discovery session and will focused across: branding, personas, journey mapping, tone exploration, and design goal identification.

Website Navigation Framework - Our UX design team will work closely with Santa Clara Valley Water District to identify the IA and the navigation across the site which directly reflects from the journey mapping workshops and content audits that will be performed during the Discovery sessions.

Drupal CMS development environment setup - Cloned environments of Dev, Stage, and Production will be created. The development environment is where all the development and Drupal site configuration will be done. Nightly backups will automatically fire every night. The development team will have a detailed sprint plan for all development and CMS configuration tasks to ensure all is done on time and on-budget.

Usability Test Results (of Visual Designs) - Our Design Team will post all UI designs on Invision which will provide a clickable and interactive experience which we will use for Usability testing. Hounder has a participant user group to perform usability testing during the UX and UI design sprint phases. Qualitative results will be presented and used for any needed changes to the design prior to development.

New Visual Design implemented in Prototype - Our Design Team will post all UI designs on Invision which will provide a clickable and interactive experience which we will use for Usability testing and internal team review, and approvals.

Preliminary test results of New Website - Hounder has a participant user group to perform usability testing during the UX and UI design sprint phases. Qualitative results will be presented and used for any needed changes to the design prior to development.

Results of Section 508/WCAG Compliance Reviews - Hounder uses Accessibee to run automated tests to ensure WCAG compliance. This test will be performed on Dev. Stage and Prod.

Web site configuration documentation - Documentation will provided within an internally accessed website for easy access and ease of updating. See Documentation section for an example.

Website Content Training - A train-the-trainer 'hands-on' session will be provided and recorded for internal long-term purposes. An agenda of all training curriculum will be provided ahead of time.

Website Technical Training - A train-the-trainer 'hands-on' session will be provided and recorded for internal long-term purposes. An agenda of all training curriculum will be provided ahead of time.

Website Developer Training - A train-the-trainer 'hands-on' session will be provided and recorded for internal long-term purposes. An agenda of all training curriculum will be provided ahead of time.

Recorded webinars of Website Content, Website Technical, and Website Developer

Training sessions. - A train-the-trainer 'hands-on' session will be provided and recorded for internal long-term purposes. An agenda of all training curriculum will be provided ahead of time.

Content Manifest - As a result of the content audit, Hounder will provide a Content migration matrix that will identify all page urls and show which content has been migrated and ready for review. This is how we'll manage all the content, the migration, the quality, and ensure all redirects are put in place in time of launch to ensure no 404 issues.

Non-Production/Testing/Training website where content is nearly as same as Production

(main) site - Our project managers will include an entire sprint dedicated to QA/QC with our recommend QA plan and workflow. We provide a QA script and UAT script for all participants to test all primary use cases and functionality. Also, our development team performs Test-Driven Development during the development phase to ensure all features and functionalities are unit-tested during the development.

Configuring web hosting service for the new Valley Water website - Our Hosting environment is optimized for Drupal Government sites with nightly backups and optimum security protocols. We also have partnerships with other top-rated Drupal Hosting Providers like Acquia and Pantheon that we can also use in this case.

Santa Clara Work Plan

| | PROJECT TASKS | LABOR HOURS | CONSTRAINTS | ASSIGNED PERSON |
|--|---|--------------|-------------|-----------------------------------|
| Project Management Pre-Project (2 days) | Project Planning Work Plan Draft | 2.0 | | Bettina Acosta (Project Manager) |
| | Project Quality Assurance & Quality Control Plan | 1.0 | | Bettina Acosta (Project Manager) |
| | Shedule weekly team meetings | 0.5 | | Bettina Acosta (Project Manager) |
| | Review & Approval of Project Plan & Quality Assurance Plan | TBD | | Valley Water (Client) |
| Subtotal | | 3.5 | | |
| Data Collection and Investigation & (1 week) | Identify website stakeholders | 1.0 | | Valley Water (Client) |
| | Develop interview script for feedback on existing site | 2.0 | | Bryan Stifle (Designer) |
| | Review & approval of interview script | 2.0 | | Valley Water (Client) |
| | Schedule & conduct interviews with site stakeholders | 30.0 | | Bryan Stifle (Designer) |
| | Report of site existing conditions & recommendations | 3.0 | | Bryan Stifle (Designer) |
| | Provide Valley Water branding guide | 0.5 | | Valley Water (Client) |
| Subtotal | | 38.5 | | |
| Design & Discovery Kickoff (1 week) | Design Workshops | 5.0 | | Bryan Stifle (Designer) |
| | Identify the different personas and their journeys | 3.0 | | Bryan Stifle (Designer) |
| | Design site architecture | 15.0 | | Bryan Stifle (Designer) |
| | Define KPIs & project success | 3.0 | | Valley Water (Client) |
| | Design Brief | 1.0 | | Bryan Stifle (Designer) |
| | Finalized Project Work Plan | 1.0 | | Bettina Acosta (Project Manager) |
| Subtotal | | 28.0 | | |
| Initial Environment build, Information Architecture and Wireframes (6 weeks*) | Content Audit - identify pages that needs to be migrated over | 7.0 | | Valley Water (Client) |
| | Design prototypes & design exploration | 23.0 | | Bryan Stifle (Designer) |
| | Design review and feedback of website theme | TBD | Constraint | Valley Water (Client) |
| | Revise designs based on feedback | 7.0 | | Bryan Stifle (Designer) |
| | Final review & selection of primary design | TBD | Constraint | Valley Water (Client) |
| | Sub-page wireframes designs | 80.0 | | Valley Water (Client) |
| | Review & approval of sub-pages wireframes | TBD | Constraint | Valley Water (Client) |
| | Sub - page UI designs | 115.0 | | Bryan Stifle (Designer) |
| | Review & approval of sub-pages UI designs | TBD | Constraint | Valley Water (Client) |
| | Website navigation design | 8.0 | | Bryan Stifle (Designer) |
| Subtotal | | 240.0 | | |

*Estimated weeks doesn't include Valley Water design review time.

Santa Clara Work Plan

| | PROJECT TASKS | LABOR HOURS | CONSTRAINTS | ASSIGNED PERSON |
|---|--|--------------|-------------|---|
| Usability Study (2 week) | Server & Development Access | 0.5 | | Valley Water (Client) |
| | Develop site mockup for usability study | 20.0 | | Bryan Stifle (Designer) |
| | Write usability study script | 7.0 | | Bryan Stifle (Designer) |
| | Identify test participants | 6.0 | | Bettina Acosta (Project Manager) |
| | Schedule usability testing sessions | 3.0 | | Bettina Acosta (Project Manager) |
| | Conduct usability studies | 15.0 | | Bryan Stifle (Designer) |
| | Usability test results & report | 5.0 | | Bryan Stifle (Designer) |
| | Present usability study results | 0.5 | | Bryan Stifle (Designer) |
| | Update UI designs based on findings | 10.0 | | Bryan Stifle (Designer) |
| | Review & Approval of updated designs based on usability study | TBD | Constraint | Valley Water (Client) |
| Subtotal | | 66.5 | | |
| 3 Tier Hosting Environments (1 day) | Create dev environments with Drupal Install configured | 0.25 | | Justin Hough (Lead Developer) |
| | Clone environments to staging and production | 0.25 | | Justin Hough (Lead Developer) |
| | Set up the development cycle for automatic deployment up the t | 0.25 | | Justin Hough (Lead Developer) |
| | Set up 24/7 performance monitoring (new relic) | 0.25 | | Justin Hough (Lead Developer) |
| | Set up and configure SSL & SSH | 0.25 | | Justin Hough (Lead Developer) |
| | Threat blocking & security set up | 0.25 | | Justin Hough (Lead Developer) |
| | CDN set up and configuration | 0.25 | | Justin Hough (Lead Developer) |
| | Activity log & user permissions | 0.25 | | Justin Hough (Lead Developer) |
| | GIT & SFTP connections | 0.25 | | Justin Hough (Lead Developer) |
| | Daily & on-demand backups | 0.25 | | Justin Hough (Lead Developer) |
| Subtotal | | 2.5 | | |
| Website Development & Site Testing (10 - 11 weeks) | As-needed content development | TBD | Constraint | Valley Water (Client) |
| | Developer Office Hours (on-going) | 15.0 | | Justin Hough (Lead Developer) |
| | Front-End Development | 185.0 | | Development Team (Rashad N. Austin A. & Justin H.) |
| | Back-End Development | 190.0 | | Development Team (Rashad N. Austin A. & Justin H.) |
| | 508/WCAG compliance testing | 5.0 | | Rashad Naime (Developer) |
| | Page speed testing | 5.0 | | Rashad Naime (Developer) |
| | unit testing of flexible components | 15.0 | | Development Team (Rashad N. Austin A. & Justin H.) |
| | Security check testing | 8.0 | | Austin Amento (Developer) |
| | Training documentation | 6.0 | | Bettina Acosta (Project Manager) |
| | Develop user acceptance testing plan for Valley Water Team | 2.0 | | Bettina Acosta (Project Manager) |
| Subtotal | | 416.0 | | |

Santa Clara Work Plan

| | PROJECT TASKS | LABOR HOURS | CONSTRAINTS | ASSIGNED PERSON |
|--|---|--------------|-------------|---|
| Testing and Implementation Finalization, Site Launch (3 weeks*) | Develop & finalize deployment plan | 2.0 | | Justin Hough (Lead Developer) |
| | Set up permissions and grant Valley Water access to Drupal site | 1.0 | | Justin Hough (Lead Developer) |
| | Content Training #1 (Virtual) | 1.0 | | Rashad Naime (Developer) |
| | Content Training #2 (On-site) | 1.5 | | Rashad Naime (Developer) |
| | Technical System Training (Virtual) | 1.0 | | Justin Hough (Lead Developer) |
| | Deliver recordings from the trainings | 0.5 | | Bettina Acosta (Project Manager) |
| | Provide testing site for Valley Water team | 0.5 | | Justin Hough (Lead Developer) |
| | Migration of content | 120.0 | | Bettina Acosta (Project Manager) |
| | Valley Water review and testing of the new site | TBD | Constraint | Valley Water (Client) |
| *Estimated weeks doesn't include Valley Water site testing | Bug fixes | 40.0 | | Development Team (Rashad N. Austin A. & Justin H.) |
| | Subtotal | 164.5 | | |
| Site Launch & Post Launch Support (1 week) | Approval for site launch | TBD | Constraint | Valley Water (Client) |
| | Domain setup and IP directed to website location | 0.5 | | Justin Hough (Lead Developer) |
| | 🎉🎉🎉 Site Launch 🎉🎉🎉 | 0.5 | | Justin Hough (Lead Developer) |
| | Maintenance Workshop | 1.0 | | Justin Hough (Lead Developer) |
| | Web Website Launch Support (3-month engagement) | | | Development Team (Rashad N. Austin A. & Justin H.) |
| | Subtotal | 2.0 | | |

Project Team Member Tasks

All following Hounder members are in scope for this project and are full-time employees with 40-hour work weeks. A portion of their time will be dedicated to Valley Water's redesign and hosting service.

All of the following Hounder team members will:

- Participate in meetings with Valley Water staff
- Report and recommend solutions as they see fit
- Work in collaboration with Valley Water staff

Joshua Northcott - (Redlands, CA) Oversee the entire project and its meetings and maintain correspondence with leading members of Valley Water.

Bettina Acosta - (Concord, NC) , our project manager, will:

- Coordinate weekly meeting times with applicable Valley Water staff;
- Plan agendas;
- Oversee weekly meetings;
- record and email minutes and tasks to the Valley Water and Hounder members on the project;
- Ensure items of the redesign project are on track.

Bryan Stifle - (Springfield, Missouri), our sole Design Director, will be responsible for the UX/UI design concepts and elements for implementation on ValleyWater.org. He will also:

- Website Visual Designs and Design Workshops
- Website Navigation Framework
- Wireframes
- Information architecture of the website to fulfill the goal to increase unique, direct, and repeated user traffic;
- Establish a Design System tailored to Valley Water;
- Templatize flexible layouts suited for content builders;
- Deliver a Design Brief including Valley Water goals, users, and recommendation for visual design for the new website.

Justin Hough - (Nampa, ID) As the Development Lead, Justin Hough will oversee all in-scope development and delegate design and development responsibilities to Austin, Rashad, and Bryan while keeping in communication with Valley Water 's IT staff.

- Training Valley Water's IT staff
- Review and secure all cybersecurity policies of the website design and maintenance
- Major Drupal updates

Austin Amento - (Everson, WA) will:

- Develop a Responsive Web Design (RWD);

- Implement designs;
- Perform A/B testing;
- Execute patching, repairs;
- Install Drupal Updates;
- Provide 24x7x365 support;
- Provide post-launch technical support (3 months);
- Establish Drupal CMS development environment setup.

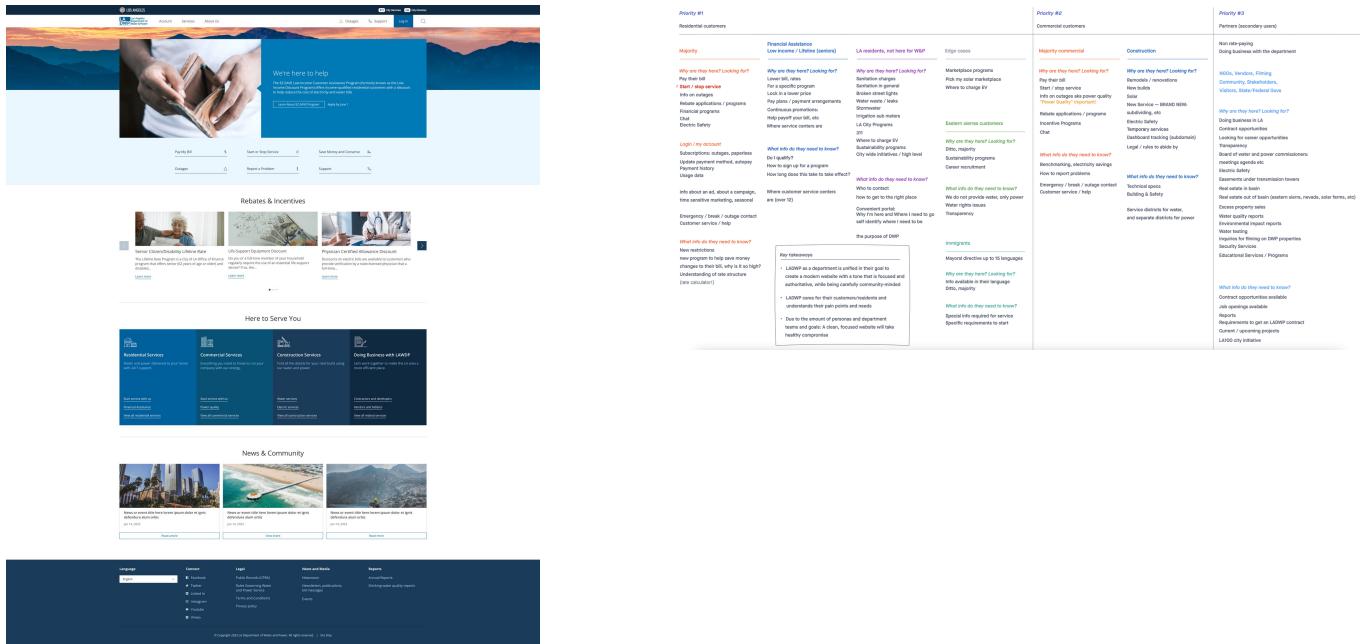
Rashad Naime - (Redlands, CA) will:

- Develop a Responsive Web Design (RWD);
- Implement designs;
- Perform A/B testing;
- Execute patching, repairs;
- and Install Drupal Updates;
- Provide 24x7x365 support;
- Provide post-launch technical support (3 months);
- Establish Drupal CMS development environment setup.

References - Project Info

| Project | Project Owner | Project Cost | Dates of Engagement | Members of Proposed Team |
|-----------------------|------------------|--------------|--|---|
| LADWP | George Zordilla | \$200,000 | January 2023 - Ongoing | Bettina Acosta Bryan Stifle Josh Northcott |
| 2nd Nature Water | Chris Cappelli | \$53,000 | September 2022 - Ongoing | Justin Hough Bettina Acosta Rashad Naime Austin Amento Bryan Stifle Josh Northcott Joey Domingo |
| UL EHS Sustainability | Jennifer Meister | \$180,000 | Nov 2016 - April 2017 (Current ongoing support 2023) | Justin Hough Bettina Acosta Rashad Naime Austin Amento Bryan Stifle Josh Northcott Joey Domingo Ryan Warrick |

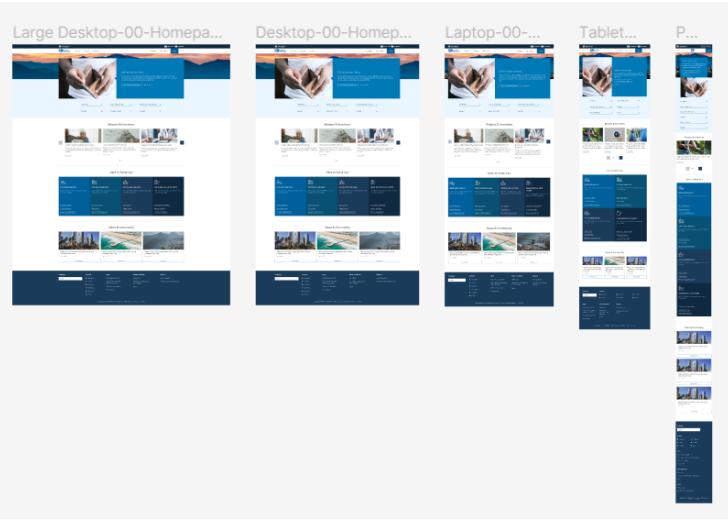
Ongoing Project - Los Angeles Department of Water & Power



An ongoing government-funded project slated to be complete in August, the Los Angeles Department of Water and Power (LADWP) will get a full digital transformation from Hounder. Responsible for the city of Los Angeles, 4 million residents, 8,100 megawatts of energy, and, 435 million gallons of water, we appreciate the trust from LADWP to successfully design a thoughtful experience for visitors with a modern presentation. The current website as of July 2023 is under construction and not a reflection of Hounder's work.

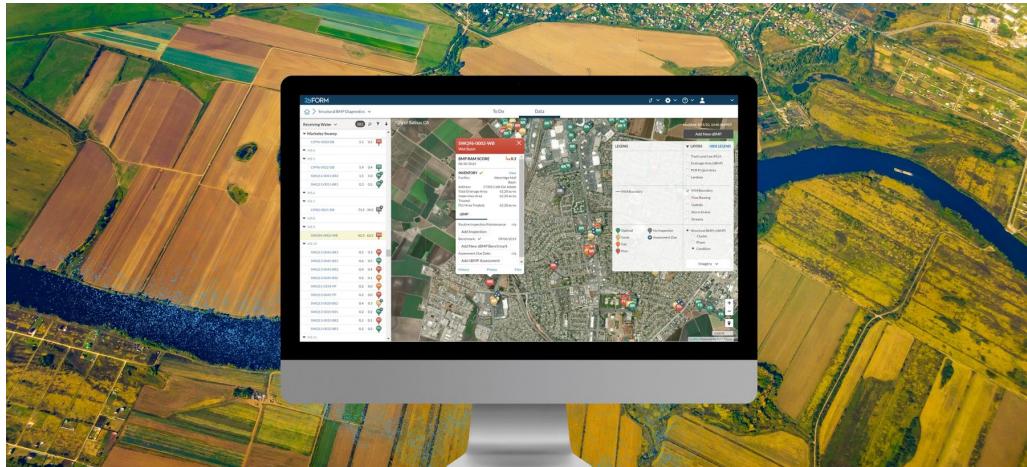
So far, we have conducted an in-depth discovery session with LADWP staff and began collaborating to create a fully responsive website design (RWD). We have also completed (as pictured):

- Designing the homepage (top left)
 - Mapped website visitor "personas" to tailor journeys (top right)
 - Created a RWD for mobile devices, desktop, laptop, and more. (bottom left)
 - Established a Design System unique to LADWP



- Streamlined content updating in Drupal for LADWP staff's ease of use

Case Study: 2nd Nature Water



25+
unique design components

100%
increase in user traffic

2nd Nature Water, leaders in stormwater management tech, were in need of a custom site that combines hard science with natural aspects of the environments their software helps protect and save. Hounder's development and design teams worked with 2nd Nature to craft a simple yet impactful site that explains the intrinsic value of stormwater management with combined elements of organic and technical, including water design motifs throughout.

Hounder redesigned 2ND Nature's website with a cohesive theme and custom imagery that complements the knowledge and environmental efforts of 2ND Nature's scientist-led team, with strategic navigational menus and page-by-page journey that guides site visitors exactly where they need to go. The project scope also included:



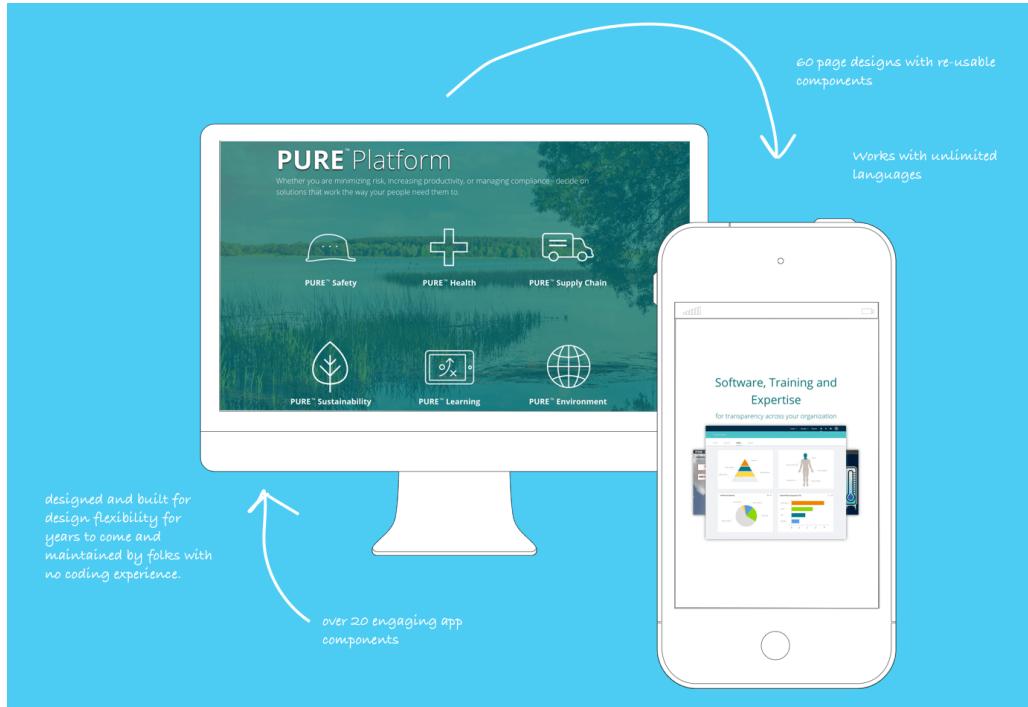
- Ongoing web support
- Custom icon design
- Design system creation
- Custom development



We were able to deliver an impactful website that reflects the important work they do to help cities prevent stormwater pollution and build water resiliency into the infrastructure.

To learn more this case study or see others, click here.

Related Case Study: UL (Underwriters Laboratories)



500
pages of website
design

7
language versions

25
design components

Managing multiple websites with large quantities of content is a common challenge for many companies. UL EHS reached out to Hounder to design and build a bold new site and system that is global friendly, increases lead generation, connects with their users, and makes their ever-growing content manageable across multiple sites and teams.

We worked closely with the incredible team at UL to create a cohesive and engaging content strategy, design and build a new, delightful website experience that supported their new brand strategy and increased lead generation. Our team built the new site using WordPress CMS and customized and migrated it to UL.com on Drupal (Acquia Sitefactory), created a component-driven design system that enabled them to easily maintain/configure the site, and deliver in 7 languages with workflow automation.

The resulting site is smart-yet-simple, with a unique voice shaped by Hounder and the amazing writing staff at UL. *To learn more this case study or see others, click here.*



Discovery Approach

Hounder will lead a virtual or onsite discovery and project kickoff session with the necessary identified Santa Clara Valley Water District team members to share, coordinate and collect additional information. This includes:

- Content and component audit to identify all page content and components to redesign
- Collect and confirm all brand guidelines
- Website Requirements & Features
- UX/UI Workshop
 - Design Process / Design Review Cycle
 - Branding guides
 - Journey mapping
 - Tone Exploration
- Communication Plan (how often do we communicate? what tools?)
- Hand-off Process

After the discovery/kickoff Hounder will provide a detailed sprint plan of all identified tasks and timelines that all team members (Hounder and Santa Clara Valley Water District) will have access to at all times.



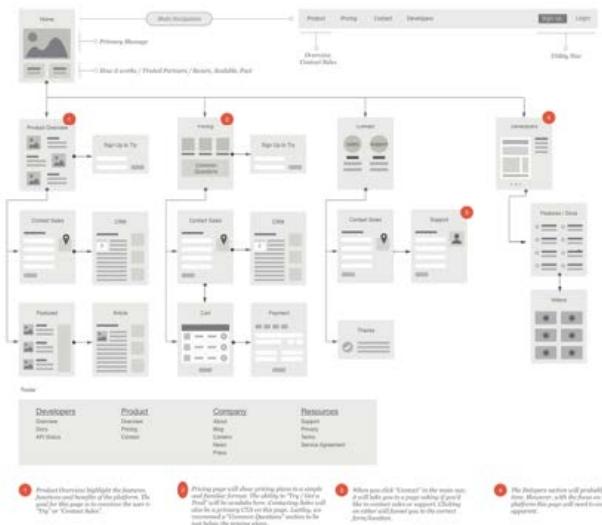
Web Design Approach



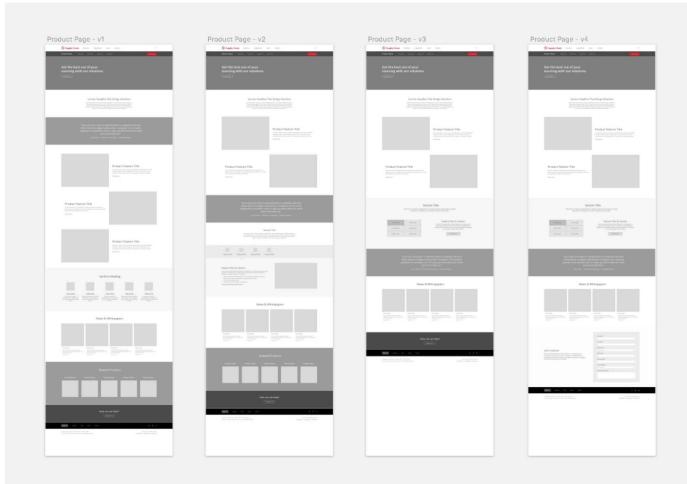
After the initial design discovery kickoff, below are the steps we recommend we take together for this design journey...

UX design: user flow mapping

To provide a highly engaging website that represents Santa Clara Valley Water District and its goals, our team will work with the Santa Clara Valley Water District team to create a user flow that blueprints the journey a visitor will take throughout the website. This maps out the holistic user experience and identifies the entire sitemap and navigation of the site. Here is an example of a recent user flow we did for a large company website.



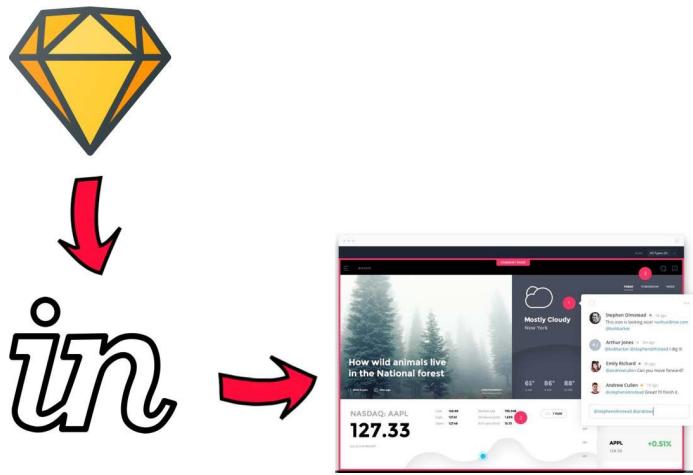
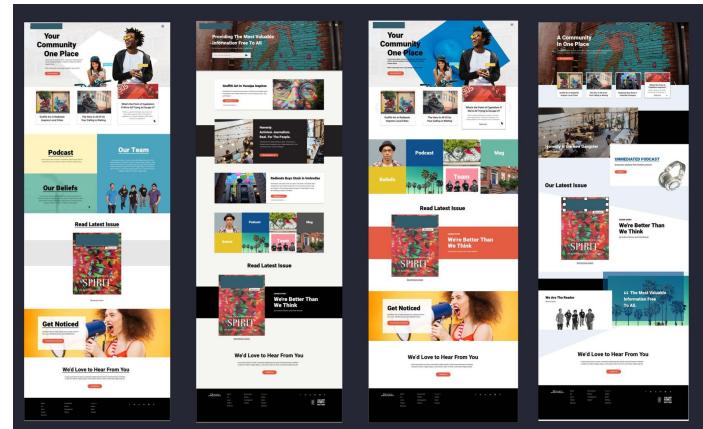
UX design: wireframing components



The blueprint for success. Identifying and laying out all the different page components will not only ensure that every feature and function is captured but it provides an opportunity to template the different content-types and identify all components that will be needed for all the content needs throughout the site. For editorial sites such as Santa Clara Valley Water District, we recommend starting wireframes with the editorial pages along with the site header, navigation and footer before moving onto the other content types.

UI design mockups

During the UX/UI phase of the project, we will submit page design mockups based on the approved wireframes for Santa Clara Valley Water District review and approval. We do recommend providing the UI design of the editorial page design that includes the header/nav and footer to establish the primary design theme that transcends across the site. Hounder will make changes as necessary and often provide multiple revision ideas as needed. This is highly collaborative and highly fun for all.



Design review & feedback

Hounder uses responsive design for both Web and Mobile simultaneously for any digital project. We consider all experiences that users will have when consuming information. Hounder designs using Figma and all designs and assets will be available using the Invision app for Santa Clara Valley Water District review. Santa Clara Valley Water District will have the ability to make comments directly on the design and provide approval or feedback within this system. During the discovery, we will decide as a team how long Santa Clara Valley Water District will need for design review and include those timelines within the weekly sprints.

Example Design System

The screenshot shows a web-based design system documentation interface. The top navigation bar is orange with the title "Hounder Example Design System". Below it is a sidebar with sections like "DOCUMENTATION", "COMPONENTS" (which is expanded to show "Typography", "Font Sizes", "Headings", "Lists", "Elements", "Buttons", "Live Chat", "Boxes", "Media", "Tables", "Layout", and "Patterns"), and "PAGES". The main content area is titled "Font Sizes" and contains five examples of text in different font sizes: "Font Size -3", "Font Size -2", "Font Size -1", "Default No Class", and "Font Size 1-5". Each example includes placeholder text. At the bottom, there's a table with columns "HTML", "Info", and "Notes", showing the corresponding HTML code for each font size class.

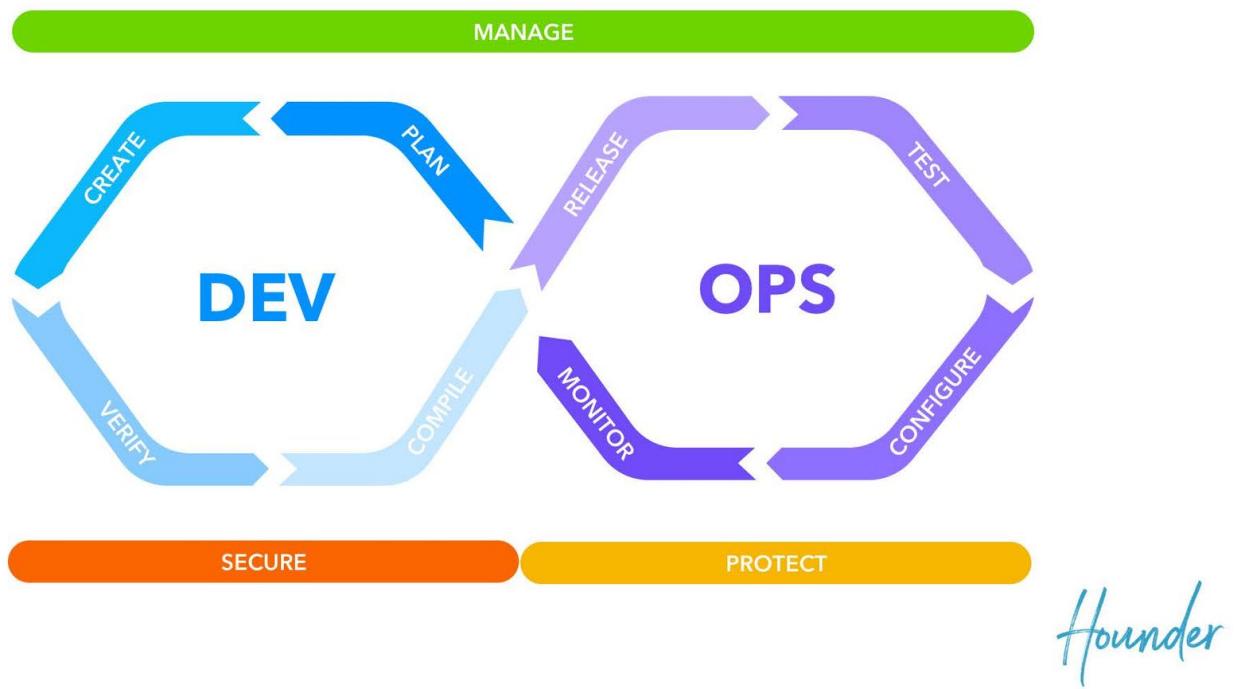
| HTML | Info | Notes |
|--|------|-------|
| <pre><p class="font-size--3">Font Size -3 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</pre> | | |
| <pre><p class="font-size--2">Font Size -2 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</pre> | | |
| <pre><p class="font-size--1">Font Size -1 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</pre> | | |
| <pre><p>Default No Class - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</pre> | | |
| <pre><p class="font-size-1">Font Size 1 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</pre> | | |
| <pre><p class="font-size-2">Font Size 2 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</pre> | | |
| <pre><p class="font-size-3">Font Size 3 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</pre> | | |
| <pre><p class="font-size-4">Font Size 4 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</pre> | | |
| <pre><p class="font-size-5">Font Size 5 - Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</pre> | | |

Documentation

Hounder believes in enabling organizations to easily manage and maintain the websites we build. As an ultimate resource and guide, we provide an interactive, full-documentation website for the internal team. *Click here to see an example we did for one of the largest software organizations in the world (pictured above).*

Web development approach

After the page designs have been approved, Hounder will start the development by first building the front-end look and feel in HTML, CSS, and Javascript. These prototypes will be reviewed for approval to ensure the look and feel and interactions work as expected. Once these front-end builds are complete and approved, Hounder will build this on-top of Drupal CMS Application.



Testing

For the Drupal CMS Application, Hounder will build with a test-driven development methodology - all code will be tested during the development phase before moving forward to the development environment.

- PHPUnit Tests for PHP code functionality
- Laravel Dusk for front-end interactions
- Google Lighthouse testing for performance and compliance
- Approved code testing, load testing, speed optimization and browser optimization according to agreed upon standards and supported browsers including but not limited to: IE 11, Chrome, Firefox, and Safari

With you in mind...

Hounder designs and builds websites using a component-driven architecture so that way you don't outgrow your website. When design trends change, you can simply swap out specific design components with new ones without having to invest full site redesigns in the future. During the development process, Santa Clara Valley Water District will have access to view the development environment and see consistent progress from start to finish.

Compliance and accessibility

Hounder can ensure websites meet ADA and WCAG following requirements via design and development stages of the following items:

- Sufficient contrast between colors
- Use semantic HTML format
- Text alternatives for non-text contents
- Ability to navigate the site with keyboard
- Easy to navigate and find information
- Properly formatted tables
- Accessible PDFs, videos and forms
- Ability to submit feedback for users

Security

During the external website redesign and hosting we will take design and development measures to prevent security breaches via a web application such as cross-site scripting and SQL injection, to name a few. These following best practices and security prevention will be included:

- HTTPS (SSL)
- Utilize Eloquent ORM to prevent SQL injection
- Use LDAP for admin and content author login process
- Require use of CSRF tokens on all form submissions
- Protect admin application routes
- Filter and validate all data before being saved to the database
- Identify regular backups of web app and database with internal devs
- PHP Unit tests to verify user actions and content input

Documentation sample

Hounder believes in enabling organizations to easily manage and maintain the websites we manage. As an ultimate resource and guide, we provide an interactive, full-documentation website for the internal team. Pictured below is a preview of our documentation sample:

The screenshot shows a web-based documentation system. At the top, there's a header bar with an 'X' icon and the text 'Hounder Example Design System'. Below the header is a sidebar on the left containing two main sections: 'DOCUMENTATION' and 'COMPONENTS'. Under 'DOCUMENTATION', there's a single item: 'Overview'. Under 'COMPONENTS', there are four items: 'Typography', 'Elements', 'Layout', and 'Patterns'. The main content area to the right of the sidebar has a title 'Hounder Example Design System' and a welcome message: 'Welcome to the Hounder Sample Design System which has everything you need to quickly build excellent web experiences with a collection of extensions and components that enable you to reuse and adapt for any use case. Each component is tested individually before being incorporated back into the main theme.' Below this, there's a section titled 'Bootstrap' with a note: 'This theme utilizes Bootstrap version 3.3.7 for more information on those features please read the [documentation](#)'.

<https://clients.hounder.co/pattern-library/>

Click the above link to see an example we did for one of the largest software organizations in the world (pictured above).

Hosting Services

Hounder provides full service hosting and support with 24/7 performance and security monitoring, HIPPA Compliance, and a global content delivery network to ensure fast load and performance across a global audience. We will manage and implement any needed redirects or anything you may need from the server-side with our monthly support included.

Hosting services include:

- 24/7 Application Performance Monitoring (New Relic)
- Nightly backups
- Global Content Delivery Network (CDN)
- Managed HTTPS
- Minimum 99.9% uptime
- Redis Object Cache
- Solr full-text search service
- Free Development environment. Only pay for your production environment
- 5 Hours/monthly of an additional full service administration services and support from 8am-6pm PST. This includes trainings via webinars, mentoring, documentation, any other communications needed. Accompanied with an agreed SLA between Hounder and Valley Water.

24/7 Emergency Website Maintenance/Fix Response Plan

Ongoing web support

Hounder has an ongoing web support service - providing a block of *up to 40 hours per month at the \$200/hr rate*. For clarity, response times (right) are available for reference.

24/7 Web support includes, but is not limited to:

- Design and development (HTML, CSS, JS, PHP)
- Content management and updates
- CMS Administration
- 24-hour website and performance application monitoring
- Call our office during business hours anytime to discuss an issue and we'll be there and dedicated to help
- Ticketing system

Priority Level Response Times - Table

| Priority Level | Response Time |
|----------------|---------------|
| A | 15 minutes |
| B | 1 hour |
| C | 8 hours |
| D | 24 hours |
| E | 2-3 days |

Quality Assurance Plan Sample

Executive Summary

The present document is a sample of the Quality Assurance Plan for the Port of San Diego Website Maintenance and Support. The main objective of this is to provide a single point of reference for the quality assurance procedures and deliverables during the engagement. In this deliverable, the project quality assurance approach is presented and the procedures and tools that the consortium follows for deliverable production, reviewing, reporting, and disseminating project outcomes are described.

1. Hounder Quality Assurance Plan

Quality Assurance will be determined by defining the objectives and implementing the quality planning and control procedures across project related activities, as analyzed in the next sections of this deliverable.

1.1 Quality Assurance Objectives

The main objectives of the Quality Assurance (QA) process, coupled with respective actions, are to:

- Identify and resolve bugs in development phase to prevent release issues on the live site
- Let all procedures be properly documented and regularly reviewed for project progress assessment.
- Establish internal action plans with measurable outcomes (KPIs and metrics) to verify and control the project quality.
- Use effective communication networks to keep all stakeholders involved
- Actively participate in the review process, both internal and external, in order to drive and promote continual improvement

For these objectives to be achieved, a detailed planning scheme needs to be developed along with certain control procedures for monitoring and evaluating the project outcomes.

1.2 Quality Assurance Planning and Control

The purpose of the quality planning and control is to provide a sound basis for:

- The agreement among partners on quality expectations in achieving a satisfactory quality level of key project deliverables and processes,
- The provision of information so that all project partners have a common understanding of the project objectives and the means to achieve them,
- The quality control of the deliverables and processes so that they best serve their purpose.

2. Quality Assurance Key Performance Indicators

The following Key Performance Indicators (KPIs) will be used to guarantee the optimum quality of the project outcomes. Any noteworthy issue arising from the quality assessment or quality control implementation will be promptly notified to all relevant partners.

2.1 Communication related KPIs

KPI COM1 - Houder leads organizes efficient and well managed project meetings.

Metric 1. All formal meetings have an agenda prepared and distributed well in advance

Metric 2. All formal meetings are filed with their minutes developed in a timely manner

KPI COM2 - Set up and maintains efficient and easy-to-use collaboration tools.

Metric 1. The project has set up private and functional collaboration tools and made them available to all partners.

KPI COM3 - Submit monthly status reports on completed and upcoming tasks

Metric 1. All tasks and issues are record in the report

2.2 Document related KPIs

KPI DOC1 - Hounder provides detailed documentation that is easily accessible for the Port of San Diego team.

2.3 Dissemination related KPIs

KPI DIS1 - Port of San Diego website is set up and running as should

Metric 1. Periodical monitoring of site health and ensuring all updates and site backups are complete

3. Quality Assurance Procedures

3.1 Deliverable preparation and review procedures

Deliverables represent the main output of Hounder and are of a great importance for the project progress and achievements. The following sections describes in detail the roles and responsibilities, the quality criteria, and the review process of the deliverable development.

3.2 Roles and responsibilities

The project team, aiming at the highest possible quality of every single deliverable, assigns the following roles and responsibilities will be beneficial to know who the decision makers are for approvals.

Table 1. Roles and responsibilities

| Role | Responsiblity |
|---|--|
| Project Manager | The Project Manager continuously monitors the deliverable preparation. The PM supports the internal communication within the task(s) that the deliverable is linked to and coordinates the work. The PM is also responsible for organizing the review process. |
| Development Team | The Hounder development team collaborates to define requirements, execute tasks, fix bugs, and implement changes. |
| Reviewers | Appointed or voluntary reviewers are responsible for evaluating the deliverable and for proposing amendments or improvements |
| Primary Stakeholder (Decision Maker) | Performs the final review and provide final approval of deliverable. |

3.3 Code quality assurance procedures

Code developed as part of the project will be available through a platform like GitHub, where Hounder code artifacts, such as open source code versions, will be uploaded. The Quality assurance process will supplement individual partner's quality control and assurance policies, establishing a common basis of good practices and aiming to achieve project QA goals. Deliverables undergo reviews against specific criteria at

different stages to ensure consistency and compliance. A detailed Testing Plan will be provided to reviewers, including user scenarios and steps to test functionality and identify any bugs resulting from the updates. Reviewers will have the opportunity to provide feedback for improvements.

The Drupal development follows a four-phase process (see next section) as far as quality assurance is concerned and a set of best practices to be followed.

3.4 Drupal Development Phase

There are four main phases of the Drupal development process related to quality assurance procedures. During these phases, all best practices are followed by the Hounder Team:

Phase 1 - Define Requirements and Specifications: The development team will work collaboratively with the Port of San Diego team to define their project requirements and ensure a clear understanding of the request.. Once the requirements are established, the team will determine the necessary tasks to execute, whether it's developing new features, fixing bugs, or implementing changes. This collaborative approach will ensure efficient task execution, bug fixing, and change implementation, enabling the team to deliver a high-quality update within the defined timeline.

Phase 2 - Implementation of Request: This phase in Drupal development involves the task completion and execution of the requested feature, bug fix or routine maintenance. In this phase, the development team will also be completing their own unit testing prior to the involvement of Reviewers.

Phase 3 - Drupal Testing / User Acceptance Testing: During this phase, each partner Quality Control Plan is anticipated to prove its potential in practice, involving manual and automated tests and informal reviews. Test cases are proposed to be developed for Reviewer testing. Any bugs identified during testing will be addressed and resolved by the development team prior to pushing changes to the live site.

Phase 4 – Drupal release: The final phase of the production process is the release

of Drupal updates. Prior review and final approval must be received from the Primary Stakeholder before releasing to the public site. Once live on the site, an additional round of testing will be conducted to verify there aren't any issues.

Thank you!



Questions, comments, concerns... over virtual coffee?

Joshua Northcott

Hounder

951-295-6815

We measure ourselves by one single metric: our partners' success!

