DRAFT PROPOSAL

This document is a strategic proposal. All estimates subject to validation during discovery.

Executive Summary

Enterprise Design System enablement to accelerate digital delivery

PHASE 0

6

Week Discovery

PHASE 1

12

Month Build

TARGET

40%

Faster Delivery

OUTCOME

AI

Ready Platform

STRATEGIC OBJECTIVE

Establish a governed, scalable Enterprise Design System that accelerates delivery for the Enterprise Website relaunch while creating a sustainable foundation for AI-enabled automation and long-term digital consistency.

Current State vs. Proposed Solution

CURRENT CHALLENGES

- × Fragmented component ecosystem across teams
- × Inconsistent user experiences impacting satisfaction
- × Knowledge loss from contractor turnover
- × AI tools generate non-compliant output
- × Manual rework consuming 30-40% of cycles

PROPOSED SOLUTION OUTCOMES

- ✓ Single source of truth for components
- ✓ Consistent UX across all channels
- ✓ Sustainable knowledge transfer via governed assets
- ✓ AI-generated code matching DS standards
- ✓ Quarterly release cadence

ENTERPRISE WEBSITE ALIGNMENT

This proposal directly supports the **Enterprise Website relaunch** initiative, providing the component foundation, governance framework, and delivery acceleration needed for successful execution in 2026.

Governing Documents: This Strategic Playbook is supported by the SCE Enterprise Design System Statement of Work (SOW) and the associated WBS Excel workbook. In the event of discrepancy regarding hours, rates, capitalization percentages, or accounting treatment, the Excel workbook shall prevail.

Why Knapsack

Proven experience accelerating enterprise website delivery through design system enablement

PAGE BUILD
40%
Faster Delivery

REWORK
30%
Reduction

PLATFORM
SOC2
Type II

A11Y
WCAG
2.1 AA Ready

SCE .com Redesign Alignment

Website Launch Protection
Proven methodology to deliver component foundations on aggressive timelines without sacrificing quality

Utility Sector Experience
Understanding of regulated industry requirements, accessibility mandates, and customer service digital patterns

Single-Property Focus
Deep expertise in .com redesigns with unified component libraries purpose-built for customer-facing web experiences

MSP Integration Ready
Experience integrating design systems into multi-vendor delivery models common in enterprise website programs

Accessibility-First Approach
Components built to WCAG 2.1 AA standards from the start, reducing compliance risk and remediation costs

Rapid Onboarding
Structured enablement to get website development teams productive with the design system quickly

WEBSITE REDESIGN OUTCOMES

45%
Faster Page Builds
Enterprise .com relaunch

60%
Component Reuse
Across website sections

75%
Fewer One-offs
Reduced custom requests

2 wks
Dev Onboarding
Time to productivity

90%
A11y Pass Rate
First-time compliance

35%
QA Cycle Reduction
Automated testing

ENTERPRISE WEBSITE RELAUNCH

Knapsack's engagement is purpose-built to support SCE's **2026 .com redesign**, providing the component foundation, governance framework, and developer enablement needed to hit launch milestones while establishing a sustainable system for ongoing website evolution.

DRAFT
Program structure, timelines, and investment projections are preliminary and will be validated during discovery.

Three-Year Program Structure

Phased approach from foundation building through AI-enabled optimization

TWO-PHASE APPROACH

Phase 0: Capital Planning & System Definition (6 weeks) followed by Phase 1+: Capital Asset Implementation (3 years)

Y1 Foundation

Build core infrastructure and governance

Core component library • Governance framework • MSP integration • Enterprise Website support • Initial training

Y2 Expansion

Scale adoption and enhance capabilities

Advanced components • AI automation pilots • Expanded training • Cross-team adoption • Analytics dashboard

Y3 Optimization

AI-enabled efficiency and self-service

Full AI integration • Self-service portal • Predictive analytics • Reduced manual overhead • ROI realization

Technical Approach

Architecture and integration strategy aligned with SCE ecosystem

Platform Architecture

Component Management

Version control, documentation, multi-framework support

Design-Code Sync

Figma integration with automated parity validation

Token Governance

Centralized design token management and distribution

Usage Analytics

Adoption tracking, component usage, impact measurement

AI Integration

MCP-based context delivery to coding assistants

Enterprise Security

SOC2 Type II, SSO, RBAC, audit logging

Integration Points

System	Integration Type	Purpose
Figma	Bi-directional sync	Design-code parity, token sync
GitHub/GitLab	CI/CD pipeline	Component publishing, versioning
MSP Repos	Package distribution	Component consumption
AI Assistants	MCP Protocol	Context-aware code generation

AI & Automation Readiness

Preparing SCE's design system for AI-enabled development workflows

AI VISION

Enable AI coding assistants to generate design-system-compliant code by default, reducing manual review and accelerating delivery while maintaining brand and accessibility standards.

MCP Integration Roadmap

1. **Foundation Setup**
   Connect Knapsack to AI assistants via MCP protocol
2. **Context Delivery**
   Provide component specs, tokens, and usage guidelines to AI
3. **Code Generation**
   AI produces compliant code using DS context
4. **Validation Loop**
   Automated checks ensure generated code meets standards

Automation Opportunities

Component Generation
AI-assisted creation of new components from specs

Documentation
Auto-generated usage docs and examples

QA Automation
Automated accessibility and visual regression testing

Code Review
AI-powered compliance checking for DS standards

Phase 0: Capital Planning & System Definition

6-week discovery phase to validate baseline, define governance, and establish roadmap

PHASE 0 PURPOSE

Define the scope, standards, governance, and technical specifications required to execute Phase 1 without rework or scope ambiguity, enabling clean capitalization of build activities.

Weekly Breakdown

Week 1 Alignment & Intake

Activities: Kickoff • Artifact intake • Stakeholder alignment

Deliverables: Discovery plan • Asset inventory • Stakeholder map

Week 2 Component & Code Discovery

Activities: Figma audit • Code repo/MSP audit • Parity analysis

Deliverables: Component inventory • Parity matrix • Roadmap

Week 3 Workflow & Process Discovery

Activities: Workflow mapping • PI Planning review • MSP interviews

Deliverables: Current & future-state workflows

Week 4 Governance & System Charter

Activities: Governance workshop • RACI model • KPI definition

Deliverables: System charter • Governance framework

Week 5 Documentation & QA Foundation

Activities: Documentation framework • QA standards

Deliverables: Documentation standard • QA framework

Week 6 AI Readiness & Final Roadmap

Activities: AI readiness interviews • InfoSec alignment

Deliverables: AI assessment • 12-18 month roadmap

⚡ Phase 0 Approval Gate

Formal SCE approval of all Phase 0 deliverables is **required** prior to initiating Phase 1. Approval authorizes capitalization of Phase 1 build activities.

Required Deliverables: Design System Charter v2 • Governance Framework and RACI • Component Inventory Report • Workflow Integration Model • Documentation Standards • AI Readiness Assessment • Capital Implementation Roadmap

System Charter Overview

Guiding principles for SCE's Enterprise Design System

CHARTER PURPOSE

Establish shared principles, decision rights, and operational expectations that enable consistent, high-quality digital delivery across all SCE products and teams.

Core Principles

1. Single Source of Truth

One authoritative system for components, tokens, and patterns.

2. Early Alignment Reduces Waste

DS checkpoints occur early to prevent downstream rework.

3. Shared Ownership Across Roles

Designers, engineers, PMs, QA, MSP teams, and Architecture all contribute.

4. Consistency Over Customization

Reuse is the default. Exceptions require justification.

5. Accessible by Default

Accessibility built into components, not retrofitted.

6. Transparency in Roadmap

Teams always know what exists, what is in progress, and what is under review.

7. Sustainable, Not Disposable

Components evolve based on measured usage and business need.

Governance Model & RACI

Structure for consistent, timely, and strategic decisions across teams

Council Composition

Role	Representative	Focus Area
Design	Principal or Lead Designer	Visual standards, usability
Engineering	Forward Deployed Engineer + MSP Rep	Technical feasibility, code quality
Product	PM/PO	Business priorities, roadmap
Architecture	Technical Lead	Oversight, alignment
Accessibility	A11y Specialist	Standards enforcement

RACI by Major Activity

Contractual accountability and execution responsibility aligned to the capital SOW structure.

Activity	Knapsack	SCE DS PO	Eng	Design Ops	PMO/Arch
Alignment & Intake	**R**	**A**	C	C	I
Component Discovery	**A**	R	**R**	C	I
Governance & Charter	**R**	**A**	C	C	C
Architecture & CI/CD	**A**	C	**R**	I	C
Documentation	**A**	R	C	**R**	I
Training & Enablement	**A**	**R**	C	C	I

Legend: R = Responsible, A = Accountable, C = Consulted, I = Informed

Roles & Component Lifecycle

Clear ownership and process for component evolution

Component Lifecycle Stages

1. **Proposed**
   New component identified based on product need or audit findings
2. **In Development**
   Design specs approved, engineering build in progress
3. **In Review**
   QA validation, accessibility audit, documentation review
4. **Released**
   Available for consumption, versioned in registry
5. **Deprecated**
   Marked for sunset, migration guidance provided

Embedded Team Resourcing

Cross-functional design system team structure and scaling model

RESOURCE MODEL ASSUMPTION
All Knapsack resource allocations are based on a **30-hour work week** (0.75 FTE per resource). This embedded model allows for deep collaboration with SCE teams while maintaining flexibility for cross-client knowledge sharing and platform innovation.

YEAR 1
2.15
FTE Equivalent

YEAR 2
2.40
FTE Equivalent

YEAR 3
1.85
FTE Equivalent

APPROACH
Taper
As automation matures

Knapsack Capital Labor Resources

Senior Solutions Engineer

- Component development & delivery
- Repo & pipeline management
- MSP engineering support

High Estimate: ~1,200 hrs/yr

UX/Product Engineer

- Component specs & accessibility
- Figma ↔ code parity
- Documentation framework

High Estimate: ~1,000 hrs/yr

CX Partner (Strategist)

- Governance & charter development
- Cross-functional alignment
- KPI measurement

High Estimate: ~300 hrs/yr

Project Manager

- PMO execution & reporting
- Stakeholder communications
- Change control

High Estimate: ~180 hrs/yr

Scaling by Year

Role	Year 1	Year 2	Year 3
Senior Solutions Engineer	1.0	1.0	0.75
UX/Product Engineer	0.75	1.0	0.75
CX Partner	0.25	0.25	0.25
Project Manager	0.15	0.15	0.10
Total FTE Equivalent	**2.15**	**2.40**	**1.85**

* Model tapers in Year 3 as automation and maturity reduce need for manual component support.

Resource Plan Justification

Comparison of medium and high LOE estimates with rationale for recommended investment level.

Category	Medium Estimate	High Estimate	Delta	Justification
Discovery (Phase 0)	~700 hrs	~830 hrs	+130 hrs	Deeper MSP audits, AI readiness, governance rigor
Implementation Enablement (Phase 1)	~1,700 hrs	~1,850 hrs	+150 hrs	Concurrent engineering + deployment readiness
Enablement & Adoption	Baseline	Expanded	+50–75 hrs	Adoption risk reduction across teams & vendors
Total Hours	**~2,400 hrs**	**~2,700 hrs**	**+300 hrs**	Parallel execution to protect 2026 website launch
Total Investment	**$1,194,989**	**$1,764,521**	**+$569,532**	**Equivalent to 2 FTEs over 3 years (fully loaded)**

INVESTMENT EQUIVALENCY CALCULATION

The High Estimate is equivalent to the fully-loaded cost of 2 FTE roles over the 3-year program:

Base Annual Salary	**$235,000**
× FTE Count	2
× Program Duration	3 years
× Burden Multiplier	1.25×
Equivalent Cost	**$1,762,500**

Burden Multiplier (1.25×) includes:

- Payroll taxes (FICA, FUTA, SUTA)
- Health insurance & benefits
- 401(k) matching
- Workers' compensation
- Paid time off accrual

High Estimate ($1,764,521) ≈ 2 FTE equivalent ($1,762,500)

ANNUAL INVESTMENT BREAKDOWN

Investment distributed proportionally to FTE allocation per year (Y1: 2.15, Y2: 2.40, Y3: 1.85 = 6.40 total FTE-years).

Year	FTE Allocation	Medium Estimate	High Estimate
Year 1 (Foundation)	2.15 FTE (33.6%)	$401,371	$592,879
Year 2 (Expansion)	2.40 FTE (37.5%)	$448,121	$661,695
Year 3 (Optimization)	1.85 FTE (28.9%)	$345,497	$509,947
Total	**6.40 FTE-years**	**$1,194,989**	**$1,764,521**

Alternative: Hybrid Resource Model

SCE provides CX Partner and Project Manager roles internally, Knapsack provides technical engineering resources only.

KNAPSACK (TECHNICAL DELIVERY)

Senior Solutions Engineer — Architecture, CI/CD, component development

UX/Product Engineer — Specs, accessibility, Figma-code parity

Focus: Technical build & platform enablement

SCE INTERNAL (STRATEGY & PMO)

CX Partner — Governance, charter, cross-functional alignment

Project Manager — PMO execution, reporting, phase gates

Rate: $140/hour blended

Resource Category	3-Year Hours	Medium Est.	High Est.
Knapsack Technical (Sr Solutions Eng + UX/Product Eng)	~2,160 hrs	$956,000	$1,411,617
SCE Internal (CX Partner + PM @ $140/hr)	~540 hrs	$75,600	$75,600
Hybrid Total	**~2,700 hrs**	**$1,031,600**	**$1,487,217**
Savings vs. Full Knapsack Model	—	**–$163,389**	**–$277,304**

ADVANTAGES

- Reduced external spend (~16-19% savings)
- Internal knowledge retention
- Direct SCE governance control
- Existing stakeholder relationships

CONSIDERATIONS

- Requires dedicated SCE bandwidth
- Design system strategy expertise needed
- Coordination overhead with Knapsack
- Risk if internal resources reassigned

SCE Internal Hours Breakdown

CX Partner (governance, alignment, enablement)	~360 hrs × $140	**$50,400**
Project Manager (PMO, reporting, gates)	~180 hrs × $140	**$25,200**
Total SCE Internal	540 hrs	**$75,600**

RECOMMENDATION

The **High Estimate** is recommended to mitigate schedule risk for the Enterprise Website launch, ensure comprehensive MSP integration coverage, and reduce adoption friction through expanded training and enablement activities.

Investment & Capital Governance

Capital classification, asset description, and financial governance framework

CAPITAL PROJECT CLASSIFICATION

Digital Platform / Enterprise Product Infrastructure (Internal-Use Software) — ASC 350

Capital Investment Summary

ASSET DESCRIPTION

Enterprise Design System platform consisting of reusable UI components, shared code libraries, documentation systems, governance frameworks, and AI-ready automation foundations.

BUSINESS BENEFIT

Accelerates delivery for the Enterprise Website relaunch, reduces integration and accessibility risk, and lowers long-term delivery costs through reuse and automation.

Capital vs. Operating Expense

Classification	Activities	Treatment
Capital (CapEx)	System definition, architecture, component development, deployment, validation	Capitalized per ASC 350
Operating (OpEx)	Communications, training delivery, adoption campaigns, hypercare, ongoing support	Expensed as incurred
Mixed Activities	Enablement with build components	Allocated proportionally

WBS Activity Detail by Phase

Detailed breakdown of activities, level of effort, and accounting treatment by phase.

Phase	Activity	Deliverable Description	Primary Role(s)	LOE (hrs)	Capital Stage	Treatment
PHASE 0	**Alignment & Intake**	Kickoff, artifact intake, stakeholder alignment	CX Partner / Sr Solutions Eng / PM	80	Preliminary	CAPEX
PHASE 0	**Component & Code Discovery**	Figma + code audits, parity analysis, prioritization	UX/Product Eng + Sr Solutions Eng	240	Preliminary	CAPEX
PHASE 0	**Workflow & Process Discovery**	Current/future workflows, PI integration	CX Partner + Sr Solutions Eng	120	Preliminary	CAPEX
PHASE 0	**Governance & System Charter**	Charter v2, RACI, KPIs	CX Partner	120	Preliminary	CAPEX
PHASE 0	**Docs, QA & Accessibility Foundations**	Docs model, QA & accessibility standards	UX/Product Eng + Sr Solutions Eng	144	Preliminary	CAPEX
PHASE 0	**AI Readiness & Roadmap**	AI readiness, automation backlog, capital roadmap	Sr Solutions Eng + CX Partner	128	Preliminary	CAPEX
Phase 0 Subtotal				**832**		
PHASE 1	**Architecture & Engineering Enablement**	Architecture, rendering, CI/CD, installs	Sr Solutions Eng + SME	795	Development	CAPEX
PHASE 1	**Documentation & Cloud Authoring**	Multi-platform guides, workflows	UX/Product Eng + Sr Solutions Eng	424	Development	CAPEX
PHASE 1	**Adoption & Enablement**	Training, change mgmt, partner enablement	CX Partner	344	Operational	OPEX
PHASE 1	**Program Mgmt & Governance**	PMO execution, reporting, phase gates	Project Manager	180	Mixed	CAPEX / OPEX
Phase 1 Subtotal				**1,743**		

Phase	Activity	Deliverable Description	Primary Role(s)	LOE (hrs)	Capital Stage	Treatment
Total Program LOE				**2,575**		

Asset Useful Life & Risk

3-5 Years

Useful Life

Ongoing reuse across web, mobile, and enterprise digital products

RISK OF NOT FUNDING

- Schedule delays on Enterprise Website
- Fragmented user experience
- Accessibility defects
- Duplicated MSP effort
- Higher long-term operating costs

WBS-to-Strategic Value Mapping

WBS Phase	Strategic Value	Website Impact
Discovery & Planning	Capital system definition	Prevents rework, on-time 2026 launch
Governance & Charter	Federated governance, compliance	Brand, accessibility, delivery consistency
Component Discovery	Unified component foundation	Accelerates page and feature build
Documentation & QA	Sustainable knowledge transfer	Faster onboarding of delivery teams
AI Readiness	AI-ready infrastructure (MCP)	Developer velocity and quality
Scaled Rollout	Adoption and value realization	System used, not bypassed

Governing Documents: The associated Excel WBS workbook is the system of record for hours, rates, capitalization percentages, accounting treatment, timelines, and detailed RACI. In the event of any discrepancy, the Excel workbook shall prevail.

Success Metrics & KPIs

Measurable outcomes aligned with strategic objectives

Efficiency Metrics

40-60%
Faster Builds
Reduction in component development time

75%
Reduced One-offs
Decrease in custom component requests

30%
Less Rework
Reduction in design-dev iteration cycles

Adoption Metrics

80%
Component Adoption
DS components in new builds by Year 2

100+
Trained Practitioners
Designers and engineers certified

90%
Accessibility Pass
Components meeting WCAG 2.1 AA

Measurement Cadence

Metric Category	Frequency	Owner
Component Usage	Monthly	DS Team
Adoption Rate	Quarterly	DS PO
Efficiency Gains	Quarterly	PMO
Accessibility Compliance	Per Release	QA/A11y

Risk Management & Next Steps

Proactive risk mitigation and immediate actions

Risk Register

Category	Risk	L	I	Mitigation
Adoption	Teams bypass DS for speed	**M**	**H**	Early engagement; governance checkpoints
Technical	MSP integration complexity	**M**	**M**	Phased rollout; dedicated engineering support
Resource	Key personnel turnover	**M**	**M**	Knowledge documentation; cross-training
Schedule	Enterprise Website timeline pressure	**M**	**H**	Prioritized roadmap; parallel workstreams

Legend: L = Likelihood, I = Impact | H = High, M = Medium, L = Low

Change Control (WBS-Aligned)

All work is governed by the approved WBS and resource-loaded Excel workbook.

STANDARD PMO GOVERNANCE

In-scope adjustments within the approved WBS and funding envelope

FORMAL CHANGE ORDER REQUIRED

- Add/remove WBS activities
- Alter capital classification
- Increase authorized funding
- Extend timelines

Immediate Next Steps

1	**SOW & WBS Approval** SCE Procurement / PMO	Week 1
2	**Kickoff Scheduling** Knapsack PM + SCE DS PO	Week 1
3	**Artifact Intake** SCE Design/Eng Leads	Week 1-2
4	**Stakeholder Interviews** Knapsack CX Partner	Week 2-3