



## BID RESPONSE

Responding To:

**Bid/Project Number: RFP 10894-26**

**Bid/Project Title: Website Optimization, Front-End Experience, Discoverability, and Implementation Services**

**Closing Date: 3/20/2026 at 2:00pm PST**

Submitted By:

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Signed by:

*Charles Leinas*

C7A8C1B44058462...

Signature of Person Submitting Response:

Date:  
3/16/2026

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# Website Optimization, Front-End Experience, Discoverability, and Implementation Services

City of Redmond



Response to RFP 10894-26 | Submitted on 17 March 2026

D2 Creative - Kirkland, WA, Portland, OR  
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# Contents

- Introduction . . . . . 1
  - Client Experience . . . . . 3
- Company Profile . . . . . 4
- 1. Executive Summary . . . . . 5
- 2. Experience and Capabilities . . . . . 6
  - a. Understanding of Project . . . . . 7
  - b. Project Approach. . . . . 9
  - c. Key Team Members. . . . . 16
- 3. Requirements . . . . . 18
- 4. Pricing Methodology . . . . . 21
- 5. Project Schedule . . . . . 23
- 6. References & Work Samples . . . . . 25
- 7. Subconsultants . . . . . 29
- 8. Business Information. . . . . 30
- 9. Business License . . . . . 30
- 10. Valid Time Period . . . . . 30



## Introduction

Good afternoon,

D2 Creative is pleased to submit our proposal in response to the City of Redmond's (City) RFP for Website Optimization, Front-End Experience, Discoverability, and Implementation Services.

D2 Creative is a digital agency established in 2014 with offices in Kirkland WA, Portland OR, and Boston MA. We specialize in building tools that help mission-driven organizations serve their communities effectively, balancing user needs, staff efficiency, and organizational goals. We bring over a decade of specialized experience serving public agencies, higher education, non-profits throughout the PNW. We are on the Master Roster (pre-vetted) for web design/development for Washington DES and also a SAM/Cage supplier.

By the numbers:

- 30+ websites and digital platforms delivered
- 15+ active maintenance client relationships
- 40+ projects with WCAG accessibility compliance
- 10+ years serving government, nonprofit, and public sector organizations with an emphasis on transit

### **Qualifications and approach summary for City engagement**

D2 Creative brings deep experience delivering digital platforms for municipal and recreation organizations with similar complexity. Our work for agencies such as the City of Mill Creek, City of Sammamish, and Willamalane Park and Recreation District demonstrates our ability to modernize legacy civic platforms, integrate recreation management systems, and design accessible digital services for diverse community audiences. Notably, our Willamalane implementation successfully managed more than 900 active recreation programs with real-time availability and advanced filtering, providing a directly relevant model for Redmond's program discovery needs.

D2 Creative proposes a modern, integrated digital experience for the City of Redmond's Parks and Recreation services that simplifies how residents discover programs, register for activities, and engage with the City's recreation offerings. Our solution is to create a purpose-built Parks & Recreation portal powered by a modern NextJS headless architecture that integrates directly with SmartRec and consolidates the user journey into a single, intuitive experience. By bypassing the limitations of CivicPlus templates and APIs, the City gains full flexibility to present programs, facilities, and events in a way that aligns with how residents actually search and register.



The proposed engagement includes a fixed-fee project totaling **\$141,900**, covering discovery, design, development, deployment, and project management, with a contingency allowance to accommodate unforeseen technical considerations. This structure provides budget certainty while ensuring the flexibility needed to address integration complexity during discovery.

Ultimately, D2 Creative's goal is to transform the City of Redmond's Parks and Recreation website into a true digital front door for community recreation—one that makes it effortless for residents to explore programs, register for activities, and connect with the places and experiences that make Redmond an exceptional community.

**Accessibility commitment:** All D2 projects are built to WCAG 2.1 AA standards from inception. We understand accessibility requirements and have experience ensuring public-facing government websites meet accessibility obligations for all citizens, including those with sensory, physical, learning, or other disabilities.

### **Our philosophy**

We build sustainable solutions designed for internal team ownership. The City's communications and IT teams have working knowledge of your web properties—our role is to augment those capabilities, not create dependency. Every engagement includes documentation, knowledge transfer, and code that your team can confidently maintain and extend.

This proposal is submitted by D2 Creative LLC. and is signed by Charles Leinas, a person duly authorized to legally bind the person, partnership, company, or corporation submitting the proposal.

This proposal is valid for 90 days.

We look forward to your review of our proposal and would be happy to provide any additional information you may need for your evaluation. I can be contacted via email at [charles@thinkd2.com](mailto:charles@thinkd2.com) or via telephone at (425) 605-9538.

Thank you very much for the opportunity.

Warmest regards,



Charles Leinas, PMP, ARM  
Marketing and Business Development Manager



## Client Experience



# Company Profile

Name: D2 Creative LLC  
 Address: Kirkland, WA -Portland, OR - Boston, MA  
 Main Ph: (425) 605 9538  
 Website: thinkd2.com Status: LLC Corporation, established 2014 25 employees  
 Tax ID: 47-2212516 SAM ID: S7CHGLTAT1F7 WA UBI: 603 448 094

## BRIEF HISTORY

D2 is a multifaceted marketing agency that combines data and design to build strong brands. The firm as it exists today was founded in 2014, but is the successor to firms dating back to 1999. We have created brands, advertisements, web sites, and marketing material for businesses, non-profits, and the public sector.

Today, the firm is staffed by industry experts in the areas of marketing, design, web development, social media, media planning & purchasing, research, data analytics, programming, print management, SEO, ad campaigns, and overall brand development and execution. We bring unique skills and client experience across multiple industries, including public agencies, transportation, higher education, retail, manufacturing, aviation, construction, healthcare, and more..

## PUBLIC AGENCY EXPERIENCE

We have 20 years experience with public agency clients around the country. We know how to create the visual elements, functionality, and content to resonate with communities. We have developed websites and marketing campaigns for public agency organizations so we know how to develop the audiences, messaging, channels, and the customer journey for a successful initiative. The goal is to attract and engage new visitors but also to ensure we improve functionality, accessibility and promote brand/locale engagement with diverse audiences.

## WE TELL YOUR STORY

We make brands human. Sometimes vulnerable. Heroic. And entirely relatable. Often a picture is enough. But sometimes we go deeper to tell your story. Regardless of how the story is told, our work is always persuasive because it's simple, sincere, emotional and memorable.

## SERVICES

We work with a wide range of local, regional and national clients and offer a full range of services including:

- Market Research/Market Strategy
- Branded Experiences
- Brand planning/Design
- Marketing plan development
- Creative Services/Graphic Design
- Outreach/Awareness Campaigns
- Social Media Content and Management
- Media planning & buying
- Digital Campaigns
- Search (PPC, SEO, social)
- Analytics (media strategy, demand discovery)
- Advertising (media buying, ad re-targeting)
- Print & Traditional marketing
- Web Development
- Search Engine Optimization (SEO)
- Analytics

## WE'RE AGILE

While many big-market agencies are weighed down by bloated retainers, endless approvals, and presentation-first thinking, D2 operates differently. Lean teams. Senior-level access. Faster decisions. Clear accountability.

Our services are in-house which means we control the quality and spend the time to constantly refine and measure results. We move quickly and can help you do more for less. This allows us to develop a deeper relationship and become an extension of your marketing team. We listen to your needs and goals and provide custom solutions uniquely tailored to suit your specific directives.



# 1. Executive Summary

D2 Creative proposes a modern, integrated digital experience for the City of Redmond's Parks and Recreation services that simplifies how residents discover programs, register for activities, and engage with the City's recreation offerings. Our approach recognizes the fundamental challenge facing the current system: residents must navigate multiple disconnected platforms—CivicPlus, Amilia SmartRec, and Team Sideline—to complete what should be a simple task. This fragmented experience creates confusion, discourages participation, and increases support burden on City staff.

Our solution is to create a purpose-built Parks & Recreation portal powered by a modern **NextJS headless architecture** that integrates directly with SmartRec and consolidates the user journey into a single, intuitive experience. By bypassing the limitations of CivicPlus templates and APIs, the City gains full flexibility to present programs, facilities, and events in a way that aligns with how residents actually search and register. The new portal will feature advanced program discovery tools, real-time availability data from SmartRec, seamless registration handoff, and integrated sports league information from Team Sideline—delivering a unified experience regardless of where the underlying data resides.

Our approach is grounded in a structured yet collaborative process that ensures the final solution reflects both community needs and City technical requirements. The project will progress through four major phases: Discovery, Design, Implementation, and Deployment & Closeout. Early discovery activities—including stakeholder interviews, user journey analysis, and SmartRec API evaluation—will validate assumptions and uncover opportunities to streamline program discovery and registration workflows. The design phase will translate those insights into a comprehensive solution architecture and validated prototype, followed by iterative development, rigorous accessibility testing, and coordinated deployment with the City's Technology & Information Services team.

Accessibility, mobile usability, and search visibility are foundational to our approach. The portal will be designed mobile-first and built to WCAG accessibility standards, ensuring that older adults, ESL users, and residents with disabilities can easily access recreation programs and services. The platform will also incorporate modern search optimization strategies—including structured data and answer-engine optimization—so residents can discover Redmond programs directly through Google and emerging AI-driven search interfaces.

The proposed engagement includes a fixed-fee project totaling \$141,900, covering discovery, design, development, deployment, and project management, with a contingency allowance to accommodate unforeseen technical considerations. This structure provides budget certainty while ensuring the flexibility needed to address integration complexity during discovery.

Ultimately, D2 Creative's goal is to transform the City of Redmond's Parks and Recreation website into a true digital front door for community recreation—one that makes it effortless for residents to explore programs, register for activities, and connect with the places and experiences that make Redmond an exceptional community.



## 2. Experience and Capabilities

### Sector Experience

D2 Creative has deep expertise in the sectors most relevant to this project:

#### Municipal government

- City of Mill Creek (Drupal 10 migration from CivicPlus)
- City of Sammamish (Umbraco, public records management)
- City of Kirkland (website and digital marketing)
- Amtrak Cascades / Oregon DOT (booking integration)

#### Parks and Recreation

- Willamalane Park and Recreation District (900+ programs, ActiveNet integration)
- City of Sammamish Parks & Recreation
- Recreation management system integration (ActiveNet, similar to SmartRec)
- Program discovery and filtering optimization
- Real-time availability display

#### Platform expertise

- NextJS/React: Amtrak Cascades headless architecture; modern front-end development
- CivicPlus migration: Mill Creek migration gave us deep knowledge of CivicPlus limitations and why cities leave
- Recreation management systems: ActiveNet API integration with custom middleware
- Multi-platform coordination: Experience bridging disparate systems into unified user experiences

### Expertise in proposed services and tools

Capability	Evidence
NextJS/headless architecture	Amtrak Cascades delivered on NextJS with headless CMS
CivicPlus migration	Mill Creek migration from CivicPlus; understand platform limitations
Recreation software integration	Willamalane ActiveNet integration with custom Go middleware
UX research and testing	Stakeholder interviews, user journey mapping, usability testing across all projects
Mobile-responsive design	Mobile-first approach standard on all projects
WCAG accessibility	Built-in from creation on all projects
SEO/AEO/GEO optimization	Dedicated SEO and analytics strategy across projects
API development	Custom integrations for ActiveNet, ArcGIS, scheduling systems
Analytics preservation	Google Analytics 4 implementation with cross-platform tracking



## Understanding of Project and Unique Challenges

### The core problem

Redmond's Parks and Recreation information exists in three silos:

1. CivicPlus: The public website, where residents start their search (and struggle to find what they need)
2. Amilia SmartRec: Where registration actually happens
3. Team Sideline: Sports league information in yet another system

Residents don't care which system holds the data. They want to find programs, register, and be done. Today, that journey is fragmented, confusing, and often abandoned.

**CivicPlus is the bottleneck.** Its rigid templates prevent creating the intuitive search and filtering residents need. Its limited API capabilities make seamless SmartRec integration difficult. Its content management requires workarounds for anything beyond basic pages. You can optimize CivicPlus endlessly and still hit the same walls.

Our solution is to bypass CivicPlus entirely for Parks & Recreation. Build a purpose-built NextJS portal that does exactly what residents need, integrates directly with SmartRec, and gives your team full control.

### Unique challenges we'll address

#### 1. *SmartRec stays; CivicPlus goes*

SmartRec replacement is out of scope. We embrace SmartRec as the registration backbone and build around it:

- Map SmartRec's API capabilities for direct integration
- Build custom search and filtering that queries SmartRec data
- Create seamless handoff to SmartRec for actual registration
- Preserve analytics tracking throughout the user journey

#### 2. *One unified experience*

A purpose-built portal enables a truly unified Parks & Rec experience:

- Single design language throughout the experience
- SmartRec data surfaced directly in search results
- Team Sideline content integrated into the portal
- Consistent tracking (Google Analytics, Meta Pixel, UTMs) across all interactions

#### 3. *Filtering and discovery across 900+ offerings*

Based on Willamalane's 900+ programs, we know how to surface relevant content:

- Age-appropriate filtering that actually works
- Date/time refinement for busy family schedules
- Activity type categorization that matches how residents think
- Location-based discovery (which park? which facility?)
- "Curated collections" allowing marketers to highlight seasonal programs



#### **4. Mobile-first design**

Over half of recreation searches happen on mobile devices. Our mobile-first approach ensures:

- Touch-friendly filtering controls
- Fast page loads on cellular connections
- Registration flows that work on small screens
- Properly sized tap targets and horizontal layouts

#### **5. Accessibility for all residents**

Redmond's population includes older adults and ESL users who will test the site. Our accessibility approach:

- WCAG compliance from wireframes through implementation
- Usability testing with representative users, beyond automated scans
- Plain language content principles
- High contrast, readable typography
- Screen reader compatibility

#### **6. SEO, AEO, and GEO considerations**

Search is evolving. Beyond traditional SEO:

- Answer Engine Optimization (AEO): Structured data enabling Google to answer "Redmond youth basketball" directly
- Generative Engine Optimization (GEO): Content structure for AI-powered search summaries
- These terms affect how residents find programs through Google, Siri, Alexa, and ChatGPT

#### **7. CAPRA alignment**

We structure deliverables to support future NRPA accreditation:

- Documentation aligned with relevant CAPRA criteria
- Clear provenance of how deliverables support accreditation
- Collaboration with City staff on accreditation goals

# Project Approach

## Our philosophy

Discovery reveals constraints not apparent from RFPs. Our approach validates assumptions collaboratively before committing to implementation.

## Phase overview

Phase	Tasks	Duration	Key deliverables
Discovery	1-4	10 weeks	Engagement plan, discovery summary, current-state assessment, platform analysis, design validation
Design	5	6 weeks	Design package with architecture, requirements, solution design, delivery plan
Implementation	6-7	12 weeks	Configuration, development, integration, testing, remediation
Deployment & Closeout	8-9	6 weeks	Deployment, go-live support, training, knowledge transfer, closeout

## Task 1: Project initiation

### Activities

- Kickoff meeting with Parks & Recreation and TIS stakeholders
- Confirm goals, constraints, success criteria
- Establish communication protocols and decision-making authority
- Create engagement plan with stakeholder touchpoints, research goals, timeline

### Stakeholder engagement approach

We use an intensive interview process engaging:

- Parks & Recreation leadership and front-line staff
- TIS technical team
- Communications/marketing staff
- Community representatives (if available)

### Deliverables

- Engagement plan and timeline
- Stakeholder contact matrix
- Communication protocol documentation



## **Task 2: Current-state experience assessment**

### **Activities**

#### *User experience assessment*

- Mobile and desktop walkthrough of current registration flows
- Task-based testing with real users (internal staff initially, external residents if available)
- Common task testing: find a program, filter by age/date, complete registration
- Identify friction points: search limitations, taxonomy confusion, excessive clicks

#### *Baseline metrics*

- Review current Google Analytics data
- Document mobile vs. desktop completion rates
- Identify abandonment points
- Confirm measurement approach (GA4, Meta Pixel, UTM tracking)

### ***Our approach to user testing***

We watch real people try to accomplish real tasks. At Willamalane, this revealed that residents couldn't find programs because the terminology didn't match how residents think about activities.

#### *Deliverables*

- Current-state assessment findings
- Friction point documentation with severity ranking
- Baseline performance metrics
- User journey maps for critical paths

## **Task 3: Platform and migration analysis**

### **Activities**

#### *SmartRec API analysis*

- Document API capabilities, endpoints, and authentication
- Map data structures for programs, facilities, schedules, availability
- Evaluate real-time vs. cached data approaches
- Assess registration handoff options (deep linking, embedded checkout)

#### *Content migration planning*

- Inventory existing Parks & Rec content in CivicPlus
- Identify content that moves to the new portal vs. stays on city site
- Document URL structures for redirect planning
- Plan content entry/migration workflow

#### *Team Sideline analysis*

- Document current utilization
- Identify integration requirements
- Determine API or embedding approach for the new portal



### *TIS coordination*

- Technical standards review for NextJS deployment
- Security requirements documentation
- Hosting and infrastructure planning (Vercel, self-hosted, or City infrastructure)
- SSO/authentication requirements if applicable

### *Best practices research*

- Review 3-5 comparable municipal Parks & Rec sites with modern architecture
- Document effective patterns for program discovery
- Identify innovations applicable to Redmond

### *Deliverables*

- SmartRec API integration specification
- Content migration plan
- Technical standards alignment documentation
- Best practices research summary

## **Task 4: Design validation**

### **Activities**

#### *Wireframe development*

- Core page templates addressing City requirements
- Program discovery and filtering interfaces
- Registration flow optimization
- Mobile and desktop layouts

#### *Technical validation*

- Validate SmartRec API integration approaches against wireframes
- Prototype key interactions (search, filtering, registration handoff)
- Document technical architecture decisions

#### *Prototype/POC development*

- Clickable prototype for stakeholder validation
- Technical proof-of-concept for complex integrations (if needed)
- User testing of prototype concepts

### ***Our prototyping approach***

We build functional HTML/CSS/JS prototypes. Stakeholders interact with real interfaces, providing feedback before full implementation. This caught navigation issues at UW Bothell and City of Sammamish that static wireframes missed.

#### *Deliverables*

- Wireframes for all core page templates
- Clickable prototype
- Technical POC (if required)
- Validation outcomes documentation



## **Task 5: Design package**

This is the critical approval gate. We deliver a comprehensive design package for City review before implementation begins.

### ***Package contents***

#### ***1. Discovery summary***

- Key findings from stakeholder interviews
- User research insights
- Platform capability constraints

#### ***2. Platform assessment***

- Preserve/replace/extend recommendations for each platform
- Rationale for recommendations
- Risk assessment

#### ***3. Functional requirements***

- Filtering and program organization (age, date, combinations, sorting, performance)
- Curated program collections with marketer self-service workflow
- Content management approach (headless CMS selection and configuration)
- SmartRec and Team Sideline integration specifications

#### ***4. Non-functional requirements***

- Accessibility standards (WCAG target level)
- Performance requirements (page load times)
- Security requirements (per TIS standards)
- Browser/device support matrix
- Maintainability standards

#### ***5. Solution architecture***

- Technical architecture diagrams
- Integration specifications
- Data flow documentation

#### ***6. Delivery plan***

- Implementation timeline with milestones
- Dependencies and critical path
- Resource allocation
- Release approach (phased vs. big-bang)

#### ***7. Test strategy and go-live criteria***

- Testing approach (functional, accessibility, usability, performance)
- Acceptance criteria
- Go/no-go decision framework



### *Deliverables*

- Design package document (comprehensive)
- Delivery plan with milestones
- Test strategy and go-live criteria

## **Task 6: Development and integration**

### **Activities**

#### *NextJS application development*

- Core application architecture and routing
- Component library development (search, filters, program cards, facility pages)
- Responsive layouts for mobile and desktop
- Accessibility implementation (WCAG 2.1 AA from the start)

#### *SmartRec API integration*

- API connection layer with authentication
- Data fetching and caching strategy
- Real-time availability display
- Registration handoff flow

#### *Team Sideline integration*

- Content syndication or API integration
- Unified display within the portal

#### *Content management setup*

- Headless CMS configuration (for staff-managed content)
- Content modeling for parks, facilities, announcements
- Editorial workflow and permissions

### **Our development approach**

We work in two-week sprints with regular demonstrations. You'll see progress in a staging environment, provide feedback when changes are easy, and maintain visibility throughout.

### *Deliverables*

- Implemented configuration and front-end changes (staging/non-production)
- Development documentation
- Sprint demonstration recordings



## **Task 7: Testing, remediation, and go-live readiness**

### **Activities**

#### *Functional testing*

- All user journeys tested against requirements
- Cross-browser testing (Chrome, Firefox, Safari, Edge)
- Mobile device testing (iOS, Android)
- Form and workflow testing

#### *Accessibility testing*

- Automated scanning (axe DevTools, Pa11y, WAVE)
- Manual keyboard navigation testing
- Screen reader testing (NVDA, VoiceOver)
- Usability testing with older adults and ESL users (per RFP requirement)
- Color contrast and text scaling verification

#### *Performance testing*

- Page load time measurement
- Mobile performance optimization
- Analytics verification

#### *Security review support*

- Provide documentation for City TIS security review
- Address security findings
- Remediate identified issues

#### *Deliverables*

- Testing and remediation evidence
- Accessibility compliance documentation
- Go-live readiness package (test results, security remediation, known issues, go/no-go checklist)

## **Task 8: Deployment, cutover, and go-live support**

### **Activities**

#### *Deployment preparation*

- Step-by-step deployment procedures
- Rollback procedures
- Coordination plan with TIS and Communications
- URL redirect setup from existing CivicPlus Parks & Rec pages

#### *Production deployment*

- Execute deployment per procedures
- Post-deployment validation
- Immediate issue resolution



### *Go-live support*

- Monitoring during initial launch period
- Rapid response to issues
- Staff support during transition

### *Deliverables*

- Deployment procedures documentation
- Production release
- Post-deployment validation summary

## **Task 9: Project closeout and knowledge transfer**

### **Activities**

#### *Content governance model*

- Document who updates what, how often
- Establish approval workflows
- Define quality standards

#### *Documentation*

- Administrator manual
- Support SOPs for common tasks
- Troubleshooting guides

#### *Training*

- Training sessions for City staff (content editors, administrators)
- Recorded sessions for future reference
- Hands-on practice in staging environment

#### *Closeout*

- Final project review meeting
- Lessons learned documentation
- Transition to ongoing support (if contracted)

#### *Deliverables*

- Content governance model
- Administrator and support SOPs
- Training materials and recordings
- Closeout documentation

## Key Team Members

D2 is an experienced web consulting and development team prepared to undertake the design and implementation of a redesigned website for the City. Our core team includes:



### **Daniel Stamm - Lead Developer & Technical Architect**

Daniel brings 15+ years of experience in digital solutions, design, and front-end development. As lead developer on 40+ projects, he specializes in platform-agnostic solutions (WordPress, Drupal, modern JavaScript frameworks), accessibility compliance, and performance optimization.

- Comprehensive knowledge of WCAG 2.1 AA implementation
- Drupal theming, module development, and multi-site architecture
- Experience with Next.js, React, Drupal, Wordpress, CivicWeb and other platforms
- Third-party integration expertise (APIs, data synchronization, marketing tools)

Daniel will lead technical assessment, development work, and troubleshooting, coordinating closely with MassTech's IT team on code reviews and deployment workflows.

Daniel has been the lead web developer and MarTech lead on over 40 projects. Education: Seattle Central College.



### **Charles Leinas PMP, ARM - Project Manager, primary point of contact**

Charles brings 20+ years of experience managing complex projects, with over 100 website projects completed. His background spans government, healthcare, and enterprise clients including Oregon Department of Transportation, University of Washington, City of Sammamish, City of Kirkland, City of Mill Creek, City of Woodinville, and Washington State agencies.

- Certified Project Manager (PMP) and Associate in Risk Management (ARM)
- Navy Veteran with HIPAA certification
- BA from Boston College
- Expertise in stakeholder coordination, timeline management, and multi-department projects

Charles will serve as your primary contact, receiving and triaging requests, coordinating with your team, and ensuring clear communication on all development and support activities. He is a Navy Veteran, Certified Project Manager, Associate in Risk Management & Finance, and is HIPAA Certified, as well as certified in Google Ads, Digital Marketing, and Analytics.



### **Diane Davis - Creative director and UX consultant**

Diane has 25 years of experience in brand strategy, UX design, and creative development. Her client portfolio includes government agencies, educational institutions, and public-facing organizations requiring clear, accessible communication.

- BFA from Kutztown University
- Expertise spanning user research through design execution
- Focus on engaging, consistent, and strategically-aligned visual communication

Diane will support design-related requests, template development, and user experience improvements as needed.





**Steph Puckett - Graphic designer, UX, Video**

Steph is a Seattle-based creative professional with nearly a decade of experience in design and marketing. Following the completion of her bachelor's degree in Marketing at the University of Houston, she began working as a freelance graphic designer and marketing consultant. She relocated to Seattle in 2018, where she spent the next several years working as an inhouse marketing coordinator for a string of small local businesses. In these roles, she successfully executed full brand refresh projects, created website content and layouts, and designed full slates of sales and marketing materials, displays, merch, and swag for a variety of trade shows and events. In addition to graphic design and illustrations, she is also an experienced social media manager, copywriter, and product photographer.



**Justin Veldhuse - Marketing and Content Coordinator**

Justin is a dynamic marketing coordinator with expertise in strategic planning, account management, and cross-functional leadership. He has a proven track record of crafting data-driven campaigns that exceed objectives, including award-winning campaigns recognized at the 2024 ThinkNW Cascadia Creative Awards. Justin has worked with brands including El Camino, Amtrak Cascades, Northwest Seaport Alliance, City of Kirkland, OHSU, Valley Medical, Pacific Medical, and other multi-cultural and community-focused clients. Education: BS, Marketing & Advertising Management, Portland State



**Don DeVange - Analytics and Search Engine Optimization/Content Strategy**

Don brings 18+ years of experience in media, analytics, and SEO strategy. His work spans higher education, healthcare, and government clients requiring data-driven digital strategies.

- BA from Seattle University
- Google Analytics and SEO expertise
- Content optimization and performance measurement
- Experience with University of Washington, Oregon Health & Science University, and state agencies

Don will support SEO strategy, analytics implementation, and performance optimization initiatives. Education: BA, Seattle University

**Supporting team**

Our core team is supported by:

- Front-end developers for implementation work
- Graphic designers for visual assets
- QA specialists for testing and validation



# 3. Requirements



Business Requirements

01 Sec and Tech Requirements

Solution Under Consideration: NextJS headless architecture				
REQ ID#	Function/Process	Requirement Description	Fit Comments (Completed by the Vendor) ** Provide information as to how the proposed solution meets the requirements	Gap Comments (Completed by the City's Technology Team) ** Provide information as to how the proposed solution Does Not meet the requirements, information on the mitigating controls
01	Security			
01.01	Identity and Access Management			
01.01.01	Identity and Access Management	System must support Single Sign-On (SSO) with Microsoft Active Directory for on-premise applications, and Microsoft Entra ID (formerly Azure Active Directory) for SaaS applications. The City of Redmond prefers an application that handles authentication through the city's own directory services (Microsoft Active Directory and Microsoft Entra ID). Describe the supported methods of directory synchronization/federation. (Provide a link to SSO integration documentation, if available)	Following discovery, D2 will only recommend a CMS that includes AD/Entra SSO capabilities, either natively or with a generally-available module. SSH access to hosts will be key-based; keys may be managed by extending AD and provisioning keys to the OS user profile.	
01.01.02	Identity and Access Management	System must support RBAC (Role Based Access Control)	The proposed CMS recommended following discovery will include RBAC natively. SSH access to hosts will be key-based; keys may be managed by extending AD and provisioning keys to the OS user profile.	
01.01.03	Identity and Access Management	System must support automatic user provisioning at first login	With authentication exclusively managed by AD attestation, any deprovisioned AD member would be effectively archived, rather than deleted, to maintain data history and integrity.	
01.01.04	Identity and Access Management	System must support automatic user deprovisioning upon deactivation in Microsoft Active Directory or Microsoft Entra ID (formerly Azure Active Directory)	Following discovery, D2 will only recommend a CMS that includes OATH 2FA, either natively or with a generally-available module.	
01.01.05	Identity and Access Management	System must provide Multi Factor Authentication for user accounts or support integration with third party Multi Factor Authentication solutions like Azure MFA		
01.02	Reputation			
01.02.01	Reputation	Vendor has a solid Service Level Agreement (SLA) for support. An SLA requires that the vendor provide 99.9% uptime after exclusion of scheduled maintenance and/or hardware/software failure.	Agreed.	
01.02.02	Reputation	Vendor has a history of releasing security updates to patch known vulnerabilities in a timely manner.	Updates and patches are performed by D2 on a regular cadence for clients under a continuing support agreement. Platforms and CMSs will be recommended considering this requirement as part of a complete discovery process. We recommend hosting on an AWS host running GNU/Linux, httpd/Apache2 or Nginx, and Node > 22, which each, along with their associated software packages, updated regularly.	
01.02.03	Reputation	Vendor has a history of regularly releasing feature updates for their application or service.	Updates and patches are performed by D2 on a regular cadence for clients under a continuing support agreement. Platforms and CMSs will be recommended considering this requirement as part of a complete discovery process. We recommend hosting on an AWS host	
01.02.04	Reputation	Vendor shall provide information about recent security incidents or data breaches, and provide documentation on steps taken to prevent future incidents.	Agreed	
01.03	Data Privacy			
01.03.01	Data Privacy	Vendor only collects data from those who have given their consent by accepting the vendor's privacy policy.	Agreed	
01.03.02	Data Privacy	Vendor must disclose the country/location where collected data resides, and if that country meet data sovereignty and compliance regulations.	For provisioned core services, based in USA/Oregon and USA/Virginia. Hosted cloud services can be restricted to specific physical domains during the selection process. Third-party client-side analytics are generally performed by US-based companies (Google, Microsoft, Meta)	
01.03.03	Data Privacy	Privacy policy must clearly list the information that the vendor is collecting and how is that information being used or shared with any third party. The details related to notifications for the collection of data are covered in the vendor's Privacy Policy, and these details available on the vendor's website or via documentation provided by the vendor.	This project does not indicate the collection of sensitive PII, and the privacy policy will reflect that.	
01.03.04	Data Privacy	Vendor shall execute and comply with an Information Privacy Security Agreement (IPSA) when executing the service contract (** Use the IPSA template attached with the RFI or RFP package or reach out to the city contact for a copy).	Agreed	
01.04	Data Security and Protection			
01.04.01	Data Security and Protection	Vendor must schedule data backups to meet the RPO (Recovery Point Objective) and RTO (Recovery Time Objective) defined by the City. Describe your backup, high availability and service restoration practices to maintain business continuity in case of a disaster.	No documented plans	
01.04.02	Data Security and Protection	Vendor must have a formal Security and Compliance program to ensure data protection for all data collected, stored or otherwise processed through their service.	We do not have a formal security and compliance program.	
01.04.03	Data Security and Protection	Vendor must protect all data in transit with TLS 1.2 or higher encryption.	Yes. We use key-based authentication when operating with remote servers and use Amazon Certificate Manager to provision security certificates for traffic beyond the virtual private cloud infrastructure.	
01.04.04	Data Security and Protection	Vendor shall protect internal data in transit between services using encryption. For example, Microsoft encrypts all traffic in transit within their network.	Agreed	
01.04.05	Data Security and Protection	Vendor must have incident response and patching procedures in place to remedy any publicly reported issues with their service including third party libraries that may be used by the service.	We have procedures in place.	
01.04.06	Data Security and Protection	System must protect data at rest with 256-bit AES object-level encryption or higher	Agreed	
01.04.07	Data Security and Protection	Vendor shall use systematic intrusion detection, including log analysis, file integrity checking, policy monitoring, rootkit detection, real-time alerting, and active response.	Agreed	
01.04.08	Data Security and Protection	System shall provide data access/audit logs Vendor shall make data access logs available to the City upon request if the logs are not available in the system.	Standard logging from standard linux tools. CMS will record appropriate logs as well.	
01.04.09	Data Security and Protection	If applicable, the vendor shall agree to sign a BAA (Business Associate Agreement) with a HIPAA covered entity. The covered entity and the vendor must enter into a HIPAA-compliant business associate contract or agreement (BAA) if the vendor will be creating, receiving, maintaining, or transmitting electronic protected health information (ePHI).	The system is not intended to store PII or HIPAA-covered data.	
01.04.10	Data Security and Protection	If applicable, the vendor must comply with the HIPAA breach notification requirements that apply to the business associates. Business associate is responsible for notifying the covered entity of breaches of unsecured protected health information (PHI).	The system is not intended to store PII or HIPAA-covered data.	
01.04.11	Data Security and Protection	If applicable, the vendor shall assure system is CJIS (Criminal Justice Information Services) compliant, if the system creates/processes/stores CJI (Criminal Justice Information).	The system is not intended to store CJI	





REQ ID#	Function/Process	Requirement Description	Fit Comments (Completed by the Vendor)	Gap Comments (Completed by the City's Technology Team)
01.04.12	Data Security and Protection	If applicable, the vendor shall assure all employees with access to the CJJ data stored in the system shall be required to complete a fingerprint background check and CJIS Security Awareness Training.	The system is not intended to store CJJ	
01.04.13	Data Security and Protection	Vendor must compartmentalize and limit access to the production environment, only granting access to named employees who have specific operational requirements.	This is the case.	
01.04.14	Data Security and Protection	Changes to the vendor's production environment access control list shall be tracked and audited. If the vendor uses third party services, those services shall be ISO 27001 certified, completed multiple SAS-70 Type II audits, and publish a SOC 2 report under both the SSAE 16 and the ISAE 3402 professional standards.	Agreed	
01.04.15	Data Security and Protection	Vendor shall provide the customer with ownership of their data if the customer decides to terminate the service contract. Describe how data will be transferred to the city at the termination of contracted services.	Super-administrator access grants to the new data custodian. Hosting account ownership will have always lived with the client. Hard drive images and appropriate access keys will be physically provided to the new custodian upon request and for the nominal cost of time and materials.	
01.04.16	Data Security and Protection	Vendor must meet PCI DSS requirements if there are online payments using credit cards. (Provide details on the level of PCI Compliance)	The system is not intended to process payments	
01.04.17	Data Security and Protection	Vendor shall provide Data Loss Prevention capabilities to create policies and conditions to look for sensitive data such as Social Security Numbers, Credit Card Numbers and Driver License numbers.	The system is not intended to store PII or HIPAA-covered data.	
01.04.18	Data Security and Protection	Vendor must provide ways for external users (customers) to report vulnerabilities.	The system may provide a form or a prominently displayed email address with active monitoring.	
01.04.19	Data Security and Protection	Vendor must ensure any all web-application hosted by them are secured with a public SSL (Security Socket Layer) certificate (with TLS 1.2 or higher)	Yes. We use key-based authentication when operating with remote servers and use Amazon Certificate Manager to provision security certificates for traffic beyond the virtual private cloud infrastructure.	
<b>01.05 eDiscovery, Retention and Records</b>				
01.05.01	eDiscovery, Retention and Records	System shall provide capabilities to run an eDiscovery search and place the content on legal hold to prevent deletion.	The system shall be able to provide on-demand database, log, and file dumps in a parseable format.	
01.05.02	eDiscovery, Retention and Records	System shall provide capabilities to export data in bulk for legal holds. The City's data shall remain the property of the city, and must be managed in accordance with the records retention laws for the State of Washington. Please describe the process for retrieving records to comply with the public records requests in accordance with the State of Washington Public Records Act.	The system shall be able to provide on-demand database, log, and file dumps in a parseable format. The CMS shall be queryable by third-parties with appropriate role grants.	
01.05.03	eDiscovery, Retention and Records	System shall allow capability to create retention tags and retention schedules that can applied to the stored data for archiving.	Agreed	
01.05.04	eDiscovery, Retention and Records	System shall allow integration with Electronic Content Management system (ECM). List supported ECM systems.	The recommended front-end platform is API agnostic, and therefore any ECM system that exposes a public endpoint may be used as a datasource.	
<b>01.06 Incident Management</b>				
01.06.01	Incident Management	Vendor must capture, report and track incidents to closure and have procedures in place for investigating any potential security breaches in accordance with Washington state RCWs.	Agreed	
01.06.02	Incident Management	Vendor shall provide customers with access to logging, monitoring and auditing capabilities for forensic analysis during a security incident such as unauthorized access.	Agreed	
01.06.03	Incident Management	Vendor must notify the customers of any planned maintenance window.	Agreed	
01.06.04	Incident Management	Vendor shall negotiate maintenance window with the customer to minimize business disruption.	Agreed	
01.06.05	Incident Management	Vendor shall provide prompt notice to the City of Redmond of any confirmed or suspected security breach affecting the city's data or information infrastructure that supports the city's contracted services. Prompt notice shall mean within four (4) hours of discovery of the confirmed breach. Notice will be provided by email and telephone to City's primary technical contact and primary business contact.	Agreed	
01.06.06	Incident Management	Vendor shall provide a root cause analysis report for any unplanned incidents or service disruptions.	Agreed	
<b>01.07 Network and Perimeter Control</b>				
01.07.01	Network and Perimeter Control	Vendor shall provide perimeter defense for controlling traffic flowing into and out of the data center or Cloud Platform (e.g. Microsoft Azure, AWS, Google Cloud) that is hosting the SaaS solution.	Agreed	
01.07.02	Network and Perimeter Control	Vendor shall deploy firewall (virtual or physical) to filter out potentially dangerous or unknow traffic that might constitute a threat based on a set of rules about the types of traffic and permitted source/destination addresses on the network.	AWS VPC access control rules and firewall at the network and system level.	
01.07.03	Network and Perimeter Control	Vendor shall deploy further levels of perimeter protection such as intrusion detection and prevention systems (IDS/IPS), which look for suspicious traffic after it has passed through the firewall.	Agreed	
<b>01.08 Scalability and Reliability</b>				
01.08.01	Scalability and Reliability	Vendor shall provide a minimum of 99.9% uptime and be capable of monitoring and providing an uptime report when requested. The City of Redmond strives to maintain high- levels of availability for its online systems regardless of hosting strategy. Describe your service levels for systems availability and responsiveness including maintenance windows, hours of support, and penalties for violating agreed upon SLA (Service level Agreement).	Hosting environment provides 99.9% uptime and monitoring.	
01.08.02	Scalability and Reliability	System must be hosted on geographically dispersed data centers to ensure availability of service.	US-West-2 and US-East-1	
01.08.03	Scalability and Reliability	System shall be scalable to provide service to additional users without any impact on the performance.	Agreed	
01.08.04	Scalability and Reliability	System shall replicate data and services to an alternate data center in the event of a natural disaster or human-induced regional disaster.	Agreed	
<b>01.09 Database, Data Integration, Add-Ins/Plugins, and Infrastructure Compatibility</b>				
01.09.01	Database, Data Integration, Add-Ins/Plugins, and Infrastructure Compatibility	End users do not have administrative rights to install or upgrade applications and plug-ins on their computers. Describe any and all components that must be installed locally on a client machine, including internet browser and Microsoft Office plug-ins. Describe your support for packing these components, if any, for an automated installation.	No components will need to be installed locally, except for an appropriate terminal client for users requiring SSH remote access.	





REQ ID#	Function/Process	Requirement Description	Fit Comments (Completed by the Vendor)	Gap Comments (Completed by the City's Technology Team)
01.09.02	Database, Data Integration, Add-Ins/Plugins, and Infrastructure Compatibility	The City has standardized on a Microsoft desktop platform: Windows operating system and Microsoft Office suite. The proposed solution is expected to support all features and functionality within this environment. List the Windows Operating System and Microsoft Office versions currently supported by the solution, and describe your policy for supporting new versions when they are released by Microsoft.	There are no ties to any one client-side operating system or office suite software.	
01.09.03	Database, Data Integration, Add-Ins/Plugins, and Infrastructure Compatibility	The City requires the solution be compatible with modern internet browsers (Microsoft Edge, Chrome, Firefox, Safari) via device platforms such as smart phones, tablets, and workstations. List the browsers that the proposed solution system currently supports, and describe any functionality restrictions or limitations with your solution based on different device platforms.	There are no ties to any one browser. The solution will follow WHATWG, ARIA, WCAG, and formal language guidelines on correct, compatible scripting and markup.	
01.09.04	Database, Data Integration, Add-Ins/Plugins, and Infrastructure Compatibility	If the proposed solution includes an on-premise technology component (hardware, physical or virtual machines), please list those components. Also, provide information about firewall configuration, open ports that are necessary for the proposed solution to function. (Provide a link to documentation, if available)	No on-premises hardware is required.	
01.09.05	Database, Data Integration, Add-Ins/Plugins, and Infrastructure Compatibility	If applicable, describe any remote access requirements to the City's network or to the proposed solution (on-premises or SaaS) for your support staff during implementation or ongoing technical support.	Select City staff may administer the application virtual machine via SSH. No vendor access to your network is requested.	
01.09.06	Database, Data Integration, Add-Ins/Plugins, and Infrastructure Compatibility	The City's expanding use of Business Intelligence (BI) may necessitate the extraction of certain data from the proposed solution for import into local databases or other solutions. Describe how the proposed solution would support data aggregation and extraction including APIs or other programmatic access paths.	Any headless CMS recommended will provide data via a queryable API--typically JSON or XML output. Authentication and permissions grants to an external querying app may be required to access non-public data, which will be secured at the row level.	
01.09.07	Database, Data Integration, Add-Ins/Plugins, and Infrastructure Compatibility	If API access is provided, what authentication options are used to secure API access e.g. API keys, OAuth 2.0, JWTs (JSON Web Tokens).	For the scope of the application, the public front-end server will have same-virtual-network access to a read-only (with exceptions for form submission and tracking) endpoint. Unless opened by request, the public should not have access to the raw API used to drive the front-end. This does not cover third-party applications and data sources.	
<b>01.10 Compliance</b>				
01.10.01	Compliance	Vendor responsible for providing the proposed solution is meeting their obligations under applicable regulatory requirements, including, but not limited to: Payment Card Industry Data Security Standards (PCI DSS); Criminal Justice Information System (CJIS); Health Insurance Portability and Accountability Act (HIPAA); and/or other applicable State/Federal laws. Please provide list of certifications.	No certifications are applicable to this project.	
01.10.02	Compliance	Vendor has successfully completed or shall complete the SSAE 18 SOC 2 audit certification process, a rigorous evaluation of repeatable operational and technical controls. Please provide reports.	No	
<b>01.11 Third Party Vendors</b>				
01.11.01	Third Party Vendors	Identify any third party subcontractors and/or cloud service providers you contract with for your solution. Please list all third party subcontractors.	This will vary based on the recommendations resulting from the discovery process.	
01.11.02	Third Party Vendors	If using third party subcontractors and/or cloud service providers describe the agreements you have with them for system security, business continuity, backup and restoration services, system availability, maintenance windows, hours of support, and penalties for violating agreed upon Service Level Agreements (SLAs).	No formal agreements	
<b>01.12 AI (Artificial Intelligence) including Generative AI</b>				
01.12.01	AI (Artificial Intelligence) including Generative AI	Vendor must disclose if AI is used within the features or functionality of the proposed solution (including third party AI add-ons).	No intent for AI-specific features; data model will consider LLM parseability, which is aided by focusing on accessibility for humans.	
01.12.02	AI (Artificial Intelligence) including Generative AI	Is the Vendor an AI company or providing a third party developed AI technology bundled with the proposed solution? If using third party AI technology, does the vendor have control over the third-party AI models?	No	
01.12.03	AI (Artificial Intelligence) including Generative AI	Is the proposed AI solution a Generative AI or Predictive AI solution? Generative AI is a type of technology that creates content like images, videos, text, music by learning from a lot of examples while Predictive AI is a technology that forecasts future outcomes based on data and patterns e.g. weather forecasting, predicting maintenance needs, predicting customer preferences based on the past interactions.	Not generally. The proposed hosted search software (Either Apache Solr or Algolia) may use statistical machine learning to weigh relevance of search results to a user's query.	
01.12.04	AI (Artificial Intelligence) including Generative AI	Vendor must ensure that technical controls are available to prevent collection and use of city data for training AI systems/models. By default, this control must be set to "Do not collect and use city data" unless authorization and consent is provided by the city.	No city data will be used with AI tools. AI coding assistants may be utilized to accelerate rote tasks, but any code-base will not include city-specific data or keys by which an LLM may parse and remember.	
01.12.05	AI (Artificial Intelligence) including Generative AI	Vendor must ensure that data collected for training AI systems/models comes from trusted and legitimate sources in compliance with copyright infringement laws.	We do not intend to use generative AI in this project. Most commercially available generative models cannot prove they do not include copyright content.	



## 4. Pricing Methodology

### Approach

We propose a fixed-fee engagement with clear deliverables at each phase. This provides budget certainty while allowing flexibility in how work is allocated within phases.

### Team and rates

Our standard hourly rates are below:

<u>Role</u>	<u>Hourly Rate</u>
Project Management	\$ 125.00
Web Design/Development	\$ 150.00
Brand Strategy	\$ 175.00
Graphic Design	\$ 125.00
Illustrator	\$ 125.00
Copywriter	\$ 100.00

### Phase pricing

<u>Phase</u>	<u>Tasks</u>	<u>Hours</u>	<u>Amount</u>	<u>Average Rate/Hour</u>
Discovery	1-4	180	\$27,000	\$150
Design	5	120	\$18,000	\$150
Implementation	6-7	340	\$51,000	\$150
Deployment & Closeout	8-9	120	\$18,000	\$150
Project management	Throughout	100	\$15,000	\$150
Contingency (10%)	—	86	\$12,900	\$150
	<b>Total</b>	<b>946</b>	<b>\$141,900</b>	<b>\$150</b>



## Expenses

No travel or other expenses are anticipated as we are in Kirkland, WA. All meetings can be conducted virtually or in person.

## Adjustable costs and scope considerations

The base proposal assumes certain scope boundaries. The following items may require adjustment based on discovery findings or City preferences.

### User testing recruitment and incentives

The base proposal includes staff time for usability testing with older adults and ESL users, but does not include participant recruitment services or incentives. Options:

Option	Description	Estimated Cost
City-recruited participants	City identifies and schedules participants from existing program registrants	Included
D2-recruited participants	We recruit through community organizations, senior centers, ESL programs	+\$2,500
Participant incentives	Gift cards (\$25-50 per participant, 10-15 participants)	+\$375 - \$750

We recommend City recruitment where possible, supplemented by D2 recruitment if specific demographics are difficult to reach.

## Hosting and infrastructure

The base proposal includes development and deployment of the NextJS application. Hosting options will be evaluated during discovery:

Option	Description	Est. ongoing cost
Vercel (recommended)	Managed NextJS hosting with automatic scaling, CDN, and deployments	~\$20-50/month
City infrastructure	Self-hosted on City servers; requires TIS involvement	Depends on existing infrastructure
Cloud hosting	AWS, Azure, or Google Cloud deployment	~\$50-150/month

We recommend Vercel for simplicity and performance, but will align with TIS preferences and security requirements. Ongoing hosting costs are the City’s responsibility after project completion.



## 5. Project Schedule

Task	Offset	Duration	Deliverables
Task 1: Project initiation	Week 1	2 weeks	Engagement plan, kickoff outcomes
Task 2: Current-state assessment	Week 3	4 weeks	UX assessment, baseline metrics, friction points
Task 3: Platform analysis	Week 5	4 weeks	Platform capabilities, integration feasibility
Task 4: Design validation	Week 7	4 weeks	Wireframes, prototype, validation outcomes
Task 5: Design package	Week 11	6 weeks	Comprehensive design package, delivery plan
Task 6: Development	Week 17	10 weeks	Staging implementation
Task 7: Testing & remediation	Week 23	6 weeks	Testing evidence, go-live readiness
Task 8: Deployment	Week 29	2 weeks	Production deployment, validation
Task 9: Closeout	Week 31	2 weeks	Training, documentation, closeout

### Key milestones

Milestone	Offset	Gate
Project kickoff	Week 1 —	
Discovery complete	Week 10	City review
Design package approved	Week 16	City approval required
Staging ready for review	Week 26	City review
Go-live decision	Week 28	Go/no-go
Production launch	Week 30	—
Project closeout	Week 34	—

### Buffer and contingency

The schedule provides approximately 12 months of buffer before the December 2027 contract end date. This accommodates:

- Extended discovery if stakeholder availability is limited
- Additional iteration cycles if design validation reveals complexity
- Scope adjustments based on platform analysis findings
- Unforeseen technical challenges during implementation



## Dependencies and risks

<b>Risk</b>	<b>Impact</b>	<b>Mitigation</b>
SmartRec API limitations	Alternative integration approach	Early API analysis; prototype validation
Stakeholder availability	Discovery delays	Engagement plan with scheduled commitments
TIS hosting requirements	May affect deployment approach	Early coordination; flexible architecture
Content migration complexity	More content than anticipated	Inventory early; prioritize critical content
Security review findings	Remediation time	Build remediation buffer into testing phase

## 6. References and Work samples

### City of Mill Creek, WA

**Contact:** Jody Hawkins, Communications, Marketing, and Recreation Manager

Phone: (425) 921-5735

Email: [jody.hawkins@millcreekwa.gov](mailto:jody.hawkins@millcreekwa.gov)

Website: [millcreekwa.gov](http://millcreekwa.gov)

**Project:** Complete municipal website redesign, migration from Kentico to Drupal 10

#### Relevance to City:

- Complex content types
- Multi-department stakeholder coordination (elected officials, staff, public)
- Atomic design component library with accessibility compliance
- Ongoing support relationship following launch
- Municipal government context with diverse audience needs

### Willamalane Park and Recreation District

**Contact:** Whitney Hoshaw, Marketing, Communications, and Recreation Manager

Phone: (541) 736-4530

Email: [whitney.hoshaw@willamalane.org](mailto:whitney.hoshaw@willamalane.org)

Website: [willamalane.org](http://willamalane.org)

**Project:** Custom website with complex registration system integration

#### Relevance to City:

- Platform serving 900+ programs
- Real-time third-party API integration (ActiveNet recreation management)
- Custom development to bridge API limitations
- Sophisticated search and filtering for diverse content
- Public-facing government entity serving varied stakeholders

### Oregon Department of Transportation - Amtrak Cascades

**Contact:** Jenny Cherrytree, Communications and Marketing

Phone: (503) 307-3729

Email: [jenny.cherrytree@odot.oregon.gov](mailto:jenny.cherrytree@odot.oregon.gov)

Website: [amtrakoregon.com](http://amtrakoregon.com)

**Project:** Government transportation website with complex booking system integration Status: Ongoing relationship

#### Relevance to City:

- Government sect
- or experience
- Complex systems integration
- Public-facing services for diverse audiences
- Multi-stakeholder coordination
- Long-term maintenance partnership



## Samples

### Case study 1: Amtrak Cascades (Oregon/Washington DOT)

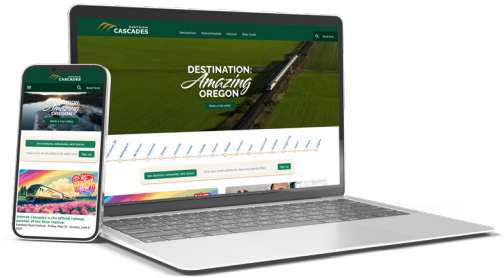
Amtrak Cascades operates passenger rail service between Vancouver, BC and Eugene, OR, managed jointly by Oregon and Washington DOT. D2 provides website management, marketing campaigns, and technical consulting as a full-service firm.

#### Technical highlights

- Complex booking integration with Amtrak reservation system
- Multi-state coordination (Oregon DOT, Washington DOT, Amtrak)
- Real-time train status
- Service alert management for rail operations
- Mobile-optimized booking flow for travelers
- Marketing campaigns driving ridership

#### Relevance to CARTA

- Direct transit industry experience
- Understanding of public transportation operations
- Real-time service information management
- Multi-modal travel context (rail + connecting transit)
- Government agency procurement and compliance



## Case study 2: Willamalane Park & Recreation District

Willamalane needed a website managing approximately 900+ active programs with real-time capacity tracking, requiring seamless integration with their ActiveNet registration system while providing intuitive public search and discovery.

### Solution

- Custom Drupal website with real-time ActiveNet integration
- Custom Go middleware to bridge ActiveNet API limitations
- Intelligent caching respecting API throttling while providing near real-time data
- Sophisticated search and filtering across 900+ programs (by age, date, activity type, location)
- Mobile-responsive design with WCAG 2.1 AA accessibility



### Parallel to Redmond

ActiveNet is structurally similar to SmartRec. Both are cloud-based recreation management platforms with API access. The integration patterns, caching strategies, and user experience challenges are directly transferable.

### Results

- Accurate real-time program availability
- Reduced staff phone calls from confused residents
- Intuitive navigation and discovery
- Successful launch with ongoing support relationship

## Case study 3: City of Mill Creek, WA

Mill Creek’s website ran on CivicPlus with poor accessibility, dense design, table-based layouts, and navigation chaos. Content management required HTML knowledge. The platform’s limitations were blocking effective service delivery.

### Solution

- Complete migration from CivicPlus to Drupal 10
- Custom alert system for emergencies and road closures
- News and event management with automatic content surfacing
- Atomic design component library
- WCAG accessibility compliance



### Parallel to Redmond

Mill Creek faced the same CivicPlus limitations: rigid templates, poor accessibility, limited customization.

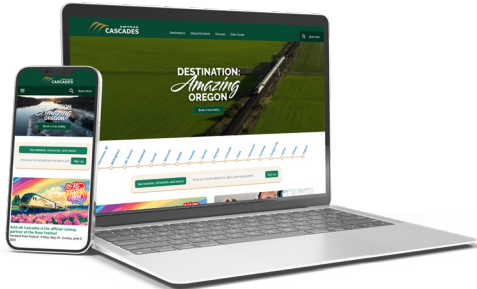
### Results

- Transformed from dense, inaccessible site to welcoming digital front door
- WCAG accessibility compliance
- Mobile-responsive across all devices
- Reduced support burden on city staff
- Positive community feedback



## Additional relevant experience

Client	Relevance
City of Sammamish	Municipal website, Umbraco platform, public records management
City of Kirkland	Municipal website and digital marketing
Amtrak Cascades / Oregon DOT	NextJS headless architecture; government site with complex booking integration
Center of Excellence	Event/Class Registration system
Wilderness Awareness School	Class registration system with WooCommerce
OMIC R&D	Research repository, multi-audience navigation



## 7. Subconsultants

D2 does not anticipate needing to engage any subconsultants for this project.

## 8. Business Information

Name: D2 Creative LLC  
Address: 13027 NE 98TH PL  
Kirkland, WA 98033  
Main Ph: (425) 605 9538  
Website: thinkd2.com  
Tax ID: 47-2212516

Status: LLC Corporation, established 2014  
SAM ID: S7CHGLTAT1F7  
WA UBI: 603 448 094

This proposal is submitted by D2 Creative LLC. and is signed by Charles Leinas, a person duly authorized to legally bind the person, partnership, company, or corporation submitting the proposal.

## 9. Business License

D2 understands and agrees to endorse our Washington State business license with the City of Redmond business license as a requirement for performing these services.

## 10. Valid Time Period

This proposal is valid for 90 days.

