



Memorandum

Date: 5/5/2026  
Meeting of: City Council

File No. AM No. 26-068  
Type: Consent Item

TO: Members of the City Council  
FROM: Mayor Angela Birney  
DEPARTMENT DIRECTOR CONTACT(S):

Parks	Loreen Hamilton	425-979-8280
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DEPARTMENT STAFF:

Parks	Brittany Pratt	Parks Business Manager
Parks	Lindsey Tusing	Parks Marketing and Events Supervisor
Parks	Mack Leonard	Events and Marketing Coordinator

**TITLE:**

Approval of the Parks Department Web Configuration Contract, with D2 Creative, in the Amount of \$141,900

**OVERVIEW STATEMENT:**

The Parks Department has completed its highly competitive Web Optimization RFP process in response to substantial community feedback that our Parks website platforms are difficult to navigate, poorly integrated with one another, and reduce discoverability of our services, facilities and programs. The firm, D2 Creative, was selected after applicant interviews and reference checks. Parks is seeking approval of the contract on the May 5 consent agenda for implementing these professional website consulting services for our department, in the amount of \$141,900.

**Additional Background Information/Description of Proposal Attached**

**REQUESTED ACTION:**

Receive Information       Provide Direction       Approve

**REQUEST RATIONALE:**

- **Relevant Plans/Policies:**  
Redmond 2050, PARCC Plan, Commission for Accreditation of Park and Recreation (CAPRA)
- **Required:**  
Council approval is required for contracts exceeding \$50,000.
- **Council Request:**  
N/A
- **Other Key Facts:**

N/A

**OUTCOMES:**

- Effectively respond to feedback from residents, commission members, and community surveys that navigating our multiple online platforms creates unnecessary barriers to parks exploration and program registration.
- Streamline the community’s ability to find Parks and Recreation programs, facilities, and services across multiple online platforms.
- Provides key deliverables including user research, customer journey mapping, a comprehensive improvement plan, and implementation and testing support.
- Creates a more intuitive, consistent, and accessible online experience for community members.
- Expected to increase community participation in programs and facilities.
- Reduces staff time spent assisting users who struggle to navigate existing systems.
- Supports greater accessibility, equity, and responsiveness in how the City delivers information and services.

**COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:**

- **Timeline (previous or planned):**
  - Upon contract approval, the consultant will begin the 18-24-month process of:
    - Discovery and constraint diagnostics
    - Stakeholder interviews and user group study
    - Solution options design and proposal
    - Deployment and go-live support
    - Knowledge transfer
- **Outreach Methods and Results:**
  - Cross-department stakeholders and end-users will assemble work groups to function alongside the consultant firm in all phases of the project, ensuring visibility, representation and equity in the optimization process.
- **Feedback Summary:**  
N/A

**BUDGET IMPACT:**

**Total Cost:**  
\$141,900

**Approved in current biennial budget:**       Yes       No       N/A

**Budget Offer Number:**  
0000401

**Budget Priority:**  
Healthy and Sustainable

**Other budget impacts or additional costs:**       Yes       No       N/A

*If yes, explain:*

N/A

**Funding source(s):**  
One-time approval of \$141,900 from Recreation Activity Fund (RAF)

**Budget/Funding Constraints:**  
N/A

**Additional budget details attached**

**COUNCIL REVIEW:**

**Previous Contact(s)**

<b>Date</b>	<b>Meeting</b>	<b>Requested Action</b>
4/28/2026	Committee of the Whole - Parks and Environmental Sustainability	Provide Direction

**Proposed Upcoming Contact(s)**

<b>Date</b>	<b>Meeting</b>	<b>Requested Action</b>
N/A	None proposed at this time	N/A

**Time Constraints:**  
The work is projected to be completed in the 2027-2028 biennium.

**ANTICIPATED RESULT IF NOT APPROVED:**

- Residents will continue to face difficulty finding parks and recreation programs, facilities, and services across multiple disconnected platforms.
- Fragmented online navigation will persist, limiting visibility and potentially limiting participation in City programs.
- The department will miss the opportunity to implement a coordinated, research-based plan for long-term digital improvements.
- Overall accessibility and equity in how residents interact with City services may be negatively impacted.

**ATTACHMENTS:**

- Attachment A: Scope of Work
- Attachment B: Deliverables
- Attachment C: Proposal from D2 Creative