



November 4, 2025

Sonoma County Water Agency Supplement to Request for Proposals

Revised Deadline for Submission

2:00 p.m., Wednesday, December 3, 2025

**RE: SUPPLEMENT NO. 2 TO REQUEST FOR PROPOSALS FOR WEBSITE DESIGN
DEVELOPMENT, IMPLEMENTATION, AND MAINTENANCE**

This Supplement forms a part of and modifies the Request for Proposals dated October 3, 2025. Modified text is indicated as follows: Double-underline designates text to be inserted; ~~strikeout~~ designates text to be deleted.

1. INTRODUCTION

1.1. No changes.

2. BACKGROUND

2.1. Add the following as Paragraph 2.6:

2.6. A 90-day sample of Sonoma Water's current webpage analytics are
included as Attachment 2.

3. LOCAL SERVICE PROVIDER PREFERENCE

3.1. No changes.

4. LIVING WAGE

4.1. No changes.

5. ACCESSIBILITY STANDARDS

5.1. No changes.

6. SUBMITTAL OF PROPOSALS

6.1. Modify Paragraph 6.3 as follows:

6.3 Submit an electronic copy of the proposal to Sonoma Water at Submissions@scwa.ca.gov by 2:00 p.m., Wednesday, December 3, November 19, 2025. Please reference TW 24/25-069 in the subject line of the email. A confirmation email will be generated in response to each submission to this email address. If a confirmation email is not received, please check spam and junk mail folders.

7. EVALUATION

7.1. No changes.

8. CONTACTS

8.1. No changes.

9. QUESTION(S)/ANSWER(S)

9.1. Sonoma Water responses to questions are for the purposes of interpretation and clarification of the Request for Proposals and shall not be construed as changing, superseding, or contradicting any express term in the Request for Proposals. Questions received are listed below.

- a. Question: Could you share the anticipated budget range or allocation for design, development, and maintenance?
Answer: Budget will be negotiated with the selected firm, if any.
- b. Question: What is the expected project start date and overall target timeline for design, implementation, and launch?
Answer: Schedule will be negotiated with firm selected, if any.
- c. Question: Does Sonoma Water have a preferred content management system or any restrictions regarding open-source versus proprietary CMS options?
Answer: No preference or restrictions. Chosen Content Management System (CMS) must be a known product that has a demonstrated secure track record.

- d. Question: Could you clarify how many stakeholders or departments will be involved in the review and approval process for key deliverables? Will there be one primary point of contact for final signoff?
- Answer: There will be one project manager who will be the point of contact for the agreement, if an agreement is developed. Project manager will obtain internal reviews needed. Sonoma Water's Website Design committee will approve design, including executive leadership.
- e. Question: Are there any existing analytics, user feedback, or accessibility audits from the current site that can help guide our discovery and design phases?
- Answer: Answered in this Supplement, above.
- f. Question: For the new bidding portal, would you prefer the functionality to be custom built within the CMS or integrated through a third-party solution that meets your procurement compliance requirements?
- Answer: Construction project bidding portal was deleted in Supplement No. 1, dated October 28, 2025.
- g. Question: Could you provide more insight into the internal user roles and permissions? Specifically, how many editors, contributors, and approvers are anticipated, and how often will content updates occur?
- Answer: Approximately 12 administrators and 30 contributors. Frequency of content updates will vary widely by department, but overall a weekly update is anticipated.
- h. Question: Regarding local service provider preference, does the five percent weighting apply solely to firms headquartered in Sonoma County, or can partnerships with local subcontractors also qualify?
- Answer: The firm itself must be local in order to qualify as a local business; local subcontractors do not provide qualification.
- i. Question: Will Sonoma Water require post-launch hosting support beyond the transition period, or will maintenance and updates be managed internally after implementation?
- Answer: Sonoma Water will require post-launch support and ongoing automated security updates.
- j. Question: Can you expand on the level of version control needed for documents? Is auto renaming of replaced docs sufficient?
- Answer: Details of scope will be negotiated with firm selected, if any.
- k. Question: Which accessibility SaaS service are you currently using?
- Answer: None.

- l. Question: We see similar RFPs with budgets ranging from \$50K to six figures. Where in that range are you expecting to fall?
Answer: Budget will be negotiated with the firm selected, if any
- m. Question: What is your current annual spend on hosting and support for the site?
Answer: Budget will be negotiated with the firm selected, if any
- n. Question: Is there an organizational preference for open source vs. a proprietary CMS?
Answer: No preference or restrictions. Chosen CMS must be a known product that has a demonstrated secure track record.
- o. Question: Is there a preference for any specific CMS? If yes, is that preference driven by familiarity, budget, perceived technical superiority or ease of use, or some other factor?
Answer: No preference or restrictions. Chosen CMS must be a known product that has a demonstrated secure track record.
- p. Question: What is the current CMS? What shortcomings of the current CMS do you hope to remedy with this effort?
Answer: Details of scope will be negotiated with firm selected, if any.
- q. Question: Please quantify the amount of content that will be migrated. (number of pages, files, etc.)
Answer: Details of scope will be negotiated with firm selected, if any.
- r. Question: What is the most critical purpose of the site?
Answer: Providing information to the public about Sonoma Water's water-supply, flood-protection, and sanitation services.
- s. Question: Please describe all third-party systems that integrate with the website via an API or an automated data import/export.
Answer: Video, social media, analytics, and others as identified during scope development.
- t. Question: Is any of the water data stored on the site updated automatically? If so, please describe the current processes.
Answer: Sonoma Water finds this question ambiguous and cannot answer it.
- u. Question: Will single sign-on be used to control administrative access to the site? If yes, please elaborate.
Answer: It may; details of scope will be negotiated with firm selected, if any.
- v. Question: Please describe any CDN or WAF in your current or desired hosting setup.
Answer: Details of scope will be negotiated with firm selected, if any.

- w. Question: How many different structured data types exist in the current site?
Answer: Sonoma Water does not have this information.
- x. Question: Please describe how content is stored in the current CMS. Is content structured in a database with distinct fields in each content type, or is all the content essentially in a "content" field?
Answer: Sonoma Water does not have this information.
- y. Question: Do you need us to conduct an extensive discovery process that includes extensive research into user persona development - or a more streamlined discovery based on the web team's input and best practices?
Answer: Extensive discovery is not required.
- z. Question: We are a US company with employees outside the US. Is there any limitation on their ability to work on the project?
Answer: No, except that Sonoma Water follows the County of Sonoma's Russian Sanctions/Executive Order N-6-22:
<https://sonomacounty.gov/administrative-support-and-fiscal-services/sonoma-public-infrastructure/divisions/purchasing/doing-business-with-the-county/russian-sanctionsexecutive-order-n-6-22>.
- aa. Question: Are there any AI-related policies that we should be aware of?
Answer: Sonoma Water follows the County of Sonoma 9-6 Information Technology Artificial Intelligence (AI) Policy:
[https://sonomacounty.gov/administrative-support-and-fiscal-services/human-resources/employee-resources/administrative-policy-manual/9-6-information-technology-artificial-intelligence-\(ai\)-policy](https://sonomacounty.gov/administrative-support-and-fiscal-services/human-resources/employee-resources/administrative-policy-manual/9-6-information-technology-artificial-intelligence-(ai)-policy).
- bb. Question: Are you interested in website tools that will enhance the user experience (search, chatbots, etc) using AI?
Answer: This level of detail has not been determined. The scope of work will be negotiated with the firm selected, if any.
- cc. Question: Could you share more about Sonoma Water's strategic goals for the website redesign? For example, are there specific communication, transparency, or engagement outcomes you hope to achieve?
Answer: To improve how Sonoma Water communicates programs, projects, and opportunities to the public through a clearer, more efficient interface.

- dd. Question: Are there any upcoming public campaigns, PR initiatives, or awareness rollouts planned to align with the launch of the new website?
Answer: Details of scope will be negotiated with firm selected, if any.
- ee. Question: Are there particular audiences or stakeholder groups you're hoping to reach or grow through this project (e.g., residents, contractors, policymakers, partner agencies, educators, youth)?
Answer: The redesign is meant to better serve and expand engagement across several core audiences.
- ff. Question: Do you have further information or audience research that defines your primary and secondary audience segments?
Answer: No.
- gg. Question: Are there any known content gaps or challenges with your current website that you want this redesign to address (e.g., outdated content, accessibility, content governance, SEO visibility)?
Answer: Sonoma Water seeks to improve how it communicates programs, projects, and opportunities to the public through a clearer, more efficient interface with improved searchability, accessibility, and translation.
- hh. Question: Are there any content categories or functional sections (such as water quality, flood control, sustainability, community programs) that you see as priorities for reorganization or redesign?
Answer: All will need to be addressed.
- ii. Question: What CMS powers your current website(s)?
Answer: Details of scope will be negotiated with firm selected, if any.
- jj. Question: Who will be the hosting provider for the new site?
Answer: Details of scope will be negotiated with firm selected, if any.
- kk. Question: To confirm, is this the portal included in the scope of this project?
<https://prod1.evo.cloud/scwa/portal/login/?next=/scwa/portal/bids/>
Answer: Construction project bidding portal was deleted in Supplement No. 1, dated October 28, 2025.
- i. What platform or technologies currently power this portal?
Answer: N/A
- ii. Are there any integrations, data flows, or GIS tools connected to it today—or planned for future use?
Answer: N/A

- ll. Question: Tell us more about your current or desired integrations across systems. Which third-party platforms or services do you envision connecting with the new site (e.g., emergency alerts, project databases, document management, video, social media, analytics)?
Answer: Video, social media, analytics, and others as identified during scope development.
- mm. Question: Can you describe any workflow or approval processes that might affect backend user-experience design (for example, “legal or executive approval is required before content goes live”)?
Answer: Approvals take place outside of the CMS.
- nn. Question: What languages would you like to support on the new site?
Answer: Website must be accessible in English and Spanish, and ideally could dynamically translate into additional languages as needed.
- oo. Question: Will Sonoma Water provide translations, or would you prefer automated or managed translation services?
Answer: Details of scope will be negotiated with firm selected, if any.
- pp. Question: How does Sonoma Water define accessibility success internally—beyond WCAG 2.1 AA compliance? Are there additional user-testing or community engagement standards you’d like us to include?
Answer: Website must meet WCAG 2.1 AA and the ADA standard DOJ Title II rule of April 24, 2024.
- qq. Question: Are there other websites—inside or outside government—that you admire for their design, structure, or storytelling approach?
Answer: Details of scope will be negotiated with firm selected, if any.
- rr. Question: Do you have an updated visual identity or design system that should guide the redesign, or would you like support refining your digital brand standards?
Answer: Sonoma Water will provide design standard colors, logos, etc. to firm selected, if any.
- ss. Question: Are there any expectations for photography, video, or interactive features (such as maps, dashboards, or community data visualizations)?
Answer: Yes, an interactive watershed map is desired.
- tt. Question: Do you have a budget range set aside for this project that you’d like us to work within?
Answer: Budget will be negotiated with the selected firm, if any.

- uu. Question: Do you have an anticipated annual maintenance budget or plan for ongoing support?
Answer: Budget will be negotiated with the selected firm, if any.
- vv. Question: If you're not able to share a specific figure, could you provide a general budget range or ceiling to guide the scope of deliverables and resourcing?
Answer: Budget will be negotiated with the selected firm, if any.
- ww. Question: Do you have a target project start date and an anticipated launch or delivery date?
Answer: Schedule will be negotiated with firm selected, if any.
- xx. Question: Would you prefer a phased rollout (e.g., core site first, specialized sections later) or a single launch?
Answer: A single launch is preferred.
- yy. Question: Does Sonoma Water have a budget or range in mind for this project?
Answer: Budget will be negotiated with the selected firm, if any.
- zz. Question: Will any third-party apps or tools need to be integrated with the redesigned website? If so, can you describe what may be needed?
Answer: Video, social media, analytics, and others as identified during scope development.
- aaa. Question: Could you kindly clarify whether Sonoma Water currently utilizes an existing Public-Contract-Code-compliant e-procurement system (e.g., Public Purchase or another platform) that the new website is expected to integrate with, or if the selected vendor will be responsible for developing or implementing a new bidding portal module as part of the redesigned website?
Answer: Construction project bidding portal was deleted in Supplement No. 1, dated October 28, 2025. Details of scope will be negotiated with firm selected, if any.
- bbb. Question: Could you please clarify whether the features and functionalities listed under Section [2. BACKGROUND—2.4] including hosting transition, CMS with multi-user workflows, Public-Contract-Code-compliant bidding portal, third-party integrations, event calendar, document repository, and accessibility compliance—constitute the complete set of requirements for the redesigned website, or if additional modules, integrations, or deliverables are expected beyond those specified?
Answer: Details of scope will be negotiated with firm selected, if any. Construction project bidding portal was deleted in Supplement No. 1, dated October 28, 2025.

- ccc. Question: As the RFP does not specify a preferred Content Management System (CMS), we would appreciate your Preferred CMS Platform to ensure our technical proposal aligns with Sonoma Water's long-term goals of transparency, environmental stewardship, and public engagement.
Answer: No preference or restrictions. Chosen CMS must be a known product that has a demonstrated secure track record.
- ddd. Question: Can you please share what prompted this website redesign request?
Answer: To modernize current website with new features, and create a format that is more usable and trustworthy for residents.
- eee. Question: Can you please share what you consider to be the top attributes of the current website?
Answer: Information that is grouped by core functions.
- fff. Question: What CMS is Sonoma Water currently utilizing? Also, if applicable, can you please share any issues or opportunities for improvement associated with the current CMS or infrastructure?
Answer: No preference or restrictions. Chosen CMS must be a known product that has a demonstrated secure track record.
- ggg. Question: Does Sonoma Water have a CMS preference, or may we provide a recommendation?
Answer: No preference or restrictions. Chosen CMS must be a known product that has a demonstrated secure track record.
- hhh. Question: (Section 2.4.a.) Can you clarify the expectations surrounding Sonoma Water providing external website hosting? If Sonoma Water is providing the hosting environment, what is the tech stack? This will help determine which CMS we can propose.
Answer: Sonoma Water currently uses Amazon Web Service.
- iii. Question: If the selected vendor is to recommend a host or data center, are there any security or operational requirements that we need to consider?
Answer: Security certifications will be required upon selection of firm, if any.
- jjj. Question: Can Sonoma Water please identify the approximate number of basic website pages envisioned for the new website (50–75, 76–100, 101–150, etc.)? This information will help us estimate the required labor?
Answer: Sonoma Water estimates between 100 and 150. Sonoma Water currently has 233 published webpages.

- kkk. Question: Is Sonoma Water seeking ongoing maintenance and server support (e.g., system patches, database backups, server management, etc.) once the website is launched?
Answer: Sonoma Water will require post-launch support and ongoing automated security updates.
- lll. Question: What does Sonoma Water consider to be the most important qualities in a website development partner?
Answer: A consultant that is resourceful, creative, and practical.
- mmm. Question: Are there any milestones we should be aware of as we prepare the project timeline?
Answer: Schedule will be negotiated with firm selected, if any.
- nnn. Question: In addition to what has been expressed in the RFP, are there any other operational bottlenecks, marketing challenges, stakeholder interaction issues, or opportunities for improvement that we should consider in our proposed solution?
Answer: Sonoma Water is looking for input regarding how to effectively organize and manage content to improve the user experience.
- ooo. Question: Can we have at least five business days between the time responses to questions are published and the RFP due date? This will allow us time to review Sonoma Water's feedback, conduct research, and prepare a comprehensive proposal.
Answer: Answered in Supplement No. 1, issued October 28, 2025.
- ppp. Question: In terms of the proposal selection process, does Sonoma Water take a lowest-cost or best-value approach?
Answer: This is in the RFP Letter.
- qqq. Question: To ensure that we are proposing an appropriate approach, range of deliverables, and scope of services, can you please share the maximum budget for this project?
Answer: Budget will be negotiated with the selected firm, if any.
- rrr. Question: What are the top 3 business outcomes that define success (e.g., self-service adoption, time-to-publish, cost-to-serve)? How will they be measured at 30/90/180 days post-launch?
Answer: Improved self-service and content management efficiency, increased public access and transparency, and higher engagement.
- sss. Question: Is there an approved budget range (implementation + Year-1 support) and preferred contracting model (FFP vs. T&M with NTE)?
Answer: Budget will be negotiated with the selected firm, if any.

- ttt. Question: Will the evaluation include presentations? If yes, what scenarios and scoring weights
Answer: Not at this time.
- uuu. Question: Does “local preference” apply only to the prime or can a local sub satisfy it? What documentation is required?
Answer: The firm itself must be local in order to qualify as a local business; local subcontractors do not provide qualification.
- vvv. Question: Are there must-meet dates tied to board meetings, fiscal year, grants, or regulatory deadlines?
Answer: Schedule will be negotiated with firm selected, if any.
- www. Question: What level of ongoing support and training do you require post-launch, including technical, design, or content support?
Answer: Sonoma Water will require post-launch support and ongoing automated security updates.
- xxx. Question: Who will be the primary stakeholders and decision-makers for this project?
Answer: There will be one project manager who will be the point of contact for the agreement, if an agreement is developed. Project manager will obtain internal reviews needed. Sonoma Water’s Website Design committee, including executive leadership.
- yyy. Question: How many peak concurrent users do you expect to access the system at any one time (both logged-in users and anonymous)?
Answer: 50-100 at peak.
- zzz. Question: What is the estimated size (number of pages/documents) and complexity of the current website content that may need to be migrated?
Answer: Sonoma Water currently has 233 published webpages.
- aaaa. Question: Should we anticipate major content restructuring (e.g., consolidating pages, reducing content) as part of the redesign?
Answer: Yes.
- bbbb. Question: Is the selected vendor expected to conduct a full content audit and rewrite content for the new architecture, or is Sonoma Water providing revised content for each section/page?
Answer: Sonoma Water will provide content. The firm selected, if any, should be prepared to provide guidance on content management.
- cccc. Question: Are you able to make public the current site map and/or the total current number of HTML pages? This will be very useful when coming up with a cost estimate for time and materials for design.

- Answer: Sonoma Water will not be providing the current site map at this time. Sonoma Water currently has 233 published webpages.
- dddd. Question: Does the current content include metadata/taxonomy?
- Answer: Some content includes metadata/taxonomy; it has not been consistently applied.
- eeee. Question: If there is no current metadata/taxonomy schema, is there an expectation to create one as part of this project?
- Answer: Sonoma Water is open to adopting a metadata/taxonomy schema.
- ffff. Question: What content is legally mandated to be retained online and for how long?
- Answer: Sonoma Water does not have a policy on how long items remain on its website.
- gggg. Question: What types of documents are stored currently (PDFs, Word, Excel, GIS layers, etc.), and what volume of documents needs to be managed and migrated?
- Answer: All of the listed document types are currently stored. Volume of management and migration to be determined with the selected firm, if any.
- hhhh. Question: Can you provide details around the current bidding process: submission, review and assessment, and award?
- Answer: Construction project bidding portal was deleted in Supplement No. 1, dated October 28, 2025.
- iiii. Question: Can you describe the tools and features needed to manage this bidding process?
- Answer: Construction project bidding portal was deleted in Supplement No. 1, dated October 28, 2025.
- jjjj. Question: Is the review workflow for this separate from the content management workflow, and if so, how?
- Answer: Approvals take place outside of the CMS.
- kkkk. Question: Do you have a vendor portal as well, or is this part of the scope?
- Answer: No.
- llll. Question: How specifically is the current site design not meeting your expectations?
- Answer: Sonoma Water seeks to improve how it communicates programs, projects, and opportunities to the public through a clearer, more efficient interface with improved searchability, accessibility, and translation.

- mmmm. Question: Are there any existing pain points with the current website that need to be specifically addressed?
Answer: Sonoma Water seeks to improve how it communicates programs, projects, and opportunities to the public through a clearer, more efficient interface with improved searchability, accessibility, and translation.
- nnnn. Question: Who are the different audiences, or user personas, for the website?
Answer: There are several core audiences, including residents, contractors, policymakers, partner agencies, educators, and youth.
- oooo. Question: What are the top 5 tasks by persona, plus any service flows that must be simplified?
Answer: Details of scope will be negotiated with firm selected, if any.
- pppp. Question: How many templates exist for the current design?
Answer: Sonoma Water will provide design standard colors, logos, etc. with firm selected, if any.
- qqqq. Question: There's mention of Sonoma Water branding. Is there a current design system or style guide available?
Answer: Sonoma Water will provide design standard colors, logos, etc. with firm selected, if any.
- rrrr. Question: How important is mobile optimization, and are there specific mobile features or functionalities you prioritize?
Answer: Details of scope will be negotiated with firm selected, if any.
- ssss. Question: What would your design approval process look like? Will there be a single point of contact for sign-off, or a committee/stakeholder group that reviews wireframes and design iterations?
Answer: Sonoma Water's Website Design committee will approve design, including executive leadership.
- tttt. Question: Can you clarify the specific roles and permissions required for the ~12 CMS users (e.g., can one person have multiple roles like editor and approver)?
Answer: Yes, Sonoma Water staff have multiple roles with departments having users with various permissions.
- uuuu. Question: What can you tell us about site traffic and performance from past analytics? (pages with the highest traffic, devices, referral sources, conversions)
Answer: Answered in this Supplement, above.

- vvvv. Question: What is the total number of Annual Page Views that you expect in the future state?
Answer: This answer depends on many factors, including the number of local emergencies and cannot be accurately estimated.
- www. Question: How many languages should the site support, and are there specific translation services or APIs preferred?
Answer: Website must be accessible in English and Spanish, and ideally could dynamically translate into additional languages as needed. Sonoma Water has no translation service preferences.
- xxxx. Question: Could you specify all of the current third-party systems that require integration (board agendas, social media, emergency alert system, etc)?
Answer: Video, social media, analytics, and others as identified during scope development.
- yyyy. Question: Can you provide more detail regarding the ADA remediation integration?
Answer: Website must meet WCAG 2.1 AA and the ADA standard DOJ Title II rule of April 24, 2024.
- zzzz. Question: Does Sonoma Water have existing incident response protocols that must be integrated into the vendor's solution
Answer: Details of incident response will be negotiated with firm selected, if any.
- aaaa. Question: Will Sonoma Water provide full access to the current hosting environment to facilitate a smooth transition?
Answer: Sonoma Water staff will work in coordination with the selected firm, if any.
- bbbb. Question: Will Sonoma Water manage security monitoring internally, or should this be handled by the selected vendor?
Answer: Sonoma Water expects selected firm, if any, to monitor security for cloud-based solutions. Sonoma Water will monitor security for on premises solutions.

Sincerely,

Brad Sherwood
Assistant General Manager – Business Services & External Affairs Division

Encs.

c: Andrea Rodriguez
 Rachel Vail

rw: s:\clerical\pinks\11-03-25\supplement no. 2 to rfp for website design and implementation_final.docx

ATTACHMENT 1 – DECLARATION OF LOCAL BUSINESS FOR SERVICES

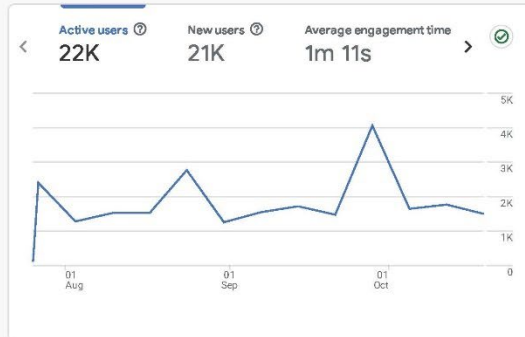
No changes.

ATTACHMENT 2 – SONOMA WATER WEBPAGE ANALYTICS

All Users Add comparison

Last 90 days Jul 26 - Oct 23, 2025

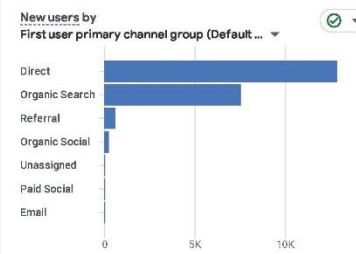
Reports snapshot



Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Sonoma Water - Home Page	7.1K
Sonoma Water - Current Job ...	3.7K
Sonoma Water - Current Wat...	3.3K
Sonoma Water - Projects Out...	1.4K
Sonoma Water - Water Supply	1K
Sonoma Water - Search	1K
Sonoma Water - Water and E...	947

View pages and screens



View user acquisition

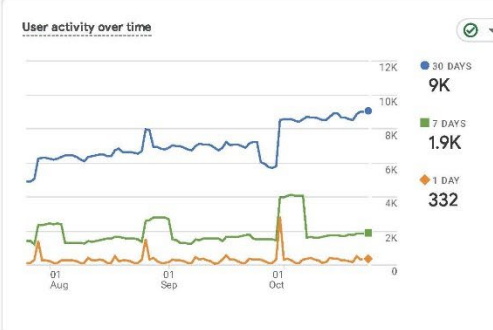
Sessions by Session primary ch...

SESSION PRIMARY ...	SESSIONS
Direct	15K
Organic Search	14K
Referral	2.1K
Unassigned	398
Organic Social	275
Paid Social	28
Email	1

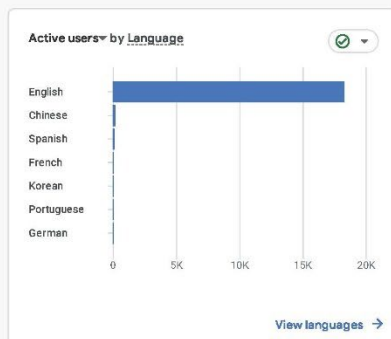
View traffic acquisition



View countries



View genders



View languages

Active users by City

CITY	ACTIVE USERS
Santa Rosa	1.7K
Los Angeles	1.4K
Ashburn	889
San Jose	695
San Francisco	692
Windsor	482
Phoenix	464

View cities