



Request for Quotes Website Design Water Smarty – Water Conservation Program

The City of Hailey is seeking price quotes to design and implement a website for the City's water conservation program, called Water Smarty. **Quotes must be received by Monday, August 21, 2017.**

Project Overview

Water Smarty provides rebates to participants who remove lawn and replace it with low water demand, or no water demand, alternatives. Low water demand alternatives include drought-tolerant plant material on drip irrigation. No water demand alternatives include permeable hardscape such as pavers, gravel, artificial turf, decomposed granite, etc. The rebates are calculated on a square-footage basis, with a higher rebate rate given for permeable hardscape alternatives.

The first season of Water Smarty (2016) was funded by an Idaho Water Resource Board grant and City water funds. 25 projects were completed in 2016.

For 2017 and 2018, the City secured two grants: one from the Idaho Water Resource Board and one from the U.S. Bureau of Reclamation. Combined with a small amount of City water funding, more than \$90,000 is available specifically for rebates. The program budget also includes funding for a new Water Smarty website. After 2017 and 2018, there is no guarantee of continued rebate funding for Water Smarty. So the City desires to create a website that will inspire participation in the Water Smarty program. The website should also be useful and helpful to participants while rebates are available. Finally, the website should be useful and helpful once rebate funds are *not* available.

The City is seeking design and implementation services for the website. The website will be an informational website that contains all Water Smarty program documentation; and resource material and information regarding water conservation. Please assume the following in preparing quotes:

- One main page, with a maximum of three subpages
- Graphic design built around existing Water Smarty logo (shown at top of page)
- Site will be primarily informational, with text and photos, links to .pdf files and links to other resources; no forms or interactive features anticipated
- City has before and after photos of prior Water Smarty projects for use on the site, and has permission to use same
- New domain name registration
- The City uses Adobe Contribute to make website updates; new website must be in compatible format for ease of use by City

- Initial planning session, content development, plus three rounds of revisions to finalize site design prior to launch

Schedule

The City anticipates selecting a vendor by August 28, and would like the website completed by November 17.

Submission Information

Please use the above information in preparing your quote, and include any other applicable charges necessary to provide a complete price quote, inclusive of all costs. **Quotes must be received by Monday, August 21, 2017.** Quotes may be sent via email to tracy.anderson@haileycityhall.org. Questions may be directed to the same email address or (208) 788-9830 x20.

Minority and women-owned businesses are encouraged to respond.