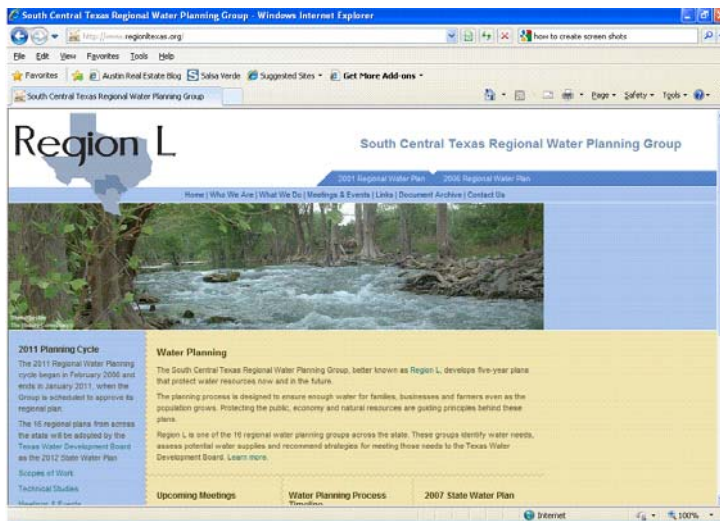


Proposal for Website Services
Edwards Aquifer Recovery Implementation Program
March 1, 2010

Introduction

Laura Raun Public Relations team is uniquely qualified to help the Edwards Aquifer Recovery Implementation Program adapt its website to the needs of the public comment phase of the process.

- **Experience:** LRPR revised the South Central Texas Regional Water Planning Group (Region L) website to more prominently display meeting information and public comment invitations. The revamped site has drawn compliments from members of Region L and the public about the ease of finding information.



- **Expertise:** LRPR specializes in communications about water, notably public outreach and stakeholder input. We developed a comprehensive and streamlined process of receiving and categorizing public comments for Region L and the LCRA-SAWS Water Project.
- **Track record:** LRPR is a trusted name in the water world. The Texas Water Development Board is working with LRPR, as part of an AECOM team, to revamp the TWDB ARRA website. As can be seen below, the site is out of date and in need of modifications to make it understandable to a wider audience.



Overview

A) Who will do the work:

1) Laura Raun, principal. An award-winning PR practitioner who specializes in communications about water. She knows how to make complex water issues understandable to the public, stakeholders, special-interest groups, elected officials and the media. Laura founded LRPR in 2002 and has since worked with a wide variety of water entities in Texas, specializing in public outreach and stakeholder input.

2) Raye Ward, account manager. An award-winning PR practitioner who oversees digital communications for LRPR. Raye maintains the Region L website, ensuring that it is easy to navigate and updated in a timely fashion. In addition, she has refined the process for databasing public comments in Region L. Raye is coordinating the revamp of the TWDB ARRA website.

3) Pay Ramsey, web programmer. An established web programmer with www.slash25.com who regularly works with LRPR. He specializes in website design that is clean, simple, friendly and easily searchable by search engines. Pat knows how to create sites that are easy to view and update.

B) Proposed changes to scope of work: We recommend the creation of a content management system because it will lower maintenance costs over the longer term by enabling



non-technical staff to maintain the site. The content management system will be created during the migration to a new URL and server.

Also, a database server may be needed for the public comment form.

C) Proposed schedule:

March 8 – 28: Move site to new domain name and server; increase visibility of public meetings and form for submitting public comments.

March 22 – April 7: Develop public comment form

March 29 – April 7: Test and refine enhancements

D) Proposed Budget

Hourly rates:

\$150 – Principal and account manager

\$125 – Web programmer

Task 1: Move site to new domain name, including creation of content management system	\$10,000
Task 2: Increase visibility of public meetings and comment submission	2,400
Task 3: Create public comment form	5,400
Not to exceed:	\$20,000

1. Move the site to a new domain

We propose to move the site to a new domain outside the TAMU system, such as www.earip.org, to increase its visibility and searchability. An independent domain name will be more intuitive than the current URL. As part of the migration, the site will be moved to a new host from the TAMU server. The migration process constitutes the bulk of the cost and prepares the site for future changes.

Hosting

A domain will be registered and configured to point to the right server and directory. This enables a smooth migration to the new domain name, without visible disruption for website visitors.

Content management system

We recommend creation of a content management system that enables non-technical personnel to update and maintain the site, thus speeding up changes and lowering costs over the long term.

Once the initial setup is complete, files are transferred and any custom coding is done.

The migration will be seamless and invisible to website visitors, who are automatically redirected to the new site during a transition period.



2. Add Public Process Page

We will add a section to the home page that draws attention to public meeting dates, locations and times, as well as instructions on how to submit public comments. That information links to a new Public Process page, which provides details of public meetings and links to the public comment form and background documents.

3. Add a Public Comment Feature

Public Comment Form

We recommend creating a drop-down menu to facilitate the comment submission and filtering. Categories for the menu will be developed at the direction of EARIP. The categorization of comments during submission will streamline the processing of comments. A form could also be created. Comments will be secured.

A database server may be needed to provide a platform for the public comment database.

Forwarding Public Comments for committee/agency processing and response:

Comments will be automatically forwarded to a designated distribution list on a regular basis, as determined by the EARIP. The list will be developed and the process refined in coordination with the EARIP.

Assumptions:

- No more than 2 rounds of review by EARIP
- EARIP provides review and feedback to LRPR through one EARIP representative
- EARIP review and feedback must be provided within agreed-upon timeframe, such as 3 days, to meet designated deadlines.

Summary

We believe that LRPR has the skills and experience to provide these website services to the EARIP, as well as strong working relationships with Dr. Gulley and Ms. Walker. Over the past year, we have regularly exchanged information with them about the program needs.

For these reasons, we hope to have the opportunity to work with EARIP.