



# PALMDALE WATER DISTRICT

## A CENTURY OF SERVICE

May 19, 2021

### BOARD OF DIRECTORS

AMBERROSE MERINO

Division 1

DON WILSON

Division 2

GLORIA DIZMANG

Division 3

KATHY MAC LAREN-GOMEZ

Division 4

VINCENT DINO

Division 5

## AGENDA FOR REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE PALMDALE WATER DISTRICT TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE OR VIA TELECONFERENCE

**FOR THE PUBLIC: VIA TELECONFERENCE ONLY**

**DIAL-IN NUMBER: 571-748-4021 ATTENDEE PIN: 812-062-171#**

**Submit Public Comments at: <https://www.gomeet.com/812-062-171>**

**MONDAY, MAY 24, 2021**

**6:00 p.m.**

DENNIS D. LaMOREAUX

General Manager

ALESHIRE & WYNDER LLP

Attorneys

**NOTES:** To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Dawn Deans at 661-947-4111 x1003 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Additionally, an interpreter will be made available to assist the public in making **comments** under Agenda Item No. 4 and any action items where public input is offered during the meeting if requested at least 48 hours before the meeting. Please call Dawn Deans at 661-947-4111 x1003 with your request. (PWD Rules and Regulations Section 4.03.1 (c) )

Adicionalmente, un intérprete estará disponible para ayudar al público a hacer **comentarios** bajo la sección No. 4 en la agenda y cualquier elemento de acción donde se ofrece comentarios al público durante la reunión, siempre y cuando se solicite con 48 horas de anticipación de la junta directiva. Por favor de llamar Dawn Deans al 661-947-4111 x1003 con su solicitud. (PWD reglas y reglamentos sección 4.03.1 (c) )

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale (Government Code Section 54957.5). Please call Dawn Deans at 661-947-4111 x1003 for public review of materials.

**PUBLIC COMMENT GUIDELINES:** The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted, and offenders will be requested to leave the meeting. (PWD Rules and Regulations, Appendix DD, Sec. IV.A.)

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Pledge of Allegiance/Moment of Silence.
- 2) Roll Call.
- 3) Adoption of Agenda.



- 4) Public comments for non-agenda items.
- 5) Presentations:
  - 5.1) None at this time.
- 6) Action Items - Consent Calendar (The public shall have an opportunity to comment on any action item on the Consent Calendar as the Consent Calendar is considered collectively by the Board of Directors prior to action being taken.)
  - 6.1) Approval of minutes of Regular Board Meeting held May 10, 2021.
  - 6.2) Payment of bills for May 24, 2021.
- 7) Action Items – Action Calendar (The public shall have an opportunity to comment on any action item as each item is considered by the Board of Directors prior to action being taken.)
  - 7.1) Consideration and possible action on authorizing staff to enter into a contract for the website redesign project with Neumeric Technologies Corporation. (\$50,000.00, not-to-exceed – Budgeted – Work Order No. 21-411 – Information Technology Manager Stanton/Public Affairs Director Shay)
  - 7.2) Discussion and clarification of Palmdale Water District Rules and Regulations Articles 4.07.3.c and 4.07.5, Reports of Directors. (No Budget Impact – General Manager LaMoreaux)
  - 7.3) Consideration and possible action on authorization of the following conferences, seminars, and training sessions for Board and staff attendance within budget amounts previously approved in the 2020 Budget:
    - a) None at this time.
- 8) Information Items:
  - 8.1) Reports of Directors:
    - a) Standing Committees; Organization Appointments; Agency Liaisons:
      - 1) Antelope Valley East Kern Water Agency-AVEK. (Director Dino/Director Mac Laren-Gomez, Alternate)
      - 2) Outreach Committee. (Director Mac Laren-Gomez, Chair/Director Wilson)
      - 3) Finance Committee. (Director Wilson-Chair/President Dizmang)
      - 4) Personnel Committee. (Director Mac Laren-Gomez, Chair/Director Merino)
    - b) General Meetings Reports of Directors.
  - 8.2) Report of General Manager.
    - a) May 2021 written report of activities through April 2021.
  - 8.3) Report of General Counsel.
- 9) Board members' requests for future agenda items.
- 10) Adjournment.



DENNIS D. LaMOREAUX, General Manager  
DDL/dd

**P A L M D A L E   W A T E R   D I S T R I C T**  
**B O A R D   M E M O R A N D U M**

**DATE:** May 18, 2021 **May 24, 2021**  
**TO:** BOARD OF DIRECTORS **Board Meeting**  
**FROM:** Jim Stanton, Information Technology Manager  
Judy Shay, Public Affairs Director  
**VIA:** Adam Ly, Assistant General Manager  
Dennis D. LaMoreaux, General Manager  
**RE:** ***AGENDA ITEM NO. 7.1 – CONSIDERATION AND POSSIBLE ACTION ON AUTHORIZING STAFF TO ENTER INTO A CONTRACT FOR THE WEBSITE REDESIGN PROJECT WITH NEUMERIC TECHNOLOGIES CORPORATION. (\$50,000.00, NOT-TO-EXCEED – BUDGETED – WORK ORDER NO. 21-411 – INFORMATION TECHNOLOGY MANAGER STANTON / PUBLIC AFFAIRS DIRECTOR SHAY)***

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**Recommendation:**

Staff recommends that the Board approve awarding a contract to Neumeric Technologies Corporation (NTC) in the not-to-exceed amount of \$50,000.00 for discovery, design, development, and delivery cost for upgrading the District's website. This is budgeted under Work Order No. 21-411. Annually, the support, hosting and ADA compliance scanning will be budgeted under Operations & Maintenance for \$10,200.00.

**Alternative Options:**

Continue using existing website.

**Background:**

The District's Website Redesign Group released a Request for Proposals (RFP) to find a consultant/vendor to assist in the redesign of the existing public facing website. The existing website was last remodeled approximately seven years ago. The new website should strengthen the relationship between PWD and its customers/businesses by meeting the evolving expectations of the public for secure and reliable online services. The new website should promote community events, communicate information efficiently and effectively promote a transparent government, and provide our customers with easy to access up-to-date information.

Key evaluation criteria of the RFP are fast loading, balance between simplicity and relevant information, support high-resolution media, and easy to update and maintain by non-technical PWD staff. Web hosting must support a high degree of "uptime." The new website should also support the use of older/slower devices so that web pages/graphics are rendered in only one or two seconds.

BOARD OF DIRECTORS  
PALMDALE WATER DISTRICT

VIA: Adam Ly, Assistant General Manager  
Dennis D. LaMoreaux, General Manager

May 18, 2021

The new website should be visually attractive, interesting, dynamic, and provide useful, relevant, current information with the ability to conduct business online for convenience and efficiency. The new site must be accessible and functional using all common web browsers, operating systems, and mobile devices in use today (i.e., Windows, iOS, Android, etc.). The site must be modern and mobile.

Staff received and reviewed ten submitted proposals. The proposals and evaluation scores are listed below:

Vendor	Eval1	Eval2	Eval3	Eval4	Eval5	Eval6	Eval7	Eval8	Score
Neumeric Technologies Corporation	100%	100%	100%	100%	66.96%	100%	100%	100%	<b>95.47%</b>
CV Strategies	85.36%	75.54%	81.96%	58.39%	80%	51.79%	97.32%	74.82%	75.65%
Planeteria Media	96.79%	97.86%	82.67%	62.86%	59.29%	44.46%	83.93%	71.07%	74.87%
JesseJames Creative	80.00%	72.5%	73.21%	60.36%	42.32%	78.57%	100%	73.04%	72.5%
360Civic	96.25%	65.54%	69.46%	50.71%	64.64%	46.43%	95.71%	66.96%	69.46%
Cyfuture Inc.	67.32%	87.32%	84.64%	52.68%	36.25%	38.39%	84.82%	65.00%	64.55%
Tripepi Smith and Associates, Inc	96.61%	32.5%	68.39%	48.57%	80.36%	68.04%	61.07%	49.46%	63.13%
eWay Corp	45.54%	70.71%	45.89%	56.79%	70.18%	39.11%	83.04%	38.93%	56.27%
Infojini, Inc.	26.25%	27.14%	31.43%	52.5%	57.86%	37.68%	85.36%	25.36%	42.95%
MOBIKASA LLC	39.46%	39.11%	36.07%	37.86%	53.04%	21.96%	58.57%	36.79%	40.36%

The Website Redesign Group interviewed the top three vendors from the evaluation scores and selected NTC based on its ability to meet all our needs within budget. NTC met, or exceeded, items outlined in the RFP and evaluation criteria.

**Strategic Plan Initiative/Mission Statement:**

This item is under Strategic Initiative No. 3 – Systems Efficiency.

**Budget:**

This item is budgeted under Work Order No. 21-411 – Public Website Redesign.

**Supporting Documents:**

- Neumeric Clique Studios Palmdale Water District Response Financial Proposal Final
- Neumeric Clique Studios Palmdale Water District Response Technical Proposal Final



# Palmdale Water District Website Redesign

**Project ID: 21-4111**

## Financial Proposal

Proposal Submitted By –

**NEUMERIC TECHNOLOGIES  
CORPORATION**

March 1, 2021

**Questions? Please contact:**

Marc Fields,  
Vice President, Business Development  
[marc@ntc-us.com](mailto:marc@ntc-us.com) / (614) 612-1510



Neumeric Technologies Corporation +



Clique Studios, LLC

# Letter of Introduction

Please find below the budget breakdown phase wise and activities. The dates are tentative and subject to change.

Task Name	Duration	Start	Finish	Cost
Discovery	39 days	4/5/21	5/27/21	\$14,171.00
Design	17 days	5/28/21	6/21/21	\$15,858.00
Develop	57 days	6/2/21	8/20/21	\$16,096.00
Deliver	10 days	8/20/21	9/3/21	\$1,840.00
<b>Subtotal Fixed Cost prior to Hosting:</b>				<b>\$47,965.00</b>
Hosting for 1 year from go-live (AWS Hosting) – Estimated Charges – adjusted to the actual AWS service package chosen by PWD				\$3,900.00
90-day comprehensive warranty & 3-year big fixes for the current scope				included
<b>Total Cost with Hosting</b>	<b>110 days</b>	<b>4/5/21</b>	<b>9/3/21</b>	<b>\$51,865.00</b>

## Optional Services

Item	Description	Cost	EA
1.	Vendor Hosting - AWS hosting, security, 24/7/365 managed support services, Dev/Staging environment and data base / application backup services at the NTC Columbus data center	\$325.00 *	Production environment, security and managed network services provided by Amazon AWS . Estimated hosting cost provided – final AWS charges to be adjusted to the actual services, storage and capacity requirements determined by the PWD network team for specific AWS services.  Staging environment & additional monitoring services provided by the NTC as a part of the optional M&S agreement.
2.	Monthly Maintenance & Support: includes 24/7/365 email support services, CMS updates, patches, fixes, ongoing training, ADA compliance review, database and CMS backup services.	\$425.00	Monthly
3.	A.I. ADA compliance tool – licensing fee – year 2 and thereafter	\$1,200.00	



# Thank You

If you have any additional questions or require any additional information required to evaluate our proposal -- please do not hesitate to reach out.

Thank you for your time and consideration.





# Palmdale Water District Website Redesign

**Project ID: 21-4111**

**Technical Proposal (No Cost)**

**Proposal Submitted By –**

**NEUMERIC TECHNOLOGIES  
CORPORATION**

March 1, 2021

**Questions? Please contact:**

Marc Fields,  
Vice President, Business Development  
[marc@ntc-us.com](mailto:marc@ntc-us.com) / (614) 612-1510



Neumeric Technologies Corporation +



Clique Studios, LLC

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# Letter of Introduction

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Jim Stanton, IT Manager  
Palmdale Water District  
2029 E Avenue Q  
Palmdale, CA 93550

Dar Jim,  
On behalf of Neumeric Technologies Corporation and Clique Studios, I am pleased to present Palmdale Water District with our response to the *Website Redesign and Future Technology Enhancement Plan and Fee Estimate* RFP bearing **Project ID: 21-4111**.

Our commitment is to provide PWD with a completely updated and modernized architecture and user experience that provides your crucial information and services to your varied audience groups in a new modernized digital format. Having worked closely with the San Antonio Water District and other similar large State and community departments, we understand the “who & what” of PWD. Our solution uses the combined strengths of Neumeric’s technology knowledge with Clique Studio’s award winning creative and design capabilities. Together, we’ll supply an award-winning design that is mobile responsive, user friendly, ADA complaint and has all of your current and requested functionalities built in.

As your primary contact for the RFP including any request for clarification, oral presentation, arranging meeting between our teams or any other communication needed between the PWD representatives and Neumeric/Clique Studios, please use the listed information below. We would also like to confirm that we adhere to all the various requirements as listed within the RFP and the District’s professional service agreement.

Thank you,

Marc Fields  
Vice President – Business Development  
P: (614) 612-1510, E: marc@ntc-us.com





# Clique's Profile

## About Clique

Clique Studios, LLC is an award-winning digital design and technology firm based in Chicago with branch offices in Portland and Denver. Clique Studio's specialize in creating elegant, compelling interactive digital experiences for public and private organizations, ranging from startups to Fortune 500 companies to large State & Municipal Departments and Universities. We're a team of +50 strategists, designers, and engineers all working to create meaningful and engaging digital experiences that provides a positive impact for our clients.

The Clique team specializes in:

Strategy	Design	Build	Market
<ul style="list-style-type: none"> <li>Discovery</li> <li>Innovation Workshop</li> <li>Target Audience Analysis</li> <li>Project Management</li> <li>Content Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Web Design</li> <li>UX &amp; UI</li> <li>Mobile &amp; Responsive</li> <li>Identity Design</li> <li>Usability Testing</li> </ul>	<ul style="list-style-type: none"> <li>Ecommerce</li> <li>CMS Implementation</li> <li>Custom Development</li> <li>Mobile &amp; Responsive</li> <li>API's &amp; Integration</li> </ul>	<ul style="list-style-type: none"> <li>SEO &amp; Analysis</li> <li>Pay Per Click</li> <li>Video</li> <li>Photo</li> <li>Social</li> </ul>

While our portfolio boasts dozens of successful websites across multiple industries including the website design for the San Antonio Water System and others, we've listed a few case studies that we believe are relevant to your project and its specific needs.



## Qualification and Project Experience

#	Firm Name	Project Name	Summary of Work Performed	Total project Cost	Percentage of Work the Firm was Responsible	Work Completion Period
1	Clique Studios	San Antonio Water System	Website Strategy, Design, Development, Delivery	\$760,000.00	50%	2018-2019
2	Clique Studios	Denver Public Art	Website Strategy, Design, Development, Delivery	\$125,000.00	100%	2018-2019
3	Clique Studios	Parker Arts	Website Strategy, Design, Development, Delivery	\$50,000.00	100%	2019-2020

Clique's Industry Award portfolio includes:





# Neumeric's Profile

## About Us

Founded in 1999, Neumeric Technologies Corporation continues to be one of the nation's leading web, mobile and enterprise application design, development, hosting, security, and maintenance & support providers serving the public and private sectors. Incorporated in the State of Ohio with three global development/data centers, Neumeric's team of over 325 technology experts specialize in solving complex digital problems. Platform agnostic, our service portfolio includes working with all recent and current CMS platforms, databases, and operating environments. Our technology experts update, customize & modernize websites, mobile and custom enterprise applications, integrate 3rd party applications, update and manage large databases and handle large content migrations, and integrate ADA tools into a wide array of web and mobile applications .

To date, we've brought hundreds of new ideas and digital solutions to our clients including; the State of Utah Department of Veteran & Military Affairs, the Sate of Montana's Department of Health & Human Services, Cincinnati Public Schools, the State of Utah's Department of Commerce – Enforcement Division, and additional resources and digital solutions to; the States of Ohio, Kentucky, North & South Carolina, Arkansas, Mississippi, & Vermont, the Counties of Franklin, Santa Maria, San Mateo and Los Angeles, Ohio State & the University of Akron, Quest to Cleanup, Advanced Drainage Systems, Bob Evans, the Certified Beef Brand, Pink Button, and Nellies Eggs.

Neumeric is a financially stable corporation and continues to maintain a positive cash flow with substantial lines of working capital and credit with a number of global financial partners including Chase Bank & the Huntington Bank. To the best of our knowledge, Neumeric nor any Neumeric subcontractor engaged in a Neumeric project, is now nor has been engaged as a defendant in any lawsuit or litigation for services provided by Neumeric for the past 5 years. Having not been involved in any such litigation within the public sector, neither Neumeric or our insurers have paid any claims or settlements against any such litigation within the last five years. In software solutions it's all about the numbers and our numbers tell the story.

**325**

Employees

**73**

International Markets Served

**21**

Years in Business

**125**

Employees Building Digital Products



Neumeric Technologies Corporation +



Clique Studios, LLC



## Qualifications and Project Examples

With our proven track record of delivering cutting edge technology solutions to our clients -- our team of technology experts will turn your project objectives into a digital success.

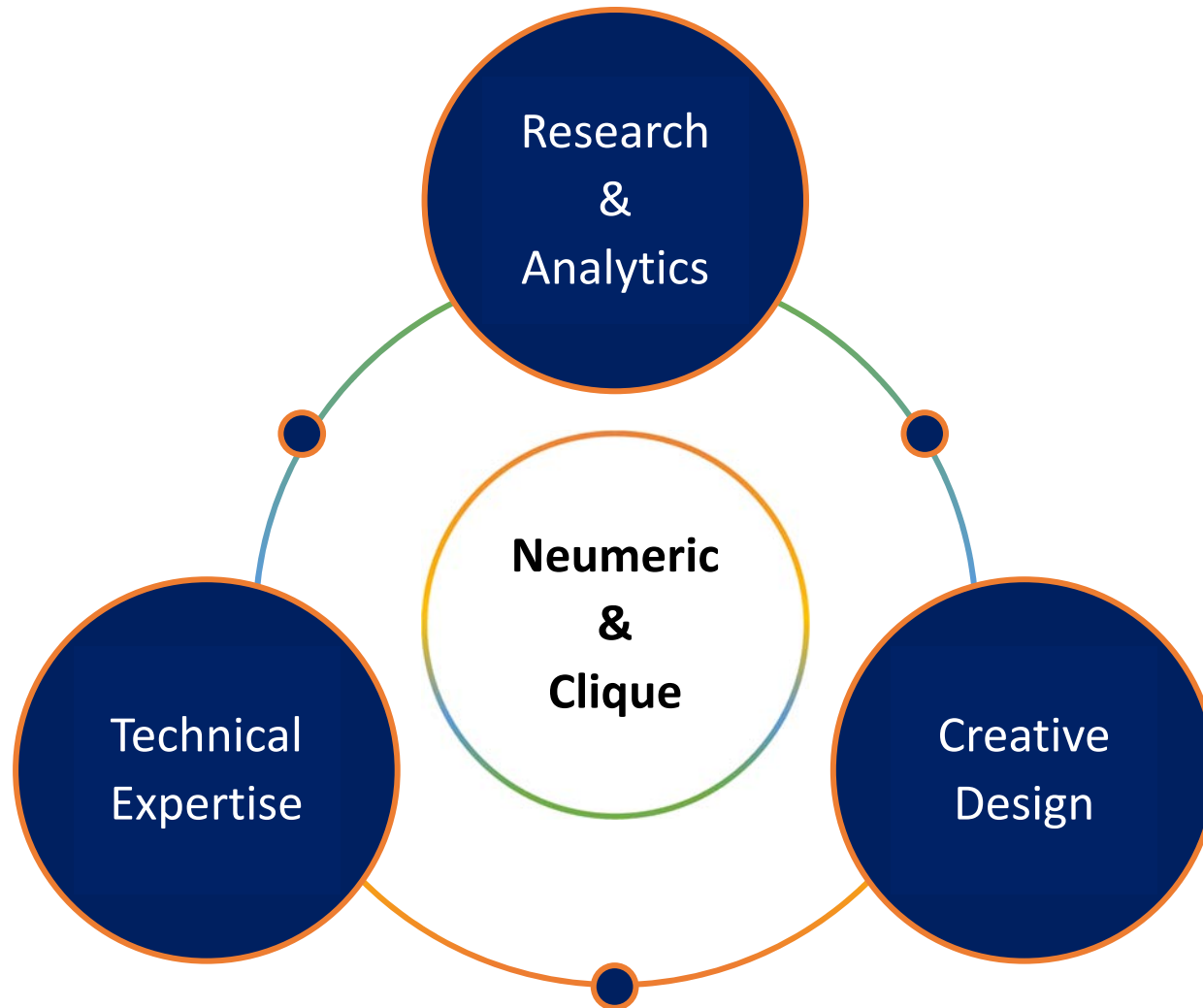
#	Firm Name	Project Name	Summary of Work Performed	Total project Cost	Percentage of Work the Firm was Responsible	Work Completion Period
1	NTC	Department of Public Health and Human Services	Website Redesign, Development, Hosting and Maintenance. CMS Migration, SEO Optimization, Content & Data Migration, Delivery, Training, Warranty.	\$94,050.00	85%	2020-2021
2	NTC	International Neurophysiological Society (INS) Website Redesign	CMS Migration to WordPress CMS. New Design Implementation, ADA Compliance, Database Migration, Delivery, Training, and Support & Maintenance.	\$84,000.00	50%	2018-2019
3	NTC	Utah STRES	SAAS based Cloud Web Application Redesign and Development, Database Migration, Reporting & Analytics, Maintenance & Support	\$650,000.00	100%	2019-2024
4	NTC	MyTomorrow Cincinnati Public Schools	MyTomorrow Mobile Application, Multiple District Operational Dashboard, Integration with School & District Websites.	\$143,000.00	100%	2018-2019



# Two Organizations, One Team

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Together, Neumeric and Clique team are uniquely positioned for your redesign website project.



# Our Understanding of Your Project

Since the Palmdale Water District's website was last redesigned in 2014, the current website's design ascetic, architecture, and user's navigational flow are outdated to today's standards for a modern website. We understand that PWD wants the new website redesigned to be engaging, intuitive, user-friendly with all of the current and new features outlined within your RFP. Our task is to rebuild and reframe your mission and brand so that your new website connects with your more than 28,000 customers, community, business and State stakeholders promoting your mission to provide high quality water services.

*In a nut shell what we'll do and our commitment to PWD :* In addition to having all of your current functions and integrations, your new compliant website will notify subscribed users about the community events, the latest news, provide alerts & emergency service notifications, but will also continue to promote transparent governance with your community and move your site visitors to their desired information in just a few clicks. Your Visitors will be able to search content throughout your website and event calendar, integrate seamlessly with your database, 3<sup>rd</sup> party applications and document library, have a modern contact us feature with streamlines online forms, improve and streamline your online customer care services, and be extremely easy for the PWD staff to update and maintain.

As you read throughout proposal, you'll see we're a different type of solutions provider: with an award-winning team of creative and analytics experts of an advertising & digital marketing firm combined with the technical expertise of an IT "total solutions" firm.

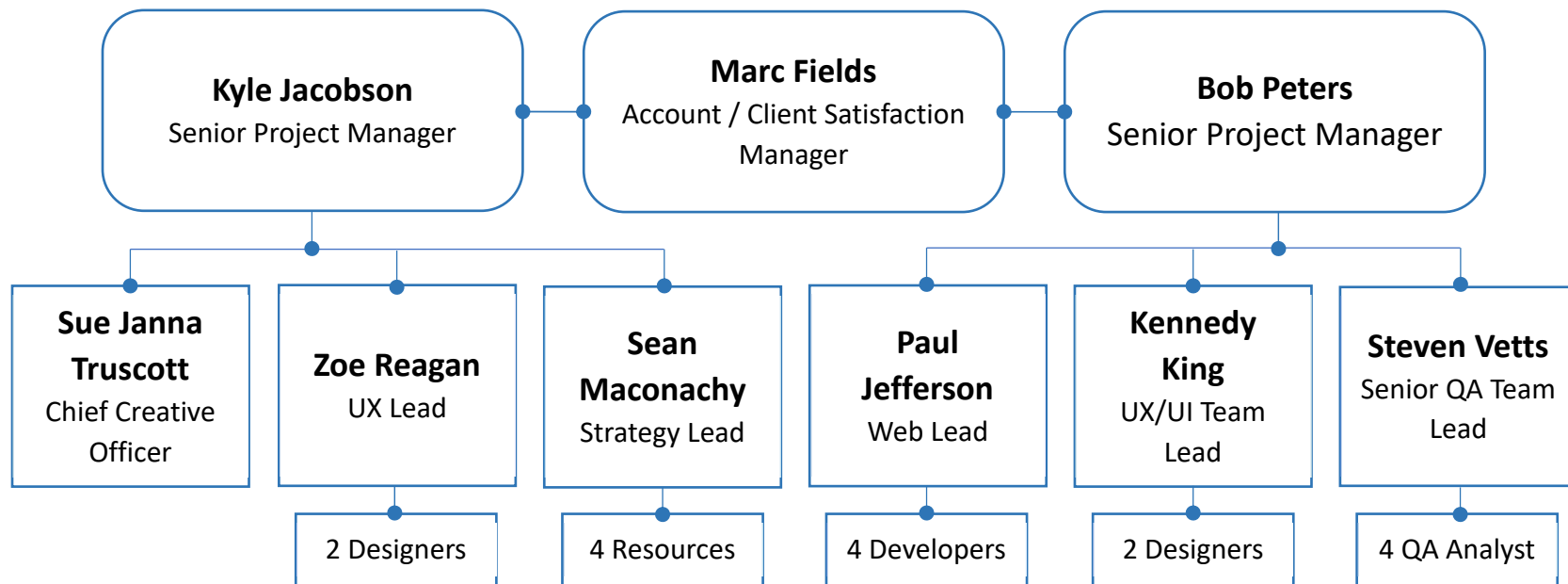




# Project Staffing and Availability

The success of your website rests on the team your vendor puts together so we've preassigned a top-flight team of technical and creative specialists for your project. Each of our pre-assigned team members are familiar with your market and the WordPress platform. Unlike other firms, we also assign an Account Client Satisfaction Manager who is your advocate throughout our engagement – making sure that your wants, needs and goals are communicated and met – on time – to budget – and directing your project to a successful conclusion.

## The Project Organization Chart





## Team Details and Responsibilities

Firm	Staff Details	Location	Specific Responsibilities	Staff Availability
NTC	Marc Fields  Account / Client Satisfaction Manager	Lewis Center OH	An active client advocates responsible for managing the non-technical with the technical aspects of the Neumeric's projects. <ul style="list-style-type: none"> <li>Managing PWD's account</li> <li>Coordinating with PWD and internal team and delegate enquiries to specific team</li> <li>Setting clear mission and deploy strategies focused towards PWD's website redesign project</li> <li>Takes ownership of issues and follow problems through to resolution</li> <li>Clients include among others The State of Utah Department of Veterans &amp; Military Affairs, the Department of Commerce – Enforcement Division, TTG, Bob Evans, The State of Montana Department of Health &amp; Human Services, Certified angus Beef</li> </ul>	Discovery through Delivery
NTC	Bob Peters  Senior Project Manager	Lewis Center OH	<ul style="list-style-type: none"> <li>Translate the technical strategy into operations and drive development in pursuit of website goals.</li> <li>Advising and leading the team with reference to best technical practices. Ensures the best personnel assigned on the project.</li> <li>To manage and oversee the overall project delivery.</li> </ul>	Discovery through Delivery
NTC	Paul Jefferson  Web Development Team Lead	Lewis Center OH	<ul style="list-style-type: none"> <li>Creates the general blueprints for the collection of technologies that will support the chosen web site technology framework.</li> <li>Creating server side of website to breathe life into the functionality. His team is involved in database creation and CMS implementation.</li> <li>Manages team of web developers.</li> </ul>	Development through testing and delivery
NTC	Kennedy King  UX/UI Team Lead	Lewis Center OH	<ul style="list-style-type: none"> <li>Lead the implementation of creative designs and prototype in to a working website.</li> <li>Develop the front-end of the website and make sure it is as per agreed design and optimized.</li> <li>Manages team of Front-end and full-stack developers</li> </ul>	Development through testing and delivery





<b>NTC</b>	Steven Vetts Senior QA Team Lead	Lewis Center OH	<ul style="list-style-type: none"> <li>The QA lead participates from the very beginning to its release.</li> <li>Leads the team of QA engineers performing a series of tasks including writing automation tests, report bugs and issues, test the website quality, and check the compliance of web interface.</li> </ul>	Development through testing and delivery
<b>Clique</b>	Kyle Jacobson Senior Project Manager	Denver, CO	<ul style="list-style-type: none"> <li>Translate the design strategy into operations and drive development in pursuit of website goals.</li> <li>Advising and leading the team with reference to best design practices.</li> <li>To manage and oversee the overall design aspects of the project delivery.</li> </ul>	Discovery through Delivery
<b>Clique</b>	Sean Maconachy Strategy Lead	Chicago, IL	<ul style="list-style-type: none"> <li>Develops design strategy for PWD's website and monitors the high-level adherence to PWD's website goals and vision.</li> <li>Creates or supervises the creation website design sketches to illustrate the evolving design proposals to the PWD and web team</li> </ul>	Discovery through Design and Front-End Development
<b>Clique</b>	Zoe Reagan UX Lead	Portland, OR	<ul style="list-style-type: none"> <li>Evaluates the requirements of the project and researches the target audience. Finds out the problems of current website and solve them in design.</li> <li>Creating wireframes, design concepts and mockup of key pages.</li> </ul>	Discovery through Design and Front-End Development
<b>Clique</b>	Sue Janna Truscott Chief Creative Officer	Chicago, IL	<ul style="list-style-type: none"> <li>In charge of creative aspects of new design creation.</li> <li>Evaluate trends, assess new data, and latest design techniques to be implemented in new design concept.</li> <li>Direct brainstorming meetings and creative sessions.</li> </ul>	Discovery through Design and Front-End Development
<b>Clique</b>	Fen Slattery Accessibility Lead	Chicago, IL	<ul style="list-style-type: none"> <li>Provide expertise that facilitates decisions and strategy for accessibility and inclusive design</li> <li>Test, solve, and consult on accessibility issues at all stages</li> </ul>	Discovery through Design and Front-End Development



# Our Project Approach

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## Your Tailored Web Solution

Our approach s for the PWD project is to create a customized modern website using the most current version of your current CMS platform – WordPress. While we can easily develop your solution using Drupal and other open and closed source platforms (at the same cost) the advantages to staying with WordPress outweighs the expected near- and long-term costs in making a CMS change.

Using our 4 “D” process, your new WordPress website will be mobile responsive across all device types across all recent and current browsers, have a unique menu style designed for the specific needs of your targeted audiences, be ADA 2.1 AA compliant, easy to navigate with a new streamlined architecture that allows your customers quick and easy access information, services, community events, news and alerts, water programs and projects, and 3<sup>rd</sup> party applications. We will create a user experience that is simple to use, easy to navigate, and one that presents your customers a website that stands out from the rest and showcases the importance of our most precious resource – water.

While modern and updated, your inhouse team will have the ability to easily manage your website using the built in WYSIWYG editors to add, delete and modify content and pages and track your websites performance.

For hosting your new website, we’re suggesting AWS’s cloud-based EC2 solution to host and manage your production/live environment and Neumeric hosting your development/staging environment. AWS offers a 99.99% uptime with multiple availability zones having your main availability zone located in Northern California.



## The CMS

Our proposal is based on using the most current version of WordPress, your current platform. As mentioned, while we can easily develop your solution using Drupal and other open and closed source CMS platforms (at the same cost) the advantages to staying with WordPress outweighs the expected near- and long-term costs in making a CMS change. Our creative and development teams will customize WordPress and fine-tuned to your website to meet your unique needs and requirements. A few of WordPress's tools and features include:

- ✓ Advanced WYSIWYG editor
- ✓ Configurable page layout
- ✓ Simple template creation
- ✓ Built in Spell Check
- ✓ Multi-Lingual plugins and capability
- ✓ Versioning, easily undo changes
- ✓ Drag & Drop content management
- ✓ Mass upload of images & documents
- ✓ Built-in media library
- ✓ Auto image editing (i.e. scaling)
- ✓ Multiple use of media content
- ✓ Built-in intuitive navigation structure
- ✓ Schedule content drops
- ✓ Scheduled and Automatic Archiving
- ✓ Newsletter & E-Mail Campaign
- ✓ Site-wide search
- ✓ Site-wide File Manager
- ✓ Slideshow capability
- ✓ News, Ad, & Blog management
- ✓ Bulletin board
- ✓ Print-friendly pages
- ✓ More than 55,000 available plugins that can be tailored & customized
- ✓ ADA/ WCAG compliant
- ✓ Calendar events and listings
- ✓ Calendar day, week month view
- ✓ Event search and filter
- ✓ Events Taxonomies
- ✓ Import / export 3<sup>rd</sup> party calendars
- ✓ Secure user and user profile management
- ✓ Workflow Publishing Approvals
- ✓ User workflow & role-based security
- ✓ Captcha validation
- ✓ User activity Logs
- ✓ Custom form builders
- ✓ FAQ's and quick links manager
- ✓ One-Click Social Media Sharing
- ✓ Social media & global content widgets
- ✓ Configurable and customizable URL's
- ✓ RSS-Subscription Support
- ✓ Meta data editor
- ✓ Multi-site dashboard
- ✓ Reusable design
- ✓ HTML5/CSS3 capable
- ✓ Great compatibility (and options) with 3<sup>rd</sup> party payment applications
- ✓ Access CMS from external network
- ✓ Auto create and update breadcrumbs
- ✓ Compatible with all operating system supporting web-based browsers
- ✓ Mobile responsive
- ✓ Analytics Integration
- ✓ Google Translate Integration
- ✓ Google Maps Integration
- ✓ Emergency Homepage Banner
- ✓ SEO Optimized
- ✓ PWD custom favicon
- ✓ Free from OWASP top10 Vulnerability
- ✓ Internal and external hyperlinks
- ✓ Compatible with AWS, Azure, Patheon and other major hosting platforms



## Our Project Process

Despite the fact that no two clients are exactly the same and no two challenges are met with the same solution, we start every project using precisely the same process: Discovery, Design, Develop & Deploy. Each phase – taken in order, thoroughly vetted – informs our decisions and focuses our insight on the ultimate, optimal solution. This process has served us well as we’ve navigated projects similar to yours, and we expect it to provide the same benefits as we work with you as well.

### PHASE 1: DISCOVERY

The Discovery phase is where our team fully integrates with your project team and work closely with them to access PWD’s vision for the new website and solicit ideas and preferences for the redesign. We take the requirements and scope of work outlined in the RFP to the next level of detail and transform them into an execution strategy.

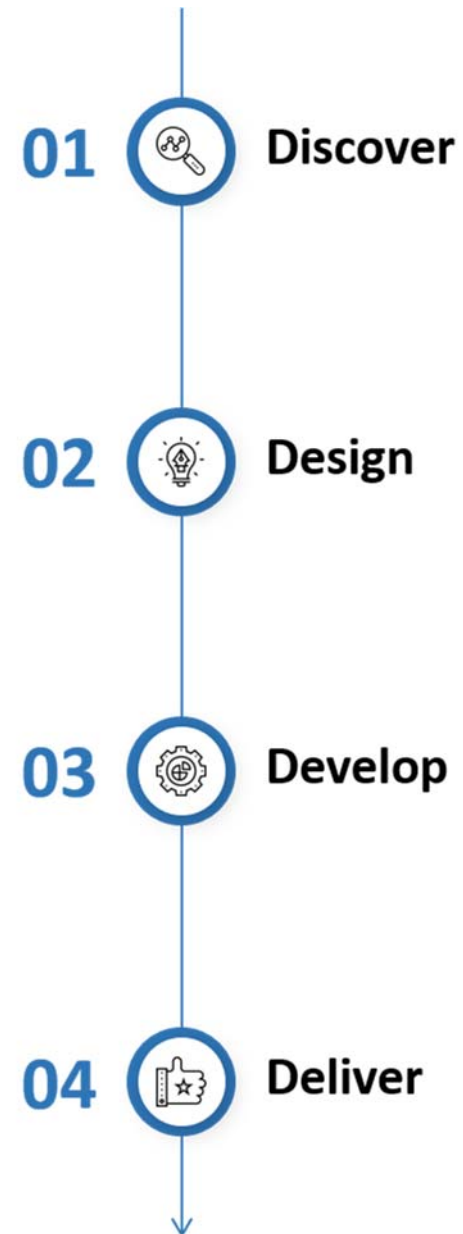
The primary outputs of this phase are:

- Refinement of organizational objectives and requirements for the site
- Development of “Future State” technical architecture and process flows
- Establishment of project success factors
- Project Milestones and project schedule
- Formal Scope Sign-off

To that end, our team will seek to understand and define the website best practices for the City through available research from third-party sources done in advance of this effort. This research will span your industry broadly and draw insight and inspiration from best-in-class examples.

The activities include:

- A discovery session to for our team to get a deep understanding of your organization and its vision for the new website. This session actively involves core stakeholders from PWD’s





department to review high-level project goals, identify potential challenges, discuss current and desired branding strategy, and define project success factors.

- Onboarding ourselves to competitive landscape, specifically focusing on your competitors' digital strategies and to identify opportunities to stand out.
- Review SEO and analytics data of the existing websites. The assessment primarily focuses on analyzing potential risks to key performance objectives as well as identifying pain-points where digital marketing capabilities can be optimized.
- Translating the project goals into functional requirements. Review technical requirements with PWD's team, making recommendation and workshopping potential solution that best meets the project needs.
- Establishing explicit key performance indicators (KPIs) to creating success metrics that align with your organizational goals and scope sign-off.

## Messaging Strategy

Understanding your brand voice is one thing (we love yours by the way), how to make it resonate with your audiences is another. Our workshop is designed for high impact, and focuses on core elements of the user experience. Takeaways from the workshop will inform our creative brief and overall content strategy. We'll work with your team to establish areas for new copy creation or how existing copy will be integrated through conversion paths.

Defining how we tell your story and express your voice in a way that is consistent and resonates is pivotal to the success of your new site. The activities include:

- Confirm core messaging per target audience
  - Why them & why you?
  - How to differentiate?
  - What story resonates with each audience? Where is the overlap?
- Establishing positioning and voice
  - How do you want people to feel on this site?
  - How do you want your brand to be perceived?
  - Personality sliders to establish brand voice

## PHASE 2: DESIGN





All of our design iterations are presented using interactive tools, allowing our team and our clients to interact with simulated functionality and collaborate on the experience of the design to fully evaluate the effectiveness of the navigation, calls to action and overall interactions the site will have.

The activities include:

- Reviewing the creative brief and all insights from the discovery phase, reviewing the competitors, brainstorming with the team and soliciting ideas and preferences from PWD, creating a sitemap direction and user navigational flow, and create a storyline with content strategy team to determine the overall design strategy.
- Execute grayscale graphical layouts of up to **6 key pages** using Invisionapp.com to further simulate the UX. The focus will be on page structure and content components, defining navigation structure and user flow prioritizing conversions, review layouts internally and incorporating revisions.
- Exploring up to **3 versions of primary design direction** incorporating the branding and style guidelines from PDW. Creating design mockups for additional key secondary pages and mockups for mobile responsive layouts for all the key pages.
- Provide a click-through links of design versions to the PWD project team for review.
- Conduct an interactive discussion meeting to review design direction including colors, fonts, assets, etc., collect feedback from your team on the selected design version and incorporate up to **3 revisions**.

### Content Strategy

During this phase our team will work with you to determine a comprehensive content plan, that *may* include creation, migration, and population. Our primary goal is to reframe your website to engage audiences through a fresh, dynamic, and contemporary “visitor-first” experience.

The content journey begins with a review of the content inventory and possibly audience research, which is crucial to retaining SEO rankings. We will work with your team to create a list of all existing content that needs to flow into the new website. We can also guide your team through content evaluation to identify only the most relevant content for migration. We want to ensure the new site adheres to best content practices, keeping in mind your most important audiences. Laying this groundwork is the first step to identifying and structuring content for optimization of the new site, today and in the future. This groundwork may include efficient and effective taxonomy, metadata, and tags to organize, utilize, and promote content, with a particular focus on search engine optimization (SEO).

The activities will include outlining a comprehensive content migration plan. The plan will outline the anticipated tools and process for migration, the content mapping structure, the plan for page redirects from the old site, CMS administrative roles as they relate to content,





and so forth. At the conclusion of the content migration process, we also provide recommendations on the governance structure to ensure ongoing content maintenance and optimization.

### PHASE 3. DEVELOP

With the new design and layouts approved, our development team will get to work on the website's coding, programming, populating content, implementing features, integrating functionality and testing. We'll finalize the technical architecture and start working toward the different development milestones.

As we build out the content management system, our analytics team will install a Google Analytics package along with some additional powerful plugins, which will offer your team the monitoring and measurement capabilities you'll need to accurately track your new website's performance to your KPI's. And throughout the development process, our QA team will execute multiple levels of testing and review, including browser and device testing in development, staging and live environments, so there are no surprises. When finished, we'll review all materials with you and make any last-minute changes.

#### Training

Our team will work closely with yours and provide a comprehensive training program to meet the various needs of your staff user groups. Our training programs will be devised in a manner to make your user groups, regardless of their familiarity with WordPress, confident in using your updated WordPress website in as short period as possible. **We've scheduled (8) full days of off-site training** and unlimited training through the 90-day warranty period as well as through the optional 12-month maintenance & support program. We'll also provide email support 24/7 along with reference manuals covering all of the CMS modules explaining the steps your team will need to manage and work within the CMS.

### PHASE 4. DEPLOYMENT

By this point, your site has been through a battery of tests and any bugs found have been resolved. It's time to move your new website from our development and staging environment and deploy the website and database to its final hosting environment on AWS. Prior to deploying the site from the staging environment we'll perform an additional round of testing along with a series of testing on your final production environment. No stone will be left unturned so that you can be confident that your new website will be up and running seamlessly.





This isn't the end, though. A project like this is rarely ever "done." We'll ensure that your staff are comfortable with the content management system and all of the website functionalities. Throughout the engagement and the 90-day warranty period – technical email support will be available to the PWD's staff 24/7.

## Hosting, Support and Maintenance

### Hosting

Our hosting/production environment solution is based on using the reliability and power of Amazon's Elastic Compute Cloud (Amazon EC2) as the production hosting solution and Neumeric's Columbus datacenter as the development/staging environment. Your AWS services are priced by the AWS solution modules chosen and your bandwidth and capacity requirements. Neumeric does not add any service fees to your AWS program charges – all charges are direct from AWS to PWD with no adders from us.

As a part of our proposal, we'll install all of the Amazon's EC2's modules, test them out and get your hosting environment up and running smoothly. As a part of the AWS package, PWD will be backed up by Amazon's State and Federal Agency security certifications (i.e. HIPPA & FERPA), the AWS 24/7 support by their managed service team, AWS instantaneous database and website backups and recovery measures over 3 availability zones, complete control over your computing resources, and running on a 99.99% reliable and secure hosting service located in Northern California. AWS provides flexible computing, storage, and database services tailored to your specific needs, prices accordingly, making it the ideal platform to run your WordPress website.

In addition to the strong backup and recovery services offered by Amazon, under the *optional* maintenance and support program offered by Neumeric, Neumeric will maintain your development & staging environment at no additional charge and replicate the AWS production site with the log shipping database. This additional backup service ensures that the production site is always updated into the pre-production / staging site using the most current version, future updates for the CMS and plugins can be maintained on a regular schedule without impacting the production environment, and in the very unlikely event of an AWS disaster or downtime, the staging site will quickly become your primary site with a site recovery time of less than 60-minutes.

### Support and Maintenance: 90-day 100% Satisfaction Warranty

Our proposal includes our 100% satisfaction guaranteed warranty against bugs and performance issues throughout the first 90-days following the website's "go-live" date. We'll fix any and all bugs, update the CMS and plugins, provide regular maintenance and backups of the data



base and CMS platform, monitor the website analytics and ADA compliance, and continue to assist PWD by training and content updates upon request.



### Neumeric's 100% Satisfaction Guaranteed Maintenance & Support Program

At an additional cost our comprehensive M & S services program is available to PWD which includes the following services:

- ✓ Email Technical Support 24/7/365
- ✓ Post deployment online training for PWD staff as needed
- ✓ Assistance in making content modifications, deletions, and the creations of new pages
- ✓ The Neumeric support team will handle all project related maintenance, bug fixes, and updates through the monthly maintenance and support period. During the M&S period Neumeric will maintain a monthly/quarterly schedule that will include:
  - CMS Upgrades
  - Deleting old or unused plugins
  - Plugins upgrades
  - Checking for and removing dead links
  - Taking regular backups of the application and the database
  - Web analytics and reporting
  - ADA compliance monitoring

## Our Response to Specific Requirements within your RFP

Consultant shall meet with Palmdale Water District (PWD) representative(s) to assess PWD's vision for the website and solicit ideas for the redesign.

During the Discover Phase of your project our team members will implement a weekly team standup meeting schedule. The initial meetings and through the Design phase will be covering your projects overall goals and design concepts. Using the gathered information from our meetings we'll provide a number of design concepts that we'll revise and fine tune as a group (PWD and our team) to get to a single overall design concept. As the project moves through the various phases and sprints, we'll discuss (weekly) each current sprint, the next week's sprint, obtain feedback from your team, detail how the prior weeks' feedback was incorporated into the current weeks progress and outline our goals and deliverables for the next week. The entire process is collaborative and we expect and look forward to feedback from the PWD team.

Consultant shall provide PWD with minimum three (3) website designs / wireframes for PWD approval.





During the Discover phase our creative team will present a series (up to 3) unique design concepts. We'll iterate those concepts into a single focused design which we'll then create a series of wireframes for the key pages that will show your websites architecture and how the functions will look, feel and react for your users. It's a collaborative and iterative process so that we can narrow down the wireframe designs and concepts to their very best.

The website shall be modern, easy to navigate, is user friendly and intuitive

Public experience-led user interfaces that groups and presents information in a logical manner and requires no more than three levels of "scrolling or clicking" for the user to find desired information.

Improving the website's information architecture to provide easy and intuitive navigation and search capabilities.

Robust search capability. The search should allow the user to do keyword searches of the content included in PDFs and standard Microsoft Office documents.

The search can index documents that exist in third party systems (e.g. Agendas and Minutes)

We understand that your new website and its' architecture must be user-friendly and intuitive so our design concepts will be targeted directly to your specific audiences. These requirements are built into our design and development processes. Additionally, we will be implementing and customizing a number of key plugins that will accomplish the architecture goals including:

- The "WP Mega Menu" plugin to create a multi-level sitemap which will automatically update the site-map for any page addition and deletion.
- The "BreadCrumb NavXT" plugin which adds custom functionality that automatically creates and updates the breadcrumb based on the content added, edited, or removed from the website.
- The very critical "WP Advanced Search" plugin that provides highly intuitive advanced search capabilities throughout your new website and database. Users can search your entire website and database with the search results based on using different search criteria. WP Advances Search uses fuzzy logic including spell mistakes, synonyms of common words or terms to provide relevant search results. We'll add ability to sort search results by date, content, title, etc. criteria. All PDF, Word, Excel, etc., documents uploaded through media library are also integrated with the plugin and supports document wide search. We will also extend it to search by tags, categories, events, agendas, meetings, etc., as well.

Implement a CMS that streamlines the processes associated with managing, updating, and maintaining the website, as well as adding future sub-sites

WordPress is considered by most experts the easiest open-source CMS platform for non-coders to use - easy to update, modify and add new features as your needs grow. While every CMS platform has challenges, and every client has internal challenges – we try to minimize those challenges by providing multiple training days pre deployment along with easy-to-read on-line user manuals, video's and a straight forward FAQ section for your team. Post deployment assistance and training is also available to your team throughout the 90-day warranty and optional M&S periods.





#### Allowing PWD personnel to easily add new pages, documents, and complete other site modifications without having to rely on an outside resource

Once your team is trained and we're sure they're comfortable with your new website and its environment, adding new pages, creating templates and updating existing content is fairly easy within the WordPress environment. The "WPBakery Page Builder" plugin provides the means to update your website's content and pages without any technical assistance from any outside source. Of course – we'll be available to assist.

#### Mobile responsive web design (i.e. all pages and forms should display appropriately on smartphones and tablets).

While WordPress is a highly mobile responsive platform, our creative and design teams will use adaptive design techniques so that your website will display across all device types including desktops, notebooks, tablets, readers, mobile devices, and smartphones. As a part of our design and wireframe process we create wireframes that show both desktop and mobile version so we can see how the page layouts move from environment to environment. Regardless of the type of device or its screen size and resolution, the website's components will adapt to your visitor's environment and device type.

#### Providing a new look and feel that reflects current technology and PWD's diverse make up and vision.

This is just what you'll get with the Clique & Neumeric team. A group of creative, design, subject matter, and technology experts who are all leaders in their specific fields of study and who continue to learn as new digital design & marketing technics and new technologies become available. Our creative and development team just that for the San Antonio Water System which serves more than 500,000 customers and we're sure we can do it for the Palmdale Water District.

#### Improving and expanding online services and self-help.

During the Discover phase of your project we'll discuss your current on-line services and self-help requirements. We'll carefully review your current sites features. Using the information gathered during our regular meetings we'll update and modernize those critical needs on your new site. We understand that your site is public service facing one with many different types of visitors so our final design concept will include a chat bot will automatically provide immediate response to visitor's query. We will closely work with your project team to identify to configure possible queries based on your previous data and automate the responses at the back-end. The chatbot can be configured to provide service information, how to instructions, FAQ's, etc., the possibilities are endless.

#### Implementing a consistent look and feel across all pages on the website and solidifying style rules to ensure consistent look is maintained regardless of the device and/or browser used to access the website.





While creating designing concepts for the new website we will follow your basic style and branding guidelines. Once the final design is approved by your project team, we will create multiple unique page templates following the same style guides and using adaptive design techniques to bring in a consistent look and feel of the website across all device types and web browsers.

Implementing quick links feature to ensure it is available on all pages.

We will implement quick links feature by using “WP Links” to provide a link to the external site / application to navigate and point to a different application. We will create a custom widget / plugin that allows you to create a list of most commonly visited PWD pages and use that in multiple pages as a section / div. PWD team will easily be able to manage quick links from the back-end CMS panel.

Addressing current and future Americans with Disabilities Act accessibility guidelines and any other applicable state and federal accessibility requirements.

In addition to the built-in ADA tools that WordPress offers, we will integrate a comprehensive AI powered tool that will monitor, report and maintain your new website to the ADA and WCAG 2.1 AA standards. Our tool harnesses the power of advanced artificial intelligence technology to:

- Continuously scan your site’s structure and creates layers of useful info for each “block” of your site.
  - Analyzes each website block to discover what happens when clicked or hovered over.
  - Saves key data and deploys a unique interface, allowing disabled users to adjust your site based on the AI’s findings.
- The users that the Automated ADA compliance tool targets include:
- **People with visual impairments:** Website optimization for screen readers using image recognition, color adjustments, font alterations, larger cursors, and more
  - **People with motor impairments:** Optimization for keyboard navigation to assist users with Parkinson’s disease and motor impairments
  - **The Elderly and people with cognitive impairments:** Built-in expression, slang, and phrase dictionaries to aid with comprehension
  - **People with epilepsy:** Automatically stop blinking and animations with a single click

Providing departments with the tools and training to create and maintain pages to meet their department’s needs while maintaining enterprise-wide design requirements, navigation, and consistency.

Our team will work closely with the PWD staff to develop a comprehensive training program for the various PWD’s user groups to provide your team a smooth transfer of knowledge. Our training programs are devised in a manner to make your various user groups confident in operating your website’s front and backend. Our proposal includes reference materials for all of the CMS modules that explains the steps needed to fully use your CMS. Our proposal includes tutorial videos and a FAQ section.





Allowing for some flexibility for departments to create and maintain a level of uniqueness within their own sub-site that best expresses their department's functions and culture.

Along with the main site home page and child pages, our design team will create key departmental home pages with a level of uniqueness while still using the brand and style information from the main home page.

Enabling linking to other websites for special needs and functions provided by third-party vendors such as utility bill presentment and payment, class and event registration, etc.

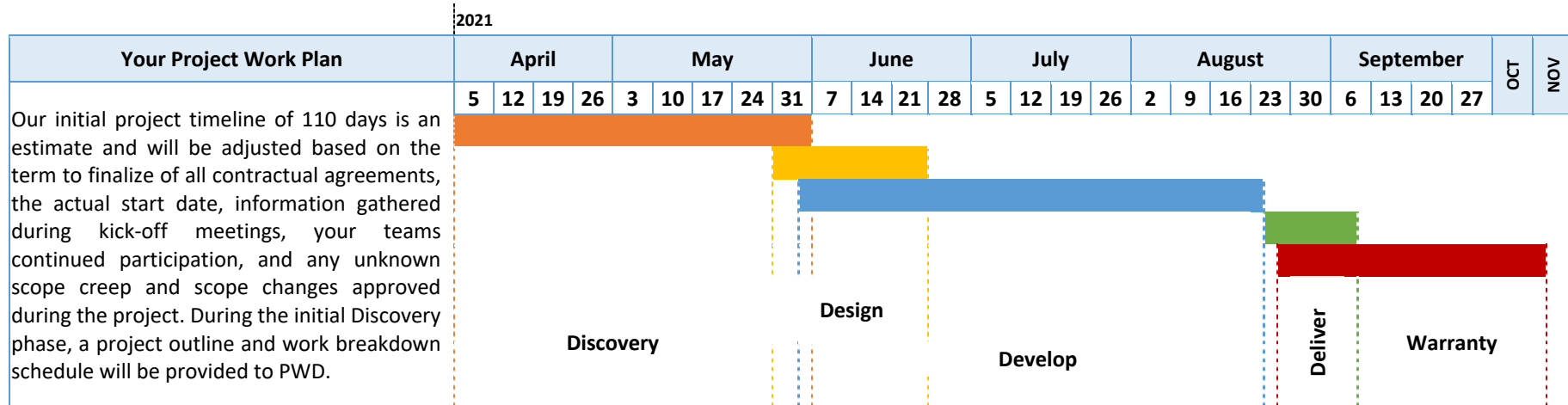
We will integrate your website with your multiple third-party vendors and will either use Web APIs or embed content from external site using iFrames. Using "WP Links" we can also provide a link to the external sites and applications so users can navigate to different applications such as a payment portal.

Ensuring the host site provides secure and consistent website availability, with ample warnings of upgrades and scheduled outages.

Our hosting solution is based on using the reliability and power of Amazon's Elastic Compute Cloud (Amazon EC2) system as the production environment and Neumeric providing the staging/development environment. All patches, bug fixes, and updates will be developed and tested in the staging environment and the push to the AWS production environment will be scheduled in advance to your requirements. We'll push all updates, patches, and changes during non-peak times and the Neumeric managed services team will test all updates prior to and after (within the production environment) the push.



## Your Project Work Plan



Discovery	Design	Develop	Deliver
<ul style="list-style-type: none"><li>• Project Kickoff</li><li>• Competitive Analysis</li><li>• UX Analysis</li><li>• Content Assessment</li><li>• Messaging Strategy Workshop (core messaging per target audience / establish positioning and voice)</li><li>• Formalize Project Plan &amp; Scope</li><li>• Setup &amp; configure application for Development</li></ul>	<ul style="list-style-type: none"><li>• Wireframes</li><li>• Design Multiple pages and templates</li><li>• Front end Development (creating HTML, CSS, Branding)</li></ul>	<div>Implement</div> <ul style="list-style-type: none"><li>• Registration and Login Page</li><li>• CMS workflow (Oasis Workflow plugin)</li><li>• WYSIWYG HTML Editor with Content Scheduler &amp; Expiration, Spell Checker, Broken Links Finder</li><li>• FAQ &amp; Quick Links</li><li>• Notifications on Submission of forms</li><li>• Advanced Search</li><li>• RSS, News Stories &amp; Archive</li><li>• Google Tag Manager and Analytics integration</li><li>• OWASP security preventions</li><li>• Search Engine Optimization - All Features</li><li>• ADA tool setup</li><li>• Map Integration</li><li>• COPE functionality</li><li>• Press Releases</li><li>• Multilingual</li><li>• Maintenance Setup</li></ul> <div>Test</div> <ul style="list-style-type: none"><li>• Content Migration &amp; Content Building</li><li>• Integration Testing &amp; Bug Fixing</li></ul> <div></div> <ul style="list-style-type: none"><li>• Security Setup &amp; User Configuration</li><li>• MegaMenu, Sitemap &amp; BreadCrumb Functionality</li><li>• Chat functionality</li><li>• Departmental Home Page</li><li>• Data Collection Forms &amp; eSignature</li><li>• Modern &amp; ADA optimized thankyou pages</li><li>• Printer Friendly</li><li>• Social Media Integration</li><li>• Widgets &amp; Embed URLs</li><li>• Event Calendar - iCal &amp; Multiple sub and master calendars creation</li><li>• Setup Web &amp; Google Analytics</li><li>• Versioning &amp; Indexing</li><li>• Backup &amp; Restore</li><li>• Home page slideshow</li><li>• Admin Portal with Analytics &amp; dashboard</li></ul> <div></div> <ul style="list-style-type: none"><li>• ADA, WCAG 2.1 compliance &amp; monitoring</li></ul>	<ul style="list-style-type: none"><li>• Deployment / Launch new website</li><li>• Training Videos, User Manual &amp; Technical Manuals</li><li>• Online Training</li></ul>

# Unique Qualifications

## Clique Studio



Clique Studio's experience of designing creative website for the largest drinking water and sewage utility San Antonio Water System in Bexar County, Texas. Other experience includes creative website designing for Denver Public Art, Northwestern University, Park West, McDonalds, and many others.



## Neumeric Technologies Corporation

# 1380

Neumeric Technologies experience of designing, delivering and maintaining over 1380 software projects including website redesign, web applications, enterprise software, mobile applications and custom development.



# Reference

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## Clique Studios

### **Denver Arts & Venues | City and County of Denver (Clique Studios)**

Clique team partnered with the City of Denver on the implementation of the fully accessible Denver Public Arts mobile-first website and worked with the city again on the design and launch of the Red Rocks Amphitheater site and the accompanying Online Shop.

<https://denverpublicart.org/>

<https://redrocksonline.com>

<https://shop.redrocksonline.com/>

#### **Contact Information**

Josh Lenz

Sr. Marketing Manager

[Josh.Lenz@denvergov.org](mailto:Josh.Lenz@denvergov.org)

### **Hinsdale Public Library**

The Hinsdale Public Library has been educating and inspiring the public for over a century. It has grown and evolved tremendously over that time period, and needed a website to reflect its role as a gathering place and curator of information for the Hinsdale community.

<https://hinsdalelibrary.info>

#### **Contact Information**

Karen Kleckner Keefe

Executive Director

[kkeefe@hinsdalelibrary.info](mailto:kkeefe@hinsdalelibrary.info)





## Neumeric Technologies

### Rampart Hosting

In collaboration with Rampart Hosting, Neumeric spearheaded the development of the redesigned website for the International Neuropsychological Society. The INS website was designed in WordPress and is in compliance with the ADA and WCAG 2.0 AAA standards.

#### Contact Information

Rick E. Hulse II

President and CEO

1(614) 408 1440, [rick@ramparthosting.com](mailto:rick@ramparthosting.com)

### State of Utah Division of Commerce

Neumeric is developing a mobile application for the Veterans in the State of Utah. The proposed application aims to connect Veterans and their families with UDVMA as a part of UDVMA's outreach program.

#### Contact Information

Mira Svieshnikova

IT Project Manager

[msvieshnikova@utah.gov](mailto:msvieshnikova@utah.gov)

### Cincinnati Public Schools

Neumeric is currently engaged in implementing the Phase-2 development of the Cincinnati Public School County's "MyTomorrow!" web and mobile applications.

#### Contact Information

Eric King

Director IT Applications

(513) 363.0384, [kingeri@cpsboe.k12.oh.us](mailto:kingeri@cpsboe.k12.oh.us)



# District's Professional Services Agreement Acceptance

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Neumeric Technologies Corporation agrees to the District's Professional Services Agreement as provided within the RFP and takes no exceptions.

We reserve the right to review and request mutually agreed to changes to the actual contract during the negotiation phase.

A handwritten signature in blue ink, appearing to read "Marc Fields", with a stylized flourish extending to the right.

Marc Fields  
Vice President – Business Development  
Neumeric Technologies Corporation

# Appendix

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Appendix A: Evaluation Criteria Checklist

Appendix B: Case Studies

Appendix C: Certificate of Drugfree workplace

Appendix D: Form W-9



# Thank You

Should you have any additional questions or require any information required to evaluate our proposal -- please do not hesitate to reach out.

Thank you for your time and consideration.



# Appendix A

No.	Evaluation Criteria	Comply	Comments
1	Ability to meet and conform to ADA, Section 508, WCAG, and WAI accessibility standards.	Yes	WordPress Built-in tool plus an AI Powered ADA Compliancy Tool
2	Provide uniformity of design that is visually attractive, intuitive, and easy to use.	Yes	We will create a uniform responsive design that is visually appealing, d easy to use and follows the brand guidelines
3	Provide all features and functionality that exist on current website. (Vendors are strongly encouraged to carefully review the District's existing web presence.)	Yes	All features & functionality of existing website will be incorporated into new design.
4	Ability to have a homepage slideshow feature where fresh pictures are displayed frequently.	Yes	Via a Carousel Slider
5	Robust, attractive modern carousel design for custom advertisements and news.	Yes	
6	Provide seasonal background/color/style themes that can be quickly and easily changed by PWD staff.	Yes	Ready to use design templates for your key pages will be easily modifiable.
7	Robust search capability. The search should allow the user to do keyword searches of the content included in PDFs and standard Microsoft Office documents.	Yes	WP Advanced Search
8	The search can index documents that exist in third party systems (e.g. Agendas and Minutes).	Yes	WP Advanced Search
9	Site map that auto updates to reflect webpage add/change/deletes.	Yes	WP mega menu & BreadCrumb NavXT Plugin
10	Website shall have universal sizing to accommodate monitors of various screen resolutions and sizes.	Yes	Using responsive fluid design concepts and best practices
11	Consistent navigation on all pages, with the ability to change the delivered menus or navigational tools by PWD staff, as needed.	Yes	WP mega menu & BreadCrumb NavXT Plugin
12	Printer-friendly page capability using Media Type or alternatively with print button on every page.	Yes	Currently a built-in CMS option
13	Easy creation and management of data collection forms that allow for data capture into database formats. Module that allows for easy selection of pre-determined fields, but also provides the ability to customize fields as needed. Collection using SSL.	Yes	We will develop custom form builder using jQuery.
14	Capable of providing automated notifications when visitors complete forms or other activities (e.g. job interest, contact us, etc.). Ability to route forms to the appropriate staff person or people.	Yes	We will create CTA (Call to Action) and subscribe buttons
15	Ability to use E-Signature in forms.	Yes	Via the WP Forms signature contract feature
16	Capable of viewing from all major operating systems (i.e. Windows, OSX, iOS, Android, etc.) and current versions of commonly used browsers (e.g. Edge, Safari, Firefox, IE, and Chrome).	Yes	
17	Providing seamless access and rendering of the website from all major mobile devices (i.e. iPhones, iPads, Android phones, tablets, etc.). Pages should render clearly so they are easy to view and navigate on smaller screens.	Yes	
18	Ability to link to other PWD pages and system, external web pages, and outsourced ecommerce servers from any page within the new website.	Yes	Via WP Links
19	Support for content and/or page-based subscription capabilities such as RSS	Yes	We will create CTA (Call to Action) and subscribe buttons
20	Support for a repository of current and archived PWD news stories.	Yes	Via the Simple Yearly Archive & Memphis Document Library plugins

21	News stories can be posted to one or more Twitter feeds, Facebook pages, and/or other social media as they are posted to our website.	Yes	Via the Feed Them Social plugin
22	Ability to support PWD blog(s).	Yes	Current built-in CMS option
23	Ability to control access to some areas of the website through user ID and password.	Yes	Current built-in CMS option
24	Ability to activate a banner at the top of all pages to alert citizens in case of breaking news or disaster.	Yes	Current built-in CMS option, we will create an emergency homepage banner that can be modified by PWD staff.
25	Robust site usage and statistics tracking (to the page level) to allow PWD to analyze how the public is using the website.	Yes	Via analytics Integration – Google Analytics (possibly other tools based on the information gathered during the Discover phase)
26	Design architecture allows the website to be rendered on older devices and operating system within two seconds.	Yes	Via minifying the JS & CSS files, optimizing images, using website caching, and AWS's fast hosting, etc., are a few of the tools we will be applying to minimize the response time.
27	Ability to link to social networking sites, including multiple accounts in each service. Sites desired include, but not limited to: Facebook, Twitter, YouTube, Vimeo, Flickr, Nixle, Nextdoor, Instagram and Pinterest.	Yes	Via WP Links
28	Ability to embed content from social media sites directly into website. Examples: Twitter Feeds, Pinterest Boards, MindMixer, etc.	Yes	Via iFrames
the 29	Ability to embed any page, as a "widget," in mobile format. Widgets work by opening a specific URL in a browser.	Yes	Via WP embed widgets
30	Ability to enlarge photo with one click within a sub-window so users are not forced to leave current page.	Yes	Currently a built-in CMS option
31	Provide measures that prevent security breaches and access to confidential data collected and stored. The security methods of the website can withstand security attacks including, but not limited to, Cross Site Scripting (XSS), Cross Site Request Forgeries (CSRF), and SQL Injection. In addition, provide immediate notification of any known or suspected breach and follow up investigation to assess breach and implement changes to remove risk	Yes	We follow and check for the OWASP Top 10 vulnerabilities.
32	Support "breadcrumb" type navigation.	Yes	Via WP mega menu & BreadCrumb NavXT Plugin
33	Interactive calendar.	Yes	Via the Events Calendar plugin
34	Ability to support calendaring via iCal or similar technology. Will allow user to import event into own calendar application such as Outlook.	Yes	A current plugin customizable feature
35	Support a PWD-wide master calendar and sub calendars that include events, meetings, holidays, etc. The calendars should allow management from a main calendar and allow for embedding across the website by content/subject matter category. (Example: Embed only scheduled Board meetings on Board page.)	Yes	A current plugin customizable feature
36	Calendar should have the ability to be searchable, share events on social media, have category filters, have locations (with maps), and include images.	Yes	A current plugin customizable feature
37	Allow citizens to submit calendar events for approval by PWD staff. Allow citizens to submit calendar events for approval by PWD staff.	Yes	A custom functionality that will be developed.
38	Ability to interface or integrate with PWD identified systems.	Yes	We will create custom Web APIs or use iFrames
39	Provide secure website that meets emerging industry standard guidelines on privacy and accessibility.	Yes	The installation of a ADA / WCAG 2.1, AA compliancy tool.
40	Provide innovative ideas and recommendations for maximizing PWD's web presence. Please provide additional recommendations that may not be covered in the prior requirements.	Yes	We will brainstorm and share design and functional ideas throughout the engagement with the PWD team.



41	Provide warranty on all services for 3 years following implementation.	Yes	90-days all-inclusive warranty post deployment, 3 year warranty for <i>current scope bugs</i> , plus <i>optional</i> yearly comprehensive maintenance & support engagement
42	Provide telephone support with a 4-hour or less response time from 7 AM – 6 PM PST Monday through Friday.	Yes	Live support provided during the 90-days all-inclusive warranty post deployment and during the <i>optional</i> yearly comprehensive maintenance & support engagement. Our proposal also includes 24/7 email support through the warranty and optional M&S periods.
43	Provide emergency telephone support with 4-hour or less response time from 5:01 PM to 6:59 AM PST Monday – Friday and on weekends and holidays. Please state the holidays recognized by your firm.	Yes	As listed above in # 42
44	The website uses images that are copyright cleared or owned by PWD.	Yes	All copyright requirements will be followed.
45	Ability to promote PWD events or news on the website; possibly through an advertising/banner management system.	Yes	Via a customized News and Advertisement Announcement Scroll
46	URLs should be meaningful for better bookmarking and search engine use.	Yes	URLs will be optimized
47	The website includes a page of PWD contacts. This directory should include position, name of current person in that position, phone number, and email address. The email address should be a live email link to directly email a question and/or a form to allow the user to submit a question.	Yes	Via a directory
48	Custom Favicon	Yes	Current built-in CMS option
49	Custom Favicon by Department	Yes	Current built-in CMS option
50	A feature like “How do I?” or quick links to allow users to quickly find popular topics.	Yes	Via aa Quick links and FAQ section
51	Provide a comprehensive “full function,” web based, easy to use solution. Solution includes, but is not limited to, template creation, security and approval levels, WYSIWYG content editor, versioning, content scheduling, etc.	Yes	Current built in option using WYSIWYG Editors
52	Ability to set system to automatically update content upon approval of edited page.	Yes	Current built-in CMS option
53	Ability to schedule system to automatically add/update/delete content upon approval of edited page and schedule.	Yes	Via the WPAutoScheduler and Post Expirator plugins
54	Ability to give a PWD staff member both edit and approval for their designated areas of responsibility as well as to assign proxies during periods of absences.	Yes	Current built-in CMS option
55	Do not allow deleted pages to be accessible via search.	Yes	Current built-in CMS option
56	Comprehensive training and user help documentation	Yes	Our proposal includes 8 days of on-line training, user manuals, and online support aids.
57	Provide spell-check and grammar correction functionality.	Yes	
58	Support allowing staff to post various file types on web pages for viewing and/or downloading (e.g. xls, .tif, .bmp, .jpg, .pdf, etc.).	Yes	WordPress currently supports all of the file types listed.
59	Support viewing of video and/or photo galleries from PWD-provided content or allow links to photo galleries and videos hosted on another site.	Yes	Via WP Links
60	Support the posting of maps and allow dynamic linking to PWD GIS website or Google Maps.	Yes	Via Google Maps integration
61	Allow content editors flexibility in determining size and position of page features such as photographs.	Yes	Current built-in CMS Option via the WYSIWYG editors
62	Ability to map (alias) key pages to English-based URLs for marketing purposes and ease of access (e.g. <a href="http://palmdalewater.org/about">http://palmdalewater.org/about</a> would be the link to the general about webpage, regardless of the actual page name in the CMS.). A minimum of fifty (50) such URLs shall be provided	Yes	Via the xPermalink Manager & WP Mega Menu plugins



63	Provide comprehensive audit capability to see who is modifying what and when.	Yes	WP Activity log
64	Automatic replication of navigation and menu changes to all related pages with no additional data entry.	Yes	Via the WP mega menu & BreadCrumb NavXT Plugin
65	Ability to add, change, and/or delete links between pages and/or to other websites as needed, with no vendor intervention required.	Yes	Via the WP mega menu & BreadCrumb NavXT Plugin
66	Ability to use CMS with Windows or iOS using Edge, Firefox, Chrome, Safari, IE and other common browsers now and in the future.	Yes	WordPress is a responsive CMS that works across all recent and current browsers and as an open source platform continues to evolve as technology evolves.
67	Provide training for site administrators and content contributors.	Yes	Included service within our proposal
68	Allow CMS to be accessible via external access - outside of PWD internal network.	Yes	The CMS will be accessible from any external network that supports web-based browsers
69	Provide the ability to archive outdated documents and images.	Yes	Via the WPAutoScheduler and Post Expirator plugins
70	Ability to optimize uploaded pictures and graphic files for quickest page loading.	Yes	
71	Ability to create and manage document galleries to organize and publish documents according to subject matter.	Yes	Currently a built-in CMS option
72	Ability to specify a publishing schedule for specific content.	Yes	Via the WPAutoScheduler and Post Expirator plugins
73	Support for versioning and indexing of content to meet legal and policy-based Records Retention and Retrieval requirements	Yes	Via built-in CMS options plus WP Backup and Restore plugin
74	Provide multi-lingual content integration with website content translation capabilities.	Yes	Multilingual supported via multiple translation plugins and options.
75	Ability to reorganize content to different sections of the website without manually changing content links.	Yes	Using COPE strategy and design techniques.
76	Ability to apply customized look and feel within different departments/services while maintaining global navigation and website common look and feel.	Yes	We will provide key department design templates that follow the overall design and branding design guidelines. The templates can be modified by staff.
77	The CMS handles version control that allows a page, section or the whole website to be rolled back to a previous revision or point in time.	Yes	Using COPE strategy and design techniques.
78	The CMS handles file storage to maintain historical, existing and future records, press releases and with version control.	Yes	
79	Provide hosted website in secure, state-of-the art data center.	Yes	Provided by Amazon Web Services - EC2 Hosting
80	Provide hosted website in vendor owned and operated data center. If not, please identify 3rd party that is providing the hosting.	Yes	Provided by Amazon Web Services - EC2 Hosting
81	Host website in redundant facilities in the event the primary facility is inaccessible from the internet.	Yes	AWS EC2 Hosting – via 3 availability zones
82	Provide hosted website in SAS-70 facility	Yes	Provided by Amazon Web Services
83	Provide hosted website on high availability hardware (i.e. virtualization).	Yes	Provided by Amazon Web Services
84	Provide hosted website in data center located within California.	Yes	Provided by Amazon Web Services - Northern California Datacenter
85	Provide hosted website in data center located outside the 50-year flood plain.	Yes	Provided by Amazon Web Services
86	Provide hosted website in data center located at least 50 miles from all known earthquake fault lines.	Yes	Provided by Amazon Web Services
87	Provide website and intranet access on a 24/7 basis with 99.99% uptime. If not, please provide clear description of guarantee availability.	Yes	Provided by Amazon Web Services - EC2 Hosting



<b>88</b>	Maintenance/downtime scheduled outside of normal business hours, with at least 2 weeks advance notice to PWD. If not, please provide clear description of process for scheduling downtime and notifying District.	Yes	Details located in the hosting section of our response - technical proposal
<b>89</b>	Technical support for system outages, responds to priority service calls 24/7 with 2 hours guaranteed response time.	Yes	Provided by Amazon Web Managed Services Team
<b>90</b>	Site monitored for outages 24/7.	Yes	Provided by Amazon Web Managed Services Team
<b>91</b>	Provide PWD access to separate development and production environments.	Yes	Neumeric will maintain a separate staging/dev environment as a part of our optional M&S program, Amazon Web Services will maintain a separate production environment.
<b>92</b>	Ensure full system backups and provide recovery services to minimize impact to PWD.	Yes	Provided by both Neumeric and AWS





Neumeric Technologies Corporation + **CLIQUE** Clique Studios

**Similar Case Studies**  
Appendix B

**Case study: San Antonio Water System**

# **Building a website that serves a community**


# Case study: San Antonio Water System

**The Challenge:** SAWS is a public utility recognized nationally for its leadership in conservation and proactive water supply management. They needed a website to educate people about all things water and make it not only easy, but delightful for residents of San Antonio to pay their water bill.

**The Solution:** One of the biggest assets for SAWS was the amount of great content they had to share. To help users find the content and the SAWS team communicate it, we simplified their site structure and built flexible, modular templates. For the visual design, we focused on capturing the feel of the city and the diverse community.


## Highlights:

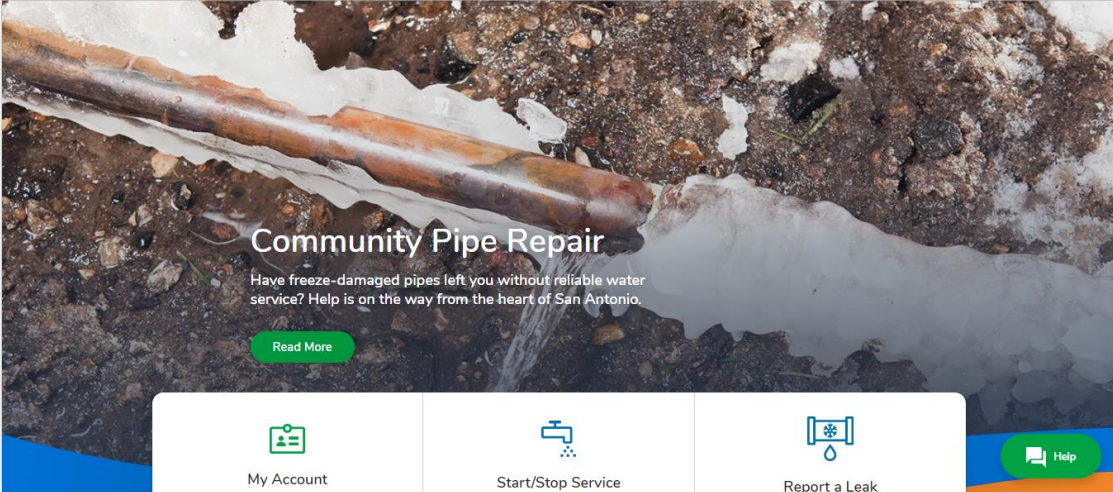
- On-site stakeholder interviews with different departments to set clear goals
- UX audit of previous site, as well as competitors, to inform user flow strategy
- Warm and inviting color palette to embody the city of San Antonio
- Subtle animations to bring the site to life, without distracting from the content
- WPML (WordPress multilingual plug-in) to allow the SAWS team to edit translations and communicate clearly with their Spanish-speaking population
- Collaboration with internal SAWS IT for launch and future updates



[Pay Your Bill](#) | [Start/Stop Service](#) | [Report Water Leaks](#) | [Español](#)

[About SAWS](#) | [Resources](#) | [Work With Us](#) | [Sign In / My Account](#)


 [Stage 1 Watering Hours / Edwards Aquifer Level: 660.7](#) Updated 2/27/21





## Community Pipe Repair


Have freeze-damaged pipes left you without reliable water service? Help is on the way from the heart of San Antonio.

[Read More](#)

  
My Account


  
Start/Stop Service


  
Report a Leak


  
Help


SAWS is a public utility serving 1.8 million of our fellow San Antonians with sustainable, affordable water services.

[Learn what we're about >](#)

  
Business Center

  
Winter Storm Recovery



  
Help

Case study: Denver Arts & Venues

# Mobile-First Digital Experience Connecting People to the Art

## Case study: Denver Arts & Venues

**The Challenge:** Public art isn't necessarily something people ask for. It's just there. In Denver, it's not just there, it's everywhere. The Public Art team at Denver Arts & Venues wanted to create a digital experience to connect people to the art that colors their city.

**The Solution:** We conducted a series of design sprints to refine the idea and test our prototype. The outcome: a mobile-first website to encourage exploration and help make public art more accessible.

### Highlights:

- Mobile-first web “app”
- Personal profiles for users to curate and share collections and tours
- Gamification through points awarded for interacting with pieces of art
- Interactive map functionality to encourage exploration
- Users can locate the nearest piece of art, navigate to it, and check in to earn points
- Built custom APIs to integrate with the Collective Access art database
- Designed and built against WCAG 2.1 accessibility standards



**PUBLIC ART**  
DENVER ARTS & VENUES



DENVER PUBLIC ART

# Explore Your Denver Public Art Collection

Search the Collection



**PUBLIC ART**  
DENVER ARTS & VENUES

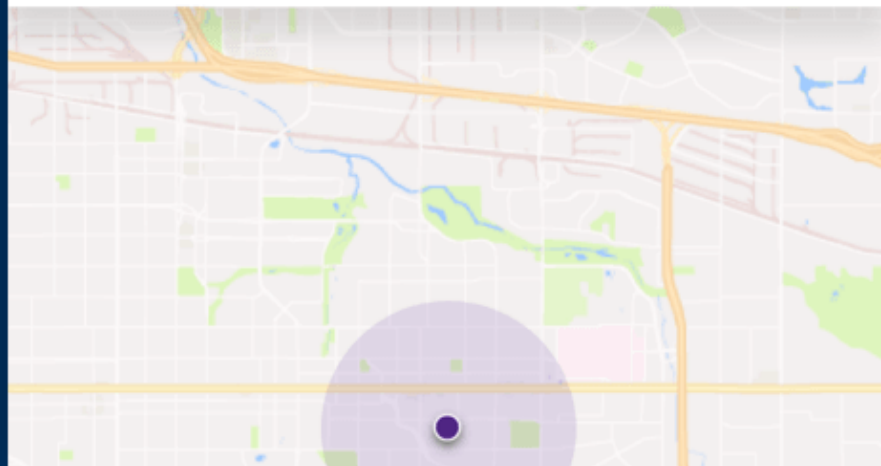


FILTERS

New



LIST



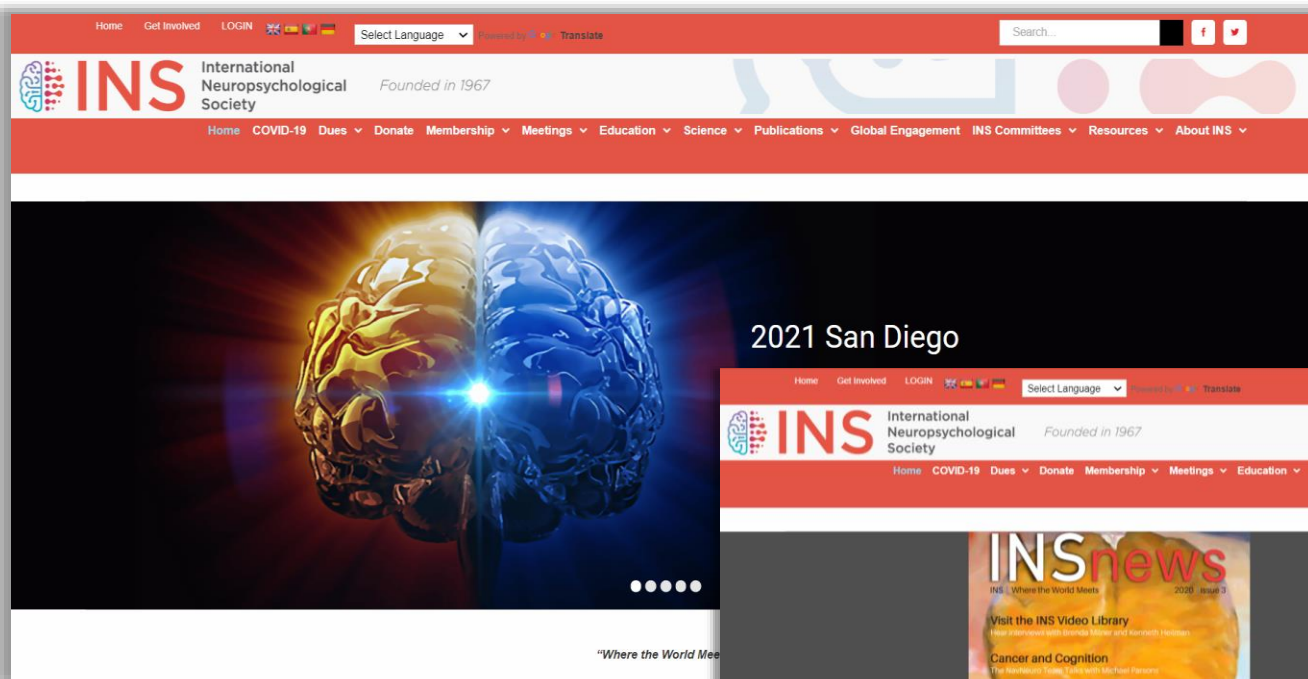
**Case study: International Neuropsychological Society**

**Define goals. Perform  
user research. Test  
everything. Create  
success.**

# Case study: International Neuropsychological Society

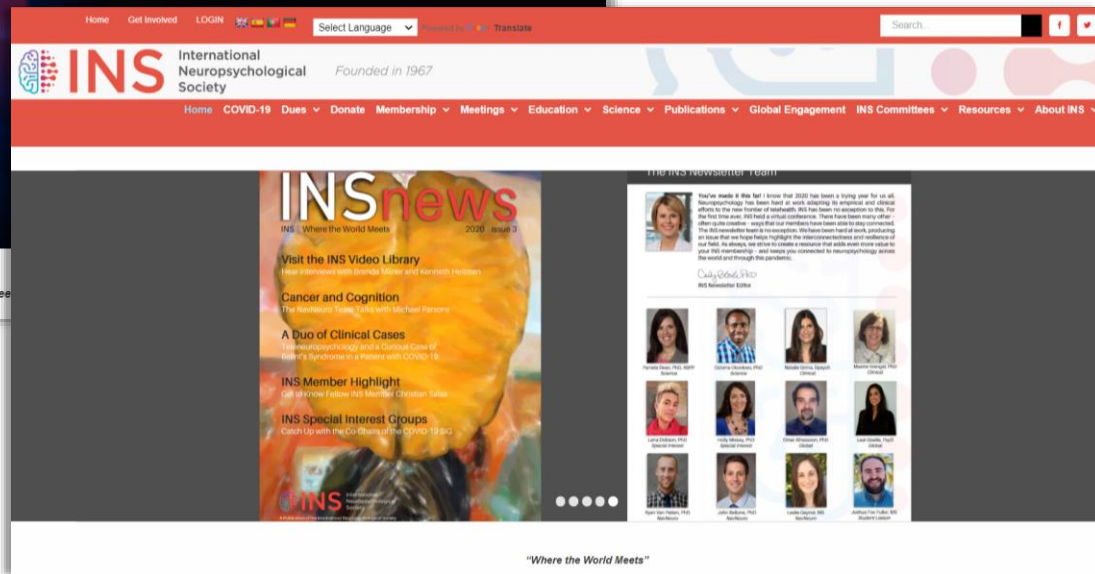
**The Challenge:** INS is an established international educational organization of over 4700 members dedicated to enhancing communication within the global scientific community to improve the understanding of brain-behavior relationships. As a global organization, INS was faced with the problem of operating its membership/payment portal and managing the communication of its events, calendars, information, and data across international boundaries. Our analysis of their website revealed that their .Net Nuke CMS platform and tools were outdated and unable to handle the demands of their global membership.

**The Solution:** Our technical team began by updating the outdated INS .Net Nuke CMS platform to WordPress. After our researchers defined audience demographics, our design team developed a sitemap and organized the information architecture to enhance user experience for the society's global membership. Our scope of work included creating templates and building layouts for each web page, based on our design, upgrading the website to be compliant with current ADA (WCAG2.0AA) standards, developing new components and on-line engagement tools including an interactive calendar, an upgraded membership/events payment portal, and on-line meeting rooms all designed for international users. We also managed all backend operations to smoothly migrate the database to the new platform and we continue to provide the ADA and website maintenance and technical support for the site. Our work met the INS challenge; delivering a custom designed WordPress with multilingual capacity and international sensibilities.



# Results

increase in web sessions, user engagement and enrollment of new members



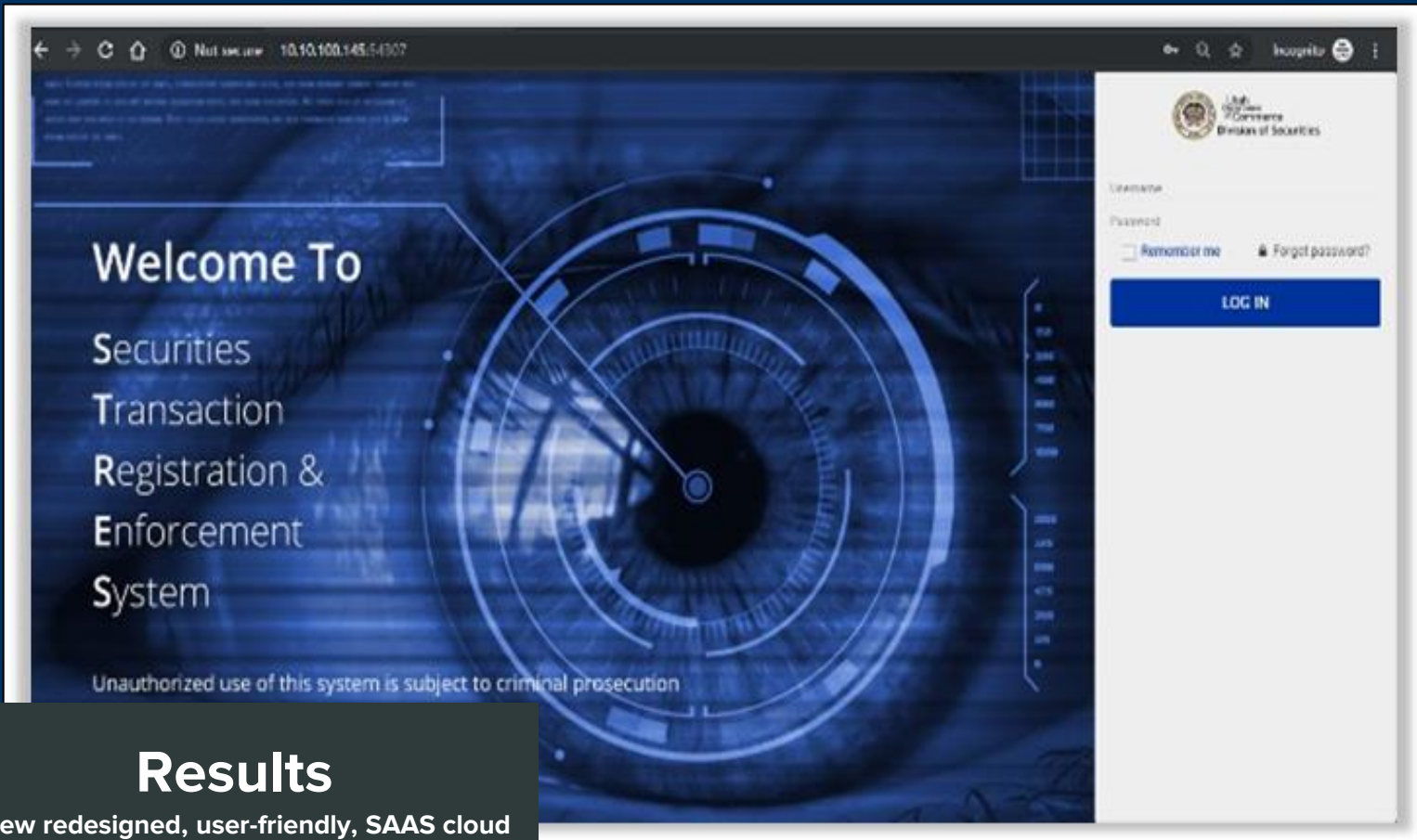
Case study: State of Utah's Department of Commerce

# SAAS based Cloud Web Application Redesign and Development

## Case study: State of Utah's Department of Commerce

**The Challenge:** The original application was written in an older version of the PROGRESS code language dating back to the early 2000's and was no longer fully supported. Finding outside resources was very difficult and the State had limited internal resources able to update the code and provide ongoing support & maintenance.

**The Solution:** Using on hand resources familiar with PROGRESS, Neumeric undertook the complete application redesign, comprehensive functionality update, rewrote the application using .Net, and safely migrated and mapped decades of highly secure and critical Progress data to a new SQL database. Throughout the project the Neumeric design and developer teams worked closely with the various Departments, Security, and project management teams at STRES. The end result of the project was a new redesigned application, deployed on schedule and to budget, that enhanced the systems current functionalities, added new functionalities such as reporting /analytics which were unavailable in the prior PROGRESS system, improved the overall applications information architecture and information flow into an intuitive application.



## Results

A new redesigned, user-friendly, SAAS cloud based web applicatoin

**Case study: Cincinnati Public Schools**

# **Mobile and Web Application for Cincinnati Public School**

## Case study: Cincinnati Public Schools

**The Challenge:** After taking over the web & mobile project from the previous solutions provider, our team found that the project standstill was a result of platform and application coding errors. The CPS team was frustrated and looking for a reliable development and service firm to take over the project, add functionalities and deploy the application.

**The Solution:** The original CPS mobile application was developed using Drupal and our team has since moved the application over to the native iOS and Android platforms. After reviewing the application issues and scope of work, our web and mobile design and dev. teams set out to define and correct the many bugs. As the project evolved using an agile process our team updated the designs, functionalities, added new application features, and integrated a series of 3rd party applications including Schoology, Power School and the District's digital learning system.

My Tomorrow

Vision 2020

Graduation Requirements

College Credit Plus

Special Education

Credit Flexibility

## My Tomorrow



### A Future-Focused Vision of Education

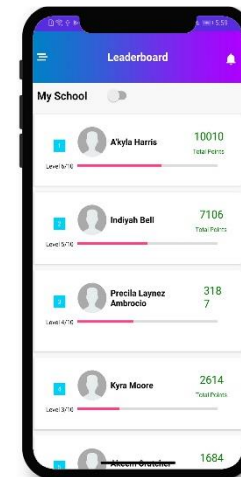
While in many ways the future is unknowable, certain trends are all but certain. For example, our world will continue to shrink as communications, travel and commerce become increasingly global. And another: Critical and creative thinking skills will be required for success in every job.

Not denying that our students must be prepared to work in a world shaped by them. That's the driving force behind My Tomorrow, a new vision of education for which every student is prepared for the remarkable



# Results

An improved mobile and web application with user-friendly new design



Case study: Cincinnati Public Schools

**How to safely re-open  
the District's 68  
locations during the  
current Pandemic.**

## Case study: Cincinnati Public Schools

**The Challenge:** How to safely re-opening 68 CPS schools and administration buildings while tracking, monitoring, and reporting on the health status of more than 37,000 students and 6700 faculty and contractors.

**The Solution:** Working with the It, Health & Safety, and Administrative Departments of CPS, our teams created and deployed an easy to use CV-19 web & mobile application that provides the District, City and State the critical information to daily monitor and update suspected & positive CV-19 cases by student & staff, by location, provide a quick method to collect student and staff daily self-assessment information, provide text alerts to staff and to the public, and record and report staff and student health related data into a straightforward reporting dashboard. Our application also provides reports that exported to the Cincinnati Department of Public Health and the State of Ohio's Department of Public Health.

# Pandemic Illness Tracking



## Results

A web and mobile application currently in use throughout the District, by staff and student families to track, report and provide critical CV-19 informaiton

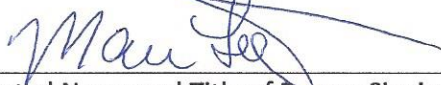


## Certification of Drug-Free Workplace

I, Marc Fields, hereby swear that I am duly authorized legally to bind the contractor or grant recipient to the certification described below. I am fully aware that this certification, executed on the date below, is made under penalty of perjury under the laws of the State of California.

The contractor or grant recipient named below hereby certifies compliance with Government Code Section 8355 in matters relating to providing a drug-free workplace. The below named contractor or grant recipient will:

1. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations, as required by Government Code Section 8355(a).
2. Establish a Drug-Free Awareness Program as required by Government Code Section 8355(b), to inform employees about all of the following:
  - a. The dangers of drug abuse in the workplace,
  - b. The person's or organization's policy of maintaining a drug-free workplace,
  - c. Any available counseling, rehabilitation and employee assistance programs, and
  - d. Penalties that may be imposed upon employees for drug abuse violations.
3. Provide as required by Government Code Section 8355(c), that every employee who works on the proposed contract or grant:
  - a. Will receive a copy of the company's drug-free workplace policy statement, and
  - b. Will agree to abide by the terms of the company's statement as a condition of employment on the contract or grant.
4. At the election of the contractor or grantee, from and after the "Date Executed" and until 36 (NOT TO EXCEED 36 MONTHS), the State will regard this certificate as valid for all contracts or grants entered into between the contractor or grantee and this State agency without requiring the contractor or grantee to provide a new and individual certificate for each contract or grant. If the contractor or grantee elects to fill in the blank date, then the terms and conditions of this certificate shall have the same force, meaning, effect and enforceability as if a certificate were separately, specifically, and individually provided for each contract or grant between the contractor or grantee and this state agency

Contractor/ Bidder Firm Name NEUMERIC TECHNOLOGIES CORPORATION	Federal ID Number 52-2193927
By (Authorized Signature) 	Date Executed 02/24/2021
Printed Name and Title of Person Signing MARC FIELD, VICE PRESIDENT – BUSINESS DEVELOPMENT	Telephone Number (614) 612-1510
Contractor / Bidder Firm's Mailing Address 590 ENTERPRISE DRIVE, LEWIS CENTER OH 43035	

Subscribed and sworn before me on this 24th day of February, 2021

Notary Public 

My Commission Expires: 2/11/2026

County Franklin  
State OHIO



# Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Neumeric Technologies Corporation</b>	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ►	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>	
	5 Address (number, street, and apt. or suite no.) See instructions. <b>590 Executive Drive</b>	Requester's name and address (optional)
	6 City, state, and ZIP code <b>Lewis Center, Ohio 43035</b>	
	7 List account number(s) here (optional)	

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.


Social security number								
			-			-		
or								
Employer identification number								
5	2	-	2	1	9	3	9	2

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ► 	Date ► <b>12/14/20</b>
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## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

**P A L M D A L E   W A T E R   D I S T R I C T**  
**B O A R D   M E M O R A N D U M**

**DATE:** May 18, 2021 **May 24, 2021**  
**TO:** BOARD OF DIRECTORS **Board Meeting**  
**FROM:** Mr. Dennis D. LaMoreaux, General Manager  
**RE:** ***AGENDA ITEM NO. 7.2 – DISCUSSION AND CLARIFICATION OF PALMDALE WATER DISTRICT RULES AND REGULATIONS ARTICLES 4.07.3.c AND 4.07.5, REPORTS OF DIRECTORS. (NO BUDGET IMPACT – GENERAL MANAGER LaMOREAUX)***

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**Recommendation:**

Staff has no recommendation on this item.

**Background:**

AB 1234 requires members of a legislative body who attend a meeting at the expense of the local agency to provide a brief report on the meeting at the next regular meeting of the legislative body.

This item is presented for the Board's discussion to gain a consensus regarding the detail of reporting requirements for Director compensated meetings. Articles 4.07.3.c and 4.07.5 of the District's Rules and Regulations, copies attached, reference this requirement.

A copy of the current Director Meeting Report Form is also attached for discussion and/or revision.

**Strategic Plan Initiative/Mission Statement:**

This item is under Strategic Initiative No. 5 – Regional Leadership.  
This item directly relates to the District's Mission Statement.

**Budget:**

This item does not affect the budget.

**Supporting Documents:**

- Rules and Regulations Article 4.07.3.c
- Rules and Regulations Article 4.07.5
- Current Director Meeting Report Form

Each individual Director shall have an annual budget amount as set in the District's annual budget, and Director budget funds shall not be transferred from one Director's individual budget to another Director's individual budget. The Director annual budget includes all compensation, available health benefits chosen by the Director, and allowable expenses.

(b) Requests for compensation and expense reimbursement relating to any meeting or event not listed in Appendix V shall not be approved, unless the Board determines that the meeting constitutes one of the following:

(i) A conference or organized educational activity conducted in compliance with Government Code Section 54952.2, including, but not limited to, required ethics training pursuant to Government Code Section 53234, *et seq.*

(ii) A meeting or event attended at the formal request of the Board, including an event to recognize, any employee of the District, or members of the public.

(iii) A meeting or event necessary to further communications with representatives of regional, state and national government on District functions.

(iv) A meeting or event of regional, state and national organizations whose activities affect the District's interests.

(c) All meetings for which compensation is requested shall be reported on by the Director, either orally or in writing, at a Regular Board meeting prior to receiving compensation.

(d) If a Director registers for a meeting, conference, etc. and cancels for a non-emergency reason, any remaining costs after cancellation shall be charged to the Director's budget.

(e) All requests for compensation shall be submitted monthly for processing

payment of the reimbursable expenses and all questions regarding payment of reimbursable expenses to the staff shall be directed to the General Manager. The Finance Committee shall periodically review Director's expense reports and shall prepare such reports and documents as may be required under Government Code Section 53065.5 and Government Code 53232.3.

#### **4.07.5**

#### **REPORTS TO GOVERNING BOARD**

At the regular meeting of the Board following any meeting, conference, educational activity or other authorized event for which compensation for a day of services or reimbursement of expenses is requested, the Director attending the event shall give a brief report on the meeting or event. If more than one Director of the District attended the same meeting, a joint report may be made. Reports may be written or oral.

#### **4.08:**

#### **SPEAKING ENGAGEMENTS AND/OR PRESENTATIONS BY DIRECTORS**

The District recognizes the importance of interaction with the community it serves and encourages opportunities for interaction that provides the most accurate information available. This often takes the form of speaking and giving presentations to community and other groups on behalf of the District. Community groups, whether formal or informal, are likely to focus on particular areas of the District's operations and policies. These include topics such as water rates and structure, water quality, state and local water conditions, water conservation and efficiency, and business and infrastructure planning.

The District therefore establishes these rules to ensure the community's needs are met and that the District is accurately represented. Members of the Board of Directors shall not make any presentation on behalf of the District, without the prior approval of the Board, as provided herein. Presentations made on

# DIRECTOR MEETING REPORT FORM

**NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**PWD BOARD APPROVAL DATE:** \_\_\_\_\_

NAME OF MEETING/ORGANIZATION:

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DATE(S) AND LOCATION OF MEETING:

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GENERAL SUBJECT MATTER OF MEETING:

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KEY POINT(S) RELATING TO PWD OPERATIONS AND/OR POLICIES:

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LIST OF NEW CONTACT(S) AND HOW THEY CAN BENEFIT PWD:

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**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, APRIL 14, 2021:**

*A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, April 14, 2021, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren called the meeting to order at 3:30 p.m.*

**1) Roll Call.**

**Attendance:**

Committee:

Kathy Mac Laren-Gomez, Chair

Don Wilson, Committee Member

**Others Present:**

Dennis LaMoreaux, General Manager

Adam Ly, Assistant General Manager

Mike Williams, Finance Manager

Judy Shay, Public Affairs Director

Laura Gallegos, Public Affairs Specialist II

Amberrose Merino, PWD Director

Dawn Deans, Executive Assistant

0 members of the public

**2) Adoption of Agenda.**

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to adopt the agenda, as written.

**3) Public Comments for Non-Agenda Items.**

There were no public comments for non-agenda items.

**4) Action Items: (The Public Shall Have an Opportunity to Comment on Any Action Item as Each Item is Considered by the Committee Prior to Action Being Taken.)**

**4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held September 22, 2020.**

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held September 22, 2020, as written.

**4.5) Discussion of 2021 Outreach Activities. (Public Affairs Director Shay)**

**a) Outreach Report.**

Public Affairs Director Shay reviewed press releases and events to date including articles in the Antelope Valley Press, ACWA News, the Palmdale Magazine, and the Water Education Foundation's magazine; a Café con Leche Radio interview with President Dizmang; the virtual Let's Talk H2O! Bobcat Fire; Read Across America; virtual Coffee-With-Director Merino; a virtual meeting with Assemblyman Lackey and Senator Wilk's staff regarding SB222 and SB223; spearheading the Santa Clarita Chapter of the California Special Districts Association; videos highlighting the District's Water Use Efficiency Programs, messaging, and outreach; revisions to the PRWA website; donations of bottled water to SALVA; the spring edition of The Pipeline; continued representation on the Board of Directors for the AVEDGE and at the quarterly San Gabriel Community Mountains Collaborative meetings; review of proposals for the District's new website; Hazard Mitigation Plan outreach; and social media highlights.

**b) Upcoming Events/2021 Plans.**

She then stated that upcoming 2021 events include an Earth Day event, virtual Coffee-With-Director Wilson, virtual Let's Talk H2O! Hazard Mitigation Plan, and items listed on the written report included in the agenda packets.

**5) Reports.**

**5.1) Lobbying Activities. (Assistant General Manager Ly)**

Assistant General Manager Ly stated that the required quarterly report for the contract with Reeb Government Relations LLC has been filed; that SB222 and SB223 have passed the Energy Committee, but ACWA's and the District's position on SB222 remains oppose unless amended and position on SB223 is to oppose; and that monthly meetings continue with Reeb Government Relations LLC focusing on the budget and potential funding available to agencies regarding the COVID-19 pandemic.

He then reported that Kennedy Communications is continuing their efforts to obtain grant funding for the District to expand their water system to serve the Alpine Springs Mobile Home Park.

**6) Board Members' Requests for Future Agenda Items.**

General Manager LaMoreaux recommended an item be included on the next agenda for "Discussion of the District's response to the drought."

Tracking water use for firefighting purposes was discussed.

Committee Member Wilson then thanked Public Affairs Director Shay for her efforts.

**7) Date of Next Committee Meeting.**

It was stated that the next Outreach Committee meeting will be held May 12, 2021 at 3:30 p.m.

**8) Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:07 p.m.

  
Chair

**RE:      *AGENDA ITEM NO. 8.2.a – MAY 2021 GENERAL MANAGER REPORT***

## Continue providing transparency to our ratepayers

**Promote and support leadership training and professional development programs to enhance the District's customers' experience**

**Ensure employees are trained on the Strategic Plan and the District's Values of Diversity, Integrity, Teamwork, and Passion**

**Improve safety for Directors, employees, and customers**

**Develop career paths at the District for interns and pursue state and federal funding for intern programs**

**Involve employees in community engagement and professional platforms**



**Systems Efficiency:** *Independence, Technology, Research*

**Explore energy independence and evaluate the feasibility of energy options, including wind and solar**

**Incorporate more energy efficient technologies into the District's infrastructure**

**Advance new technologies to increase treatment efficiencies, including the use of Granular Activated Carbon (GAC)**

**Research state-of-the-art treatment techniques to help with systems efficiency and flexibility in using recycled water and surface water**

**Enhance technologies to increase efficiencies**

**Re-evaluate Lake Palmdale by-pass pipeline and pursue funding options**

**Improve Palmdale Ditch to reduce water loss**



**Financial Health and Stability:** *Strength, Consistency, Balance*

**Pursue grant funding for District projects and operations**

**Maintain the five-year financial plan adopted as part of the 2019 Water Rate Study, including the five-year Capital Improvement Plan**

**Build adequate reserve levels and achieve high-level bond rating**

**Seek potential revenue sources from vacant District properties**

**Monitor finances, operations, and projects affected by emergencies**

**Digitize and document departmental workflows**



**Regional Leadership:** *Engage, Lead, Progress*

**Increase involvement with water, business, and community partnerships**

**Provide opportunities for local businesses to contract with the District**

**Expand the Greater Antelope Valley Water Emergency Coalition by continuing to collaborate with neighboring water agencies and moving to include more agencies outside of the Antelope Valley**

**Develop working relationships and mutually beneficial projects with other water agencies in the District's state and federal representatives' districts**

**Develop events or activities with lessees of District properties**

**Host a 100<sup>th</sup> anniversary celebration for a fully re-opened Littlerock Dam and Reservoir recreation area in 2024**



**Customer Care, Advocacy and Outreach:** *Promote, Educate, Support*

**Enhance customers' experience through communication and feedback**

**Evaluate, develop, and market additional payment options**

**Develop the District's Public Outreach Plan and increase public awareness of current programs and services**

**Develop partnerships with various agencies to distribute information about resources available to the public**

**Engage elected officials and the public on the importance of local, state, federal, and global water reliability issues**

**Expand the District's social media platforms and find new avenues to share information and news**

**Plan and convert to an Advanced Metering Infrastructure (AMI) to increase customers' knowledge of water use**

**Continue to promote and expand school water education programs**

**Overview**

This report also includes charts that show the effects of the District's efforts in several areas. They are organized within each strategic initiative and include status of the State Water Resources Control Board's (SWRCB) former long-term conservation orders (20 x 2020), the District's total per capita water use trends, 2021 actual water production and customer use graph, mainline leaks, and the water loss trends for both 12- and 24-month running averages.



**Water Resource Reliability** *Resilience, Development, Partnership*

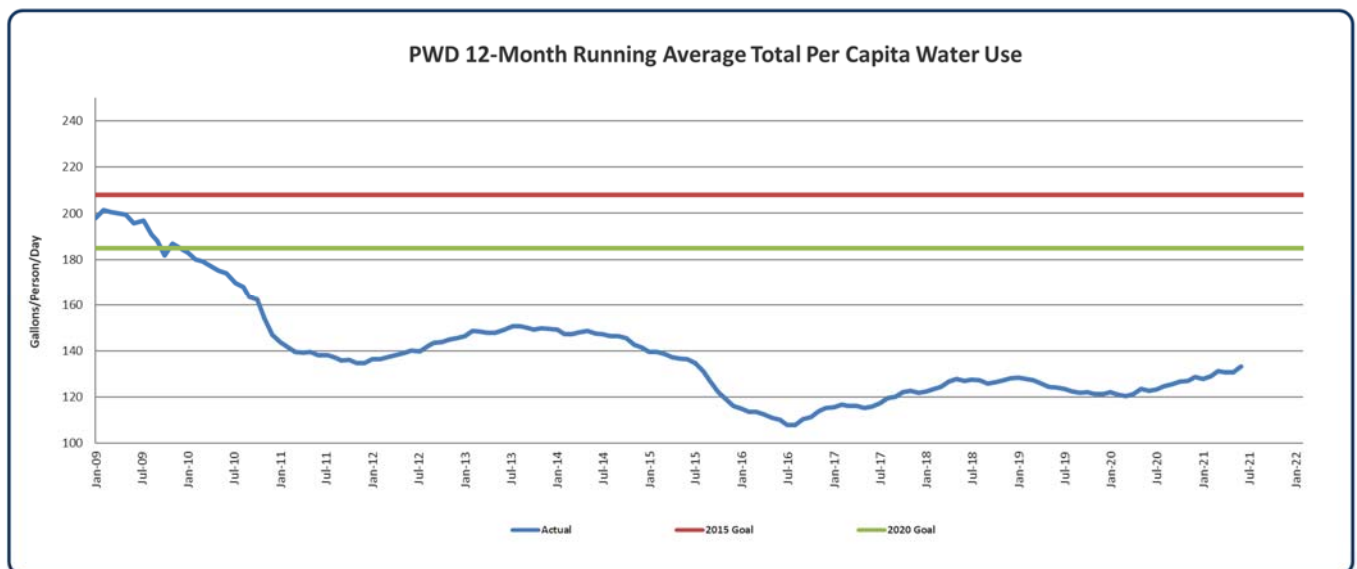
This initiative includes conservation efforts, water supply projects, and water planning.

Recent highlights are as follows:

**State Water Resources Control Board (SWRCB) Activities**

The 20 x 2020 per capita reduction goals passed by the legislature in 2009 with new long-term water budgeting requirements have now been replaced with new requirements and water agency water budgets. These follow through on the “Making Water Conservation a California Way of Life” plan. The District expects to easily comply with the new requirements as they are based on the same philosophy as the District’s water budget rate structure. More will be known as Kennedy/Jenks works with staff on the 2020 Urban Water Management Plan. This report is due by July and will be brought to the Board for approval in June. Until these criteria are finalized, the customers’ performance is shown in this report using the 20 x 2020 requirements.

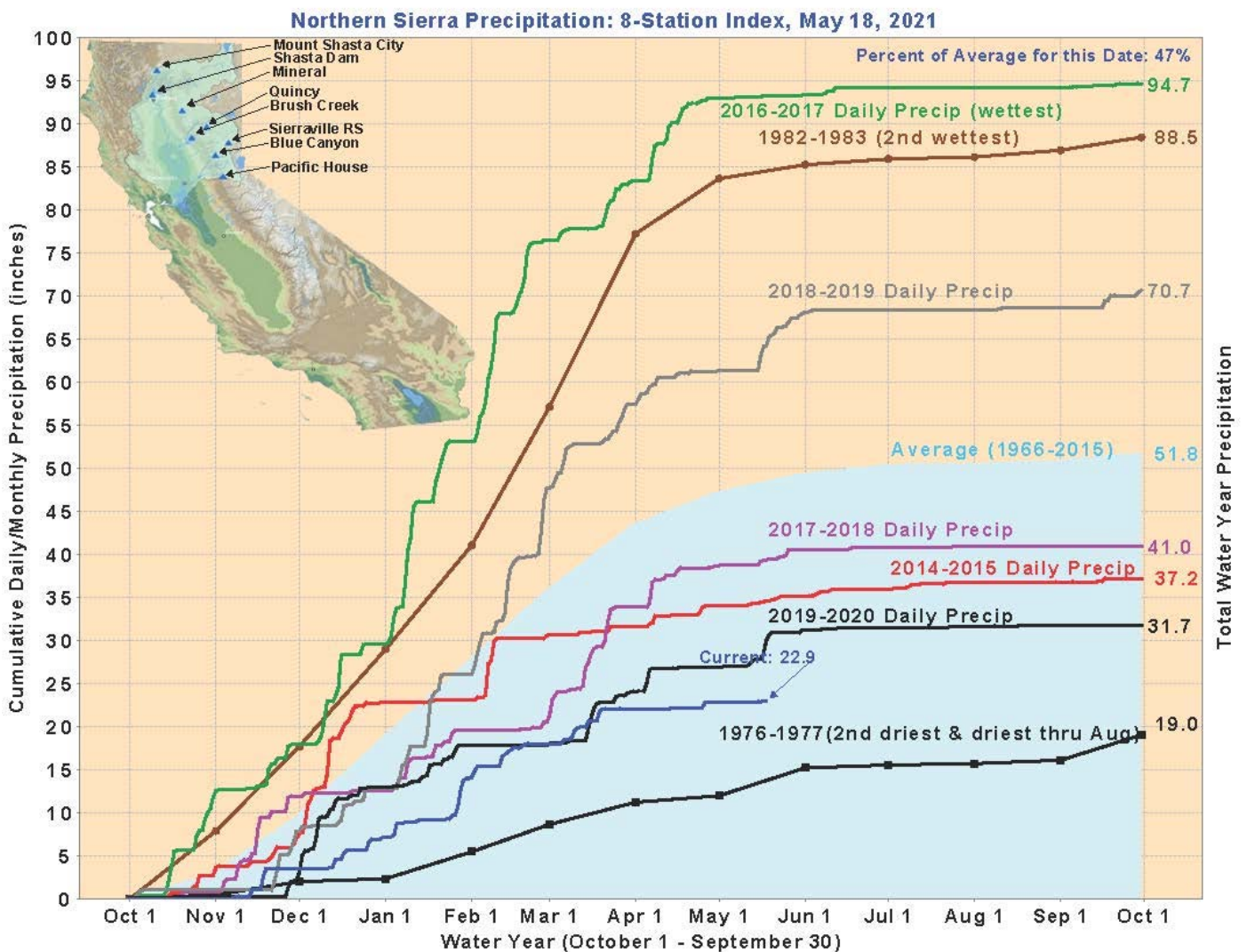
The District’s compliance with the former 20 x 2020 law is evident from the chart titled “PWD 12-Month Running Average Total Per Capita Water Use:”



The District’s customers have cut their water use by **42.4%** from the baseline number of 231 established in the 2015 Urban Water Management Plan and met the 2020 Goal in early 2010. The current Total-GPCD is 133.

**2021 Water Supply Information – Extremely Dry Year**

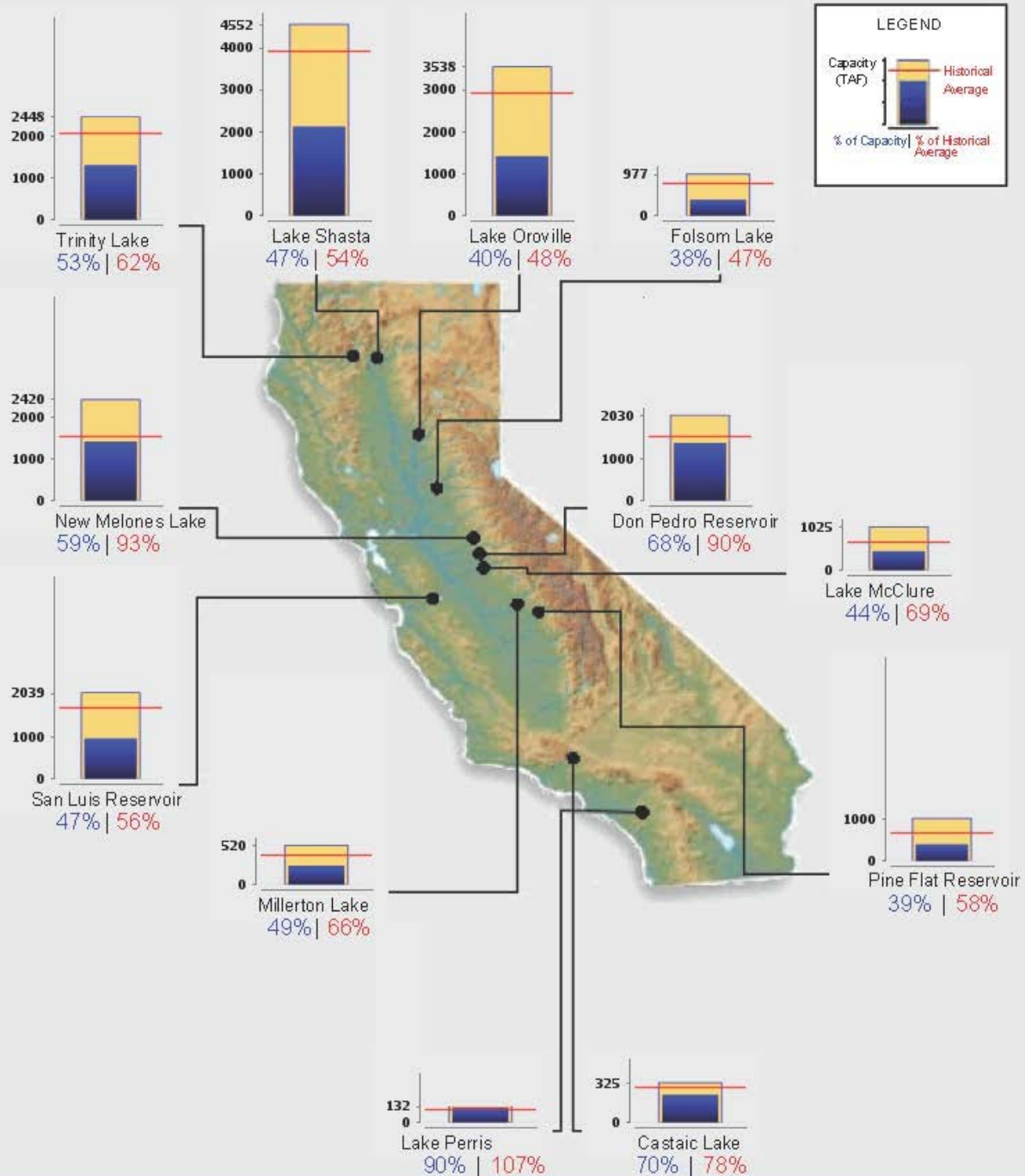
- The AV Adjudication is now entering its sixth year, and the reduction to the native safe yield is in its fourth year. The District's native groundwater right is 2,769.63 AF. The District's 2020 groundwater rights totaled 8,188 AF without the prior year's Carryover Rights. The District's 2021 groundwater rights are 8,375 AF and with 9,977 AF of Carryover production rights from prior years for a total of 18,352 AF.
- The 2021 water resources plan is mostly known at this point. Precipitation in the area that contributes to the State Water Project is currently at 47% of average, this time last year it was 60%, and the SWP allocation is lowered to 5%. The District is actively working on other water sources including the SWC Dry Year Program, Yuba Accord Water, return water from exchanges, LCID SWP water, Littlerock Reservoir water, and carryover SWP from 2020. These are expected to total approximately 8,000 AF. The current precipitation and state reservoir storage as of Tuesday, May 18, 2021 are as follows:





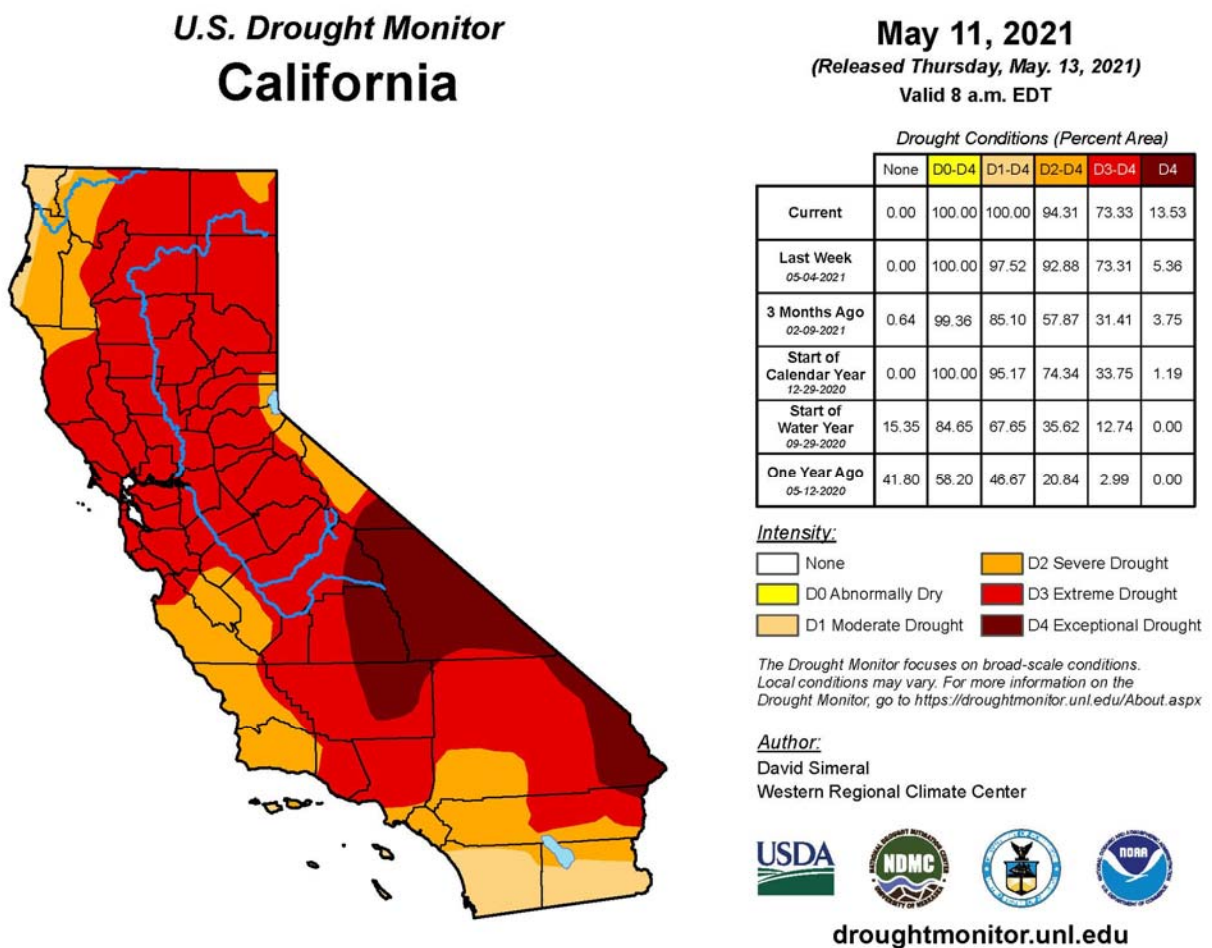
Ending At Midnight - May 17, 2021

## CURRENT RESERVOIR CONDITIONS



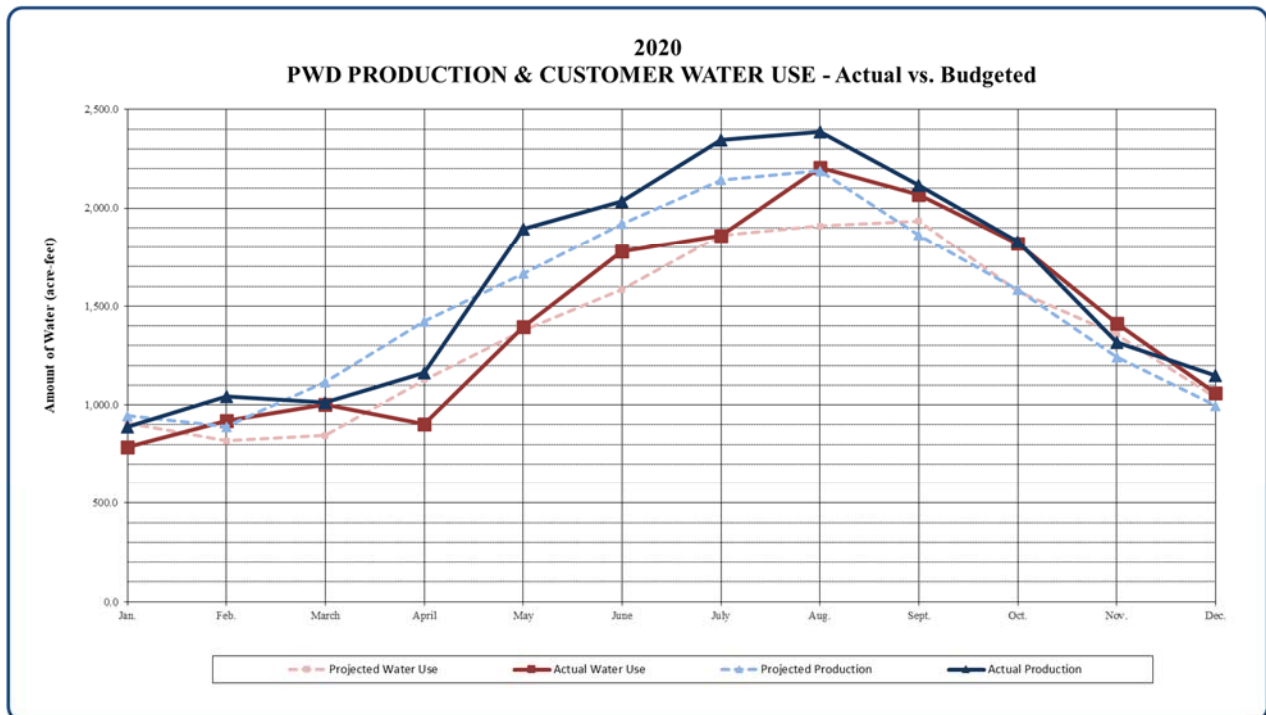
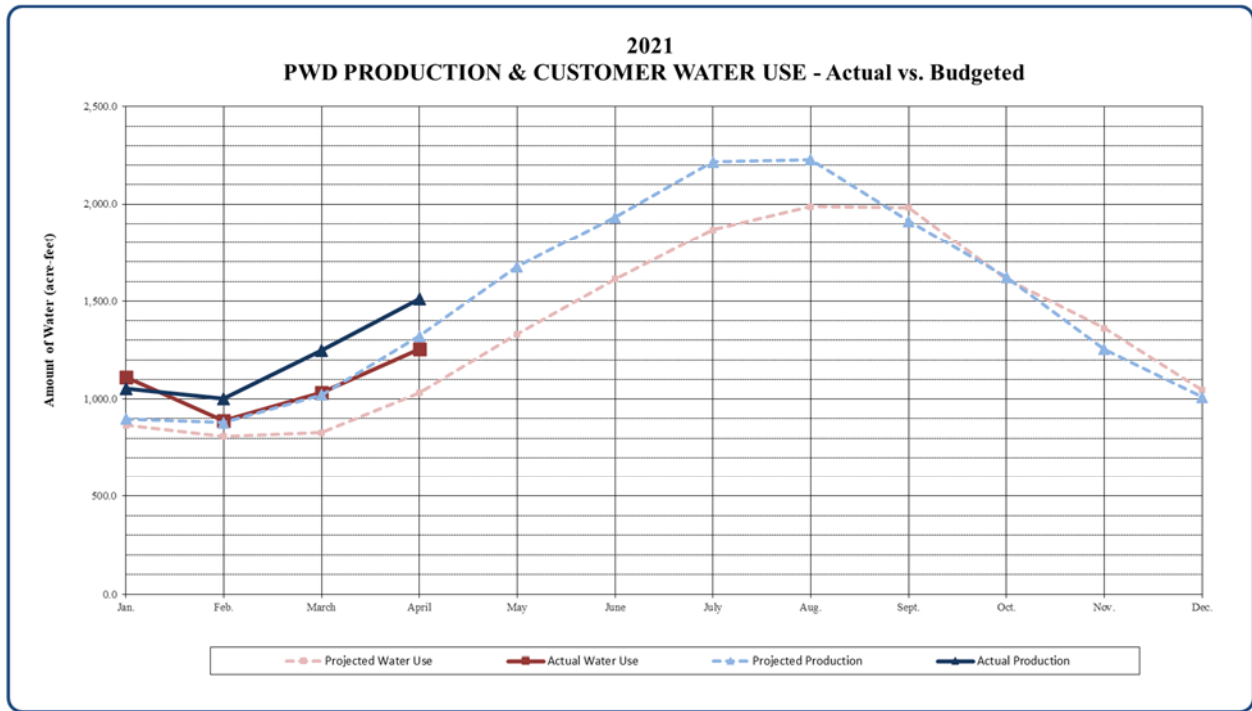
May 19, 2021

- The dry conditions shown above led to the District's implementation for its Stage 1 Water Shortage Contingency Plan in April. This stage is a request to our customers to voluntarily reduce their water use by 15%. The focus is on additional outreach, education, and coordination with the largest water users. The following map of California shows the levels of drought in the state. As can be seen, the Antelope Valley is in "Extreme Drought". Eastern Kern County and the eastern Sierras are in "Exceptional Drought." This map is updated on a weekly basis and provides information that can help the District take needed steps to address the drought in the months ahead.



- The following graph is the projected monthly water consumption and production for 2021 based on the prior five years of actual monthly information. The projected total consumption is based on the 2021 Budget amount of 16,341 AF. Actual amounts are shown through April with solid lines. The 2020 graph shows the projected and actual water use last year.

Customer water use in 2020 was 17,213 AF. This is the most water used by customers since 18,127 AF in 2014, before the 2015-2017 drought. The trend has continued through April 2021 with customers using 4,290.7 AF of water, a 18.7% increase over the first four months of 2020.



Other Items

- The Littlerock Reservoir Sediment Removal Project (Project) Environmental Impact Report/Environmental Impact Statement (EIR/EIS) was fully approved in 2017. The Project consists of three phases. The Grade Control Structure is Phase 1 and was completed in January 2020.

Phase II is the removal of 1.2 million cubic yards (CY) of sediment from the reservoir. The District received a good, competitive response to the emergency 19,000 CY sediment removal project that included the disposal of the removed sediment. The interest is promising for starting Phase II of the Project later this year in the amount of about 120,000 CY. Staff is preparing a request for proposals for an environmental firm to help manage all the regulatory permits and provide monitoring during the work. Next, staff will develop a multi-year contract for sediment removal, find a contractor, and recommend it to the Board for approval.

- The public review of the Draft California Environmental Quality Act (CEQA) EIR for the Palmdale Regional Groundwater Recharge and Recovery Project (PRGRRP) was completed in 2016. A test well was drilled at a different location on the proposed project site. The drilling is now complete, and it is being equipped as a monitoring well. The information learned about the aquifer show it is not adequate for the proposed project.

Stantec is contracted with the District to look at the feasibility of advanced treatment of the tertiary recycled water. If feasible, the highly treated recycled water can potentially be used in surface water or groundwater augmentation to meet the goal of adding recycled water as an additional potable water source for our customers. PRWA will also consider suspending work on additional purple pipe and moving in this direction.

- The Upper Amargosa Creek Recharge Project is complete. One contract is for the California Aqueduct turnout and transmission water main. The other is for the recharge basins. The project partners, City of Palmdale, LA County Waterworks, and AVEK, are now finalizing the operation and maintenance agreement.
- Delta Conveyance Facility (DCF): The State Water Contractors and the Department of Water Resources are continuing discussions about the Project's financing and operations. These discussions will result in a clearer picture of the effect on individual contractors. Staff is directly involved in these discussions and completing the Agreement in Principle.
- Delta Conveyance Design and Construction Authority (DCA): This joint power authority is responsible for the environmental, design, and engineering of the project and works with the Department of Water Resources (DWR) on the project. The Board is now

reorganized with more representation from smaller agencies. This includes adding two seats for the East Branch, Class 8, of the California Aqueduct. The agencies are AVEK, PWD, Littlerock Creek Irrigation District (LCID), Mojave Water Agency (MWA), Crestline-Lake Arrowhead Water Agency, San Gabriel Valley Municipal Water District, San Bernardino Valley Municipal Water District (SBVMWD), San Geronio Pass Water Agency, Desert Water Agency, and Coachella Valley Water District (CVWD).

- A set of amendments to the State Water Project Contract was finalized in 2020. These changes provide for increased flexibility for SWP contractors to develop long-term exchanges of water within the SWP. This will be beneficial for all the contractors and will help the District maintain the SWP's current level of reliability for our customers. The Board approved this contract amendment in October 2020. Twenty-five (25) other State Water Project Contractors have approved the amendment, and it is now effective.



### **Organizational Excellence**    *Train, Perform, Reward*

This initiative includes efforts to restructure staff duties and activities to more efficiently provide service to our customers. Recent highlights are as follows:

- Nearly 80 percent of the District staff is required to have certifications or licenses issued by the State of California. Many of these have continuing education requirements which must be met by technical training. The District provides for this in several ways including hosting classes given by the California Rural Water Association, having a training budget for staff to attend conferences, and providing an education tuition allowance for each employee.
- COVID-19 Pandemic Response: District staff initiated a draft Pandemic Response Plan on March 4, 2020 as the State of California and County of Los Angeles issued declarations of emergency. Over the next two weeks, many District events were canceled. These included the Water Ambassadors Academy third session and facility tour, Strategic Plan Workshop, director in person coffees, and all-staff lunch and meeting. The District also reduced the lobby's capacity and eventually closed it to the public due to Los Angeles County health orders. The other options to conduct business with the District, including using the website, calling Customer Care, using the automated phone system, and using remote payment sites, were promoted on social media, the website, and radio spots. The District has continued to comply with social distancing regulations by updating the Pandemic Response Plan, rotating staff to work from home, staggering work hours, and providing non-medical face coverings for staff.

The District is beginning to transition back toward normal operations as the state and county regulations allow. Appointments with Customer Care representatives are now available all four days of the week, more staff is working in the office, and small meetings are being held in person.

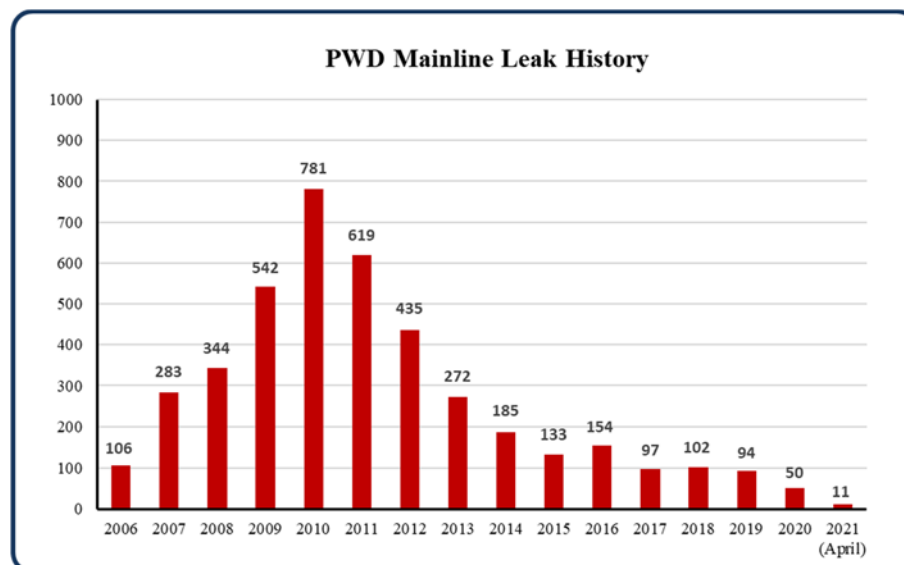
- Despite the pandemic, the District has continued to find ways for internships and training opportunities for college and high school students who are interested in the water industry.
- Work is continuing to review and update the District's job descriptions. Draft job descriptions will be vetted through the staff before being presented to the Personnel Committee and Board for adoption. The updated job descriptions will then be used as the basis of this year's salary survey with comparable water agencies.
- The Employee Handbook update is being reviewed by the District's general counsel. It will then be presented to the Ad-Hoc Committee to review and make a recommendation to the Board on its adoption.



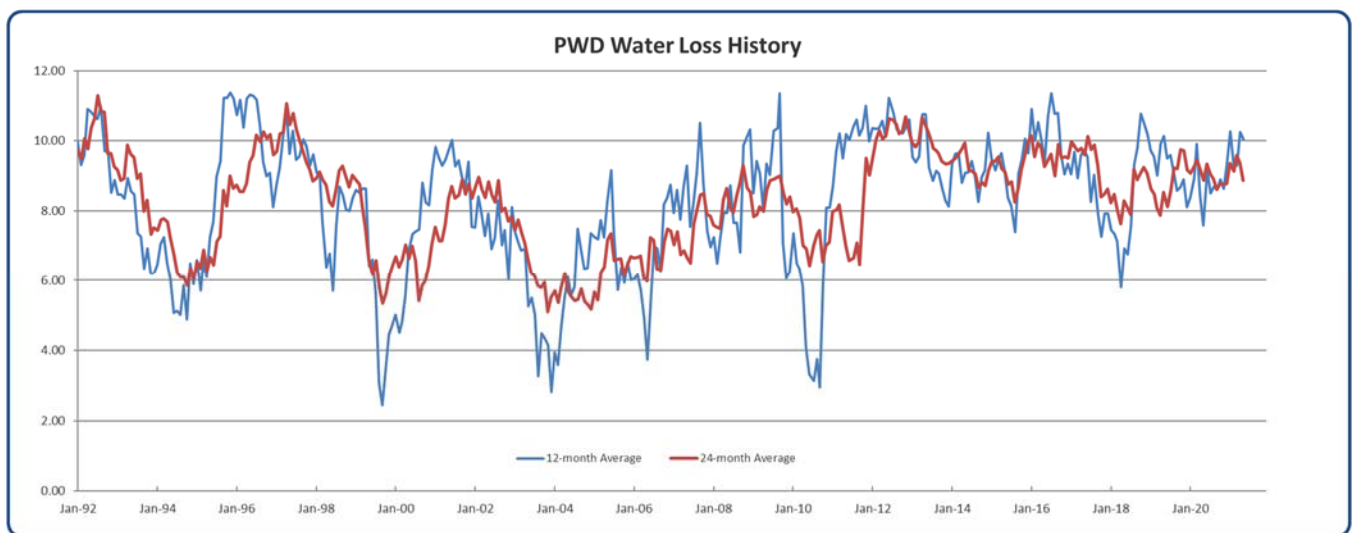
### **Systems Efficiency**    *Independence, Technology, Research*

This initiative largely focuses on the state of the District's infrastructure. Recent highlights are as follows:

- The effects of the District's past efforts in replacing failing water mains and meters can be seen in the reduced number of mainline leaks. This is illustrated in the chart titled "Mainline Leak History." The mainline leaks for 2020 total 50, and there were 85 service line leaks. The mainline leaks through March 2021 total 9, and there were 13 service line leaks.



- The District completed two water main replacement projects in 2020 in Avenue P near 25<sup>th</sup> Street East and in Avenue V-5 west of 47<sup>th</sup> Street East. Additional water main replacement projects are being designed for construction as planned in the 2019 Water Rate Plan. The first project to be constructed is replacing water mains in and near Sierra Highway and Barrel Springs Road.
- The positive effect of both water main and water meter replacement programs is shown on the chart titled “PWD Water Loss History.” The running average for water losses remains around 10%, though it is rising slightly.



- District staff is working on two energy technologies that will benefit our customers. One is the use of batteries for backup power at four booster facilities. The other is a demonstration project for the generation and storage of hydrogen from wind energy.

These programs are grant funded and managed by the California Public Utilities Commission and California Energy Commission, respectfully. The grant funds go directly to the technology providers, Tesla and DasH2Energy. Both projects involve the installation of pre-designed and assembled equipment at District facilities with minimal construction work at the sites. The approved sites are Well 5 Booster, Underground Booster, 45<sup>th</sup> Street East Booster, and the new 3M Booster Station. Construction of the concrete pads is currently underway at some sites.

- The wind turbine has been inoperable for several weeks due to a bad anemometer and the maintenance firm’s unwillingness to comply with prevailing wage requirements. Staff is working on a couple fronts to resolve this. First, a maintenance contract is being negotiated with a new firm. When completed, the necessary repair parts will have a long lead time as they are only manufactured in Europe. Second, staff is looking into replacing

the wind turbine. The main considerations are maximizing the generation and availability of repair parts.



**Financial Health and Stability**    *Strength, Consistency, Balance*

- PWD and City of Palmdale staffs have worked together to obtain funding for the Palmdale Recycled Water Authority (PRWA) Phase II Project. However, PRWA will consider a change in direction to using advanced treatment for recycled water. If approved, work on Phase II will stop. The Littlerock Sediment Removal and PRWA Phase II Projects are set to receive nearly \$900,000 for each project in the current round of funding. The grant for Phase II will be redistributed to other projects in the Antelope Valley.
- The 2019 Water Rate Study and Proposition 218 was completed when the Board unanimously approved Resolution No. 19-15. This set the water rate structure and water rates for 2020-2024 and includes criteria to evaluate the District's financial condition each year. It gives the Board the ability to reduce the water rates if the District's financial position meets four (4) of the criteria in an annual review while preparing the following year's budget.
- The 2021 Budget preparation was approved by the Board in November 2020 and is available on the District's website.
- Fitch Ratings reviewed the District's bond rating in December 2020. The review affirmed the District's rating with them of "A+" with a stable outlook. This is a good result considering the uncertainty of unpaid water bills due to the COVID-19 shutoff moratorium. It will also be helpful for the planned bond issue this year.
- The District is seeking State and/or Federal assistance to provide water service to the Alpine Springs Mobile Home Park on Sierra Highway. It has poor water quality from its well and several health violations. Maria Kennedy, Kennedy Communications, is experienced with these programs and is contracted with the District to accomplish it.
- The Finance Department is continuing to monitor the effect of the State's moratorium on shutoffs due to nonpayment on cash flow. The effect is fluctuating somewhat but is remaining 5% or less below what is usually expected. Reminder notices were restarted in June 2020 and have helped stabilize the number of long-term outstanding accounts. Customers with large outstanding balances are being contacted to see what assistance the District can provide. Staff is also placing property liens as appropriate to help secure payment of large, outstanding bills.

- District staff and financial consultants completed refunding a portion of the 2013A Revenue Bonds last fall. Approximately \$14.55M of the bonds were refunded saving the District \$67,103/year in debt payments. The refunding of a smaller portion of the same bond issue earlier in the year saved the District approximately \$46,000/year. Together, these actions save the District approximately \$113,000 in debt payments every year.
- Initial meetings and preparation have begun for a \$10M bond issue this year. The 2019 Rate Plan called for a \$20M bond issue this year. However, the current plan is to split the \$20M into two separate bond issues with the second one in late 2022. The bond documents and authorization will be presented to the Board for consideration at the first meeting in June.



### **Regional Leadership**

*Engage, Lead, Progress*

This initiative includes efforts to involve the community, be involved in regional activities, and be a resource for other agencies in the area. Recent highlights are as follows:

- Activities of the Palmdale Recycled Water Authority (PRWA), AV Integrated Regional Water Management Plan (IRWMP), and Antelope Valley State Water Contractors Association have continued. The District has leadership positions in these organizations.
- The PWRA Board consists of two Palmdale City Councilmembers, two PWD Board members, and a public director. The process of appointing a new public director began in December 2020 by advertising for interested members of the community. The new public member is Zakeya Anson. She took the Oath of Office at the April meeting.
- The District staff continues to share the administration of the Antelope Valley Watermaster Board (AVWB) with AVEK and related meetings.
- District staff is active in the local chambers, the transition of the AV Board of Trade and Greater Antelope Valley Economic Alliance into AV EDGE, regional human resources, and public information organizations.
- 2021 “PWD Water Ambassador Academy” (WAA) and Junior WAA are tentatively scheduled for this fall.
- The District and other members of the Public Water Agencies Group (PWAG) have hired and share the services of an Emergency Preparedness Coordinator. This approach also helped the District successfully comply with the America’s Water Infrastructure Act (AWIA) of 2018 and respond to the current COVID-19 event.

- The American Indian Little League lease for the property at Division and Avenue P-8 was changed to only include the League and is now fully executed with a ten-year term.



**Customer Care, Advocacy, and Outreach**    *Promote, Educate, Support*

This initiative includes efforts to better serve our customers. Recent highlights are as follows:

- The Board approved moving forward with a new supplier, meter brand, and reading system at the first meeting in September 2020. This change moves the District toward being able to offer customers more information about their water use. The first large order of the new Neptune meters has been placed. A grant from the US Bureau of Reclamation is being sought to assist with implementing the Automated Meter Infrastructure (AMI).
- The ability to make payments at 7-Eleven and Family Dollar Store is continuing to grow due to the COVID-19 event.
- Customer participation in all electronic and remote payment methods has continued increasing due to the COVID-19 event.
- Customer Care staff has now successfully worked with customers from home for over nine months.
- Staff successfully conducted virtual coffee meetings with Directors and their constituents, online “Let’s Talk H2O” meetings, issued regular internal and public newsletters, coordinated drive-through giveaways for customers, and monitored and maintained the District’s social media.
- A request for proposals was circulated to find a firm to help the District update and upgrade its public website. The proposals are due in March. They will be reviewed and a recommendation made to the Board to award a contract in May 2021.