Regional Water Authority
BUILDING ALLIANCES IN NORTHERN CALIFORNIA

Notice of Request for Proposals (RFP) For Website Redesign and Development Services with ADA Accessibility Compliance

Proposal Responses Due:

3:00 PM Pacific Time
September 15, 2026

Issued on behalf of:
The Regional Water Authority and Sacramento Groundwater Authority

RFP Coordinator:
Ashley Flores, aflores@rwah2o.org

I. INTRODUCTION & STATEMENT OF PURPOSE

The Regional Water Authority (RWA) and Sacramento Groundwater Authority (SGA) are managed jointly and located in Sacramento, CA. The RWA and SGA are seeking proposals from qualified Contractors to design, develop, and implement new public-facing websites. For the purposes of this request for proposals, the RWA and SGA will collectively be referred to as the Authorities.

The Authorities' current website needs to be redesigned to provide an updated, user-friendly experience that effectively serves the diverse audiences who interact with the Authorities. The new website must improve all users' ability to access the information on the website's landing page, enhance usability for the public and regulated community, and ensure full compliance with accessibility standards, including the Americans with Disabilities Act (ADA) and all applicable federal and State of California accessibility regulations and standards.

The Authorities are seeking a contractor with experience designing websites for public agencies or organizations with similar regulatory, informational, and public engagement functions.

Proposers who submit a response to this RFP must demonstrate the ability to meet the technical, accessibility, and functional requirements described in this solicitation.

II. SCOPE OF WORK

A. GENERAL DESCRIPTION

Project Overview.

The Authorities seek a qualified contractor to redesign and develop two public-facing websites: RWAh2o.org and SGAh2o.org. The redesigned websites must improve navigation, accessibility, and user engagement for the public, regulated businesses, member agencies, and other stakeholders.

Current Website Environment.

RWA and SGA currently maintain separate websites that share a common architecture and are maintained by RWA staff. The objective of this project is to migrate both existing websites to two new, separate, ADA-compliant websites.

Website Management and Support.

The new websites should be designed so RWA staff can operate and maintain day-to-day content updates, with ongoing maintenance and technical support provided by the selected contractor.

The Authorities' websites serve as the primary source of information for member agencies, residents, businesses, and other stakeholders seeking information about the work of the RWA and SGA, including water management, public meetings, and agency initiatives.

The redesigned websites must:

1. Provide a modern, user-friendly design
2. Improve accessibility and compliance with ADA and WCAG standards, including remediating PDFs for accessibility
3. Provide intuitive navigation for multiple audiences
4. Support and implement interactive tools and data access
5. Allow RWA staff to easily update and maintain website content through a user-friendly content management system
6. Include the option for an internal employee portal/intranet component to support RWA staff access to internal information and resources
7. RWA will provide guidelines and directions to the selected contractor through the website redesign process, including planning, design, development, content migration, testing, training, and deployment.
8. Graphic design on new websites must follow RWA/SGA branding standards
9. RWA/SGA will provide final text
10. Contractor will be expected to assist in write or rewrite content.
11. Contractor will be expected to conduct content audits
12. Contractor will be expected to develop information architecture and page recommendations
13. Contractor expected to rewrite PDFs into web pages

To support accurate proposal development, RWA's current website consists of 54 pages, and approximately 500 posted PDF documents. The SGA's website consists of 48 pages, and approximately 162 posted PDFs. Both websites are public-facing and have low visitation as they primarily serve our 20 member agencies for the RWA and 16 member agencies for the SGA. The websites provide links that redirect the general public to our other program (public-facing) websites, this information is intended to help Contractors better estimate the scope of content migration and overall project costs.

The Authorities anticipate substantial content review and reorganization during the project. Proposers should clearly identify in their scope of services what level of content strategy, content auditing, content migration, and copywriting services are included in their proposal.

RWA is currently evaluating website hosting options. Contractors should provide pricing for hosting and maintaining the website on a contractor-hosted platform, if available. In addition, Contractors are requested to include pricing for implementation on a WordPress-based platform, should the RWA choose to continue hosting the site using WordPress.

Because the RWA is still evaluating the potential need for an internal employee portal/intranet component, Contractors are also requested to submit proposals both with and without the employee portal functionality. This will allow the RWA to better assess feasibility, cost, and implementation considerations.

B. TARGET AUDIENCES

The RWA website serves a diverse group of users, including, but not limited to:

- Members of the RWA's or SGA's Board of Directors, as well as members of standing and advisory committees
- Press or Media inquiries
- Applicants seeking information on grant and incentive programs
- Community organizations and environmental groups
- Federal, state, and local governmental and regulatory agencies
- Job seekers
- Members of the public seeking to submit public comments, feedback, or inquiries
- Individuals or organizations seeking public documents
- RWA staff seeking internal information and resources

The redesigned website should prioritize usability and intuitive navigation for these audiences.

C. FUNCTIONAL REQUIREMENTS

The new website should include, but not be limited to, the following capabilities.

- Navigation and User Experience
- Clear and intuitive site structure and navigation
- Audience-specific portal pages or landing pages
- Mobile-friendly responsive design compatible with smartphones and tablets
- Integrated search functionality
- Links to RWA social media channels
- Clear pathways to frequently used services such as permit applications, feedback submission, public records requests and grant information
- Interactive Features and Data Tools

The website should support interactive tools and portals such as:

- Data portals for public information requests
- Subscription tools for newsletters hosted via MailChimp, notifications, and alerts

The website will host a wide variety of informational resources, including:

- Water quality monitoring information
- RWA and SGA news and announcements
- Public meeting calendars and agendas
- RWA mission and program descriptions
- SGA mission and program descriptions

- Online payment links
- CEQA project review information
- Grant and incentive program information
- The contractor shall assist the RWA with organizing and migrating existing website content

D. TECHNICAL REQUIREMENTS

The website must meet the following technical standards:

- Utilize a widely supported Content Management System (CMS) that allows RWA staff to easily update content.
- Contractors should provide pricing for hosting and maintaining the website on a contractor-hosted platform. In addition, Contractors are requested to include pricing for implementation on a WordPress-based platform, should the RWA choose to continue hosting the site using WordPress.
- Be fully compatible with modern web browsers
- Utilize responsive design to ensure functionality across desktop, tablet, and mobile devices
- Implement HTTPS encryption using SSL certificates
- Allow for routine security updates and system maintenance
- Optimize media and images for efficient page load speeds
- Include multilingual support, including Spanish translation capability
- Meet Web Content Accessibility Guidelines (WCAG) 2.1 AA accessibility standards and ADA compliance requirements for all content, including accessibility compliance remediation for Adobe PDFs
- Integrate website analytics tools to track usage and performance
- Support routine website backups and disaster recovery
- Include privacy policies and cookie notices consistent with public agency requirements
- Provide full documentation of website development and source code prior to deployment
- Contractors are also requested to submit proposals both with and without an employee portal/intranet functionality. This will allow the RWA to better assess feasibility, cost, and implementation considerations.

E. PROJECT TASKS

The selected contractor will be responsible for completing tasks, including, but not limited to:

- Conducting project kickoff and discovery meetings with Authority staff
- Developing website design concepts (consistent with RWA/SGA branding) and user interface layouts

- Presenting design concepts and incorporating Authority feedback
- Developing and building the website architecture and functionality
- Developing a content migration plan
- Migrating content from the existing website
- Conducting testing, including accessibility testing and usability review
- Training staff on the CMS platform
- Supporting the launch and deployment of the new website

F. FUTURE FUNCTIONALITY

The RWA may wish to expand website functionality in the future to include customer portals allowing regulated entities or stakeholders to log in and manage their interactions with the Authorities, such as permit information, grant applications, or regulatory compliance. Contractors are encouraged to describe their capabilities and experience supporting these types of systems.

G. ACCESSIBILITY REQUIREMENTS

The Authorities are committed to ensuring that all digital services are accessible to the public, including individuals with disabilities. The website developed under this RFP must comply with applicable accessibility requirements.

The contractor shall ensure that the website meets or exceeds all State and federal laws and regulations regarding accessibility requirements. Contractor shall identify the standards for the Authority staff and demonstrate how compliance will be achieved.

The contractor may be required to remediate accessibility issues identified after deployment.

H. TRAINING AND DOCUMENTATION

The contractor shall provide training to RWA staff to ensure they are able to independently manage and maintain the website.

Training shall include: Instruction on the use of the website, procedures for editing pages, uploading documents, and publishing content, guidance on maintaining accessibility compliance when adding content, and instructions on managing user accounts and permissions.

The contractor shall also provide documentation, including: user manuals or guides, website architecture documentation, administrative access credentials, and copies of all source code and system configuration files.

All materials developed under the contract shall become the property of the RWA upon project completion.

III. DELIVERABLES

1. The selected contractor shall provide the following deliverables:
    - Website design concepts and mockups
    - Website navigation wireframes/structure
    - Fully developed website with approved functionality
    - Migration of existing website content
    - Accessibility compliance testing documentation
    - Training for RWA staff
    - Website documentation and administrative materials
    - Deployment of the live website

2. **PROPOSAL DEADLINE**
   Proposals shall be submitted no later than the Proposal Deadline time and date detailed in Section II, RFP Schedule of Events. Proposers shall respond to the written RFP and any exhibits, attachments, or amendments. A Proposer's failure to submit a proposal as required before the deadline shall cause the proposal to be disqualified. Late proposals shall not be accepted, nor shall additional time be granted to any potential Proposer.

3. **PROPOSAL DEADLINE**

   The Deadline to submit proposals is stated below in Row 4 of the table in Part III. It is the sole responsibility of the proposer to ensure their proposal reaches the RWA before the closing date and time. If you have any questions regarding the submittal of this proposal, please contact Ashley Flores at aflores@rwah2o.org for contractor support.

   Bidders/Offerors are cautioned to allow adequate time to ensure timely receipt of their proposals. The RWA is not responsible for any delays of the Bidder's/Offeror's proposal delivery. Late proposals shall not be accepted, nor shall additional time be granted to any potential Bidder/Offeror.

4. **ADDENDA**
   Any additional information not included in this solicitation that the RWA finds necessary and material to responding to the RFP will be posted as an addendum on the RWA website at www.rwah2o.org. Answers to questions submitted shall be considered addenda to the solicitation documents and also posted promptly to the RWA website. No questions or requests for information will be accepted after September 1, 2026 at 12:00 p.m. pst.

[REST OF PAGE INTENTIONALLY LEFT BLANK]

IV. SCHEDULE OF EVENTS

The following RFP Schedule of Events represents RWA's best estimate of the schedule that shall be followed. Unless otherwise specified, the time of day for the following events shall be between 9:30 AM and 3:00 PM Pacific Time.

The RWA reserves the right, at its sole discretion, to adjust this schedule as it deems necessary. Notification of any adjustment to the Schedule of Events shall be provided to all Contractors.

The RWA is not responsible for the failure of the prospective Bidders/Offerors to check for any RFP document updates, changes, or answers to questions posted on the website. Failure to periodically check the website will be at the Bidder's/Offeror's sole risk.

	EVENT	DATE	TIME
1	RWA Issues RFP	August 24, 2026	
2	Deadline for Written Comments from Contractors	September 1, 2026	12:00 p.m.
3	RWA Issues Responses to Written Comments	September 7, 2026	3:00 p.m.
4	**Deadline Proposals Due**	**September 15, 2026**	**3:00 pm**
5	RWA Completes Evaluations (Estimated)	September 16, 2026	TBD
6	Tentative Interviews	September 21, 2026	TBD
7	Anticipated Contract Start Date based on Board Approval	November 12, 2026	12:00 p.m.

V. GENERAL INSTRUCTIONS AND INFORMATION

1. RFP COORDINATOR

The following RFP Coordinator shall be the main point of contact for this RFP:

RFP Coordinator: Ashley Flores, Associate Project Manager
Phone: (916) 967-7692
E-Mail: aflores@rwah2o.org

2. COMMUNICATIONS REGARDING THE RFP

Upon release of this RFP, all contractor communications concerning this procurement must be directed to the RFP Coordinator named above, unless otherwise specified in this RFP. Unauthorized contact regarding the RFP with

other Authority employees of the procuring agency may result in disqualification.

Questions concerning this proposal, including specifications, requirements, terms and/or conditions of a solicitation, etc. should be submitted solely in writing to Ashley Flores at aflores@rwah2o.org.

The RWA is not responsible for failure of the prospective Bidders/Offerors to check for any solicitation document updates, changes, or answers to questions posted at RWA's website. Failure to periodically check the website will be at the Bidder's/Offeror's sole risk.

Any oral communications shall be considered unofficial and nonbinding on the RWA.

Any irregularities or lack of clarity in the RFP should be brought to the attention of RWA for correction or clarification.

3. **PROPOSAL PREPARATION COSTS**
   RWA shall not be liable for or pay any costs associated with the preparation, submittal, or presentation of any proposal.

4. **PROPOSAL WITHDRAWAL**
   To withdraw a proposal, the Contractor must submit a written request, signed by an authorized representative, to the RFP Coordinator before the deadline for submittals stated above in Part III. After withdrawing a previously submitted proposal, the contractor may submit another proposal at any time up to the deadline for submitting proposals.

5. **PROPOSAL AMENDMENT**
   RWA shall not accept any amendments, revisions, or alterations to proposals after the deadline for proposal submittal unless RWA formally requests such in writing.

6. **PROPOSAL ERRORS**
   Proposers are liable for all errors or omissions contained in their proposals. Proposers shall not be allowed to alter proposal documents after the deadline for submitting a proposal.

7. **PROHIBITION OF PROPOSER TERMS & CONDITIONS**
   A Proposer may **not** submit the Proposer's own contract terms and conditions in a response to this RFP. If a proposal contains such terms and conditions, RWA, at its sole discretion, may determine the proposal to be a nonresponsive counteroffer, and the proposal may be rejected.

8. **ASSIGNMENT AND SUBCONTRACTING**
   The Contractor may not subcontract, transfer, or assign any portion of the

contract without prior, written approval from the Authorities. The RWA must approve each subcontractor in writing. The substitution of one subcontractor for another may be made only at the discretion of RWA and with prior, written approval from RWA. Notwithstanding the use of approved subcontractors, the Proposer, if awarded a contract under this RFP, shall be the prime contractor and shall be responsible for all work performed. Contractor shall require each of its subcontractors of any tier to carry the aforementioned coverage, or Contractor may insure subcontractors under its own policy.

9. PROPOSAL OF ADDITIONAL SERVICES

If a Proposer indicates an offer of goods or services in addition to those required by and described in this RFP, these additional goods or services may be added to the contract before contract signing at the sole discretion of RWA.

10. INDEPENDENT PRICE DETERMINATION

A proposal shall be disqualified and rejected by RWA if the price in the proposal was not arrived at independently without collusion, consultation, communication, or agreement as to any matter relating to such prices with any other Proposer, a District employee, or any Competitor.

11. INSURANCE

The successful Contractor will be required to provide and maintain insurance as required and listed in the RWA Professional Services Agreement, attached.

12. LICENSURE

Before a contract pursuant to this RFP is signed, the Proposer must hold all necessary, applicable business and professional licenses. RWA may require any or all Proposers to submit evidence of proper licensure.

13. RFP AMENDMENT AND CANCELLATION

RWA reserves the unilateral right to amend this RFP in writing at any time. RWA also reserves the right to cancel or reissue the RFP at its sole discretion. If an amendment is issued, it shall be provided to all proposers through Beacon. Proposers shall respond to the final written RFP and any exhibits, attachments, and amendments.

14. RIGHT OF REJECTION

RWA reserves the right, at its sole discretion, to reject any and all proposals or to cancel this RFP in its entirety. Any proposal received that does not meet the requirements of this RFP in any material way will be considered to be nonresponsive, and the proposal will be rejected. Proposers must comply with all of the terms of this RFP and all applicable State and District laws and regulations. RWA may reject any proposal that does not comply with all of the terms, conditions, and performance requirements of this RFP.

RWA reserves the right, at its sole discretion, to waive minor variances in

proposals, provided such action is in the best interest of RWA. Where RWA waives minor variances in proposals, such waiver does not modify the RFP requirements or excuse the proposer from full compliance with the RFP. Notwithstanding any minor variance, RWA may hold any Proposer to strict compliance with the RFP.

15. PROPOSAL EVALUATION PROCESS

The evaluation process is designed to award the procurement to the Proposer with the best combination of attributes based upon the evaluation criteria.

RWA reserves the right, at its sole discretion, to request clarifications of proposals or to conduct discussions for the purpose of clarification with any or all Proposers. If clarifications are made as a result of such discussion, the Proposer shall put such clarifications in writing.

16. AWARD OF PROPOSAL

Award will be made to the Proposer(s) offering the most advantageous proposal(s) after consideration of all Evaluation Criteria set forth below. This criterion is not listed in any order of preference. RWA reserves the right to establish weight factors that will be applied to the criteria depending upon the order of importance. RWA shall not be obligated to accept the lowest-priced proposal, but will make an award in the best interests of RWA after all factors have been evaluated.

Award Evaluation Criteria:

Criteria	Description	Maximum Points
Contractor Qualifications	Experience designing and implementing websites for government agencies or similar organizations	25
Project Approach	Demonstrated understanding of the project and proposed methodology for website design and development	25
Accessibility Compliance	Ability to design and maintain websites that meet ADA and WCAG accessibility standards	20
Technical Capabilities	CMS platform, hosting approach, security, and scalability	15
Cost	Total proposed cost for website design, development, and deployment	15
Total		**100**

RWA reserves the right to hold interviews/discussions with selected finalists, if it is in the best interest of RWA to do so. If RWA decides to move forward with interviews, a separate set of criteria points will be created and added to the total.

If two or more quotes receive the same number of points, the ranking of these quotes will be determined by the lower cost offer.

17. AWARD PROCESS

RWA reserves the right to make an award without further discussion of any proposal submitted. Each proposal should be initially submitted on the most favorable terms the proposer can offer. RWA reserves the right to negotiate and/or include a best and final offer stage to the process. Notwithstanding, RWA reserves the right to add terms and conditions, deemed to be in the best interest of RWA, during final negotiations. Any such terms and conditions shall be within the scope of the RFP and shall not affect the basis of proposal evaluations.

RWA reserves the right, at its sole discretion, to negotiate with the apparent best evaluated Proposer.

VI. TERMS AND CONDITIONS

RWA DRAFT AGREEMENT

Attached is the RWA's professional services agreement. By submitting a proposal, each Proposer agrees to execute RWA's professional services agreement without modification, unless a Proposer submits any specific exceptions to terms of the agreement. RWA, in its sole discretion, may accept or reject some or all exceptions to the agreement submitted by a Proposer.

VII. INSTRUCTIONS FOR COMPLETION OF PROPOSAL

1. SUBMITTING PROPOSALS

The required method of submitting your proposal is electronically through email. It is the sole responsibility of the proposer to ensure their proposal reaches aflores@rwah2o.org before the closing date and time. If you have any questions regarding the submittal of this proposal, please contact Ashley Flores at aflores@rwah2o.org for contractor support. Late proposals shall not be accepted, nor shall additional time be granted to any potential Proposer. Electronic submissions submitted via email will be acknowledged with a confirmation email receipt showing the time of submittal, which shall govern.

2. REQUIRED PROPOSAL SUBMITTALS

The submittals requested shall be included with the proposal response. Failure to include required submittals may be cause for rejection of your proposal**.** The following are required for your proposal to be considered and must be labeled with the following:

Exhibit “A” – Proposed Project Details and Work Statement

Exhibit “B” – Qualifications and Experience

Exhibit “C” – Previous Customer References

Exhibit “D” – Signature Page

Exhibit “E” – Non-Collusion and Non-Conflict of Interest Statement

Exhibit “F” – Exceptions to Sample Contract

3. REQUIRED PROPOSAL FORMAT

The Proposer(s) are required to prepare their written proposals in accordance with the instructions outlined below. Deviations from these instructions may be construed as non-responsive and may be cause for disqualification. Emphasis should be placed on accuracy, completeness, and clarity of content.

The format and content of the Proposal are as follows:

- If provided, **use any forms included in the Exhibits** as well as the requirements listed above. All other submitted pages are to be single-spaced typed pages with one-inch margins.

- Identify the Exhibit Category of the proposal, Proposal number and Proposer name on every page submitted.

- All pages must be numbered sequentially.

[END OF DOCUMENT: PLEASE SEE ALL RELATED ATTACHMENTS AND EXHIBITS AS NOTED IN THE TABLE OF CONTENT]