



ONE-PAGE PROPOSAL

A stronger start. A clearer way forward.

Website Design & Development Consultant

Proposed fixed project fee: \$40,000 · Target launch: April 1, 2027

Understanding the work. First 5 Orange County needs a website that helps families act, makes community information easier to use, and supports the staff maintaining it. Our review of the public site, strategic plan, RFP, and published Q&A shaped three priorities: clearer family pathways, a more immediate invitation to use Kid Builders, and better context around reports and the Early Development Index. The accompanying concept demonstrates these decisions. Final visual design will apply First 5's supplied new brand standards.

Relevant experience. The Design Factory is a design and digital studio working across community services, education, and membership organizations. Selected work includes MomFounder, Dallas-Fort Worth Urban League, Code Enforcement Association of Texas, St. Luke Community UMC, and A Chance To Learn. These engagements connect audience-focused navigation and responsive design with practical publishing workflows. Ari Raphiel will be the direct project lead, accountable for coordination, creative direction, progress, and delivery.

Our approach. We will confirm audience tasks, content ownership, integrations, migration priorities, and acceptance criteria in discovery; establish the information architecture and content models; apply the new identity; and build a custom React website and connected staff CMS in First 5-owned hosting, targeting WCAG 2.2 AA. Structured event, resource, and report templates will support consistent staff publishing. The browser-session prototype illustrates structured editing, preview, and sample revisions. Search, forms, calendar, email, analytics, Kid Builders, and EDI treatment will be agreed within the approved scope and budget.

Delivery and collaboration. Proposed work begins November 2, 2026, with discovery in November, design in December, implementation and content work in January and February, and testing and training in March. We target launch by April 1, 2027. A weekly progress note, shared decision log, and milestone reviews keep approvals visible. Request scheduled work at least five business days ahead. We propose consolidated feedback within five business days and routine acknowledgment within two; critical launch issues follow an agreed escalation process.

Investment and handoff. The \$40,000 ceiling includes an expense allowance, testing, two staff training sessions, a task guide, and 30 days of in-scope defect support after launch. Additional maintenance and enhancements are proposed at \$150/hour, approved before work. Our budget and acceptance attachments define the assumptions, responsibilities, and evidence required for a confident handoff.