

VCAPCD Website Project Goals

Project summary:

The Ventura County Air Pollution Control District is seeking to redesign our existing website to provide an updated experience that serves, informs, and engages the different groups of people we interact with effectively. The district is also interested in exploring the possibility of a design of a new logo, however that is not required.

How to respond:

Please see the notes and deadline information at the end of this document describing how to respond to indicate your interest in developing our new website.

About the Ventura County Air Pollution Control District (VCAPCD) and who we serve:

Founded in 1968, the district protects public health and agriculture from the adverse effects of air pollution by identifying problems and developing a comprehensive program to achieve and maintain state and federal standards.

Audiences:

- Ventura County businesses needing to apply for/renew permits and review regulations. (Note that district has about 1,400 facilities holding permits and receives/processes about 15 permit applications per month.)
- Ventura County businesses, law firms, environmental agencies and associations looking for information on new or revised regulations or air quality planning documents.
- Agricultural operations looking for information on when they are allowed to burn agricultural waste.
- Ventura County agricultural operations, businesses, municipalities, and educational institutions looking for information on air quality incentive grants. (Note we have at least six separate grant programs with different audiences and criteria for grant eligibility, applications, etc.)
- Ventura County residents looking for information on air quality and emissions, incentive programs, what is being done to protect them and what they can do.
- Educators looking for lesson plans and information.
- Environmental groups and community-based organizations concerned about public health and underserved communities.
- Members of the District's boards and committees.
- District employees looking for information.
- Federal, state and local environmental regulators.

- Job seekers.
- Ventura County residents and businesses looking for “How to file a complaint” and for the status of a complaint.
- Public looking for the District’s financial information, including budget and audit reports.

What we are looking for in a vendor:

The VCAPCD is hoping for a vendor with experience with use cases typical in government public-facing websites. A bonus would be familiarity with environmental agencies.

Desired website features (not in priority order):

1) Navigation

- a. Audience-specific portal pages.
- b. Ability to search within VCAPCD website.
- c. Spanish translation of website.
- d. Social media links.
- e. A clear website hierarchy.
- f. Clear navigation to ‘Permit Application’ information, information on how to apply, list of downloadable application forms to use.
- g. Clear navigation to information subject to public notices.
- h. Mobile friendly since many people browse using smartphones/tablets.

2) Interactive portals

- a. Current air quality with animation.
- b. Air quality forecast and map with ties to social media.
- c. Interactive permitted facility map.
- d. Data search portal – may include (but not limited to):
 - i. Search permitted facility information.
 - ii. Search data for common public information requests.
 - iii. Invoice status.
 - iv. Permit violations.
- e. Online grant application and status reporting (likely via an external Laserfiche portal).
- f. Rule development information with a portal to submit comments, sign up for notifications or request information.
- g. Ability to subscribe to notifications, emails, etc.

3) Data publication – data sets

- a. Historical air quality data
 - b. Updates to federal and state air quality exceedances
 - c. Meteorological data sets
 - d. AERMOD ready meteorological data sets
 - e. Ceilometer imagery/data
- 4) Informational Pages – Among the pages and content on our existing website (vcapcd.org), the following items were highlighted through discussions regarding what is desired in a new site.
- a. Monitoring stations
 - b. News page
 - c. Calendar of events
 - d. VCAPCD mission and goals by division
 - e. Link to online payment system
 - f. Glossary
 - g. Air Quality links to AirNow and AirNow Fire and Smoke
 - h. Downloadable forms for all uses
 - i. Burn Permit information
 - j. Asbestos information
 - k. Air Quality Management Plans and other documents required by state or federal air quality laws
 - l. California Environmental Quality Act information, including for projects currently under review
 - m. Information on commuter trip reduction programs and facilities subject to regular requirements for employee commute analysis
 - n. Air quality incentive program information
 - o. Community Air Protection Program information

Technical considerations:

- 1) Deploy a well-established Content Management System (CMS) tool.
- 2) The website must be fully compatible with leading web browsers.
- 3) The website must use responsive design to ensure it works with common devices.
- 4) Implement SSL (Secure Sockets Layer) to enable HTTPS to provide a secure experience.
- 5) Website hosting can be easily updated (software, plug-ins, CMS) to address security concerns and keep the site framework up to date.
- 6) Optimize images and other media for best page loading times.

- 7) Multilingual support – The content should be easily maintained in English and other languages, including but not limited to Spanish.
- 8) The site must meet Web Content Accessibility Guidelines (W3C/WCAG) standards.
- 9) The site should integrate website analytics tools.
- 10) The site should be able to be backed up regularly.
- 11) The site should support and include privacy and cookie policies.
- 12) Site development should be fully documented, and all uncompiled code supplied to the VCAPCD prior to deployment.

Anticipated tasks:

- 1) Vendor should guide VCAPCD through the website redesign process.
- 2) Draft design developed; tools identified.
- 3) Obtain design approval.
- 4) Build the website.
- 5) Develop a migration plan for moving content and other tasks needed to go live with the new website.
- 6) Execute the migration plan.

Future possibilities:

We foresee a desire in the future to develop customer portal solutions that would allow various stakeholders to log in interactively and manage their relationship with VCAPCD. We would like to gauge the interest and capabilities of vendors in this regard.

How to Respond:

If you are a website developer that would like to be considered as a vendor for our website redesign project, please tell us a little about yourselves, your capabilities, how you would approach our project, and a price estimate based on the wish list identified in this document.

Please respond by **May 10, 2024**, via email to **info@vcapcd.org** and include '**VCAPCD website project**' in your subject line. If you have questions, please direct them to the same email address.

We look forward to the opportunity to work with you!