

**TOWN COUNCIL MEETING**  
**Island County Hearing Room**  
**May 26, 2026**  
**6:00 pm**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**CHANGES AND APPROVAL OF AGENDA**

**APPROVAL OF MINUTES**

Regular Council Meeting of May 12, 2026

**MAYOR'S REPORT**

**AUDIENCE INPUT**

**NEW BUSINESS**

1. Approve contract with Planetaria Media for new town website development
2. Set Council Workshop to discuss the Six-Year Transportation Improvement Plan (STIP)

**COUNCIL REPORTS**

**DISCUSSION**

- Pride Booth Shifts June 13<sup>th</sup>
- Density Bonus for Sustainable Affordable Housing

**AUDIENCE INPUT**

**ADJOURN**

***NOTE:*** The public will be able to access the meetings in real time, by phone or online.

*As a reminder: This is time set aside for members of the public to speak to the Council about subjects of concern or interest, or items not already set aside for a public hearing. Input requiring more lengthy comment is best submitted in writing.*

**To join the meeting from your computer, tablet or smartphone.**

<https://www.gotomeet.me/TownOfCoupeville/coupeville-town-council-meeting>

**In the event of technical issues, the virtual attendance option is not guaranteed.**

**To access the Town Council meeting remotely, by phone dial 571-317-3122 and use access code 707-347-805.**

**TOWN OF COUPEVILLE**  
**Regular Council Meeting**  
**May 12, 2026**  
**6:00pm**

**CALL TO ORDER**

At 6:00pm, Mayor Hughes called the meeting to order and led the Council in reciting the Pledge of Allegiance.

**PRESENT**

Mayor Molly Hughes, Councilmembers Jenny Bright, Rick Walti, Kristo Allred, and Evan Henrich

**STAFF PRESENT**

Clerk-Treasurer Corine Jackson, Public Works Director Joe Grogan, Community Planning Director Josh Pitts, and Town Attorney Nikki Thompson

**EXCUSE COUNCILMEMBER**

Action: A motion was made by Councilmember Bright, seconded by Councilmember Walti, to excuse Councilmember Henderson from the May 12, 2026 Regular Council Meeting. The motion passed unanimously.

**APPROVAL OF AGENDA**

*Mayor Hughes changed the order of Agenda items to have the MOA Discussion earlier in the meeting.*

Action: A motion was made by Councilmember Henrich, seconded by Councilmember Allred, to approve the agenda of the May 12, 2026 Regular Council Meeting as amended. The motion passed unanimously.

**APPROVAL OF MINUTES**

The minutes of the April 28, 2026 Regular Council Meeting were approved as submitted.

**MAYOR'S REPORT**

- Mayor Hughes reported on the Ebey's Forever Grants. They granted \$42,000 to six projects in the Reserve. These grants help fund historic preservation/restoration projects.
- Mayor Hughes reported that the Sarah and Jacob Ebey House will have volunteer docents on Fridays and Saturdays through the Summer. Training is May 16<sup>th</sup> from 10am – 1pm.
- Mayor Hughes reported that the Penn Cove Water Festival went well again this year. The festival offers educational opportunities, native arts and crafts vendors, as well as native music, storytelling, and dancing.
- Mayor Hughes and Public Works Director Grogan met with the Town's new on-call engineering firm, Wilson Engineering. They discussed upcoming Town projects such as

the Parker Rd. sewer line extension, and traffic calming on Broadway. They were also given a tour of the town.

- Mayor Hughes reported that the new Island County Tourism Manager is Lee Ann Mozes. Lee Ann has already hit the ground running and has met with all the Chamber directors. She is working on setting up the first Executive Board and Advisory Board meetings.
- Mayor Hughes reported that Fox13 did a story on Coupeville because of Practical Magic 2 coming out soon.
- Mayor Hughes reminded the Council and Community that the Memorial Day Parade and Remembrance Ceremony will be on Saturday, May 23. There is still time to sign up to be in the parade. There are more entries this year due to America250 celebrations.

### **PRESENTATION**

Coupeville Festival Association President Melinda Erickson presented a proposal to create a Volunteer Park in the Johnson Lot at 902 N. Main St. This is the second presentation of the proposal, with changes to the design requested by the Council. Questions were asked about available utilities and the placement of restrooms, and whether the open space would be large enough for vehicles to do a U-turn. The Council agreed to accept the donation of the site beautification.

### **DISCUSSION**

#### **Krueger Farms MOA**

Mayor Hughes and Town Attorney Thompson led a discussion with the Council about the MOA between the Town and the Stuurmans Family. Town staff misunderstood advice given by the Town Attorney and recently realized that the MOA cannot be amended without consent of every property owner within the MOA area. Councilmember Henrich proposed requiring a document be signed by new property owners within the MOA stating that they know they are within the MOA and what that means.

### **AUDIENCE INPUT**

- Mark Valencia addressed the Council to thank them and Town staff for ceasing discussion of amending the MOA.
- Pat Morse addressed the Council about the MOA and committed to remaining engaged.
- Ricardo Reyes addressed the Council regarding concerns about the Peacefully Valley HOA lawfulness, and what their annual dues are paying for. Reyes is seeking clarity on what the HOA is responsible for.
- Dorte Callahan addressed the Council about the proposal for the Johnson Lot. Callahan encouraged more cohesiveness across the adjacent properties.
- Vickie Chambers addressed the Council about the proposal for the Johnson Lot. Chambers would like to see the bathrooms installed before the landscaping goes in.
- Pat Powell addressed the Council about the proposal for the Johnson Lot. Powell raised concerns about the amount of public input received before the design was made, and referenced the historic elements of the parcel and adjacent properties. Powell also brought up the need for traffic calming on Broadway, and encouraged public outreach

before plans are made. Finally, Powell thanked the public for their interest and engagement with the MOA discussion.

- Cami Hedges and husband addressed the Council regarding the MOA. They are new to the neighborhood and would like clarification on some of the MOA guidelines. They thanked Community Planning Director Pitts for his communications about the MOA.

## **NEW BUSINESS**

### **April 2026 Payroll and A/P Transactions**

Action: A motion was made by Councilmember Allred, seconded by Councilmember Walti, to approve April 2026 Payroll EFT Transactions for a total of \$133,511.22 and April 2026 A/P Transactions and EFT payments #11740 - #11787 for a total of \$221,835.70. The motion passed unanimously.

## **COUNCIL REPORTS**

### **Councilmember Henrich**

Councilmember Henrich thanked the community for their engagement on the MOA discussion.

## **DISCUSSION**

### **Temporary Homeless Encampments Hosted by Religious Organizations**

Community Planning Director Pitts led a discussion with the Council about Temporary Homeless Encampments hosted by Religious Organizations. The state requires the Town to establish a framework for these types of temporary housing under RCW 35.21.915, as part of the Town's Comprehensive Plan Update. Questions were asked about the definition of religious organization, fire safety, and conditions placed by the Town.

## **AUDIENCE INPUT**

- Bridget Sims addressed the Council regarding the proposal for the Johnson Lot. Sims encouraged more public input and pointed out the potential of the property.

## **ADJOURNMENT**

At 7:14pm, Mayor Hughes adjourned the meeting.

Respectfully submitted,

MAYOR

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Deputy Clerk Chris Jolly

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Molly Hughes



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**TOWN OF COUPEVILLE**  
From the Desk of Deputy Clerk Chris Jolly

**M E M O R A N D U M**

May 26, 2026

TO: Town Council

FROM: Deputy Clerk Chris Jolly

RE: Planeteria Media Contract

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Council,

Government agencies across the country are facing a deadline of 2028 for implementation of ADA standards for websites. Our current website needs a facelift and reorganization, so we felt this would be the best opportunity to revitalize our website and meet WCAG 2.1 Level AA requirements.

In December 2025, the Town sought Website Redesign proposals, with a deadline of January 30, 2026. The Town received 11 proposals from firms all over the country. Corine, Scott, and I reviewed the 11 proposals and agreed that Planeteria Media was best suited to meet our needs. We have negotiated a contract with Planeteria Media, and our Attorney, Nikki Thompson, has reviewed and approved the contract.

Planeteria Media has designed many websites for municipalities all over Washington State and the rest of the country. They are well versed in municipal website requirements, the Washington Public Records Act (RCW 42.56), and WCAG 2.1 Level AA requirements. They offer staff training on the WCAG 2.1 Level AA requirements so staff can maintain compliance when new information is added to our website.

Once the new website is launched, Planeteria doesn't just walk away. They will remain on contract for as long as we need, to help with maintenance, security, etc. The ongoing security and maintenance agreement can be terminated by the Town at any time.

**Motion: Move to authorize the Mayor to sign a Professional Services Agreement with Planeteria Media for Website Redesign services not to exceed \$28,750, and an ongoing security and maintenance agreement.**

**PROFESSIONAL SERVICES AGREEMENT  
BETWEEN TOWN OF COUPEVILLE AND  
PLANETERIA MEDIA  
FOR CONSULTANT SERVICES**

**THIS AGREEMENT** (“Agreement”) is made and entered into by and between the Town of Coupeville, a Washington State municipal corporation (“Town”) and Planeteria Media a California-based Web Development Company (“Consultant”), licensed to do business in the State of Washington.

NOW, THEREFORE, in consideration of the terms, conditions, covenants and performances contained herein, the parties hereto agree as follows:

**ARTICLE I. PURPOSE**

The purpose of this Agreement is to provide the Town with Website Design and Hosting Services. The general terms and conditions of the relationship between the Town and the Consultant are specified in this Agreement. The specific projects will be implemented by a Scope of Services as set forth in **Exhibit “A”**. Special Consideration will be given to the terms outlined in **Exhibit “B”**.

**ARTICLE II. SCOPE OF SERVICES**

The Scope of Services is attached hereto as **Exhibit “A”** and incorporated herein by this reference (“Scope of Services”). All services and materials necessary to accomplish the tasks outlined in the Scope of Services shall be provided by the Consultant unless noted otherwise in the Scope of Services or this Agreement. All such services shall be provided in accordance with the standards of the Consultant’s profession.

**ARTICLE III. OBLIGATIONS OF THE CONSULTANT**

**III.1 MINOR CHANGES IN SCOPE.** The Consultant shall accept minor changes, amendments, or revision in the detail of the Scope of Services as may be required by the Town when such changes will not have any impact on the service costs or proposed delivery schedule. Extra work, if any, involving substantial changes and/or changes in cost or schedules will be addressed as follows:

**Extra Work.** The Town may desire to have the Consultant perform work or render services in connection with each project in addition to or other than work provided for by the expressed intent of the Scope of Services in the scope of services. Such work will be considered as extra work and will be specified in a written supplement to the scope of services, to be signed by both parties, which will set forth the nature and the scope thereof. All proposals for extra work or services shall be prepared by the Consultant at no cost to the Town. Work under a supplemental agreement shall not proceed until executed in writing by the parties.

**III.2 WORK PRODUCT AND DOCUMENTS.** The work product and all documents produced under this Agreement shall be furnished by the Consultant to the Town, and upon completion of the work shall become the property of the Town, except that the Consultant may retain one copy of the work product and documents for its records. The Consultant will be responsible for the accuracy of the work, even though the work has been accepted by the Town.

In the event that the Consultant shall default on this Agreement or in the event that this Agreement shall be terminated prior to its completion as herein provided, all work product of the Consultant, along with a summary of work as of the date of default or termination, shall become the property of the Town. Upon request, the Consultant shall tender the work product and summary to the Town. Tender of said work product shall be a prerequisite to final payment under this Agreement. The summary of work done shall be prepared at no additional cost to the Town.

Consultant will not be held liable for reuse of documents produced under this Agreement or modifications thereof for any purpose other than those authorized under this Agreement without the written authorization of Consultant.

III.3 **TERM.** The term of this Agreement shall commence on the Date of Signature by the Mayor and shall continue until all the process milestones identified in **Exhibit A** have been attained.

III.4 **NONASSIGNABLE.** The services to be provided by the Consultant shall not be assigned or subcontracted without the express written consent of the Town.

III.5 **EMPLOYMENT.**

a. The term “employee” or “employees” as used herein shall mean any officers, agents, or employee of the of the Consultant.

b. Any and all employees of the Consultant, while engaged in the performance of any work or services required by the Consultant under this Agreement, shall be considered employees of the Consultant only and not of the Town, and any and all claims that may or might arise under the Workman's Compensation Act on behalf of any said employees while so engaged, and any and all claims made by any third party as a consequence of any negligent act or omission on the part of the Consultant or its employees while so engaged in any of the work or services provided herein shall be the sole obligation of the Consultant.

c. Consultant represents, unless otherwise indicated below, that all employees of Consultant that will provide any of the work under this Agreement have not ever been retired from a Washington State retirement system, including but not limited to Teacher (TRS), School District (SERS), Public Employee (PERS), Public Safety (PSERS), law enforcement and fire fighters (LEOFF), Washington State Patrol (WSPRS), Judicial Retirement System (JRS), or otherwise. (Please indicate No or Yes below)

\_\_\_\_\_ No, employees supplying work have ever been retired from a Washington state retirement system.

\_\_\_\_\_ Yes, employees supplying work have been retired from a Washington state retirement system.

In the event the Consultant indicates “no”, but an employee in fact was a retiree of a Washington State retirement system, and because of the misrepresentation the Town is required to defend a claim by the Washington State retirement system, or to make contributions for or on account of the employee, or reimbursement to the Washington State retirement system for benefits paid, Consultant hereby agrees to save, indemnify, defend and hold Town harmless from and against all expenses and costs, including reasonable attorney’s fees incurred in defending the claim of the Washington State retirement system and from all contributions paid or required to be paid, and for all reimbursement required to the Washington State

retirement system. In the event Consultant affirms that an employee providing work has ever retired from a Washington State retirement system, said employee shall be identified by Consultant, and such retirees shall provide Town with all information required by Town to report the employment with Consultant to the Department of Retirement Services of the State of Washington.

### III.6 INDEMNITY.

a. **Indemnification / Hold Harmless.** Consultant shall defend, indemnify and hold the Town, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising out of or in connection with the performance of this Agreement, except for injuries and damages caused by the sole negligence of the Town.

b. Should a court of competent jurisdiction determine that this Agreement is subject to RCW 4.24.115, then, in the event of liability for damages arising out of bodily injury to persons or damages to property caused by or resulting from the concurrent negligence of the Consultant and the Town, its officers, officials, employees, and volunteers, the Consultant's liability, including the duty and cost to defend, hereunder shall be only to the extent of the Consultant's negligence.

c. It is further specifically and expressly understood that the indemnification provided herein constitutes the Consultant's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purposes of this indemnification. This waiver has been mutually negotiated by the parties.

d. The provisions of this section shall survive the expiration or termination of this agreement.

e. Public Records Requests

In addition to Paragraph IV.3 b, when the Town provides the Consultant with notice of a public records request per Paragraph IV. 3 b, Consultant agrees to save, hold harmless, indemnify and defend the Town its officers, agents, employees and elected officials from and against all claims, lawsuits, fees, penalties and costs resulting from the consultant's violation of the Public Records Act RCW 42.56, or consultant's failure to produce public records as required under the Public Records Act.

### III.7 INSURANCE.

a. **Insurance Term.** The Consultant shall procure and maintain insurance, as required in this Section, without interruption from commencement of the Contractor's work through the term of the contract and for thirty (30) days after the Physical Completion date, unless otherwise indicated herein

b. **No Limitation.** Consultant's maintenance of insurance as required by the agreement shall not be construed to limit the liability of the Consultant to the coverage provided by such insurance, or otherwise limit the Town's recourse to any remedy available at law or in equity.

c. **Minimum Scope of Insurance - Consultant shall obtain insurance of the types described below:**

- 1) Automobile Liability insurance covering all owned, non-owned, hired and leased vehicles. Coverage shall be written on Insurance Services Office (ISO) form CA 00 01
  - 2) Commercial General Liability insurance shall be written at least as broad on ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, independent contractors, products-completed operations, stop gap liability, personal injury and advertising injury, and liability assumed under an insured contract. The Commercial General Liability insurance shall be endorsed to provide a per project general aggregate limit using ISO form CG 25 03 05 09 or an equivalent endorsement. There shall be no exclusion for liability arising from explosion, collapse or underground property damage. The Town shall be named as an additional insured under the Consultant's Commercial General Liability insurance policy with respect to the work performed for the Town using an additional insured endorsement CG 20 10 10 01 and Additional Insured-Completed Operations endorsement CG 20 37 10 01 or substitute endorsements providing at least as broad coverage.
  - 3) Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.
  - 4) Professional Liability insurance appropriate to the Consultant's profession.
- d. **The minimum insurance limits shall be as follows:** Consultant shall maintain the following insurance limits:
- 1) Comprehensive General Liability. Insurance shall be written with limits no less than \$2,000,000 each occurrence, \$2,000,000 general aggregate and \$2,000,000 products completed operations aggregate limit.
  - 2) Automobile Liability. \$1,000,000 combined single limit per accident for bodily injury and property damage.
  - 3) Workers' Compensation. Workers' compensation limits as required by the Workers' Compensation Act of Washington.
  - 4) Professional Liability/Consultant's Errors and Omissions Liability. \$1,000,000 per claim and \$1,000,000 as an annual aggregate.
- e. **Notice of Cancellation.** In the event that the Consultant receives notice (written, electronic or otherwise) that any of the above required insurance coverage is being cancelled and/or terminated, the Consultant shall immediately (within forty-eight (48) hours) provide written notification of such cancellation/termination to the Town.
- f. **Acceptability of Insurers.** Insurance is to be placed with insurers with a current A.M. Best rating of not less than A: VII.
- g. **Verification of Coverage.** In signing this agreement, the Consultant is acknowledging and representing that required insurance is active and current. Consultant shall furnish the Town with original certificates and a copy of the amendatory endorsements, including but not necessarily limited to the additional insured endorsement, evidencing the insurance

requirements of the Consultant before commencement of the work. Further, throughout the term of this Agreement, the Consultant shall provide the Town with proof of insurance upon request by the Town.

h. **Insurance shall be Primary - Other Insurance Provision.** The Consultant's insurance coverage shall be primary insurance as respect the Town. The Consultant's Automobile Liability and Commercial General Liability insurance policies are to contain, or be endorsed to contain that they shall be primary insurance as respect the Town. Any Insurance, self-insurance, or self-insured pool coverage maintained by the Town shall be excess of the Consultant's insurance and shall not contribute with it.

i. **Failure to Maintain Insurance** Failure on the part of the Consultant to maintain the insurance as required shall constitute a material breach of contract, upon which the Town may, after giving five business days' notice to the Consultant to correct the breach, immediately terminate the contract or, at its discretion, procure or renew such insurance and pay any and all premiums in connection therewith, with any sums so expended to be repaid to the Town on demand, or at the sole discretion of the Town, offset against funds due the Consultant from the Town.

j. **Public Entity Full Availability of Consultant Limits.** If the Consultant maintains higher insurance limits than the minimums shown above, the Public Entity shall be insured for the full available limits of Commercial General and Excess or Umbrella liability maintained by the Consultant, irrespective of whether such limits maintained by the Consultant are greater than those required by this contract or whether any certificate of insurance furnished to the Public Entity evidences limits of liability lower than those maintained by the Consultant.

k. **Subcontractors' Insurance.** The Contractor shall cause each and every Subcontractor to provide insurance coverage that complies with all applicable requirements of the Contractor provided insurance as set forth herein, except the Contractor shall have sole responsibility for determining the limits of coverage required to be obtained by Subcontractors. The Contractor shall ensure that the Town is an additional insured on each and every Subcontractor's Commercial General liability insurance policy using an endorsement as least as broad as ISO CG 20 10 10 01 for ongoing operations and CG 20 37 10 01 for completed operations.

**III.8 DISCRIMINATION PROHIBITED AND COMPLIANCE WITH EQUAL OPPORTUNITY LEGISLATION.** The Consultant agrees to comply with equal opportunity employment and not to discriminate against client, employee, or applicant for employment or for services because of race, creed, color, religion, national origin, marital status, sex, sexual orientation, age or handicap except for a bona fide occupational qualification with regard, but not limited to, the following: employment upgrading; demotion or transfer; recruitment or any recruitment advertising; layoff or terminations; rates of pay or other forms of compensation; selection for training, rendition of services. The Consultant further agrees to maintain (as appropriate) notices, posted in conspicuous places, setting forth the provisions of this nondiscrimination clause. The Consultant understands and agrees that if it violates this nondiscrimination provision, this Agreement may be terminated by the Town, and further that the Consultant will be barred from performing any services for the Town now or in the future, unless a showing is made satisfactory to the Town that discriminatory practices have been terminated and that recurrence of such action is unlikely.

**III.9 UNFAIR EMPLOYMENT PRACTICES.** During the performance of this Agreement,

the Consultant agrees to comply with RCW 49.60.180, prohibiting unfair employment practices.

**III.10 LEGAL RELATIONS.** The Consultant shall comply with all federal, state and local laws and ordinances applicable to work to be done under this Agreement. The Consultant represents that the firm and all employees assigned to work on any Town project are in full compliance with the statutes of the State of Washington governing activities to be performed and that all personnel to be assigned to the work required under this Agreement are fully qualified and properly licensed to perform the work to which they will be assigned. This Agreement shall be interpreted and construed in accordance with the laws of Washington. Venue for any litigation commenced relating to this Agreement shall be in Island County Superior Court.

**III.11 INDEPENDENT CONTRACTOR.**

- a. The Consultant and the Town understand and expressly agree that the Consultant is an independent contractor in the performance of each and every part of this Agreement. The Consultant expressly represents, warrants and agrees that his status as an independent contractor in the performance of the work and services required under this Agreement is consistent with and meets the six-part independent contractor test set forth in RCW 51.08.195 or as hereafter amended. The Consultant, as an independent contractor, assumes the entire responsibility for carrying out and accomplishing the services required under this Agreement. The Consultant shall make no claim of Town employment nor shall claim any related employment benefits, social security, and/or retirement benefits.
- b. The Consultant shall be solely responsible for paying all taxes, deductions, and assessments, including but not limited to federal income tax, FICA, social security tax, assessments for unemployment and industrial injury, and other deductions from income which may be required by law or assessed against either party as a result of this Agreement. In the event the Town is assessed a tax or assessment as a result of this Agreement, the Consultant shall pay the same before it becomes due.
- c. The Town may, during the term of this Agreement, engage other independent contractors to perform the same or similar work that the Consultant performs hereunder.

**III.12 CONFLICTS OF INTEREST.** The Consultant agrees to and shall notify the Town of any potential conflicts of interest in Consultant's client base and shall obtain written permission from the Town prior to providing services to third parties where a conflict or potential conflict of interest is apparent. If the Town determines in its sole discretion that a conflict is irreconcilable, the Town reserves the right to terminate this Agreement.

**III.13 TOWN CONFIDENCES.** The Consultant agrees to and will keep in strict confidence, and will not disclose, communicate or advertise to third parties without specific prior written consent from the Town in each instance, the confidences of the Town or any information regarding the Town or services provided to the Town.

**III.14 SUBCONTRACTORS/SUBCONSULTANTS.**

- a. The Consultant shall is responsible for all work

performed by subcontractors/subconsultants pursuant to the terms of this Agreement.

- b. The Consultant must verify that any subcontractors/subconsultants they directly hire meet the responsibility criteria for the project. Verification that a subcontractor/subconsultant has proper license and bonding, if required by statute, must be included in the verification process. The Consultant will use the following Subcontractors/Subconsultants or as set forth in Exhibit A:

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- c. The Consultant may not substitute or add subcontractors/subconsultants without the written approval of the Town.

- d. All Subcontractors/Subconsultants shall have the same insurance coverages and limits as set forth in this Agreement and the Consultant shall provide verification of said insurance coverage.

### **III.15 ADDITIONAL TERMS**

- a. The additional terms and conditions contained in Exhibit B are incorporated by reference.

## **ARTICLE IV. OBLIGATIONS OF THE TOWN**

### **IV.1 PAYMENTS.**

- a. The Consultant shall be paid by the Town for services rendered under this Agreement as described in the Scope of Services and as provided in this section. In no event shall the compensation paid to Consultant under this Agreement exceed \$28,750 without the written agreement of the Consultant and the Town. Such payment shall be full compensation for work performed and services rendered and for all labor, materials, supplies, equipment and incidentals necessary to complete the work. In the event the Town elects to expand the scope of services from that set forth in Exhibit A, the Town shall pay Consultant a mutually agreed amount.

- b. Payment schedule shall be as follows: 25% upon execution of contract, 25% at acceptance of Visual Design, 25% at Beta, and 25% at Website Launch. The Consultant shall submit an invoice to the Town for services performed at each milestone, in a format acceptable to the Town. The Consultant shall maintain time and expense records and provide them to the Town upon request.

**IV.2 TOWN APPROVAL.** Notwithstanding the Consultant's status as an independent contractor, results of the work performed pursuant to this Agreement must meet the approval of the Town, which shall not be unreasonably withheld if work has been completed in compliance with the

Scope of Services and Town requirements.

#### **IV.3 MAINTENANCE/INSPECTION OF RECORDS.**

a. The Consultant shall maintain all books, records, documents and other evidence pertaining to the costs and expenses allowable under this Agreement in accordance with generally accepted accounting practices. All such books and records required to be maintained by this Agreement shall be subject to inspection and audit by representatives of the Town and/or the Washington State Auditor at all reasonable times, and the Consultant shall afford the proper facilities for such inspection and audit. Representatives of the Town and/or the Washington State Auditor may copy such books, accounts and records where necessary to conduct or document an audit. The Consultant shall preserve and make available all such books of account and records for a period of three (3) years after final payment under this Agreement. In the event that any audit or inspection identifies any discrepancy in such financial records, the Consultant shall provide the Town with appropriate clarification and/or financial adjustments within thirty (30) calendar days of notification of the discrepancy.

b. Public Records: The parties agree that this Agreement and records related to the performance of the Agreement are with limited exception, public records subject to disclosure under the Public Records Act RCW 42.56. Further, in the event of a Public Records Request to the City, the City may provide the Consultant with a copy of the Records Request and the Consultant shall provide copies of any Town records in Consultant's possession, necessary to fulfill that Public Records Request. If the Public Records Request is large the Consultant will provide the Town with an estimate of reasonable time needed to fulfill the records request.

#### **ARTICLE V. GENERAL**

V.1 **NOTICES.** Notices by the Town to Consultant and by the Consultant to the Town shall be sent to the following address:

Town of Coupeville  
Attn: Corine Jackson  
4 NE Seventh Street  
Coupeville, WA, 98239

Planeteria Media  
Attn: Tyler Coffin  
100 Stony Point Rd. #240  
Santa Rosa, CA 95401

Receipt of any notice shall be deemed effective three (3) days after deposit of written notice in the U.S. mail with proper postage and address.

V.2 **TERMINATION.** The right is reserved by the Town to terminate this Agreement in whole or in part at any time upon thirty (30) calendar days' written notice to the Consultant.

If this Agreement is terminated in its entirety by the Town for its convenience, the Town shall pay the Consultant for satisfactory services performed through the date of termination in accordance with payment

provisions of Section VI.1.

**V.3 DISPUTES.** The parties agree that, following reasonable attempts at negotiation and compromise, any unresolved dispute arising under this Agreement may be resolved by a mutually agreed-upon alternative dispute resolution of arbitration or mediation.

**V.4 EXTENT OF AGREEMENT/MODIFICATION.** This Agreement, together with attachments or addenda, represents the entire and integrated Agreement between the parties and supersedes all prior negotiations, representations, or agreements, either written or oral. This Agreement may be amended, modified or added to only by written instrument properly signed by both parties

**V.5 SEVERABILITY**

- a. If a court of competent jurisdiction holds any part, term or provision of this Agreement to be illegal or invalid, in whole or in part, the validity of the remaining provisions shall not be affected, and the parties' rights and obligations shall be construed and enforced as if the Agreement did not contain the particular provision held to be invalid.
- b. If any provision of this Agreement is in direct conflict with any statutory provision of the State of Washington, that provision which may conflict shall be deemed inoperative and null and void insofar as it may conflict, and shall be deemed modified to conform to such statutory provision.

**V.6 NONWAIVER.** A waiver by either party hereto of a breach by the other party hereto of any covenant or condition of this Agreement shall not impair the right of the party not in default to avail itself of any subsequent breach thereof. Leniency, delay or failure of either party to insist upon strict performance of any agreement, covenant or condition of this Agreement, or to exercise any right herein given in any one or more instances, shall not be construed as a waiver or relinquishment of any such agreement, covenant, condition or right.

**V.7 FAIR MEANING.** The terms of this Agreement shall be given their fair meaning and shall not be construed in favor of or against either party hereto because of authorship. This Agreement shall be deemed to have been drafted by both of the parties.

**V.8 GOVERNING LAW.** This Agreement shall be governed by and construed in accordance with the laws of the State of Washington.

**V.9 VENUE.** The venue for any action to enforce or interpret this Agreement shall lie in the Superior Court of Washington for Island County, Washington.

**V.10 COUNTERPARTS.** This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same Agreement.

**V.11 AUTHORITY TO BIND PARTIES AND ENTER INTO AGREEMENT.** The undersigned represent that they have full authority to enter into this Agreement and to bind the parties for and on behalf of the legal entities set forth below.

DATED this \_\_\_\_\_ day of \_\_\_\_\_, 2026.

Planeteria Media, Inc.

TOWN OF COUPEVILLE

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Tyler Coffin

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Molly Hughes, Mayor

Approved as to Form:

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Nikki Thompson, Town Attorney

## **Exhibit A**

### **Scope of Work**

#### **Phase One: Discovery**

During the Discovery Phase we establish a solid foundation for the project by gaining a deeper understanding of your stakeholders' needs and clarifying project goals. This phase may involve revising the project scope as our team gains a clearer understanding of the requirements and possibilities. As always, our aim is to ensure a comprehensive and well-informed approach to meet your objectives effectively.

**I. Questionnaire:** Before our working sessions begin, Planeteria will send a structured questionnaire to gather key insights from your team. This tool captures perspectives on audiences, internal workflows, functionality needs, and current pain points.

**II. PM Intro Call:** During the initial PM-led call, walk through the stakeholder questionnaire together, clarifying responses and identifying any missing information. The PM will also outline next steps, including advising the client to begin updating site content over the coming month. Before the call concludes, the PM will schedule the upcoming Discovery session with the Technical PM, Content Specialist, and the core client team.

**III. Discovery Call:** In this focused session (up to 1.5 hours) we'll introduce the key team members and review the existing site to identify functionality needs, clarify requirements, and confirm priorities. We'll also address any remaining questionnaire items and set a clear deadline for updating content on the current site. This call ensures all stakeholders share a unified understanding of the project's needs before design and IA begin.

**Planeteria Deliverables:** Site Walk-Through Meetings

**Client Deliverables:** Creative Brief Questionnaires Google Analytics Access

**Both:** Functionality List Scope Additions (As Needed)

#### **Phase Two: Information Architecture**

Following the Discovery meeting, Planeteria will deliver a proposed sitemap within a few days, unless the client prefers to present their own structure first. This sitemap serves as the primary Information Architecture deliverable, outlining the content framework and navigation model that will guide design and development.

**I. Sitemap: One Round of Review** Based on the findings from the Discovery Phase, our UX/UI Designer will develop a sitemap flowchart for each individual site to demonstrate your site's new navigation that clarifies and optimizes your visitors' user journey.

**Planeteria Deliverables:** Version 1 Sitemap Link Final Sitemap Link

**Client Deliverables:** Version 1 Sitemap Feedback Final Sitemap Approval

### **Phase Three: Design**

During the Design Phase, Planetaria translates your sitemap and project goals into a visual direction for your new website. Rather than building from scratch, we leverage our library of proven, accessibility-first frameworks designed specifically for local government. Your team selects a framework, and we customize it with your community's branding to deliver a polished, professional look without the cost and timeline of fully custom design.

**I. Framework Presentation:** In this step, your team will choose from a curated set of professionally designed website frameworks. Our frameworks have been carefully built specifically for local government needs. Each framework is a proven, accessible solution designed with user experience best practices. You'll select the framework that best fits your community's needs.

**Planetaria Deliverables:** Framework Presentation

**Client Deliverables:** Template Selection

**II. Framework Visual Customization:** Planetaria applies your community's branding to the selected framework. We'll incorporate your:

- Logo
- Brand colors
- Typography/font choices

The framework transforms into a branded website for your community while maintaining the accessibility and functionality that make these frameworks effective. The result is a professional solution that serves your residents, businesses, and staff without the time and cost of full custom design.

**Planetaria Deliverables:** Brand Integration & Style Application to Framework

**Client Deliverables:** Brand Assets Submission and Mockup Approval

### **Phase Four: Development**

During the Development Phase, Planetaria transforms the approved design into a fully functional website. Our team builds out the CMS environment, configures templates and modules, sets up user permissions, and integrates any required thirdparty tools. The result is a stable, scalable platform ready for content migration and testing.

**Planetaria Deliverables:** CMS Build, Template Configuration, and Permissions Setup

**Client Deliverables:** Access to Third-Party Tools and Approvals

### **Phase Five: Content Migration and Content Design**

In this phase, Planetaria transfers and restructures your existing content within the new website. Our team migrates pages, documents, and media from the current site, ensuring accuracy, consistency, and full accessibility. We refine content organization, apply updated formatting styles, and confirm that all links, images, and downloads function properly. Working closely with client staff, we verify that key information—such as departmental content, forms, and public notices—is current

and easy for residents, businesses, and employees to find. The result is a clean, well-organized, user-friendly website ready for public access.

**Planeteria Deliverables:** Full-Site Content Migration, and Content Design for 10 Pages

**Client Deliverables:** Content Inventory, Mapping and Workbook

### **Phase Six: Beta Presentation and Training**

In the Beta phase, Planeteria delivers a fully functional draft of the new website based on the approved designs. All templates, modules, and components are built using reliable coding standards to ensure stability, accessibility, and performance. Our team conducts thorough QA across devices and browsers to confirm that layouts, navigation, integrations, ADA compliance, and content display are as intended. Planeteria will then host a detailed Beta presentation to walk the client through the site, review key features, and gather consolidated feedback. After the session, we document and implement required revisions to prepare the site for final launch.

**Planeteria Deliverables:** Beta Site Draft, Comprehensive QA Testing, Content & Layout Review, Beta Presentation, Feedback Log, Revision Implementation and Training

**Client Deliverables:** Beta Site Review, Content Verification, Functionality Testing and Approval to Proceed to Launch Prep

### **Phase Seven: Launch**

In the Launch phase, Planeteria prepares the new website for public release through final testing, staff training, and deployment. Our team conducts thorough crossbrowser and device testing to ensure the site performs reliably and meets accessibility and usability standards. Any remaining issues identified during the client's QA review are resolved before go-live. Planeteria will provide a live training session to equip staff with the skills needed to manage and update the site. Once training and approvals are complete, we deploy the site to production and monitor performance for four days post-launch, offering 24-hour support to quickly address any issues.

**Planeteria Deliverables:** Deployment

**Client Deliverables:** Launch Authorization

## **Exhibit B**

### **Additional Terms**

#### **Quality Standards**

All Services must be satisfactory in the reasonable opinion of Town of Coupeville and in compliance with all applicable federal, state and local laws, regulations and codes. Planeteria Media shall perform the Services in accordance with professional methods, standards and practices.

#### **Confidential and Proprietary Information and Materials**

During and after the term of this Agreement, Contractor agrees to (i) maintain as strictly confidential, and (ii) not to use for the benefit of Contractor or any third party, any information obtained from Town of Coupeville or developed in the course of Contractor's Services under this Agreement, which information is of a confidential, private and/or proprietary nature and was not previously known to Contractor or publicly available prior to disclosure of such information to Contractor by Town of Coupeville, or prior to development of such information under this Agreement ("Confidential Information"). Such Confidential Information includes, but is not limited to, information relating to computer programs, processes, methods, devices, trade secrets, Town of Coupeville's, contact information, program pricing and related information. This obligation will cease only when such information becomes publicly available through publication by Town of Coupeville or rightful publication by others. All confidentiality is limited by California law.

Upon the termination of this Agreement, Contractor agrees to transfer and return to Town of Coupeville any materials containing confidential and proprietary information thereof, including all copies, in Contractor's possession, whether prepared by Contractor or others.

If Contractor utilizes subcontractors or employees, Contractor will assure that each subcontractor or employee maintains Confidential Information obtained from Town of Coupeville or developed in the course of Contractor's Services under this Agreement, as set forth above.

#### **Ownership of work product**

Town of Coupeville owns and shall continue to own all right, title, and interest in and to: any graphics, text, images and data that are used in Contractor's website and that are either provided by Town of Coupeville or created by Planeteria Media for Town of Coupeville website in accordance with this agreement. To the extent that Planeteria Media creates any website content pursuant to this agreement, such website content shall be treated as a work made for hire to be owned exclusively by Town of Coupeville

Town of Coupeville shall have a perpetual, irrevocable, worldwide, non-assignable right to use, modify, and host the Drupal website(s) created for it by Planeteria Media. Town of Coupeville agrees not to redistribute or resell any reusable elements of the source code to other organizations without expressed written consent. Town of Coupeville will have the ability to run and download its own backups at any time.

**Platform maintenance, hosting and support**

Planeteria Media will provide an ongoing support and hosting program for the website infrastructure which will define and ensure timely CMS security updates, Section 508/ADA accessibility support, insurance coverage, site reviews, and ongoing training for Town of Coupeville staff.

- **Program cost.** The support and hosting program will be provided to Town of Coupeville annually and for a fee of \$2,250. Consultant will provide the Town an invoice for the support and hosting program, on an annual basis, that is acceptable to the Town
- **Termination.** If Town of Coupeville wishes to terminate the ongoing service program it may do so at any time with no cancellation fee.

**Additional Covenants and Responsibilities of Contractor**

- Taxes, Benefits and Licenses: Contractor agrees that Contractor is solely responsible for the following:
  - The payment of all federal, state, and local taxes and all appropriate deductions or withholdings;
  - The payment or provision of any unemployment insurance benefits; state disability benefits; workers' compensation insurance benefits; vacation pay, salary or hourly compensation; overtime and/or holiday pay; health, medical, dental or group insurance; or any pension or profit sharing for his/her employees (if any); and
  - obtaining any applicable business or other commercial licenses.
- The parties agree that Contractor is an independent contractor and is not the employee of Town of Coupeville and that nothing herein shall be construed as establishing a contract of employment.

**Cooperation by Town of Coupeville**

Town of Coupeville agrees to comply with all reasonable requests of Contractor and provide access to all documents reasonably necessary to the performance of Contractor's duties under this Agreement

# Town of Coupeville

## Website Design, Development & Hosting Services

**Proposal Issued:** January 30th, 2026

**Prepared for:**

Chris Jolly

**Prepared By:**

**Tyler Coffin** - Sales Director

**Flavia Chavarria** - Account Executive

**Sandeep Mehta** - Technology Director

**Contact:**

100 Stony Point Road, Ste 240, Santa Rosa, California 95401

**P:** 707.843.3773

**E:** sales@planeteria.com

**W:** planeteria.com



**EIN:** 45-4957640 | **Duns & Bradstreet #:** 079196688 | **CA Micro Small Business #:** 1759443

**Dear Town of Coupeville,**

The Town of Coupeville's RFP reflects a clear understanding of what municipal websites must do today: provide dependable public access to information, support staff ownership without technical dependence, and stand up to accessibility and public records scrutiny over time. This is not a cosmetic project—it is operational infrastructure. That is exactly how Planeteria approaches it.

For more than two decades, we have partnered with cities, counties, and public agencies to replace fragile, vendor-dependent websites with platforms staff can confidently manage long after launch. We design municipal websites to function under real conditions: staff turnover, evolving compliance standards, public records requests, and constant content change. Our work emphasizes structure, governance, and durability—not shortcuts.

Our proposed solution gives Coupeville a CMS built for departmental ownership and accountability, with backroom tools that support content organization, auditing, and long-term maintenance. Accessibility is enforced as a delivery requirement, not deferred or retrofitted, and quality assurance is treated as a gate to launch—not a final checklist. The result is a website that launches compliant, performs reliably, and remains defensible as a public-facing system.

Just as important, we remain present after launch. Our U.S.-based support team, ongoing training, and optional accessibility monitoring are designed to reduce risk and operational burden, not increase reliance on a vendor. The goal is simple: a website your staff can run, trust, and sustain.

We understand the responsibility that comes with public information and public trust. If selected, Planeteria will serve as a disciplined, long-term partner focused on protecting that trust while helping the Town's website continue to serve its community effectively.

Warm Regards,



**Tyler Coffin**, Sales Manager

707.843.3773

[sales@planeteria.com](mailto:sales@planeteria.com)

100 Stony Point Road, Ste 240

Santa Rosa, California 95401



# **Section One:**

Firm Background & Experience

# We create websites that help you better serve your community.

Since 1999, Planeteria Media has partnered with cities, counties and public agencies to design and develop modern, accessible websites that break away from rigid, one-size-fits-all platforms. With over 500 launches across the public sector, we specialize in open-source solutions that give clients full ownership, long-term flexibility, and room to grow. Our approach replaces vendor dependency with transparency, control, and a digital foundation built to adapt—not expire. Every site is built for usability, compliance, and performance, supported by a dedicated team that blends technical depth with responsive, partner-level service. Planeteria offers the power and reliability of an enterprise agency with the flexibility and intimacy of a boutique agency—making us the ideal ally for public agencies ready to modernize on their own terms.

## 25 Years



of building digital infrastructure that empowers, not confines.

## 500+ Launches



across the public sector, all custom-built on open platforms.

## 95% Retention



driven by ongoing support, transparency, and zero vendor lock-in.

## In 26 States



and growing through referrals, not sales pressure.

## WHAT SETS US APART?



In today's competitive landscape, public agencies are often forced to choose between rigid, high-cost platforms that limit flexibility or smaller partners who can't scale with evolving needs. Planeteria offers a third path—combining the power of enterprise-grade technology with the agility and attention of a dedicated team. We deliver the control of open-source platforms, the flexibility of tailored design, and the confidence of working with a partner who understands the mission and complexity of public service. Here's why partnering with us is the right decision:

### **Open, Ownable Technology**

We build on open-source platforms—no license fees, no vendor lock-in. You own your code, control your future, and gain the freedom to adapt as your needs evolve—without relying on proprietary systems or external gatekeepers.

### **Fast, Frictionless Delivery**

We believe great websites shouldn't take forever to build. Our approach combines proven frameworks with rapid configuration, delivering a full site in a fraction of the time. The result: streamlined collaboration, faster approvals, and a launch timeline measured in a few short months—not quarters.

### **Service-Driven Modernization**

Modern websites must do more than present information—they should extend services online and help users take action. As content and functionality experts, we guide agencies through audits, restructuring, and smart migration to ensure organized, user-focused content that supports seamless services.

### **Built-In Compliance**

Accessibility, data privacy, and public transparency are embedded from day one. Our certified team ensures every site meets WCAG 2.1 AA standards and passes through rigorous QA, ensuring your digital site serves everyone, equally and securely.

We're committed to delivering a future-ready website that grows with your agency. With Planeteria, you gain more than a vendor—you gain a responsive partner who stays engaged through training, support, and strategic guidance to ensure your site continues to serve your team and your community.

## MUNICIPAL EXPERIENCE



Planeteria has partnered with cities, counties, and regional agencies across the country to modernize how local government connects with its communities. Each project is unique—shaped by distinct goals, technology stacks, and resident needs. Whether integrating trusted third-party tools or deploying our own feature-rich modules for calendars, meetings, and events, Planeteria delivers flexible, future-ready solutions that help agencies operate efficiently and engage their citizens with confidence.



City of  
**Atascadero**



## OUR LEADERSHIP



Planeteria's leadership team is composed of industry veterans with a shared commitment to innovation, excellence, and client success. Each leader brings a wealth of experience from diverse sectors such as technology, operations, design, content, and project management. While our clients may not work directly with the leadership team day-to-day, their strategic direction and guidance ensure that every project benefits from their deep expertise.



**Sandeep Mehta**, *Director of Technology*

Sandeep Mehta brings over 30 years of experience in technology and consulting. At Planeteria he oversees the development and implementation of technology solutions for clients. Previously, Sandeep held a senior position at Citigroup, contributing to global technology strategies. He holds an MBA from Manchester Business School and a Bachelor's in Electrical Engineering from IIT Bombay, bringing a wealth of expertise in driving innovation and strategic growth.

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**Wyatt Benoit**, *Director of Operations*

Wyatt Benoit, Director of Operations at Planeteria, has been integral to the company's growth for over seven years. With degrees in Journalism and Communication Design, as well as a Project Management Certificate from Cornell University, Wyatt combines creativity and strategic insight to streamline operations. Her focus on system design and organizational culture has helped foster a positive work environment while driving the company toward its operational goals.

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**Tyler Coffin**, *Sales Manager*

With over 18 years of experience in technical website sales, Tyler Coffin helps organizations turn their project ideas into reality. He specializes in guiding clients through the web design process, ensuring they are co-creators in the final product. Tyler oversees contracts, agreements, and post-launch account management, ensuring a smooth process from start to finish. He holds a bachelor's degree in Communication and Sociology from the University of California, Davis.

## OUR LEADERSHIP



**Keegan Ortiz-deKramer, *Development Manager***

Keegan Ortiz-deKramer has over 15 years of experience in software and web development, working with various technologies and content management systems. As Development Manager at Planeteria, Keegan leads a collaborative team to implement tailored solutions that meet client needs. He holds a Bachelor's degree in Computer Science from the University of California, Davis, and excels in creating dynamic web experiences that deliver exceptional results.

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**Heidi Peyser, *Product Manager***

Heidi Peyser brings 20 years of content development experience and 13 years in website architecture for municipal and transportation sites. With a Master's in Psychology, she has led state and national initiatives and now oversees a multi-disciplinary content team at Planeteria. Heidi focuses on aligning stakeholder interests with content strategies to ensure that every project reflects the client's objectives and engages their audiences effectively.

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**Lori-Ann Fretwell, *Quality Assurance Manager***

Lori-Ann Fretwell has been working in web design and testing since the mid-90s. At Planeteria, she leads Agile groups and continuously improves testing processes to ensure quality and efficiency. With a background in English and a certificate in Web Accessibility, Lori-Ann is committed to enhancing website quality and cybersecurity. Her expertise ensures that all client projects meet the highest standards during the project life cycle and before launch.

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**Ryan Ginsberg, *Support Manager***

Ryan Ginsberg embarked on his career journey eight years ago armed with certifications in data analytics, product management, digital marketing, and web development. With a wide-ranging knowledge of web technologies, he adeptly assists customer support teams in handling diverse requests, seamlessly bridging the technical and non-technical realms. Ryan excels in multitasking and thrives in urgent situations, consistently meeting the needs of the organizations he supports.



### The Project:

The City of Vancouver, WA, needed a modern, user-focused website to replace its outdated, static platform. The previous site prioritized internal structures over citizen needs, making essential tasks difficult to complete. With a lean in-house team, the City required an intuitive, interactive, and easily manageable website to improve engagement, streamline services, and enhance communication with residents and visitors.

### The Solution:

We built a dynamic WordPress website with a user-first approach, starting with a detailed sitemap and wireframes. A cohesive web style guide ensured consistent branding, while moodboards and mockups refined the design. The CMS enabled easy content management for the City's lean staff, while mobile responsiveness ensured seamless access across devices. Key features included news, social media, emergency alerts, advanced search, procurement tools, and video streaming. Secure hosting and ongoing maintenance provided long-term support.



Discovery



Design



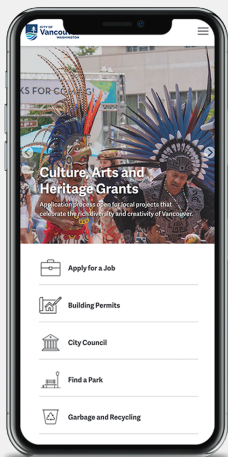
Development



Hosting



Support



### Functionalities:

- News & events
- Social media integration
- Custom calendar
- Emergency alerts
- Site search
- Video embedding
- Document archive
- Procurement Tools
- Online Forms
- ADA compliance
- Google Analytics
- Language translation
- Mobile responsiveness

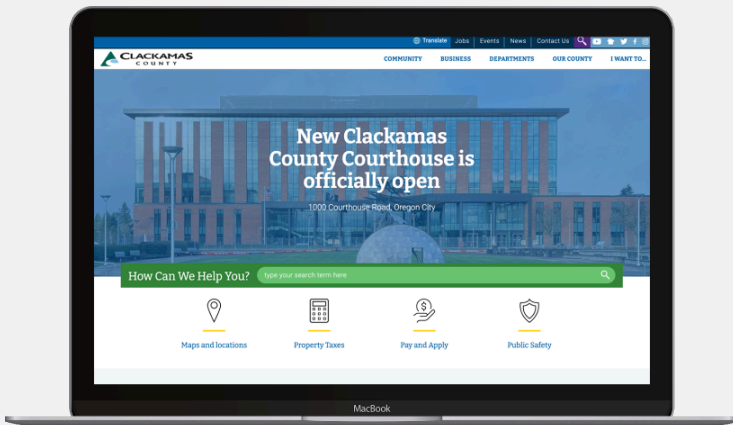
## CLACKAMAS COUNTY

[www.clackamas.us](http://www.clackamas.us)



### The Project:

Clackamas County, one of Oregon's most populous counties, needed a modern digital presence for its expansive government site serving 40+ departments and over 2 million annual visitors. The existing 2,000+ page platform was difficult to navigate and inconsistent across departments. Planeteria was tasked with unifying and streamlining the experience while empowering decentralized content management and improving access to key services.



### The Solution:

Planeteria conducted a comprehensive audit and stakeholder assessment to rebuild Clackamas County's website using a fully custom Drupal CMS. We created a consistent yet flexible design system for over 40 departments, each with distinct needs, while unifying the user experience. Personalized homepages, AI-driven search, and intuitive navigation boosted discoverability. Since launch, page engagement increased 41% and staff publishing efficiency doubled.



Discovery



Design



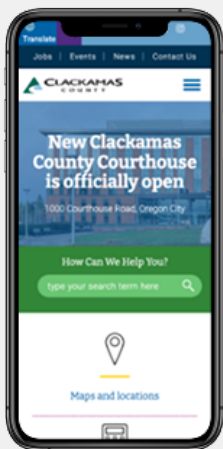
Development



Hosting



Support

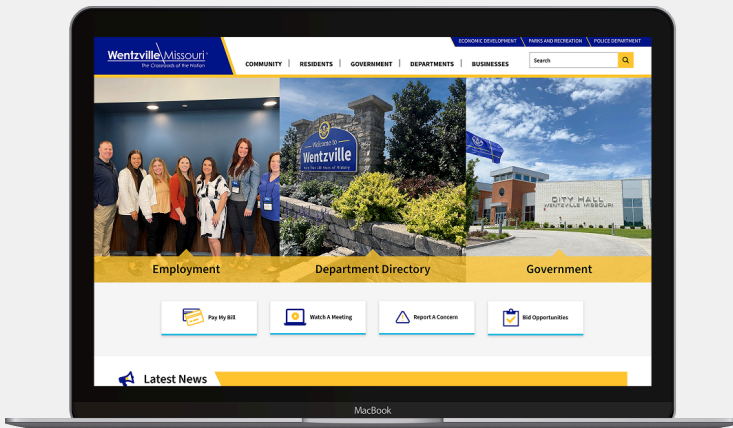


### Functionalities:

- Intuitive, multi-tiered navigation
- Mobile-first, responsive design
- Secure Intranet
- Predictive Site Search
- Integrated event calendars
- ADA-compliant accessibility features
- Keyboard navigation support
- Multilingual site options
- Social media integration
- Embedded multimedia content
- User feedback submission forms
- Secure hosting & 24/7 tech support
- Visitor analytics tracking
- SEO-optimized structure
- Enhanced security & data protection
- Staff training for CMS management

## The Project:

The City of Wentzville, MO, needed a modern, user-friendly website to support its rapidly growing population. The previous site lacked intuitive navigation and key online services like payments and form access. The City aimed to create a platform that streamlined communication with residents, businesses, and visitors while enabling easy access to news, events, and essential services through a scalable, interactive, and mobile-responsive design.



## The Solution:

We designed a fully responsive WordPress website with an intuitive CMS, allowing City staff to manage content effortlessly. A detailed sitemap, wireframes, and moodboards ensured a user-friendly experience aligned with Wentzville's dynamic identity. Key features included custom calendars, alerts, online payments, and social media integration. Mobile responsiveness ensured seamless access, while secure hosting and ongoing maintenance supported long-term functionality.



Discovery



Design



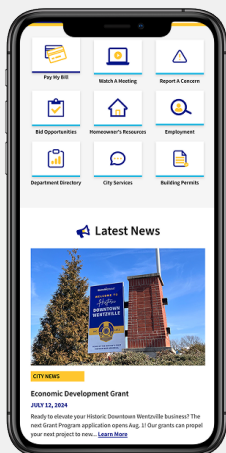
Development



Hosting



Support



## Functionalities:

- News & events
- Social media integration
- Custom calendar integration
- Emergency alerts
- Site search functionality
- Video embedding/streaming
- Document archive
- Online forms
- Procurement Tools
- SMS alerts and email notifications
- ADA compliance
- Google Analytics
- Language translation
- FAQ page
- Online payments
- Mobile responsiveness

## REFERENCES



### Santa Barbara County Association of Governments (SBCAG), CA

**Website:** [www.sbcag.org](http://www.sbcag.org)

**Contact:** Lauren Bianchi Kleemann – Public Information Manager

**Email:** [lbianchikleemann@sbacag.org](mailto:lbianchikleemann@sbacag.org) | **Phone:** 805.961.8905

**Project Dates:** Contract executed December 2021 | Website launched November 2023

**Project Description:**

SBCAG partnered with Planeteria to modernize its digital presence through a complete website redesign and rebrand. The project aimed to enhance accessibility, transparency, and engagement by providing an intuitive, mobile-first platform for regional projects, planning initiatives, and community services.

**Outcome:**

The new WordPress website increased page engagement by 45% and improved accessibility scores across all pages. It now serves as a multilingual, ADA-compliant communications hub for SBCAG's partner agencies and residents.

### Alameda Housing Authority, CA

**Website:** [www.alamedahsg.org](http://www.alamedahsg.org)

**Contact:** Joshua Altieri – Communications Manager

**Email:** [jaltieri@alamedahsg.org](mailto:jaltieri@alamedahsg.org) | **Phone:** 510.747.4321

**Project Dates:** Contract executed September 2021 | Website launched September 2022

**Project Description:**

The Housing Authority of the City of Alameda partnered with Planeteria to create a fully ADA-compliant website designed for accessibility, usability, and multilingual support. The new site unified tenant, landlord, and vendor resources while improving access to board meetings, programs, and properties.

**Outcome:**

Following launch, user engagement rose 38% and bounce rates fell 25%. Staff now independently manage updates through an intuitive CMS that improves communication and service delivery to the community.

### City of Wentzville, MO

**Website:** [www.wentzvillemo.gov](http://www.wentzvillemo.gov)

**Contact:** Kara Roberson – Strategic Communications Officer

**Email:** [Kara.Roberson@wentzvillemo.gov](mailto:Kara.Roberson@wentzvillemo.gov) | **Phone:** 636.327.5101

**Project Dates:** Contract executed March 2023 | Website launched June 2024

**Project Description:**

Planeteria redesigned the City of Wentzville's website to better serve its rapidly growing community with a scalable, interactive, and mobile-responsive CMS. The site improves access to essential services such as payments, permits, and news updates while strengthening communication between residents and City staff.

**Outcome:**

The new platform delivers a modern, ADA-compliant experience with advanced search, calendar, and notification tools. Wentzville now benefits from a streamlined content workflow and an adaptable foundation for future digital services.



## **Section Two:**

Proposed Approach

## PROJECT SUMMARY



The Town of Coupeville is seeking a modern website that strengthens public access to information, supports long-term records compliance, and can be managed confidently by staff. Our approach delivers a stable, accessible digital platform built on clear content governance, intuitive CMS tools, and ongoing support—ensuring the website remains accurate, usable, and sustainable as community needs evolve.

### Public Information, Made Findable

The Town needs a website that serves as a clear, reliable source of public information. Content must be easy to locate, current, and organized in a way that supports transparency, public access, and confidence that residents are seeing accurate, authoritative information at all times.



### The Planeteria Solution

We design structured, search-friendly websites that organize content by service and purpose rather than internal silos. Clear navigation, strong search, and disciplined content models ensure residents can quickly find information while supporting long-term accuracy and public records expectations.

### Staff Ownership Without Complexity

The website must be easy for staff to manage day to day, regardless of technical background or staff turnover. Content updates, document management, and routine maintenance should be handled internally without reliance on developers or constant vendor intervention.



### The Planeteria Solution

We deliver a WordPress CMS configured for municipal operations, with role-based access, backroom organization, and intuitive editing tools. Training and support empower staff to confidently manage content, maintain accuracy, and keep the site current without added complexity.

### Accessible, Reliable Digital Service

The website must function as a dependable digital service for the community—accessible to all users, usable on any device, and stable over time. Accessibility and performance are baseline expectations that protect the Town and improve public trust.



### The Planeteria Solution

We launch websites that meet accessibility standards at delivery and remain reliable through structured QA, monitoring, and optional Auto ADA support. Our approach ensures accessibility, performance, and usability are sustained as content grows and standards evolve.

Planeteria manages municipal website projects using a hybrid approach that combines the predictability of waterfall planning with the flexibility of agile execution. This management model establishes clear expectations, defined review points, and consistent communication while maintaining schedule and scope control throughout the project.

The organizational chart below illustrates how this approach is supported by a dedicated Project Manager and dedicated UX/UI Designer, Content Specialists and Developers. The Project Manager serves as your primary point of contact and manages coordination across design, content, and technical teams, engaging your staff only at agreed-upon touchpoints for input and approvals. This structure minimizes administrative burden for you while ensuring accountability, quality control, and steady progress from initiation through launch.



## YOUR TEAM



Final team assignments may vary based on project needs, timeline, and resource availability. We are committed to assembling the best-fit team to ensure the success of your project.



**Laura Ali, Sr. Project Manager**  
*Jacksonville, Florida*

Senior Project Manager with a deep foundation in education, strategy, and cross-functional leadership. Guided by empathy and precision, led the project management department toward operational excellence—mentoring teams, refining PMO practices, and streamlining timelines by 33%. Trusted with high-stakes clients like UCLA and Harvard, she translates vision into action and complexity into clarity to consistently deliver standout results.



**Devin Winter, Lead UX/UI Designer**  
*Brooklyn, New York*

Devin Winter is a multidisciplinary design lead based in Brooklyn, NY. With expertise spanning UX/UI design, brand strategy, and product development, Devin has led digital projects from concept to launch for clients across tech and media. Skilled in user research, design systems, and prototyping, Devin champions user-centered design to create impactful, high-performing experiences.



**Crystal Menard, Content Specialist**  
*Austin, Texas*

Crystal Menard is a seasoned content specialist and website trainer with expertise in CMS migrations, curriculum development, and client training. At Planeteria Media, she leads content audits, site architecture planning, and beta walkthroughs. With a background in mathematics and teaching, Crystal brings clarity and structure to every project, empowering clients to manage web content with confidence.



**Jacquelynn Lozano, Developer**  
*Chicago, Illinois*

An experienced Developer and Technical Project Manager with a strong background in web development, user experience, and digital strategy. Skilled in managing complex, multi-site projects from planning to deployment, with hands-on expertise in WordPress, accessibility standards, custom APIs, and plugin development. Proven ability to streamline workflows, boost SEO, and deliver client-focused, scalable web solutions.

## OUR CMS RECOMMENDATION: WORDPRESS



The Town of Coupeville is seeking a content management system that supports multi-department operations, public-facing services, and long-term sustainability—while remaining intuitive for staff and adaptable as needs evolve. We recommend WordPress because it provides a proven, flexible foundation that supports these goals without introducing proprietary constraints or unnecessary complexity.

### **Built for Municipal Content Governance**

WordPress supports structured, multi-department content management within a single, unified platform. Departments can manage their own pages and resources while central administrators maintain oversight, consistency, and control. Role-based permissions, approval workflows, and shared design systems allow the Town to scale content operations without fragmenting ownership or creating parallel systems.

### **Designed for Staff Efficiency**

The WordPress editing experience is intuitive and widely familiar, reducing training overhead and reliance on technical staff. Editors can update pages, publish resources, and manage time-sensitive content using visual tools that emphasize clarity and consistency. This enables Town staff to keep information current and accurate while preserving a cohesive public experience.

### **Flexible Foundation for Public Services**

WordPress is designed to support a wide range of public-sector use cases—from information delivery to service-oriented content—without requiring custom development for every new need. Its extensible architecture allows the Town to introduce new tools, integrations, and workflows over time while maintaining a consistent content structure and user experience.

### **Long-Term Control and Adaptability**

As an open-source platform, WordPress gives the Town full ownership of its website, content, and data. It avoids vendor lock-in and supports long-term adaptability as technology standards, service expectations, and community needs change. This ensures the CMS remains a durable asset rather than a short-term solution.



## CORE FUNCTIONALITIES



### Administrative Functionality:

A modern content management system provides the infrastructure and backroom tools required to manage and maintain the Town's website over time. The CMS organizes content by department, manages documents and media, monitors links and site health, and enforces publishing controls—allowing staff to create, review, update, and archive content efficiently without technical assistance.

- Role-Based Permissions & Access Control
- Department-Level Content Management
- Content Review & Approval Workflows
- Audit Trails & Change History
- Centralized Site Configuration
- Content Scheduling & Publishing Controls
- Content Versioning & Recovery
- Content Archiving & Retention
- Document & File Management
- Media & Asset Management

- Department-Based Content Organization
- Usage & Content Reporting by Department
- Broken Link Detection & Reporting
- Search Visibility Controls
- Form Management & Internal Workflows
- Administrative Security Controls (CMS-Based)
- Site Health & Maintenance Monitoring
- Low-Bandwidth Content Optimization Tools
- Central Administrative Override
- Staff-Friendly Editing Environment

### User Facing Functionality:

User-facing functionality delivers public access to information and services through clear navigation, search, alerts, and self-service tools. Content is structured and delivered in an accessible, mobile-friendly way that helps residents find information quickly, stay informed, and interact with Town services across devices.

- Public Notices & Opportunities
- Boards, Commissions & Agendas
- Calendar & Events
- News & Announcements
- Alerts & Notifications
- Online Forms & Public Submissions
- Advanced Site Search
- FAQ & Self-Service Resources
- Project & Initiative Pages
- Email Subscription Integration
- Accessible Media & Document Viewing

- Multilingual Capabilities
- Accessible User Experience
- Email Subscription Integration
- Interactive Information Displays
- Service-Oriented Navigation
- Mobile-First Public Experience
- Video & Media Content Support
- Interactive Mapping
- Advanced Public Directories
- Online Payments & Transactions

## Building Accessible Websites for all Users

At Planeteria, accessibility is a launch requirement, not an afterthought. We exclusively deliver websites that meet ADA and WCAG standards, ensuring real-world usability for people with disabilities—not just theoretical compliance.

### Early Leaders in Digital Accessibility

Planeteria has been advancing digital accessibility standards well before ADA compliance became a widespread requirement. In 2018, Planeteria (formerly Digital Deployment) redesigned the Disability Rights California website to meet WCAG 2.1 AAA, one of the most rigorous accessibility standards, earning DRC's Access Award for excellence in serving users with visual and intellectual disabilities.

The lessons from that work have been embedded into our delivery process since then, with ADA best practices enforced across all projects and every new website launched fully ADA compliant. Our team includes certified ADA professionals supported by QA specialists trained in both automated and manual accessibility testing, ensuring compliance is verified—not assumed.

### Comprehensive Accessibility Testing & Tools

We rigorously test every website to ensure ADA compliance:

- **Keyboard Navigation:** Ensuring all features are accessible via keyboard with a clear tab order.
- **Alt Text Verification:** AI adds initial alt tags, but our team ensures context is accurate, e.g., updating "power icon" to "start and stop service."
- **Cross-Browser and Device Testing:** Ensuring accessibility across all devices, browsers, and screen sizes.
- **Seizure-Safe Animations:** Carousels and animations are designed to avoid triggering seizures.

We use top tools to enhance accessibility:

- **WAVE Accessibility Tool:** Used to check for WCAG compliance pre- and post-launch.
- **UserWay Widget:** Adjustments for contrast, text size, spacing, links, and motion.

### Ongoing Accessibility Made Simple

We ensure accessibility doesn't stop at launch:

- **Built-In Accessibility:** Native CMS tools guide editors on headings, alternative text, and accessible content patterns during everyday publishing.
- **Staff Training:** We train your team to maintain WCAG compliance when adding new content.
- **Continuous Monitoring:** Ongoing audits available to address any post-launch accessibility issues.
- **Auto ADA (Optional):** Our accessibility maintenance add-on provides continuous remediation to help ensure the site remains accessible as content and standards evolve.

**By embedding accessibility into delivery, training, and ongoing tools, we make compliance part of everyday operations—not an ongoing burden for staff.**

Public records compliance is foundational to how municipal websites must function—supporting transparency, accountability, and lawful public access. Planeteria Media designs website platforms that align with Washington State public records requirements while remaining practical and easy for staff to manage.



### **Ensuring Public Access**

Website content and documents are stored in a structured, searchable CMS that supports clear organization and public availability. Metadata enables efficient identification and retrieval of public records.



### **Maintaining Content Integrity**

Publishing workflows and role-based permissions ensure content is reviewed and updated consistently. Administrative controls support accuracy, accountability, and transparency.



### **Supporting Long-Term Compliance**

Training and documentation enable staff to manage records and content over time. Secure hosting and maintenance ensure records remain accessible and protected.

## **QUALITY ASSURANCE & TESTING**

Planeteria applies structured quality assurance throughout design, development, and launch to ensure the website is stable, accessible, performant, and compliant at go-live. QA is treated as a required delivery standard, with defined validation checkpoints prior to launch and continued verification during post-launch stabilization.



### **Browser & Device Testing**

Templates and components are validated across modern browsers (Chrome, Firefox, Safari, Edge) and operating systems (Windows, macOS, iOS, Android) to ensure consistent layout, functional accuracy, responsive behavior, and ADA compliance. Issues identified during testing are resolved prior to launch approval.



### **Performance & Functional Testing**

We validate page load performance, confirm all forms and workflows deliver data correctly to staff, test third-party integrations, and verify metadata, URLs, and technical SEO elements prior to launch.



### **Post-Launch Quality Assurance**

Following launch, a defined post-deployment QA period verifies stability, accessibility, and performance in the live environment. Automated monitoring, manual validation, and visual reviews are used to identify and resolve any remaining issues before the site transitions to standard operations.

## Maintenance & Support

At Planeteria, we're committed to keeping your website performing at its best throughout its lifecycle. Our proven maintenance process ensures the site remains secure, functional, and up to date—so staff can focus on serving residents while the community enjoys a reliable digital experience.

### Your maintenance plan includes:

#### Robust Updates and Security Measures

- Regular Updates: We ensure your CMS, plugins, modules, and third-party tools are always current, safeguarding your site against vulnerabilities.
  - Core Updates: Keep your website's core system secure and optimized with the latest features and security patches.
  - Plugin Updates: Ensure plugins are up-to-date without causing conflicts or performance issues.
  - Visual Regression Testing (VRT): Integrated VRT minimizes the risk of errors after updates, maintaining your website's appearance and functionality.
- 24/7 Automated Monitoring: Our tools continuously monitor your website, preventing intrusions and addressing incidents at the CMS level promptly.

#### Dedicated Support When You Need It

- U.S.-Based Support Team: Access a dedicated, California-based team. Support tickets may be submitted 24/7, with live team availability Monday–Friday, 8:00 AM – 8:00 PM ET, and a dedicated emergency line monitored at all times for critical issues.
- Comprehensive Support Portal: 24/7 support access a dedicated team via phone or email during business hours or emergencies.
  - Business Hours: Monday to Friday, 8:00 AM – 8:00 PM EST.
  - Emergency Response: Critical issues addressed within 2 hours.
- Unlimited Training: Our trainers are always available to provide guidance, troubleshoot challenges, and deliver specialized support tailored to your needs.
- Auto ADA: Continuous accessibility scanning and remediation support to help keep the site WCAG-compliant as content and standards evolve.

#### Efficient Ticket Resolution

We prioritize your requests based on urgency and complexity, ensuring timely resolution:

**URGENT:** Same business day

**HIGH PRIORITY:** Within 1 business day

**MEDIUM PRIORITY:** 2-3 business days

**LOW PRIORITY:** 5-7 business days

At Planeteria, we partner with Pantheon, a world-class hosting provider trusted by institutions such as Harvard University, Home Depot, and the World Bank. Together, we deliver a secure, highperformance hosting environment tailored for open-source CMS platforms—giving cities thereliability, scalability, and protection they need to serve residents with confidence.

### Hosting Infrastructure Highlights

- **Container-Based Architecture:** Pantheon’s cloud platform uses isolated containers for secure and efficient resource partitioning, ensuring exceptional reliability and performance.
- **Automated Updates:** One-click updates for your site’s core, modules, and plugins, fully managed by our team. Integrated development, testing, and live environments ensure seamless deployment.
- **Global CDN & DDoS Protection:** Industry-leading Web Application Firewall (WAF) rules and denial-of-service attack protection to safeguard your website.
- **Immutable Code Protection:** Core files are write-protected in live environments to prevent unauthorized changes.
- **Automated Backups:** Encrypted backups are securely stored in multiple datacenters with over 99.99% durability and availability.
- **TLS and HTTPS:** Automated TLS certificate management ensures your site stays secure.

### Comprehensive Security Features

- **SAML, SSO, and MFA:** Enhance account security with multi-factor authentication and single sign-on.
- **Proactive Monitoring:** Over a million automated checks per day monitor network, server, and application performance.
- **Redundancy:** Core components feature full redundancy, ensuring high availability and no single point of failure.
- **Anti-Malware Protections:** Multiple layers of isolation and cryptographic validation protect your site from malicious code execution.
- **Datacenter Security:** Hosted in Google-managed datacenters with stringent physical and digital security measures, including intrusion detection and biometric access controls

### Compliance & Certification

Pantheon ensures compliance with major global security and data protection standards, providing peace of mind for organizations in regulated industries:

- **SOC 2 Compliance:** Verified platform security and availability.
- **GDPR:** Adheres to EU data privacy regulations.
- **FERPA:** Ensures student privacy for education-related websites.
- **EU-US & US-Swiss Privacy Shield:** Meets international privacy frameworks, including those for post-Brexit UK regulations.

### Performance & Resilience

- **Intrusion Prevention:** Network security measures detect and prevent unauthorized access, leveraging public key infrastructure and advanced traffic filtering.
- **Durable Content Storage:** Redundant, multi-datacenter backups provide robust durability and availability.
- **Zero Downtime Updates:** Containers automatically migrate to updated instances without service interruption.

**With Planeteria’s hosting solution, your website will operate in a secure, scalable, and highly reliable environment—offering your users a seamless and trustworthy online experience.**



## **Section Three:**

Proposed Scope & Timeline

## PROJECT PROCESS OVERVIEW



The Planeteria process consists of 8 key phases, each designed to build upon the previous one. Each phase is essential for creating a polished and user-friendly online experience. Our structured approach ensures that every detail is carefully addressed, resulting in a final product that meets our clients' needs and aligns with their goals.



### **Phase One: Discovery**

The Discovery Phase sets the foundation for the project by understanding your stakeholder's needs and refining project goals. This phase includes a kickoff call where Planeteria guides your stakeholders through the current site to clarify functionality requirements, evaluate processes, and shape the website strategy. Deliverables can include findings from the site audit and collaborative functionality discussions, ensuring all necessary updates are identified.



### **Phase Two: Information Architecture**

The Information Architecture phase establishes a clear and intuitive framework for how residents, businesses, and Town staff will navigate the website. Planeteria will analyze existing content and user behavior to develop a Sitemap that organizes information logically across departments and services—making it easy for residents to find resources, for businesses to access permits or economic opportunities, and for staff to manage updates efficiently. The draft Sitemap will be presented for review and refinement, ensuring it reflects your city's priorities, promotes transparency, and delivers an accessible, user-friendly experience for all audiences.



### **Phase Three: Website Design Framework Selection**

The Design Framework Selection phase empowers your city to choose from a curated library of professionally designed website templates built specifically for local government needs. Each option is thoughtfully crafted to serve diverse audiences—residents seeking quick access to services, businesses looking for resources and permits, and staff who need an efficient platform to manage updates. Design frameworks vary in layout, logo placement, navigation style, call-to-action design, iconography, and hero image presentation—allowing your team to select a look and feel that best reflects your community's identity. Planeteria will provide live previews and strategic guidance to ensure your chosen template balances accessibility, clarity, and visual impact while maintaining consistency with your city's brand and communication goals.



### **Phase Four: Framework Visual Design Customization**

The Framework Visual Design Customization phase brings your city's identity to life within the chosen template. Planeteria will incorporate your community's colors, typography, and imagery to create a cohesive and accessible design that feels authentically local. By blending brand elements, photography, and visual accents, we'll transform the template into a modern, civic-focused website that reflects your community's character and engages residents, businesses, and staff.



### **Phase Five: Development**

The Development phase transforms the approved design into a fully functional city website. During this stage, Planeteria integrates your selected third-party tools—such as payment portals, permit systems, or GIS platforms—and activates built-in functionality modules including calendars, RFP postings, job listings, news updates, and alerts. Each feature is configured to align with your city’s workflows and accessibility standards, ensuring seamless performance for residents, businesses, and staff. This phase results in a robust, interactive website that delivers essential city services efficiently and reliably.



### **Phase Six: Migration and Content Design**

The Content Migration phase focuses on transferring and organizing your city’s existing content into the new website. Planeteria will migrate pages, documents, and media from your current site, ensuring accuracy, consistency, and accessibility across all materials. During this process, we optimize content structure, apply new formatting styles, and verify that links, images, and downloads function correctly. Our team works closely with city staff to confirm that essential information—such as department pages, forms, and public notices—is up to date and easy for residents, businesses, and employees to find. The result is a clean, organized, and user-friendly website ready for public use.



### **Phase Seven: Beta Presentation and Testing**

The Beta phase focuses on creating a high-quality draft of your site. We develop templates based on the finalized designs, using reliable coding standards to ensure flexibility and functionality. Our team conducts thorough quality assurance to verify that the site performs as intended and aligns with your expectations. During a detailed Beta presentation, we review the site with you and your team, gather feedback and implement necessary adjustments to prepare for launch.

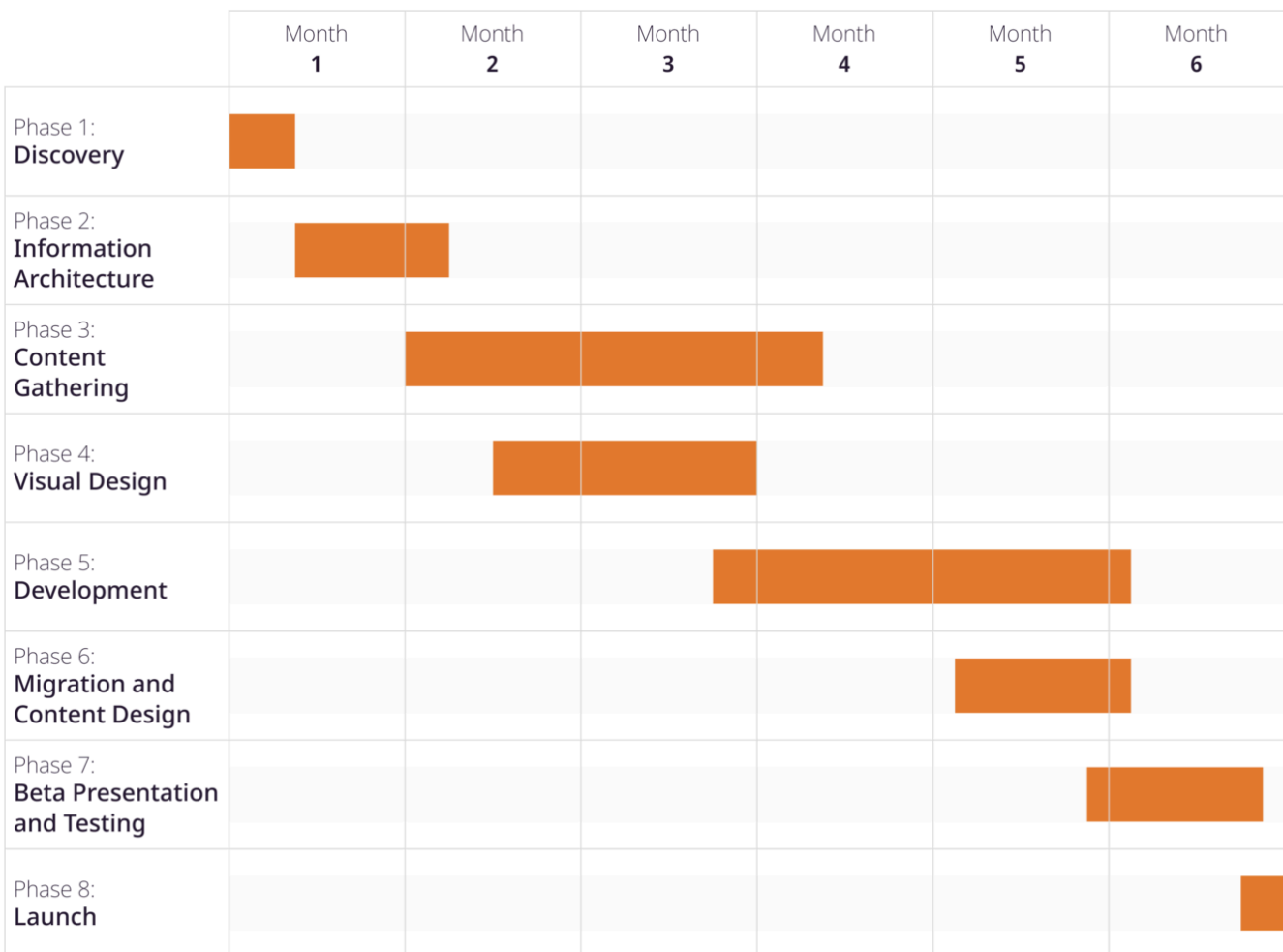


### **Phase Eight: Launch**

The Launch phase ensures your site is fully prepared for public use. We provide a live training workshop to equip your team with the knowledge and skills to manage the site’s backend effectively. Rigorous testing across browsers and devices ensures optimal performance and usability. Following your quality assurance review and resolution of any reported issues, the site is launched. For four days post-launch, we monitor the site closely and offer 24-hour support to address any concerns promptly.

## 6-8 Months

The timeline below outlines the estimated schedule for each phase of your project and the overall duration. On average, projects of this scope and requirements typically take 6 to 8 months to complete. While we aim to meet these projections, the timeline may adjust based on your feedback, participation rate, and approval process. Additionally, unforeseen complexities or functionality requirements may arise during development. If this occurs, we will communicate with you promptly to address any necessary adjustments, ensuring the project's success.





## **Section Four:**

Proposed Cost

# PRICE PROPOSAL



## ONE-TIME PROJECT FEE

**Website Design, Development & Launch ..... \$28,750**

This fixed project fee covers:

- Discovery & stakeholder alignment
- Information Architecture (IA) and key page template
- Website design framework selection
- Visual design customization (brand-aligned look & feel)
- Development and configuration
- Content migration (existing content into the new structure)
- Beta review, QA/testing, and revisions
- Launch planning, go-live support, and post-launch stabilization

Payment schedule (recommended):

25% at Kickoff, 25% Visual Design, 25% at Beta, 25% at Launch

## ANNUAL FEES

**Hosting, maintenance & support..... \$2,250 / year**

Includes:

- Managed hosting and uptime monitoring
- Core platform and plugin/module update
- Security monitoring and routine maintenance
- Backups and restore support
- Basic support/helpdesk for minor fixes and questions

# We appreciate your consideration on this project

WE BELIEVE our team, our process and our proven outcomes at Planeteria are uniquely aligned with the needs of the to address your website in meaningful ways that add enduring value for you and the audience you serve. Our team is on standby to get started immediately upon award if we are selected.

## Your Goal

The Town of Coupeville needs more than a redesigned website—it needs a digital platform that supports public trust, long-term records compliance, and staff independence. The website must deliver reliable access to information, adapt to changing needs, and remain manageable over time without increasing operational or legal risk.



## The Planeteria Solution

Planeteria delivers a purpose-built municipal website that combines structured content governance, an intuitive CMS, enforced accessibility, and ongoing support. Our approach ensures the Town's website launches compliant, remains accurate and accessible, and can be confidently managed by staff as content, standards, and community needs evolve.

# Thank you!



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**TOWN OF COUPEVILLE**  
From the Desk of Mayor Molly Hughes

**M E M O R A N D U M**

May 26, 2026

TO: Town Council

FROM: Mayor Molly Hughes

RE: Set STIP Workshop

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Council,  
Joe and I would like to have a workshop to discuss the six -year transportation improvement plan.

Kristo has indicated that Tuesdays would be his preferred day. Keep in mind that if we choose the first Tuesday of the month, in the evening, Josh would not be able to attend as he has Planning Commission. I don't know if Josh would want to attend a STIP workshop. And Tuesday June 16 is a Town sponsored community meeting on the Comp Plan

Library availability:

Monday, June 1 – 1:30 to 9:00  
Tuesday, June 2 – 6:30 to 9:00  
Wednesday, June 3 – 2:00 to 9:00

Monday, June 15 - 3:30 to 9:00  
Tuesday, June 16 – not available and we have a community meeting on the Comp Plan  
Wednesday, June 17 – 5:30 – 9:00  
Thursday, June 18 – open all day

Red Hall availability:

Open all day on June 1, 2, 3

Open Monday June 15 and Thursday June 18

The STIP is due to be turned into the state by the end of the month, so the Council needs to hold a public hearing and approve the plan at the June 23<sup>rd</sup> meeting.

Motion: I move to approve a special Six-Year Transportation Plan workshop on  
date, at time, to be held at location.

# TOWN OF COUPEVILLE

## MEMORANDUM

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### COMMUNITY PLANNING DIRECTOR STAFF REPORT

**DATE:** May 26, 2026  
**TO:** Mayor Hughes & Members of Town Council  
**FROM:** Josh Pitts, Community Planning Director  
**RE:** Density Bonus Code

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### INTRODUCTION

Following the Washington State Department of Commerce's review of the Town's draft Comprehensive Plan dated November 26, 2025, staff have prepared a Draft Density Bonus and Affordable Housing Incentives Code (Chapter 16.10.070) for Town Council review and consideration.

The proposed regulations respond to updated state requirements under the Growth Management Act, including RCW 36.70A.545, which requires jurisdictions planning under the Act to allow density bonuses for affordable housing developments located on property owned or controlled by religious organizations.

While the Town could meet minimum statutory requirements by limiting density bonuses to qualifying religious organization developments, the proposed code establishes a broader framework that allows any residential development to access density bonuses when providing sustainable, income-restricted housing. This includes projects developed by religious organizations, nonprofit entities, and private developers.

This approach is intended to better address local housing needs and implement the goals and policies of the Town's Comprehensive Plan.

### COMPREHENSIVE PLAN AND STATE REQUIREMENTS

#### Washington State Requirements

The Washington State Department of Commerce identified the need for updates to local development regulations to ensure compliance with state law, including:

- [RCW 36.70A.545](#), which requires jurisdictions to allow density bonuses for qualifying affordable housing developments on property owned or controlled by religious organizations.
- [Washington House Bill 1859](#), which refines definitions and standards related to affordable housing developed under religious ownership, including income thresholds, duration requirements, and implementation expectations.

#### Comprehensive Plan Consistency

The proposed code implements the Housing Element of the Comprehensive Plan by:

- Expanding housing opportunities across a range of income levels

- Supporting the development of middle housing types
- Increasing the supply of long-term affordable housing
- Aligning zoning regulations with adopted housing policies and state requirements

## DENSITY BONUSES

### Overview

The proposed code establishes a density bonus and incentive program that allows residential development to exceed base zoning standards when affordable housing is provided. The program is structured as a voluntary incentive system. The code applies primarily to development in the MDR zoning district and may be applied in other zones where residential uses are allowed.

### How the Density Bonus Works

The density bonus framework is based on a direct relationship between the level of affordability provided and the amount of additional development capacity allowed. Projects that participate in the program may exceed base density limits by meeting one of the following affordability thresholds:

- At least 20 percent of units affordable to households at or below 50 percent of area median income
- At least 50 percent of units affordable to households at or below 80 percent of area median income

In exchange, the project may achieve an increased density of one dwelling unit per 2,400 square feet of lot area in the MDR zone, up to six units per parcel. Additionally, projects utilizing the density bonus provisions are eligible for limited modifications to development standards, including:

- Allowance of middle housing types such as duplexes, triplexes, townhomes, and small multifamily buildings
- Reduced rear setbacks
- Increased lot coverage

These modifications are applied in conjunction with the density bonus to support project feasibility while maintaining compatibility with surrounding development.

### Affordable Housing Requirements

All projects receiving a density bonus must comply with long-term affordability requirements, including:

- Income restrictions tied to the applicable affordability tier
- Housing costs limited to no more than 30 percent of the applicable income level
- A minimum affordability duration of 50 years
- Recorded covenants to ensure long-term compliance

Affordable units must be integrated throughout the development, comparable in size and design to market-rate units, and constructed concurrently with market-rate units.

### **Eligibility**

Consistent with RCW 36.70A.545, the code provides a guaranteed density bonus for qualifying affordable housing developments located on property owned or controlled by a religious organization.

In addition to the required provisions for religious organizations, the code establishes a voluntary incentive program for all qualifying residential developments. This program also allows flexibility in how affordable housing is provided, including off-site construction and payment in lieu of construction. Funds collected through in-lieu payments must be used to support affordable housing development or preservation.

### **CONCLUSION**

The proposed Density Bonus and Affordable Housing Incentives Code establishes a clear and predictable framework to support the development of long-term affordable housing in the Town of Coupeville. The code complies with state law, including RCW 36.70A.545, while also creating a flexible, voluntary program that a range of housing providers can use.

Overall, the code provides a balanced approach that supports housing production, ensures long-term affordability, and maintains consistency with the Town's Comprehensive Plan and state law.

### **Attachments**

- 16.10.070 DRAFT code
- Department of Commerce Comments

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### 16.10.070 – Density Bonus and Affordable Housing Incentives

- A. Authority. The Growth Management Act requires the Town to provide housing opportunities for all economic segments of the community. Similarly, the Town’s comprehensive plan encourages revisions to the Town’s development regulations to increase the supply of affordable housing.
- B. Purpose. The purpose of this section is to encourage the development of long-term affordable housing by providing density bonuses and regulatory incentives in exchange for the provision of income-restricted housing. This section is intended to:
1. Implement RCW 36.70A.545 by ensuring a guaranteed density bonus for qualifying affordable housing developments on property owned or controlled by religious organizations;
  2. Implement a voluntary affordable housing incentive program; and
  3. Increase housing supply consistent with state law and local housing needs.
- C. Applicability
1. Density bonuses and incentives under this section shall apply to residential development in the MDR zoning district and may be applied in other zoning districts where residential uses are allowed, subject to the provisions of this section.
  2. Projects not utilizing this section shall be reviewed solely under the base zoning and development standards and shall not be subject to the requirements of this section.
- D. Definitions. For the purposes of this section:
1. “Affordable housing unit” is defined as a dwelling unit restricted to occupancy by an income-eligible household and subject to rent or sales price limits consistent with subsection (G).
  2. “Low-income household” is defined as a household with income at or below 80 percent of area median income (AMI), adjusted for household size.
  3. “Religious organization” is defined, according to RCW 36.01.290, as the federally protected practice of a recognized religious assembly, school, or institution that owns or controls real property.
  4. “Very low-income household” is defined as a household with income at or below 50 percent of AMI, adjusted for household size.
- E. Base Density and Bonus Structure
1. Development utilizing this section shall be permitted to exceed MDR base zoning density through the following bonus structure:

| Affordability Level | Minimum Set-Aside        | Maximum number of units allowed per square foot of lot area. |
|---------------------|--------------------------|--------------------------------------------------------------|
| 50% AMI             | 20% of units at ≤50% AMI | 1 dwelling / 2,400 sq ft                                     |
| 80% AMI             | 50% of units at ≤80% AMI | 1 dwelling / 2,400 sq ft                                     |

2. Density bonuses shall be calculated based on the maximum density otherwise permitted by the underlying zoning district.
3. Fractional units of 0.5 or greater shall be rounded up to the nearest whole number.

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F. Development Standards Modifications. Projects qualifying for a density bonus under this section shall be entitled to the following modifications:

1. Housing Types: All housing types, including small multifamily buildings, shall be permitted.
2. Max Dwelling Units: The total number of dwelling units shall not exceed six (6) per lot. This limitation does not apply to cottage-style housing developments.
3. Setbacks: The rear setback may be reduced up to twenty-five (25) percent.
4. Lot Standards: Maximum lot coverage may be increased to a maximum of seventy (70) percent of the usable area.

G. Affordable Housing Standards

1. Income and Affordability Requirements
  - a. Affordable units shall meet the income thresholds corresponding to the tier under which the project is approved.
  - b. Monthly housing expenses shall not exceed 30 percent of the applicable income limit.
    - i. Housing expenses for ownership include mortgage and mortgage insurance, property taxes, property insurance, and homeowner dues.
    - ii. Housing expenses for rental housing include rent and appropriate utility allowances.
2. Duration. Affordable housing units shall remain income-restricted for a minimum of 50 years.
3. Unit Distribution and Design. Affordable units shall:
  - a. Be distributed throughout the development;
  - b. Be comparable in size, bedroom mix, and functionality to market-rate units;
  - c. Be indistinguishable in exterior appearance.
4. Phasing. Affordable units shall be constructed proportionally with market-rate units.
5. Covenant. Prior to building permit issuance, the applicant shall record an affordability covenant with the Island County Auditor's office, ensuring compliance with this section for the required duration. The applicant shall be responsible for the cost and recording of the covenant. The covenant shall:
  - a. Run with the land and binding on the applicant, property owner, assigns, heirs, and successors;
  - b. Address the level and duration of affordability, tenant qualifications, reporting, monitoring, and any other topics related to the provision of the affordable housing units.

H. Religious Organization Affordable Housing

1. In accordance with RCW 36.70A.545, a qualifying affordable housing development located on property owned or controlled by a religious organization shall be granted a density bonus under this section if the development provides:
  - a. At least 50 percent of units for low-income households; or
  - b. At least 20 percent of units for very low-income households.
2. Developments meeting subsection (H)(1):

- 
- a. Shall be entitled to a minimum density bonus of no less than twenty-five (25) percent above base zoning, regardless of the zoning district, if the proposed development is a principal or conditional use of the underlying zoning district;
  - b. Conditional uses are subject to the requirements of conditional use permits in CTC 16.14.
  - c. Shall not be subject to discretionary denial if the objective standards of this section are met;
  - d. Shall comply with the affordability duration and covenant requirements of subsection (G).

3. This subsection applies to new construction and rehabilitation of existing housing.

#### I. Voluntary Affordable Housing

- 1. A voluntary affordable housing development may be granted a density bonus under this section if the development provides:
  - a. At least 50 percent of units for low-income households; or
  - b. At least 20 percent of units for very low-income households.
- 2. Developments meeting subsection (I)(1):
  - a. Shall comply with the affordability duration and covenant requirements of subsection (G).

#### 3. Alternative Compliance Options

- a. Off-Site Affordable Units. The Community Planning Director may approve the provision of affordable housing units at a location different from the development site, provided that:
  - i. The off-site units are located within a half mile of the same service area;
  - ii. The number of affordable units provided off-site is equal to or greater than the number that would have been required on-site;
  - iii. The off-site development is constructed within a timeframe comparable to the primary development; and
  - iv. The off-site units comply with all affordability, duration, and covenant requirements of this section.
- b. Payment in Lieu of Construction
  - i. The Town may approve a payment in lieu of constructing affordable housing units when it determines that the payment will result in an equal or greater public benefit than on-site construction.
  - ii. The amount of the payment shall not exceed the approximate cost of developing the same number and type of affordable housing units that would otherwise be required.
  - iii. Funds collected shall be used solely for the development, preservation, or support of affordable housing, including grants or loans to public or private housing providers.

#### J. Administration

- 
1. Applications under this section shall be reviewed administratively when the proposed development is a permitted use in the underlying zoning district. If the proposed development is a conditional use, the application shall be subject to the applicable conditional use permit procedures and approval standards.
  2. The Community Planning Director shall approve applications that meet the objective requirements of this section.
  3. The Town may establish fees for monitoring compliance with affordability requirements.

DRAFT



STATE OF WASHINGTON  
DEPARTMENT OF COMMERCE

1011 Plum Street SE • PO Box 42525 • Olympia, Washington 98504-2525 • 360-725-4000  
[www.commerce.wa.gov](http://www.commerce.wa.gov)

November 26, 2025

Town Council  
Town of Coupeville  
c/o Joshua Engelbrecht

Sent via electronic mail: [planner@townofcoupeville.org](mailto:planner@townofcoupeville.org)

Re: Review of Coupeville draft comprehensive plan

Dear Town Council,

Thank you for the opportunity to comment on the Town of Coupeville's (Town) draft comprehensive plan and development regulations. We appreciate the ongoing coordination with our agency as you work to achieve the community's vision consistent with the goals and requirements of the Growth Management Act (GMA). Growth Management Services received the proposed amendment on September 30, 2025, and processed it with material identification number 2025-S-9947.

Your submission represents a great deal of work towards the 2025 periodic update of your comprehensive plan, due December 31, 2027.

We have reviewed your submittal using Commerce's [Periodic Update Checklist-Updated July 2024](#), the [Expanded Housing Checklist](#), and the [Supportive Housing Types Review Checklist](#). We encourage you and your community to consider the following as you finalize your drafts:

**Comprehensive Plan:**

1. Housing Element

- a) *Identification of capacity of land for housing including, but not limited to, government-assisted housing, housing for moderate, low, very low, and extremely low-income households, manufactured housing, multifamily housing, group homes, foster care facilities, emergency housing, emergency shelters, permanent supportive housing. [RCW 36.70A.070\(2\)\(c\)](#) amended in 2021, [WAC 365-196-410\(e\) and \(f\)](#)*

The city has identified that allocated housing needs for housing affordable to households below 120% AMI, as well as overall housing needs, cannot be met under the

current zoning. We recommend identifying, evaluating, and adopting updated zoning or development regulations which can accommodate projected needs. For guidance on completing this requirement, please see chapter 3 of [Guidance for Updating Your Housing Element](#) (pg. 40-50) or reach out to the housing policy team for technical assistance.

If the changes listed in the “adequate provisions” section are intended to address this deficit, we recommend estimating the unit capacity that will be added and demonstrating that it is sufficient to meet identified housing needs at all income levels, as well as for permanent supportive housing and emergency housing.

- b) *Adequate provisions for existing and projected housing needs for all economic segments of the community.* [RCW 36.70A.070\(2\)\(d\)](#) amended in 2021, [WAC 365-196-010\(q\)\(ii\)](#), [WAC 365-196-300\(f\)](#), [WAC 365-196-410](#) and see Commerce’s Housing Action Plan (HAP) guidance: [Guidance for Developing a Housing Action Plan](#)

Based on our review, we found an evaluation of barriers to affordable housing and actions to address those barriers included in the draft housing element appendix (pg. 81 of Vol 2). We recommend expanding on this evaluation by identifying the number of housing units that will likely require subsidies or incentives to be built and the gaps in local funding needed to achieve these affordable housing needs. We also recommend documenting which local funding tools or incentives are already available and in use and which tools could be implemented to help close the funding gap identified. Guidance on this can be found in chapter 4 of [Guidance for Updating Your Housing Element](#) (pg. 60-62) and [Appendix B: Adequate provisions checklist](#) (Exhibit B5). For more detailed guidance pertaining to adequate provisions, local governments should consult with their legal counsel.

- c) *Identification of areas that may be at higher risk of displacement from market forces that occur with changes to zoning development regulations and capital investments.*

In our review, we did not find identification of areas at risk of residential displacement, as required by [RCW 36.70A.070\(2\)\(g\)](#). To better align with this requirement, we recommend including a displacement risk map – such as [Commerce’s Draft Displacement Risk Map](#) – or a discussion of areas that may be at risk of displacement.

### **Development Regulations:**

1. *Emergency shelter (ES) is defined as a facility that provides a temporary shelter for individuals or families who are currently homeless. Emergency shelter may not require occupants to enter into a lease or an occupancy agreement. Emergency shelter facilities may include day and warming centers that do not provide overnight accommodations.* [RCW 36.70A.030](#)(15)

The draft definition of emergency housing does not include day and warming shelters. We recommend adding a definition of “emergency shelter” consistent with the definition in [RCW 36.70A.030\(15\)](#).

2. *City code must allow indoor emergency shelters and indoor emergency housing in any zones in which hotels are allowed. A city may choose the alternative option to allow indoor emergency shelter and indoor emergency housing in a majority of zones within one-mile of transit. [RCW 35A.21.430](#), [RCW 35.21.683](#).*

Emergency housing and shelters are not allowed in the General Commercial (GC) zone, which allows hotels. For consistency with [RCW 35.21.683](#), and alignment with the land capacity analysis performed in the housing element for consistency with [RCW 36.70A.070\(2\)\(c\)](#), we recommend amending your code to allow emergency housing and shelters in the GC zone.

3. *City code must allow permanent supportive and transitional housing in any zones which residential dwelling units or hotels are allowed. [RCW 35A.21.430](#), [RCW 35.21.683](#).*

Permanent supportive housing (PSH) and transitional housing are not allowed in the Residential Reserve District (RR), Low Density Residential District (LDR), Medium Density Residential District (MDR), and High Density Residential District (HDR) zones, which allow residential uses. We recommend amending your code for consistency with [RCW 35.21.683](#) and allowing PSH and transitional housing in all zones which allow residential dwelling units or hotels.

4. *City and county code provision must not adopt, impose, or enforce requirements on an affordable housing development that are different than the requirements imposed on housing developments generally. [RCW 36.130.020](#).*

PSH and transitional housing are interpreted as types of “affordable housing” ([WAC 365-196-410\(2\)\(e\)](#)). PSH and transitional housing are allowed as conditional uses in zones where similar housing types are allowed as permitted uses, which constitutes different requirements for “affordable housing” than housing generally. We recommend allowing these as permitted uses in all zones where multi-family or single family housing is allowed as a permitted use for consistency with [RCW 36.130.020](#).

5. *City and county development regulations must allow an increased density bonus consistent with local needs for any affordable housing development of any single-family or multifamily residence located on real property owned or controlled by a religious organization. [RCW 36.70A.545](#)*

In our review, we did not identify that city development regulations allow for an increased density bonus for affordable housing development on property owned or

controlled by a religious organization. We recommend updating your code as needed to align with the requirements in [RCW 36.70A.545](#).

6. *Regulatory limits on outdoor encampments, safe parking efforts, indoor overnight shelters, and temporary small houses on property owned or controlled by a religious organization must be consistent with [RCW 35.21.915 and RCW 36.01.290](#), which are very rigorous lists of potential items.*

In our review, we did not identify that the city's regulations for temporary shelters and encampments on property owned or controlled by a religious organization are consistent with statutory standards. We recommend updating your code as needed to align with the requirements in [RCW 35.21.915 and RCW 36.01.290](#).

As a friendly reminder, copies of adopted amendments shall be submitted to Commerce within ten days after final adoption ([RCW 36.70A.106\(2\)](#)).

Again, we appreciate the opportunity to work with the Town and provide comments on the proposed amendments. We are available for technical assistance and, if requested, can attend upcoming meetings with your Planning Commission and/or Council. If you wish to discuss any of the comments presented in this letter, you may reach me at [Lexine.long@commerce.wa.gov](mailto:Lexine.long@commerce.wa.gov) or 360-480-4498.

Sincerely,



Lexine Long  
Senior Planner, AICP  
Growth Management Services

cc:

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