



REQUEST FOR PROPOSAL

FOR

Website Consulting Services

The Brushy Creek Municipal Utility District invites individuals, or firms, to respond to this Request with a proposal for providing consulting services to the District for purposes of selecting a website provider.

Please submit two (2) printed copies of your proposal in a sealed package, along **with** one (1) electronic copy emailed to procurement@bcmud.org, no later than **2:00 p.m. on September 23, 2025**, addressed to:

Lori Brown
Brushy Creek MUD
16318 Great Oaks Drive
Round Rock, TX 78681
procurement@bcmud.org

Brushy Creek MUD

**Website Consulting Services:
Municipal Public Affairs, Information & Resident Engagement**

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1.0 BACKGROUND & PURPOSE

Brushy Creek Municipal Utility District (the “District”) desires to update its website.

The District’s current website is antiquated and, in many ways, inflexible regarding design options and message delivery. The District desires to update its website to be compliant with the Americans with Disabilities Act, more user-friendly for District residents and customers, more streamlined, and aesthetically pleasing.

To be clear, the purpose of this Request for Proposals is not to select a website provider. Instead, this RFP is meant to identify a qualified firm or individual to provide website consulting services to the District so that the District may select the website provider that best meets the needs of the District and the public.

Brushy Creek Municipal Utility District (BCMUD) is a local government entity originally established as Williamson County MUD No. 2 on October 27, 1977 and is governed by a five-member Board of Directors elected by residents of the District. BCMUD’s primary functions include providing retail water, wastewater, and drainage services, as well as managing parks, recreation facilities, and community programs. Essentially, the District’s Board, leadership, and staff seek to always maintain the standards set forth in what is defined as The Brushy Creek Life.

2.0 QUALIFICATIONS & SCOPE OF SERVICES

2.1 General Qualifications:

Proposers must be skilled in the assessment of client needs with regard to websites and website providers. Proposers should be knowledgeable with alternative website options to advise and assist the District in selecting the website provider that best meets the needs of the District and its website visitors.

2.2 Specific Qualifications:

Proposers should have demonstrable experience and expertise in helping entities select a website provider:

The selected Proposer will work with District project managers to learn about the District’s needs as it pertains to information dissemination via the District’s website for specific program areas.

The selected Proposer should have experience working with governmental entities to understand the website reporting obligations and needs of governmental entities.

The selected Proposer should have an understanding of the latest website technology and alternatives for conveyance of information via the District’s internet website.

2.3 Work Location:

While much of the work can take place remotely, the selected Proposer will need to be available to attend District meetings and events when required.

2.4 Scope of Work:

A preliminary scope of work for this project is outlined below. This scope is not intended to be all-inclusive but, instead, generally demonstrative of services to be provided. Final scope, as well as compensation terms and provisions, will be negotiated with any selected consultant during contract preparation.

- Work with Public Information Specialist and staff to appropriately collaborate on District website needs and goals.
- Advise District regarding best strategies for engaging residents through a website.
- Seek out and set up meetings with website providers based on assessments of District needs.

Proposers are free to expound upon or suggest modifications to the preliminary scope of work, and the District welcomes creative suggestions to meet the District’s website needs.

The selected firm will collaborate with the BCMUD Board, its leadership team, and/or designated staff to develop and implement strategies that align with the organization’s goals, values, and performance standards.

2.5 Scheduling Matters:

The District anticipates that the website consulting services that are the subject of this procurement will be required during the following time Period: January 2026 to December 2026. The proposer should identify any constraints on its availability to provide all requested services during this time period.

3.0 PROPOSAL PROCESS AND SUBMISSION REQUIREMENTS

3.1 Proposal must address the requirements set out in this RFP.

3.2 The current schedule is as follows:

- | | |
|------------------------------|------------------------------|
| (a) Advertise RFP | August 25, 2025 |
| (b) Proposal Due Date | September 23, 2025 @ 2:00 pm |
| (c) Review of Proposals | October 10, 2025 |
| (d) Interviews (if needed) | October 27, 2025 |
| (e) Approval of Agreement | January 8, 2026 |

The District reserves the right in its sole discretion to alter or modify the current schedule set out above as necessary and will notify known Proposers of any changes.

3.3 It is the Proposer’s sole responsibility to ensure that its Proposal is received by the District by the Due Date. Proposals received after the Due Date will be rejected and returned unopened.

3.4 Proposal Contents: Proposals should include, but not necessarily be limited to, the following:

- (a) Cover letter identifying the Proposer(s), the size of the firm, and location of the office from which the work will be conducted.

(b) The following items should be addressed as part of every submitted Proposal:

1. Describe experience with general and specific qualification as noted in § 2.0 of this RFP, and any other areas you believe are relevant to the District's decision.
2. Provide a list of every municipality or governmental entity worked with currently and for the past five years.
3. Provide a list of each team member who may provide services under this request, along with their anticipated role and a description of responsibilities.
4. Describe any knowledge or experience that makes you or your team particularly qualified to provide these services.
5. Disclose any potential conflicts of interest that may arise in the performance of these services by you or any member of your team.
6. Provide a minimum of three client references.
7. The District is soliciting talent and expertise first and foremost. While cost to the District is very important, the selection will not be based solely on cost.
8. Please provide a rate sheet if you propose to bill for services at an hourly rate, including the current hourly rate for each team member who may work on District matters. Or, state specifically whether you will work on a fixed fee (retainer) basis and, if so, how you propose that such a fee be determined. Please specify how hourly or fixed fees will be based and whether such fees may be raised during the engagement. If rates are subject to change, please specify the period that rates are fixed and the time period for prior notice of any change in rates. Please disclose any other applicable billable rates and expenses, such as travel mileage, photocopying, and postage.

4.0 EVALUATION PROCESS AND SELECTION CRITERIA

4.1 The following criteria and weights shall be utilized as a guideline to evaluate every submitted Proposal. Individual criteria have been assigned varying weights.

(a) Qualifications and Relevant Experience	40%
(b) References from Other Similar Projects	20%
(c) Schedule & Availability	30%
(d) Cost of Services	10%

Proposers may be invited to an interview with the selection committee. The final selection will be based on the District's determination of the proposer who will be most advantageous to the District and result in the best and most economical completion of the services.

In considering the requirements set out in this RFP, if the District selects any of the Proposals, then the District may enter into negotiations for a consulting services agreement with the Proposer. If the District and proposer do not reach an agreement, then the District will select the next most qualified proposer.

5.0 NATURE OF THIS DOCUMENT

- 5.1** This RFP is solely a request for proposals. It is not an invitation for tenders, an offer of contract, or an invitation for offers capable of acceptance to create a contract. No contractual or other legal obligations or relations between the District or any other person can or will be created except by a written contract executed by the General Manager or Board of Directors.
- 5.2** Proposers are cautioned that a Proposal or part of a Proposal may be made public or otherwise disclosed by the District if the District elects to do so or is required to do so by law.
- 5.3** The District reserves the right to accept or reject any submitted Proposals and to waive any informalities or irregularities in said submittals. The RFP does not bind the District to accept a submittal when, in the District's sole discretion, the District determines not to do so. Additionally, the District reserves the right to modify the schedule as necessary and will notify those participating in the RFP of any changes.
- 5.4** The District reserves the right in its sole discretion to alter those criteria or requirements in the course of negotiations with any Proposer.
- 5.5** The District operates under the public disclosure laws, as part of normal procedures. Proprietary information must be identified. The District will advise proposers in the event of receipt of a request for any such proprietary information.
- 5.6** Failure to conform to the requirements of this RFP may lead to the rejection of a Proposal.

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