



## Kensington Community Services District

DATE: May 14, 2026

TO: Board of Directors

FROM: David Aranda, Interim General Manager (IGM)

SUBJECT: Approve spending up to \$6,500 on contracting with Kimber Communications to have the Fire Department Website Integrated into the Community Services District Platform

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### RECOMMENDATION:

Approve spending up to \$6,500 on contracting with Kimber Communications to have the Fire Department Website Integrated into the existing Community Services District Platform.

### BACKGROUND:

Background: The district has a need to integrate the fire district website into the CSD website. I am recommending that Kimber Communications do the job. Attached is the proposal from Kimberly Huff. I have known Kimberly for a few years now, she came recommended by Bay View Refuse. I have used her to “clean up” the solid waste portion of the district website, edit and produce the quarterly newsletter and help on certain promotional events the district has undertaken.

Separate from this project will be the need to have an IT professional move the domain name and email addresses from their status to a common name for all. I am hopeful I will have a proposal for the board next month on this project.

### EXHIBIT(S):

- KCSD KFD Website Integration Proposal 2026



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May 5, 2026

Dear Mr. Aranda and Members of the KCSD Board of Directors,

Please find the attached proposal outlining the integration of the Fire Department website into the existing Community Services District website platform.

This proposal is designed to provide a cost-effective and practical solution for improving public communication, emergency preparedness, operational efficiency, and long-term website management. By consolidating both entities into a single unified digital platform, the District can streamline administration, improve public access to information, and strengthen emergency communication capabilities while avoiding the costs and risks associated with maintaining separate systems.

The proposed integration focuses on enhancing the existing website structure rather than rebuilding infrastructure from the ground up. The project includes development of a dedicated Fire Department section, emergency communication enhancements, content migration, mobile optimization, ADA accessibility improvements, and a modernized navigation structure designed to better serve residents and visitors alike.

The proposal also outlines implementation phases, estimated timelines, and projected costs associated with the integration effort. Leveraging the existing Streamline platform allows the District to maximize existing investments while delivering a more unified and professional public-facing experience.

Thank you for the opportunity to present this proposal for consideration. We look forward to discussing the project further and answering any questions regarding implementation, scope, or long-term support.

Best regards,

A handwritten signature in green ink that reads "Kim Huff".

Kim Huff  
Kimber Communications  
415/740-0587  
[kim@kimber.net](mailto:kim@kimber.net)



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## DETAILED SCOPE OF SERVICES

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### Fire Department Website Integration into Existing Community Services District Website

#### Proposal Overview

This proposal outlines the integration of the Fire Department website into the existing Kensington Community Services District website platform.

Rather than maintaining two separate websites, this project would consolidate Fire Department information, services, emergency resources, and public communications into the existing district website structure. The result would be a more unified public experience, improved emergency communication capability, reduced administrative duplication, and lower long-term maintenance costs.

The goal is not to replace the existing Community Services District website, but rather to expand and restructure it to fully incorporate Fire Department operations and public-facing services.

#### Project Goals

The integration project is designed to:

- Create one centralized public information platform
- Improve emergency communication and public access to safety information
- Reduce duplicate hosting, maintenance, and content management efforts
- Improve mobile usability and accessibility
- Strengthen public trust through a unified digital presence
- Provide easier access to forms, preparedness resources, meetings, and department updates

#### Existing Platform Strategy

The project will utilize the existing Streamline platform already in place for the Community Services District website.

#### **Benefits of Remaining on Streamline**

- No need for a full platform migration
- Lower implementation costs
- Faster deployment timeline
- Existing municipal-focused functionality already available
  
- Integrated agendas, meetings, and document management
- Familiar content editing interface for staff
- Reduced technical risk
- Consistent branding and user experience

This approach focuses investment on improving structure, navigation, design, and content rather than rebuilding technical infrastructure.

#### Recommended Website Integration Structure



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The updated website would maintain the Community Services District identity while adding a dedicated Fire Department section integrated into the main navigation.

**Proposed Main Navigation:**

- Home
- Community Services District
- Fire Department
- Emergency Preparedness
- News & Updates
- Meetings & Governance
- Services & Forms
- Contact

**Fire Department Section**

The Fire Department section would function as a fully developed department hub within the website.

**Recommended Fire Department Pages:**

- Department Overview
- Emergency Information
- Wildfire Preparedness
- Defensible Space Resources
- Evacuation Information
- CPR and Public Education
- Permits and Inspections
- Community Risk Reduction
- Incident News and Updates
- Recruitment and Careers
  
- Apparatus and Stations
- Frequently Asked Questions
- Contact Information

**Emergency Communications Enhancements**

A major advantage of integration is the ability to centralize emergency communication.

**Recommended Features:**

- Sitewide emergency alert banner
- Dedicated emergency information hub
- Wildfire and evacuation resources
- Storm and disaster preparedness information
- Mobile-first emergency pages
- Quick-access emergency contacts
- AlertMarin and emergency notification links

**Content Migration and Restructuring**



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The project will include migration and restructuring of existing Fire Department content into the one platform.

**Scope Includes:**

- Migration of existing Fire Department pages
- Cleanup of outdated content
- Restructuring navigation
- Improved page hierarchy
- Reorganization of forms and documents
- Standardized formatting and branding
- Optimization for mobile viewing

**Accessibility and Mobile Optimization**

**The redesigned integrated website will prioritize:**

- Mobile responsiveness
- ADA accessibility compliance
- Clear typography and navigation

**Implementation Phases**

(Based upon collaboration with KCSD/KFD)

**Phase 1: Discovery and Planning**

- Review of existing Fire Department website
- Content inventory
- Navigation planning
- Stakeholder input

**Phase 2: Information Architecture**

- Sitemap updates
- Navigation restructuring as needed
- Department section planning

**Phase 3: Design and Integration**

- Homepage modifications
- Fire Department section templates
- Emergency page layouts
- Mobile optimization

**Phase 4: Content Migration**

- Migration of Fire Department content
- Editing and formatting
- Document uploads
- News category setup

**Phase 5: Testing and Training**

kimber communications ... 10 liberty ship way ... suite 150 ... sausalito ... california ... 94965  
415.740.0587 ... www.kimbercommunications.net



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- Accessibility review
- Mobile testing
- Staff training
- Content review

#### **Phase 6: Launch**

- Final launch preparation
- Public rollout
- Post-launch support

### Pricing

The following pricing reflects integration of the Fire Department website into the existing Streamline-based Community Services District website.

#### **Basic Fire Department Integration**

**Estimated Cost: \$4,750 – \$6,250**

#### **Includes:**

- Fire Department section setup
- Navigation integration
- Basic content migration
- Homepage updates
- Emergency alert banner setup
- Mobile optimization
- Staff training

#### **Optional Ongoing Support (as needed):**

**Estimated Monthly Cost: \$500 – \$1,500**

#### **Optional services, beyond the scope of services at an hourly rate of \$95/hr include:**

- Content updates
- Technical maintenance
- Emergency update support
- Analytics reporting
- Ongoing staff assistance

### Estimated Timeline

**Estimated project duration: 2 to 3 months depending on content volume and approval timelines.**



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**Estimated Schedule:**

- Month 1: Planning and structure
- Month 2: Design and migration
- Month 3: Testing, training, launch and refinements

**Key Benefits of Integration**

- One trusted public information source
- Improved emergency communication
- Reduced operational duplication
- Easier website administration
- Lower long-term maintenance costs
- Better mobile experience
- Stronger public-facing identity
- Faster access to Fire Department resources

**Conclusion:**

Integrating the Fire Department website into the existing Community Services District Streamline platform provides a cost-effective and practical solution for improving public communication, emergency readiness, and operational efficiency.

By leveraging the existing platform infrastructure, the organization can deliver a significantly improved user experience without the cost and risk associated with building an entirely new website system.