

**Request for Proposal
City of Delavan
Website Redesign and Content Management System**

Inquiries: Please send proposal and any questions regarding this Request to:

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Proposals due: April 29, 2021 at 2:00 pm

Introduction

The City of Delavan is seeking to enter into a professional services agreement with a qualified municipal website vendor to redesign its current website, ci.delavan.wi.us, and implement a new website based on the strategies addressed in this Request for Proposals (RFP).

The City of Delavan would like a new website that is responsive, mobile, dynamic and resourceful. We are seeking qualified municipal website designers who focus on innovation as well as functionality. The website should be user-friendly, intuitive, and ADA compliant with an attractive interface. The City may require that the vendor provide hosting services for the website in a secure data center, or may request that the vendor design the website for hosting by the City's IT vendor.

Objective

The City of Delavan is seeking to update its website to simplify content management and provide improved and enhanced user experience and customer service, while meeting high standards for design quality and visual appeal.

The City seeks the assistance of an experienced municipal website design company that can accomplish all the functionality identified in this RFP. The company should have the capability of integrating additional features and functionality that may be identified in the future. To help us achieve our vision, the experienced company should have a team of experts who understand local government and can provide timely support services.

The proposal should address the following:

Criteria

- Company Overview
 - Brief company overview and number of years providing municipal website and content management systems
 - Key team members that will be assigned to our project
 - Project development timeline and approach
- Proposed Costs
 - Component pricing when applicable
 - Cost for hosting, maintenance, and support
 - Cost and timing of updates, patches, fixes, and new versions
 - Cost and timing of future website redesign
 - Brief description and costs of additional relevant products
- Project Implementation
 - Project phase timeline
 - Process of migration of identified content from old site to new site
 - Process for training users with detailed user manuals and online tutorials that include specifications for specific template content such as images, video, calendar entries, etc.
 - Training options
- Analytics used to evaluate and create new layout and navigation
 - Usability report
 - User click analysis
 - Customer journey analysis and recommendations based on findings
 - Survey to be completed prior to new site finalization to ensure community users, City Council or designated Committee, and city employees can provide feedback relevant to new site design
- Hosting
 - Reliable hosting and management
 - Secure cloud service authorized through FedRAMP
 - Backup and updates as developed
 - Daily off-site redundancy backup
 - Automated software updates and security patches and redundant firewall solutions
 - Disaster Recovery
 - emergency support, online status monitor, event notification emails, recovery time objective no greater than eight hours, recovery point objective no greater than 24 hours, preemptive monitoring
- Security and Support
 - Emergency support available
 - US-based live support staff, hours, emergency availability, contact methods
 - Continuous software and security updates
 - Availability of online training manuals and technical support
 - SSL Certification and Microsoft sequence database, Website security with https

- Monitoring tool to monitor changes to the Domain Name Service
- Monitoring and management of associated domain names
- Monitoring for malware
- Secure client access points with multi factor authentication to protect against social engineering attacks
- Content Delivery Network to improve load speed and protect against ransom attacks

City Goals

- New Design
 - Updated custom design of the City's website
 - Unique new look with ability to customize links, menus and tools on homepage
 - Incorporation of City brand throughout
- Capability to create sub-sites and department pages
 - The flexibility to create and design an unlimited number of 'subsites' with unique homepages and URLs
 - Ability for departments to have dedicated pages within the site that may or may not follow the same design as other pages
 - Ability to manage all sites under one platform for consistent branding and information
- Ease of use
 - Section 508 and ADA compliance
 - User driven navigation
 - In-site search functionality
 - Internal site search with auto complete
 - Ability for multilingual translation service and support
- Accessibility on popular mobile and desktop devices
 - Provide responsive design compatible with popular devices and browsers, updated as necessary, including but not limited to;
 - Browsers that operate on iOS, Android, Windows (7, 8.1, 10) and MacOSX devices
 - Site visitors using Google Chrome (v55 and later), Apple Safari (v10 and later), Microsoft Internet Explorer (v11 and later), Microsoft Edge, Firefox (v58 and later)
 - Content managers using Google Chrome on Android, Windows or MacOSX; Microsoft Internet Explorer on Windows; or Safari on iOS or MacOSX
- Components and Functionality
 - Emergencies
 - The ability to easily post emergency notices on the website homepage and link to microsite dedicated to the emergency page
 - Ability to redirect from home page to emergency page automatically
 - Frequently asked questions – dynamically generate content
 - Effective search engine optimization
 - Newsroom function shareable to social media and other platforms

- Calendar function configured for displaying on home page and/or department pages with ability to update and filter relevant content, shareable to social media and other platforms and linkable to direct calendar items
- Newsletter sign-up function with management tool to send newsletter updates out through the website or an external product like MailChimp
- Online forms for content editors to create and insert onto department pages
 - Polls/Surveys
 - Interactive Online forms for secure submittal
 - Printable pages – print friendly function
- Ability to integrate with currently used applications
 - Social media interface (Facebook, Twitter and YouTube feed shares and follow buttons)
 - Third-party products such as Laserfiche, iCompass, iWorQ, ProPhoenix Citizen Services, etc.
 - GovDelivery Communications Cloud
- Easy to manage CMS with robust tracking, reporting and governance tools
 - Management reporting capabilities to identify website analytics, broken links, etc.
 - Easy-to-use editor/modules for content managers
 - Easy to manage and organize resource modules for images, PDFs, etc.
 - Ability to track when content was last updated and run reports on that data
 - Easy-to-use process for creating new pages or reorganizing existing content
 - Ability to fix broken links identified through reports
 - Ability to analyze site usage, demographics, etc. and to identify content that is either of little interest or difficult to locate
 - Ability to set dates for content to automatically post and expire
 - Archiving of public records as appropriate
- Ability to provide required features as well as features and functionality available on the existing website
 - Alerts and notifications displayed prominently on website with notifications sent to subscribers via email and text messages
 - Browser-based administration to update, delete and create content from any device with Internet access
 - Ability to easily embed video on all pages
 - Ability to provide photo center for public access
- RSS Feeds
- Rotating photos and video on background of homepage
- Sitemap and breadcrumbs
- Ability for City to have access to update all aspects of website