

**City of Dallas**

**Request for Information**

**Project Title: Website Redesign and Ongoing Maintenance**

**Buyer Solicitation Number: \_\_\_\_BK25\_\_\_\_**

1. **Purpose**

The City of Dallas (“the City”) invites information from established vendors or providers specializing in State and Local government technology services, specifically digital agencies/companies experienced with redesign, redevelopment, maintenance and management of external / public facing websites. The project scope includes user research to review the effectiveness of current websites (both the homepage and department specific pages), development of revised architecture, design and templates; content migration; and recommendations for new service-based functionality. The City is interested in responses from those with proven experience in the website design, redesign, migration, upgrade and ongoing maintenance sector.

The City has maintained several different contracts entered into by various City departments over the years for some form of website design and/or management for specific websites. There has not been, to our knowledge, an enterprise-wide contract that incorporates all of the elements outlined in this request for information.

We kindly request vendors or providers to share information, avoiding proprietary or sensitive details, on the following aspects:

* Modernize the design of the current “City” homepage and departmental website(s)
* Improve usability and accessibility
* Ensure mobile responsiveness
* Ensure consistency in messaging and overall experience
* Integrate features that streamline online services and information dissemination
* Implement a robust content management system (CMS)
* Ensure data security and privacy
* Utilize ongoing maintenance and support services

**Anticipated Scope**

The City of Dallas’ websites currently maintain 5 to 6 thousand pages and documents. The goal of the redesign is to create a customer service-focused website for residents, City of Dallas visitors, developers and business owners. Specific areas of consideration:

* Research and discovery
* User testing
* Content audit
* Design/Redesign
* Development
* Content revisions/recommendations of top identified pages
* Analytics integration and setup using modern search, analytics and tagging platforms
* Migration
* Quality assurance
* Launch
* Training and documentation

**Functional Requirements**

Below are the functional requirements the City has outlined for this RFI.

* Mobile - first design
* Search Engine Optimization– would prefer to use Google Custom Search
* Document Management – We need the ability to replace and update document files without needing to reconnect links
* Calendar – Multiple venues and a wide range of city-wide events requiring the ability to have a filterable calendar with select categories
* Alerts – With multiple facilities, we need the ability for page-specific alerts as well as a global website alert
* Media – We need to be able to imbed videos and galleries/slideshows as necessary
* Forms – We need forms capable of conditional logic and custom submission messages
* News – We would like the ability to categorize news. Articles should be able to include date, read time, blurb, multimedia and related articles
* User Management – We need a user management system that can accommodate differing permission levels
* Language – Ability for users to translate website into most common languages in Dallas such as Spanish, Vietnamese, Mandarin Chinese, Korean, Amharic, etc.
* Page Scheduling
* Email Client Integration – We need the ability to integrate signup forms within our primary City of Dallas website
* Analytics Integration
* Social Integration – We’d like to explain the ability to create shareable content (e.g. calendar events, news)
* Authentication Integration
* API Integration – We need the ability to pull/return from databases via REST API
* Related Content – We would like the ability to easily link related news articles to relevant pages
* Editorial Reminds – To easily manage content, we’d like the ability to set reminder notifications for pages and documents
* Searchable Archive – We would like the ability to have documents located in a searchable document library archive
* Broken Link Checker
* Ensure the “City” homepage and departmental website(s) are ADA compliant
* Responsive website design
* Mobile Friendly Layout

**General Information**

Below are some additional details that can be used in response to this RFI.

* Offshore resources are allowed to provide technical support, oversight, and/or management services only. City data cannot leave the continental US at any time.
* The City does not currently have a separate staging area or development environment for content management.
* The City is open to exploring different content management systems for a robust enterprise solution.
* There is not a budget range set for this project. This RFI will provide the City with the needed information to establish a budget for this project. This effort is critical to the City’s plans for future engagement so all efforts will be made to ensure the appropriate budget is established to meet our needs.
* The City supports both waterfall and agile project methodologies in accordance with Project Management Institute standards. We anticipate an aggressive timeline for the formal project of around 12 months or less from project start to completion to be handled in phases of most critical website being handled first.
* Included are the City’s security and privacy standards for Security Requirements (Data Protection Clause), Business Continuity and Disaster Recovery and Change Management Release and Deployment.
* The City is seeking a robust analytics solution to track user actions and help make data-driven decisions. It should provide customized dashboards and track advanced analytics and user engagement including user journeys, user intent, and identifying pain points. It should be able to provide targeted reports to departments with details on their respective sites.

Below are the functional requirements the City has outlined for this RFI.

1. **Response to RFI.**

Responses shall be submitted using the format as follows:

**Part A***.* **Introduce your Company –** tell us who you are, provide contact information.

**Part B. Capabilities and Technical Experience**- a capability statement that details the company’s ability to perform the work identified above; describe your staff.

**Part C. Experience *–*** a statement providing experience on projects of this magnitude.

**Part D***.* **Business Size Standard**- Type and size of organization; describe your organization’s business structure.

**Part E. Comments on the Scope of Work—**Provide detailed information relevant to the Scope of Work, including any literature or technical specifications for any product or equipment.

**Part F.Responses to the Following Questions –** The information requested in the “Scope of Work” section is not exclusive. The respondent may provide additional information pertinent to this RFI. This list of questions is not exclusive. The respondent may provide additional information pertinent to this RFI.

* What is an appropriate amount of time to prepare a response to a Request for Proposal or Invitation to Bid for a Program of this size and complexity?
* Is the intent of the Scope of Work clear? Would you recommend any alternative strategies or approaches to partnering with the City? If so, please elaborate.
* Based on the Scope of Work described above, can you identify any inherent risks that may be unique to this effort? If so, please elaborate and provide recommendations for mitigation.
* What would be your recommendation of the most effective website management and maintenance strategy for a City the size of Dallas (population of 1.3 million, 40+ departments and approximately 14,000 employees)?

The City of Dallas makes no implied or in fact contract by issuing this RFI.

**Acknowledgement of receipt of responses will not be made, nor will respondents be notified of the City’s view of the information received. Respondents are instructed not to contact any other City Department or Division to obtain information regarding this request.**

Do not send any material that requires a non-disclosure agreement or that may be business sensitive. Responses received that include a non-disclosure agreement or identify information that is business sensitive will not be accepted. Responses to this notice will not be returned.