RFQ # 50-16
REQUEST FOR QUALIFICATIONS
SOLICITATION OF INTEREST

CITY OF PORTSMOUTH, NH
IT DEPARTMENT

DESIGN SERVICES
CITY OF PORTSMOUTH WEBSITE

PURPOSE AND OBJECTIVE

The City of Portsmouth wishes to update its current website with a new site that makes it easier for residents access City services and records, request information and assistance from local government, and to provide information that will assist new commercial and residential customers in understanding how our City government functions. The site will act as an information portal, with social media platforms linking to site content and driving users to the site. The goal is to:

1. develop a website that promotes the City through a welcoming, sophisticated, user-friendly and intuitive site;
2. be visually attractive, interesting, dynamic, unique;
3. provide useful, relevant and current information;
4. be accessible and functional on all modern web browsers and mobile devices;
5. have a website able to be managed quickly and easily by City employees without specialized technical knowledge; and
6. have the ability to integrate other services in the future with minimal work.

The purpose of this Request for Qualifications/Solicitation of Interest is to identify and select a vendor with a proven record of accomplishment in the design, development, implementation, support, and hosting of websites.

BACKGROUND

One of the goals of the redevelopment of the web site is to provide timely information in an easily accessible format that spans across multiple platforms and that has an easy to use and reliable content management system (CMS). The new website would be geared more towards its citizens and the way they interact with the city.

The City's website is essential to view public documents, to follow a meeting or citywide project, as well as to provide user-friendly information for prospective businesses and visitors to the City. The City's current web site (www.cityofportsmouth.com) is functional and hosts many visitors, having received over 2.8 million hits in 2015. However, it is static, and now requires a content management system (CMS) to provide more capabilities on multiple platforms, to keep up with the growing utilization of the website on multiple devices.

The current website serves all City Departments, including Police, Fire, Recreation, Public Works, Schools, Planning, Health, Library and more. In addition there exists several domains that the City operates and hosts, such as www.planportsmouth.com, www.portsmouthwastewater.com, http://www.africanburyinggroundnh.org/ and www.parkportsmouth.com (See Appendix B on page 9 for full list of external and internal websites, and social media properties).

Optimally, the City wishes for its multiple sites and department pages to be unified under one content management system, yet keeping their respective domain names and file structure. The City also welcomes added graphic possibilities that work well on a desktop, mobile device as well as social media applications. The City currently uses Google Maps in several areas and a GIS mapping system. We would like the proposed website to be compatible with them and also to incorporate the current interactive maps into the proposed website.

SCOPE OF WORK

The City anticipates that the successful vendor will provide the following components of work:

- An aggressive design and implementation time line
- Wireframes and/or proposed template of the desktop and mobile versions of the site
- Training for at least 10 users
- Content migration and conversion from the existing website
- Acceptance contingent upon comprehensive testing of all features, including navigation, forms, and menus to satisfaction of City
- Documentation
- Project management

The City has set forth in Appendix A its current understanding and preferences for the necessary work in the areas of content, design and functionality for this website redesign. The City is striving for the new website to have a unique look and to allow the end user to be able to find services, projects and meetings with in a very short period after landing on the homepage.

QUALIFICATIONS

Firms with an interest in this work must have a demonstrated ability to provide web design and creating efficient, cross-platform, content management systems.

SELECTION PROCESS

Overview: The City will be conducting a multi-stage process to select a vendor. In the first stage, the City seeks to identify 3 to 7 firms most qualified and interested in performing this work. In stage 1, the City seeks an introduction to the firm and a summary proposal describing the general approach of the firm and tentative schedule to meet the City's needs. The City may conduct phone, skype or in-person interviews as part of this stage of the selection process.

In stage 2, the City will request more detailed proposals, schedules and a budget of the 3 to 7 firms selected. Phone, Skype or in-person interviews of some or all of the finalists will likely be

held. The highest ranking firm at the end of the process will be invited to negotiate a contract with the City of Portsmouth including the final scope of work, schedule and fee. If negotiations are not successful, the City may proceed to negotiate with the next highest ranking firm.

Selection Criteria for Stage 1: Firms will be evaluated on the following criteria:

1. Demonstrated successful web design and content management system for multiple domains;
2. Experience working with high-volume websites accessible to a broad audience;
3. Demonstrated ability to make content accessible on mobile and multiple devices;
4. Demonstrated successful implementation and training; and
5. Approach to complete the work and tentative schedule.

Submittal Requirements: On or before 2:00 p.m., Thursday, June 30, 2016, each firm should submit a qualifications package with the following components in the order outlined below. Five copies are required, with one being unbound. An electronic copy is not required.

1. An introductory letter introducing the firm and providing contact information. No more than 2 pages.
2. Details of the firm's experience related to website design, the names and resumes of all principals who would be involved in the project, as well as their roles and responsibilities for the project.
3. A list of comparable websites/projects, and if applicable, include those of municipalities and governmental agencies that have been designed by the firm. General information architecture background should also be detailed. Each site listed should include the website address, company/agency contact, emailing address and telephone number. These companies/agencies will be contacted for references.
4. Provide screenshots from desktop, mobile device and tablet of 3 to 5 websites to demonstrate how content is accessible in across devices.
5. Describe whether the firm has any experience in app development.
6. The proposal should include a description of the firm's general approach to completing the work and tentative timeline for completion of the project.

Qualification Packages may be obtained from the City's web site: http://www.cityofportsmouth.com/finance/purchasing.htm, under the project heading.

Sealed qualification packages, **plainly marked RFQ 50-16 Design Services City of Portsmouth Website "** on the outside of the mailing envelope as well as the sealed envelope, addressed to the Finance/Purchasing Department, City Hall, 1 Junkins Avenue, Portsmouth, New Hampshire, 03801, will be accepted until **2:00 p.m., June 30, 2016.**

Addenda to this RFQ, if any, including written answers to questions, will be posted to the website under the project heading. Addenda and updates will NOT be sent directly to vendors. Vendors should check the website for addenda prior to submitting.

Questions will be permitted until 4:30 p.m., Wednesday, June 15, and may be addressed to Lori MacGinnis, Purchasing Coordinator at purchasing@cityofportsmouth.com. She may also be reached by calling (603) 610-7227.

RESERVATION OF RIGHTS

The City of Portsmouth reserves the right to reject any or all submissions, to waive technical or legal deficiencies, and to continue or not with any further selection or proposal process. The City reserves the right to proceed directly with contract negotiations without further process and to negotiate any and all terms of an agreement as may be in the best interest of the City.

By making a submission, the Contractor authorizes the City to undertake such investigation as may be necessary to verify the Contractor's qualifications and reputation. The Contractor may be requested to execute a release(s) in favor of third parties who have information relative to the Contractor's qualifications and reputation. Refusal to execute a release may result in disqualification.

All submissions in response to this RFQ become the property of the City of Portsmouth; they will be treated as public records upon completion of the selection process.

APPENDIX A

DETAIL OF PROPOSED WORK/CONTENT/DESIGN/FUNCTIONALITY

CONTENT MANAGEMENT REQUIREMENTS

The ability to readily add new content and edit and archive existing content is a primary requirement. A robust, full-featured CMS must allow users to publish content with minimal effort and shall maintain the uniform look and feel of the site.

The solution must include a web-based CMS with the following minimum features:

- A content approval system where all content can be reviewed and approved by designated staff (configurable for each role) prior to content going live.
- All content must be able to be managed by City employees without assistance (other than training) from the vendor, or the site's designated administrator.
- The ability to create templates and build pages based on those templates.
- Integrated spell and grammar checking tools.
- The ability to schedule the publishing of content modifications (adds/edits/deletes etc.) by date and time and to automatically archive existing content when it is replaced.
- The ability to cross-post content to social media platforms, such as Facebook, Twitter, YouTube and Instagram.
- All links shall be permanent Semantic URLs, with the possible exception of links posted to Twitter which may be shortened to comply with the message length restrictions. Shortened links must reference a Semantic URL.
- There should be an integrated mechanism that permits users to sign up to be on various mailing lists targeted at different topic interests (the City currently uses MailChimp for such outreach). Users should also be able to opt out at any time.
- The ability to customize Semantic URLs, both during and after content creation.
- Content will consist of text, images, videos, GIS maps, interactive maps and various other documents and file formats.
- The ability to create image galleries and slideshows that can be embedded on any page.

DESIGN AND IMPLEMENTATION REQUIREMENTS

To be considered in the bid selection process, the vendor must provide the services listed below and detail compliance with each item as part of the response. The City encourages vendors to suggest additional innovative methods as well.

- Existing Content and Functionality

- o The new site must deliver the same features and functionality as the existing site in a more cohesive and user-friendly manner.
- Content Customization
  - o The vendor shall be flexible and have working knowledge of working with City departments and be able to explain the importance of their proposed design.
  - o The vendor must also expect additional feedback from departments and incorporate the uniqueness of those departments, while maintaining a consistent theme and feel of these respective sites.
  - o Each City department must be able to personalize their content pages to best reflect their department's mission, but the overall theme and design of the site (including layout of menus and navigation elements) shall remain globally consistent.
- Aesthetics and User Experience
  - o The overall design must be visually attractive, clean, and intuitive.
  - o The brand of Portsmouth should be conveyed from the initial impression given on the homepage. The site should reflect Portsmouth's beauty, sophistication, commercial base, distinct assets and unique charm.
  - o The full site needs to render the same across all modern desktop web browsers. Similarly, the mobile site must render the same across modern mobile web browsers, and content is expected to be managed simultaneously between the website and mobile site.
  - o The site shall not utilize or require the installation of any plugins or extensions (such as Java, Flash, or Silverlight) to render the public-facing site. Any plugins or extensions required for CMS functionality must be disclosed in the bid response.
- Other Features
  - o The ability to selectively display a prominent banner across all pages for the purposes of providing breaking news and/or other similar information.
  - o The ability to tag content with keywords.
  - o Full-text search of all content on the site, including text, content tags, and in uploaded files (Microsoft Office formats and PDF). (City currently uses Google Search)
  - o The City uses Google for its site usage analytics and metrics and would like that to be incorporated into the proposed site
  - o The Master Calendar should be able to be displayed as a whole or separated by meeting name, location, year, date etc. The meeting calendar should be easily accessible and be able to be split up into sections by department or topic or location; and able to be displayed on multiple pages as a part or a whole. These features should be accessible on mobile devices as well, and mobile users should be able to add that meeting to their respective devices calendars with ease. Additional information should be able to be added with ease and be readily available to view (for example: agendas, minutes and meeting broadcast video).

- Security
  - Passwords need to be robust and be prompted to be changed every 3 months
  - Role-based access control or other similar permissions structure shall be used to grant granular control over content and provide content approval, both at master and departmental site levels.
  - All site forms that submit data must have a human verification component to have input sanitized to prevent data injection vulnerabilities.
  - Email addresses shall be munged or otherwise obscured so as to prevent spambot harvesting or other automated email address harvesting techniques. All email links must remain clickable (City currently uses formmail for several online email forms).
  - The City or its authorized designees will run regular security compliance scans against the site and provide a copy of the report to the vendor.
  - If the CMS is the vendor's proprietary software they must patch or otherwise mitigate any and all high-risk vulnerabilities (as deemed by the City) within 1 business day and the City must be notified within an hour as to what the threat is and if the City's deems the action to cause a threat to the end user, the City should be able to block access to the site right away. All other vulnerabilities shall be patched or otherwise mitigated within 5 business days unless otherwise agreed upon by the vendor and the City. A report summarizing the corrective actions taken will furnished by the vendor to the City upon completion of said work.
- Compliance
  - The site must conform to ADA accessibility guidelines, as well as other state and federal accessibility requirements.
- Search Engine Optimization (SEO)
  - The vendor should be experienced in SEO and ensure that relevant search terms result in a top listing in, at a minimum, Google and Bing's search results.
- Mobile Site
  - The City wishes to have a mobile responsive design that allows for useful navigation to various departments, or forms to sign up for or request additional services, and/or depiction of data from City legacy applications for depiction in website.

DATA ACCESS AND FUNCTIONALITY REQUIREMENTS

One of the goals for the site is to have the ability to integrate with other City services. While such integration is not a requirement of this RFQ, being able to access the underlying data is key to being able to extend functionality.

- Content (with the possible exception of files) shall be stored in either a MySQL or Microsoft SQL Server database. Files may optionally be stored in a traditional file system.

- The ability to perform database dumps and copy both the dump and any content files to an offsite location maintained by the City on an ad-hoc basis.
- Secure direct read access to the database and files via standard tools such as sqlyog, SQL Server Management Studio, SCP, or SFTP) restricted to an authorized list of IP addresses. Account credentials for this access must be secured and stored separately from site content or other CMS accounts. Under no circumstances will links or references to direct access be publicly disclosed or accessible.
- Support for versioning and indexing of content to meet legal and policy-based records retention and retrieval requirements.
- At completion of the project, the vendor will supply the City with a data dictionary for the database schema (and file system, if required). The vendor will update and furnish a copy of the data dictionary to the City as the schema and/or file structure changes.

HOSTING AND SUPPORT REQUIREMENTS

The City recognizes and appreciates the value of vendor relationships beyond the initial project. To that end, the City requires the vendor to provide the following services:

- The City would continue to host the site as we have been, but are open to possibilities if vender can host the site in a reliable and secure hosting environment.
- Ongoing maintenance and operations support, including 24x7 uptime monitoring and regular security patching of the hosting environment, CMS platform and site components.
- CMS training for staff
- Web maintenance contract that specifies regular maintenance periods scheduled outside of normal business hours and communicated to the City at least one week before any service-impacting maintenance (except in case of emergencies).
- Robust self-service documentation and technical support resources (videos, manuals, etc.)
- SLA-backed telephone support with no more than an 8-hour response time during the City's normal business hours for standard requests, and no more than a 2-hour response on a 24x7 basis for emergencies.
- SLA-backed data recovery specifying a Recovery Time Objective (RTO) of 8 hours, and a Recovery Point Objective (RPO) of 24 hours for all site content and data. Backups must be kept offsite and stored for a minimum of 30 days. Backups will be tested by the vendor quarterly, and a report summarizing the results furnished to the City upon test completion.
- Continued storage of all files is necessary to comply with Right to Know law and requests.

APPENDIX B

City of Portsmouth web properties to be included in CMS		
City of Portsmouth	www.cityofportsmouth.com	2,812,000 views in 2015
Wastewater	http://www.portsmouthwastewater.com/	8,079 page views in 2015
Planning	http://planportsmouth.com/	Includes all current applications for all Planning Boards, 55,000 page views in 2015
Parking	http://www.parkportsmouth.com/	Includes Maps are all Parking locations and Spaces – 40,000 page views in 2015
African Burying Ground	http://www.africanburyinggroundnh.org/	23,000 page views in 2015
Parking Shuttle	http://portsmouthparkingshuttle.com/	3,700 page views in 2015
Sustainability	http://www.cityofportsmouth.com/sustainability/index.htm	Includes live web cam feed of the City
Planning Dept. 3D mapping	http://planportsmouth.com/3d	Mapping viewer and maps that can be downloaded and integrated 3d software
Human Resources	http://hr.cityofportsmouth.com/	Human resources for benefit information
Additional City of Portsmouth Websites		
Assessing	http://gis.vgsi.com/portsmouthnh/	Property value access
Mapping application	https://portsmouthnh.mapgeo.io/	City parcel analysis
Online bill payment	http://cityofportsmouth.com/onlinebillpayment.htm (Invoice Cloud/ MCC)	Parking, water/sewer and tax; over $3.3 million in revenue for year 2015
YouTube	https://www.youtube.com/user/CityofPortsmouth	Location of City meeting 700 videos
Library Exhibits	http://www.portsmouthexhibits.org/	Hosted by Dreamhost
Library Blog	https://portslibnh.wordpress.com/	Hosted by Wordpress
City of Portsmouth Social Media		
Twitter	Library	https://twitter.com/portsmouthlibnh
	Fire	https://twitter.com/portsmouthnhfd
	Police	https://twitter.com/portsmouthnhpd
	Recreation	https://twitter.com/PortsmouthRec
	Parking	https://twitter.com/ParkPortsmouth
	Public Works	https://twitter.com/PortsmouthDPW
Facebook	Library	https://www.facebook.com/pplnh/?fref=ts
	Fire	https://www.facebook.com/portsmouthnhfiredepartment/?fref=ts
	Police	https://www.facebook.com/Portsmouth-NH-Police-Department-132395220427/?fref=ts
	Planning	https://www.facebook.com/plan.portsmouth/?fref=ts

*The Department of Public Works also uses See Click Fix services for the Portsmouth Click N' Fix mobile application: http://cityofportsmouth.com/publicworks/clicknfix.html