



**SYRACUSE**  
**EST. CITY 1935**

Request for Proposal

# Syracuse City, Utah Website Design & Development

Syracuse City  
1979 West 1900 South  
Syracuse, UT 84075

RFP Submission Deadline: June 12, 2018 at 3pm MST.

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## Overview

Syracuse City is seeking to update its website to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

Effective websites provide interactive content that keeps users engaged and coming back. Effective websites also must ensure that content sought is easily found and that navigation remains user friendly. The website should also be easily managed and updated with pertinent information. In Syracuse City, the management of online content has been decentralized to some extent, with the assistance of a handful of “power users.” The City would like to more fully decentralize content management to multiple content managers in each City department under the oversight of the City Manager.

Syracuse City seeks the assistance of a company that can accomplish all of the functionality identified in this RFP but has the flexibility of providing this functionality over time, if needed due to budgetary constraints. The City also seeks a company that can provide this functionality through an attractive design, and has the capability of integrating additional features that may be needed in the future.

## Situational Analysis

Syracuse City is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new City website based on the above strategy. The City's website URL is currently <http://syracuseut.com> but is considering a transition to a new URL upon the launch of a new website.

The City is actively seeking a qualified web vendor, preferably with extensive municipal experience, to replace the existing website. The City's emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant.

## Background

Syracuse City, UT was incorporated on September 3, 1935 and is located 30 miles north of Salt Lake City on the eastern edge of the Great Salt Lake. Syracuse became linked to Antelope Island State Park in 1969, with construction of a causeway. The City is the gateway to Antelope Island bringing 431,190 visitors in fiscal year 2017, through the heart of the city.

Syracuse City currently occupies a land area of 9.5 square miles and serves a population of approximately 29,000. Syracuse City is a rapidly growing community that is projected to be approximately 60,000 population by the year 2040. The City currently has approximately 100 full-time equivalent employees and is governed by a six-member council form of government. Policy-making and legislative authority are vested in a governing council consisting of a mayor and five other members, known as the City Council. The governing council is responsible, among other things, for passing ordinances, adopting the budget, appointing committees, and hiring the City's manager. The Mayor is the Chief Executive of the City, however the day-to-day operations are delegated to the City Manager.

## Submission Requirements

The intent of this RFP is to enable Syracuse City to evaluate vendor experience, qualifications and capabilities for developing and implementing a new City website. Responders are to submit a written narrative or outline corresponding to each of the numbered items below:

1. Introduction

- A. Company Overview and Summary

2. Company Profile

- A. Company History  
B. Contact Information  
C. Office location(s) (Include business address)  
D. Demonstrated company financial stability

3. Project Team Roles

- A. Name, title, role (e.g., project management, training, design)  
B. Education, years of experience

4. Municipal Website Design Experience

- A. References (minimum three references, including all contact information below)
1. Client name
  2. Website URL
  3. Contract duration
  4. Client contact person and title
  5. Phone
  6. Email address
- B. Any award winning websites designed by vendor (please list name and website URL)  
C. Design portfolio (minimum of three screenshots with URLs)  
D. If no previous experience with municipal governments, please explain relevant website experience (please list client URLs)

5. Project Development Approach

- A. Proposed timeline  
B. Outline all project phases and the City's role  
C. Explain the design process, if not included in the project phases  
D. Meets U.S. Federal Government ADA requirements, if not included in the project phases  
E. Training, if not included in the project phases  
F. Post website go live website communication (award entries, annual website review, etc.)

6. Support and Maintenance (describe all available)

- A. System ownership  
B. Ongoing training opportunities  
C. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)  
D. Continued communication post website go live with consultants and support staff  
E. How the City can share ideas, opinions and participate in beta testing  
F. Normal support hours and emergency support hours  
G. Software updates and site maintenance  
H. Software licensing (if any)

7. Integrated Content Management System (CMS) Components, Design, and Tools

The listing below represents functional categories and is not comprehensive; others may be recommended or added. The City's new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

## Functionality & Site Attributes Listing

### Overall Design:

- a) Attractive Design: While the City welcomes new design ideas, below is a list of other websites that accurately reflects a similar look and feel that the City desires:
  1. <https://www.ogdencity.com/>
  2. <http://www.greenvillesc.gov/150/Parks-and-Recreation>

### Citizen Communication:

- a) Personal Calendar Integration: Website user can select different calendars published by the City and integrate them into their own personal calendars. Calendars are automatically updated and are dynamic within the user's own calendar.
- b) Alerts & Emergency Posts: Ability to place emergency messages as scroll, ticker, or similar function on website pages.
- c) E-Notifications Subscription Service: Website user can subscribe to specific lists for text and/or email notifications. RSS feed capability also.
- d) Fix-It Request: Online submission of fix it requests from citizen. Includes routing, tracking and response to citizen.
- e) Share to a Friend: Website features can be easily shared through social media/email/text.
- f) New & Announcements: Ability to easily post rotating/responsive news and announcements on website.
- g) Social Media Window: Website shows window of latest social media posts by the City. Citizens can view posts even if they do not have social media accounts. The current website has this feature.
- h) Video integration: Ability to display video within window on the site.

### Customer Services & Information

- a) Bid, RFP, and RFQ Management Page: Potential bidders can read bid notices, download appropriate documents or fill out and submit online forms, and post questions and view answers that display publicly on the page for other potential bidders to view. Also allows potential bidders to subscribe to specific types of bid notices.
- b) Online Application, Permit and License Services: Online submission of permits, license and other applications and payments, with attached documents as needed; with routing, tracking and approval capability included. Note: Currently the City uses Iworq software.
- c) Online Cemetery Information: Online name database, searchable, with plot # and location capability. Website users can also view lots that are available. Note: The City currently uses a software called Spatial Generation, but has decided to migrate to another software.
- d) Centralized Payment Processor Integration: Website integrates with third-party payment processor for online transactions. Note: The City currently uses Express Billpay for online payments.
- e) Searchable Directories: A searchable, online staff directory; also a searchable online directory of businesses located in the City.
- f) Online Facility Rental & Program Registration: Primarily through Parks & Rec, ability for customers/users to view availability of facilities, reserve and pay online. Also

- register for recreation programs and subscribe to calendar and notifications for specific programs.
- g) Fee Calculator: Online customer/user can calculate the cost of a rental, service, or other fee based on the City's currently adopted fee schedule.
  - h) Online Job Posting and Application Service: Applicants will be able to create online profile, submit application, and attach documents. This function ideally would integrate job postings with City's social media outlets. This can be accomplished with the internal CMS or through a third party integration. Currently the City uses Applicant Pro software
  - i) Site Search: Site search engine.
  - j) Public Information Requests: Citizens can make online requests for public documents. Requests include form application, routing, response, and documentation.
  - k) ADA Compliant: Must meet all ADA requirements and specifications

#### City Information

- a) Agenda Management: Upload, create, and manage meeting agendas and meeting packet materials. Note: Current website function is adequate, but improved design and more automated approval and publishing functions are desired.
- b) Planning & Zoning Maps & Info: The City's General Plan and Zoning Map can be viewed online, with property data. This can be achieved through KML/KMZ format through third party GIS viewer such as Google Earth.
- c) The City's Engineering Standards Online, Searchable: Currently the City's engineering standards for construction are available in PDF format.
- d) Automatic Post Expiration: Expiration dating removes website posts automatically.

#### Website Functionality- Back End

- a) Broken Links Finder: Internal 404 detection. Errors reported to City's IT personnel with page info.
- b) Browser Based Administration: Internal City users can update, delete, and create web pages easily through CMS. Self Administration capability; coded and fully documented to allow other parties to work within it, if needed. Code will need to be validated by 3<sup>rd</sup> party sampling.
- c) Web Document Management: Upload/download capability; back-end ability to easily search and find documents.
- d) Consolidate Affiliated URLs: The City's Parks and Recreation website is under a separate URL [www.syracuserecreation.com](http://www.syracuserecreation.com). The City will maintain ownership of this URL, but the Parks & Recreation pages need to be brought back under the City's URL.
- e) Online Form Creation: Whether through CMS or third party application, internal users need to be able to easily create and edit online forms, as well as PDF forms.
- f) Dynamic Image Display Capability: Images and photos are easily added and edited on the site, and are displayed in an aesthetically pleasing manner.
- g) Site Statistics: Ability to view site analytics and produce site audit reports.
- h) Other Website Attributes:
  - a. Https
  - b. Multilingual capability
  - c. Possible new URL
  - d. Responsive to any mobile platform
  - e. Sitemap & Breadcrumbs
  - f. Printer-Friendly Pages
  - g. Back-end user permission level differentiation

### 8. Maintenance

- A. 24/7 Support: We require the ability to receive support as close to 24/7 as possible in the event of a time-sensitive issue.
- B. Feature Builds: Assistance developing new content and features as needed.
- C. Updates: Agency/Company will provide continual updates, patches, improvements to security as necessary to the CMS.
- D. Maintenance Plan: Provide a regularly executed maintenance plan to scrub for broken links, find errors, and overall maintain site integrity. This should outline what functions the City can perform versus functions the vendor will perform.

### 9. Hosting and Security

- A. External Hosting: The City requires a reputable hosting solution with a proven record of high uptime and high security.
- B. Domain Management Service: Domain service through a reputable entity, including domain protection.
- C. Bandwidth: The City must have bandwidth that adequately handles day-to-day traffic, but must also be responsive to periods of high demand for emergency situations.
- D. Security: As a Government entity, security is essential and must be as impenetrable as possible. Security must be kept up to date and maintained with significant attention to detail.

### 9. Project Pricing Estimate/Cost for Services Outlined

Specify amounts of items below:

- A. The Project Cost including: the complete design, development, and implementation services.
- B. Annual maintenance and update costs.
- C. Cost of ongoing technical support
- D. Any other costs associated with the project.
- E. Optional: Hourly rate for graphic design services if offered (this service is not required).

### 10. Guarantees/Warranties

List any guarantees or warranties offered the company offers to clients.

### 11. Any additional information (not required)

## Deliverables

This section identifies the deliverables associated with this RFP:

1. Under Submission Requirements section, complete and return items 1-11.
2. Include any additional information you feel is relevant.

## Other Submittal Requirements

The deadline for RFP responses is Tuesday, June 12, 2018 at 4:00 p.m. MST. Submit one electronic version to [bbovero@syracuseut.com](mailto:bbovero@syracuseut.com) and one hard copy to:

Syracuse City  
Attn: Brody Bovero, City Manager  
1979 West 1900 South, Syracuse, UT 84075

All responses must be addressed to the attention of Brody Bovero, City Manager and marked on the outside "Syracuse City Website Design & Development RFP." Electronic versions can also be accepted via CD or USB Drive.

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). The City reserves the right to request follow-up information or clarification from vendors in consideration.

Syracuse City reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of the City, will best serve the interests of the City.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against the City for reimbursement will be accepted.

## Evaluation Criteria

Responses to this RFP will help the City identify the most qualified web vendor and will be indicative of the level of the firm's commitment. The City will evaluate the qualifications, references, overall fit with Syracuse City, as well as the pricing range/cost to determine the most qualified web vendor.

## Selection Process

The selection process will involve the following phases:

- Phase 1: A City review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established.
- Phase 2: Interview of review team's top applicants (approximately 3 applicants).
- Phase 3: Review team will check references given.
- Phase 4: The City will enter into negotiations leading to a professional services agreement.



## **Schedule**

The approximate RFP schedule is summarized below:

- Issuance of RFP: May 25, 2018
- Vendor submittals due: June 12, 2018 at 3pm MST
- Vendor interviews and reference checks: Process Completed by July 20, 2018
- Vendor approval, enter negotiations, execute a professional services agreement: August 7, 2018 City Council meeting

\* Dates subject to change

## **Inquiries**

Inquiries about this request for qualifications must be in writing and directed to:

Brody Bovero  
City Manager  
Syracuse City  
1979 West 1900 South  
Syracuse, UT 84075  
Phone: (801) 825-1477  
E-mail: [bbovero@syracuseut.com](mailto:bbovero@syracuseut.com)