

Request for Information

Website Redesign, Development and Implementation Services

City of Pittsburgh
414 Grant Street
Pittsburgh, PA 15219

Table of Contents

1. INTRODUCTION AND SCOPE OF PROJECT	2
2. PROJECT MISSION STATEMENT	2
3. OVERALL PROJECT GOALS.....	3
4. GUIDELINES.....	3
User Criteria.....	3
System Operations and Technical Features	4
Security	5
Other Minimum Requirements and Features:.....	5
Other Information	5
5. CURRENT SITE ARCHITECTURE.....	6
6. REQUESTED INFORMATION AND PROPOSAL FORMAT	6
7. SELECTION CRITERIA AND PROCESS	7
8. ANTICIPATED CALENDAR REVIEW & APPROVAL PROCESS.	8
9. OWNERSHIP AND INTELLECTUAL PROPERTY	8
10. CITY’S RESPONSIBILITY.....	9
11. MISCELLANEOUS	9
12. REQUESTED INFORMATION AND PROPOSAL FORMAT CHECKLIST ..	10
13. STANDARD INSURANCE REQUIRED.....	15

INTRODUCTION & SCOPE OF PROJECT

The City of Pittsburgh is seeking the services of an experienced website design firm to redesign, develop and implement a new City website utilizing posted information on its existing websites, as well as new information, products and features as suggested by the City.

The City's existing website contains general city information and separate pages for its departments.

The City seeks the most cost-effective way to achieve the project's goals. The City is interested in the respondents' ideas for content and approach in achieving these goals and is encouraging them to consider and propose alternative solutions.

1. PROJECT MISSION STATEMENT

A redesigned Pittsburgh website will be one of two public faces of the government and the community. The website will attract more business to the city, make city services easier to access and improvement communication.

The Pittsburgh website will serve as a "Virtual City Hall" with 24-hour-a-day, seven-day-a-week services for a wide range of users. It will introduce Pittsburgh to prospective visitors, residents and business owners and make it easier for those who currently live and work in the City to get the help they need from local government.

- **It will benefit residents** by being the "go to" place at any time to find the answers to questions about city services. It will save trips to the City County Building and phone calls and will provide up-to-date city news, information, and new initiatives.
- **It will benefit businesses** by providing instant access to City information and regulations. The website will highlight information sessions, solely available to business owners looking for information on how to interact with the City.
- **It will benefit visitors** by presenting an engaging, enticing view of the City. Specific functions for visitors would include driving and public transit directions, parking information, special event listings, descriptions of parks and open spaces, and diagrams of pedestrian and bike trails.
- **It will benefit city employees** by relieving them of time-consuming, redundant requests for information. Instead, they will be able to direct people to details on a website page or to an online permit application. The new website will be easy to maintain with users from each department authorized to post, edit and delete specific content.
- **It will benefit service providers** who serve both homeowners and business owners planning to remodel or add on to their home or business who need access to up to date information on City planning codes and processes, as well as forms and handouts needed for planning applications and requirements.
- **It will benefit the citizens and those who govern the City by providing them a platform for digital democracy.** Examples of such tech-enabled

governance would be the ease with which citizens could participate in the policy-making processes of the city. This would include communicating with the City Council and commissions, watching meetings via video streaming services, and reviewing video, audio and textual archives of City Council and commission meetings.

2. OVERALL PROJECT GOALS

1. Develop a highly beneficial, cost-effective, easy-to-use, interactive and architecturally sound and flexible website that supports the City's needs
2. Create a standardized format and enhanced user experience for all pages, thereby establishing a unified theme but allowing some level of individuality and/or functionality between City functions and departments
3. Create a website that allows multiple users in different departments to have responsibility in managing their information
4. Incorporate design elements that make the website ADA Section 508 accessible, easy to navigate, appealing, functional and searchable
5. Provide a framework and architecture that will permit future expansion and the addition of new online services as the City's budget, technology needs and demand dictate
6. Provide a secure site that meets emerging industry standard guidelines on privacy and accessibility

3. GUIDELINES

In preparing their proposals, respondents should consider the following criteria:

User Criteria

1. Visually appealing – Design of this site is extremely important. The upscale nature of Pittsburgh should be conveyed from the initial impression given on the homepage. The redesigned website should reflect Pittsburgh's beauty, sophistication and unique charm, while offering an easy-to-use user interface.
2. Common theme – Each section of the site should have a unified look and feel that reinforces Pittsburgh's image. Each section of the site should be visually related, yet retain some degree of individuality that reflects the service, department or audience being served.
3. Easily updated – Once the site has been completed and accepted by the City, the site should be easy to maintain by non-technical members of the City's staff. The content management system should provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.
4. Fast-loading pages – The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time on the average computer.

5. Easy to navigate – The site should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful contractor will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.
6. Search engine – The site should provide a rapid search capability of the entire site, generating results of high relevance to users.
7. Future flexibility – The site should include a flexible design template that can easily accommodate the addition of new functionality at a later date.
8. Mailing lists – There should be a mechanism that permits users to sign up (using a double opt in system) to be on various mailing lists targeted at different topic interests. Users should also be able to opt out at any time.

System Operations and Technical Features

1. The site must provide the same level of service to individuals with visual, hearing, motor or cognitive disability as to the general public, pursuant to the Americans with Disabilities Act. All proposals must be Section 508 ADA compliant and include the utilization of W3C Content Accessibility Guidelines with the website development. Respondents are requested to offer suggestions regarding accessibility.
2. The site must be accessible and useable with current versions of commonly used browsers including IE9+, Netscape 7+, Opera, Safari, Mozilla, Google Chrome, and Fire Fox, across most widely used operating environments. Respondents should provide a test matrix by platform, operating system and browser.
3. The site must be designed to be manageable from the existing Windows 7 client infrastructure at the City.
4. All documents, including maps and tables, should be in HTML, Portable Document Format (PDF), or in a format approved by the City to provide ease of viewing, printing and downloading, and in alternate ADA acceptable download formats.
5. All documents formatted in PDF must include the ability to perform a full text search within the PDF document.
6. The site should be able to provide a news feed via Real Simple Syndication (RSS).
7. The site should include capability for e-commerce functions, including secure online credit card purchases, verification, fulfillment and acceptance.
8. Email feedback/contact forms should have configurable distribution list and be offered on the home page as well as on departmental pages.

Security

1. The contractor must consider the appropriate and secure use of interactive forms for confidential information such as personnel applications and records.
2. The site must be secured from email harvesters.
3. The site should be built to withstand security attacks including Cross Site Scripting (XSS) and Cross Site Request forgeries (CSRF).
4. Any mailing list modules must be secure in compliance with the stated privacy policies of the city.
5. The City must be able to control levels of permission and approval for City employees uploading information to the site, and must have the ability to immediately delete permissions for terminated employees.

Other Minimum Requirements and Features:

1. Cross-referenced information should be hyperlinked from page to page within the website, with the home page link always visible.
2. Graphic files should be relative to the site and provide for quickest loading.
3. It must have capability to maintain an archive of existing and past records, such as agendas, minutes, press releases and newsletters, with version control (e.g., Version 1.0, followed by Version 1.1).
4. The consultants shall assist departments with information design, as requested, for the initial website design.
5. The City staff will maintain the information on the website. A system needs to be in place with capabilities for updating information by nontechnical staff.

Other Information

1. The selected firm may be required to attend a minimum of one City Council meeting to respond to any questions the Council may have relative to the project.
2. Firms submitting proposals may offer to host the City's Web site or may recommend that the City continue to host the website themselves.
3. For questions and clarification, please contact:

David Finer
Communication Technology Manager
david.finer@pittsburghpa.gov
(412) 255-2152 ext. 944
City of Pittsburgh Department of Innovation & Performance
604 City-County Building
414 Grant Street
Pittsburgh, PA 15219

4. CURRENT SITE ARCHITECTURE

The current website is composed of one distinct domain:

The domain, PittsburghPA.gov, hosts the website and is served from a windows/IIS platform managed by the City of Pittsburgh. Few staff members have access to the entire website and can add, edit, manage and delete content. The website is managed by a staff of three employees who have a combined 45 years of web-based experience.

Considerable effort is required to maintain the website, as the three-person staff oversees approximately 8,000 pages on PittsburghPA.gov.

In addition, the City's website links seamlessly to other external services, including the Pittsburgh Parking Authority, PWSA, and the URA.

5. REQUESTED INFORMATION AND PROPOSAL FORMAT

The proposal submitted should include the costs of

1. The Base Bid, which must include:
 - a. Designing and building the basic site, including migrating content for top-level pages and a site map
 - b. A content management system with levels of permission and approvals
 - c. Annual Web content management software licensing and support costs
2. Alternate Bid Items (to be selected based on funds available and City priorities), which may be included with the Base Bid or added later, and which may include:
 - a. Cost of hosting the Web site, if recommended by the respondent and annual maintenance cost. Identify the QOS that will be offered if recommending not using City of Pittsburgh equipment as the hosting platform.
 - b. Migrating content for all existing pages beyond the top-level
 - c. Additional functionality. The bidding firm may respond to all or some of the functionalities listed below based on its knowledge and experience with such functions. For example:
 - i. Site search capability,
 - ii. Ecommerce,
 - iii. Online permitting,
 - iv. Archiving (with version control capability),
 - v. Emergency notification to residents and/or an intranet;
 - vi. Citizen request/complaint tracking
 - vii. Other_____

3. The proposal should specify the necessary software and hardware, additional communication requirements, integration needs and potential costs necessary to host and maintain the website (e.g., hardware, software, installation, licensing, training, conversion and testing)
4. The proposal should include details on the firm's years of experience related to website design, the names of all principals and the resumes of all principals who would be involved in the project, as well as their roles and responsibilities for the project.
5. The proposal should include the approach and timeline for completion of the project with a delineation of tasks/activities required of City staff.
6. The proposal should include basic training for a minimum of 50 employees, a training plan, online tutorials and/or documentation and a training timeline.
7. The respondent should provide a list of comparable websites, including those of municipalities and governmental agencies that have been designed by the firm. Each site listed should include the website address, company/agency contact, emailing address and telephone number. These companies/agencies will be contacted for references.
8. The proposal will be prepared and submitted at the respondent's sole expense. Proposals will become the property of the City of Pittsburgh and will not be returned.
9. Completed checklist (see Attachment A).
10. Submit one electronic copy by September 11, 2015.

6. SELECTION CRITERIA AND PROCESS

The following will be used in evaluating the responses.

- Experience – The City will consider the respondents' experience in designing websites, particularly government sites, and overall understanding of site architecture, navigation, search capabilities and other components of website sign. References will be verified.
- Value to users – The City will evaluate the respondents' proposal to add value to users including recommendations on visual appeal, design consistency, features offered, and technical support.
- Maintenance and upgrades – The City will consider how easy the site is to maintain by various users, including non-technical staff, and the ease with which additional features may be added later.
- Investment – The City will consider the 'total cost of ownership' of each proposal, including any annual support, license fees, and the effort required to maintain the site. Total cost of ownership will also include city staff time requirements to complete the project.
- Project management – The City will evaluate the team and the methodology proposed for carrying out the project.

The City reserves the right to accept or reject any and all proposals, waive any irregularities in the proposal process, and award a contract as a whole or part, as may be in the City's best overall interests. The City will be the sole judge of the suitability of products, services and system designs offered.

The top respondents will be invited to present their proposals and a demonstration of sample projects before selected Review Committee on September 25, 2015. After the interview process has been completed, the City staff will make a final determination regarding the selection of a firm and a contract. The selected firm will be required to enter into an Agreement for the project, subject to the City's contract policy.

Before the City executes a contract, the selected firm will furnish the City a certificate evidencing Workman's Compensation Insurance and Comprehensive Public Liability Insurance or General Liability Insurance. The City will be named as an additional insured and the Certificates of Insurance must be accompanied by the applicable endorsements for the specific insurance policy.

7. ANTICIPATED CALENDAR REVIEW & APPROVAL PROCESS.

(Subject to change at City's sole discretion)

July 31, 2015 – RFI Issued

August 17 – 21, 2015 – Qualified Provider(s)' Written Inquiries

August 28, 2015 – Responses to Inquiries

September 11, 2015 – Proposals Due

September 11, 2015 – October 2, 2015 – Proposal Review Period

September 25, 2015 – Interviews

October 23, 2015 – RFP Issued

8. OWNERSHIP AND INTELLECTUAL PROPERTY

1. All screens, graphics, domain names, content and the "look and feel" of the site developed will be the property of the City of Pittsburgh, together with all layered Photoshop or Flash files. Any type of source files, which would be necessary for the City to update or change the design of the site, must be delivered at the end of the project.
2. All intellectual property developed in connection with the website will be owned solely by the City of Pittsburgh.
3. In developing the website, the contractor will not infringe or violate the copyright and other intellectual property rights of third parties.
4. The contractor is responsible for securing various rights, licenses, clearances and other permissions related to works, graphics or other copyrighted materials to be used or otherwise incorporated in the website.
5. All applicable copyright notices will be displayed on the website.

9. CITY'S RESPONSIBILITY

1. A City representative will be designated to monitor all technical aspects and assist in administering the contract.
2. The City will be responsible for providing the contractor with the specific information on the content of the website.
3. The project team, made up of the City departmental representatives is available as necessary to answer questions and provide resources.

10. MISCELLANEOUS

The contractor will hold the City of Pittsburgh, its officers, agents and employees harmless from liability of any nature or kind on account of use of copyrighted or uncopyrighted composition, secret process, patented or unpatented inventions, article or appliance furnished or used under the quotation.

The City reserves the right to reject any bids that do not address all the terms and conditions of this bid request. In addition, the City may reject any and all bids at any time when it is determined to be in the City's best interests not to make the award from among the submitted bids.

Attachment A

REQUESTED INFORMATION AND PROPOSAL FORMAT CHECKLIST

Item	Indicate the page number of your proposal where the item is addressed
1. The proposal should contain the cost for Base Bid items a-c	
2. Cost for Alternate Bid Items a-c	
3. Proposal should include necessary software and hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.)	
4. Proposal shall include what format you intend to design in and programs you intend to use for the design and construction of the site.	
5. Proposal shall include firm's years of experience related to website design, principals, resume of all principals to be involved in the project and their roles and responsibilities for the proposed project.	
6. Proposal shall provide the approach suggested and timeline for completion of this project including tasks/activities required of city staff.	
7. The proposal should include basic training for a minimum of 20 employees, the training plan and timeline.	
8. The respondents shall provide a list of comparable websites, including municipalities and governmental agencies, designed by the firm. Include the website address, company/agency contact, address, telephone number. These companies/agencies will be contacted for references.	
	Indicate yes if provided
9. Completed Checklist (Attachment A)	
10. Please submit one electronic copy.	

EVALUATION CRITERIA

B-1 QUALIFICATIONS

Responses to this RFI will be evaluated based upon the completeness and quality of the information provided by the Respondent. The City of Pittsburgh has identified the following scoring weights for each section:

Ability to Follow Instructions **10%**

Specific formatting instructions are provided in this RFI for submittals. The format in which responses are received will serve as an indication of the Respondents' ability and desire to follow instructions and establish a good working relationship with the City of Pittsburgh. Failure to provide any of the requested information may result in disqualification.

Experience **60%**

- Qualifications and experience of Respondent and Respondent's key personnel having implemented at least one (1) completed municipal website overhaul similar to the one anticipated to be delivered to the City of Pittsburgh within the past five (5) years.
- Qualifications and experience of Respondent and Respondent's personnel with implementing content management systems and having implemented at least two (2) projects within the Commonwealth of Pennsylvania in the past ten (10) years.
- Reliability and performance on past projects, project references and client contact information.

Project Management and Project Team **30%**

- Demonstration that Respondent has a proven project management team to coordinate project processes from design through construction such that the process is seamless. Respondent should be able to identify a single point of contact throughout the process. Ability to effectively manage project construction and complete the project on schedule. Clear assignment of responsibility for various project tasks to specific individuals.
- Demonstrated financial stability and soundness of Respondent.
- Extent of local staffing and support.

The Selection Committee recognizes it is premature to place a major emphasis on projected financial benefits during the qualification phase. Therefore, the emphasis of the RFI Phase will be on experience and qualifications and no emphasis will be placed on any cost information provided in response to the RFI.

B-2 INTERVIEWS

Respondents deemed by the Selection Committee to be Qualified Providers will be invited for an oral interview. The RFI scores will be modified based on clarifications to responses provided in the interview.

B-3 FINAL SELECTION

The Selection Committee will select at least two (2), but no more than five (5) Respondents to submit a Proposal. Final Selection will be based upon the following scoring weights for each section:

Qualifications (based upon the RFI score)	50%
Technical Approach	50%
<ul style="list-style-type: none">• Quality of proposed website design• Quality of proposed content management system• Quality of proposed training for City of Pittsburgh staff• Quality of ongoing support available to the City of Pittsburgh (including proposed maintenance support plan if identified by the City of Pittsburgh in the RFP)• Demonstrated ability to arrange for project financing• Total financial benefit to the City of Pittsburgh	

The Selection Committee will contact references to complete the evaluation. With quality references, the City of Pittsburgh will select the highest scoring qualified provider that best meets the needs of the City of Pittsburgh and apparent awardee will be notified of selection; otherwise, the same process will be used with the second-ranked Contractor.