

City of Lancaster Website Overhaul Request for Proposals
www.cityoflanasterpa.com



Schedule of Events	Date/Time
RFP Release	04/24/2018
Deadline for Questions	05/15/2108
Proposals Due	06/01/2018
Announcement of Successful Proposer	06/15/2018
Contract Execution	6/18/2018

The City of Lancaster reserves the right to modify this schedule at the City's discretion. Notifications of changes will be posted to the City of Lancaster's website or sent via e-mail.

RFP Contact:

Mayor's Chief of Staff: Matt Johnson

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Communications and Marketing Manager: Amber Strazzo

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RFP Submission E-Mail Address: mjohnson@cityoflancasterpa.com

The City of Lancaster
120 N Duke St
Lancaster, PA 17603

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1. Purpose and Background:

Lancaster is a city of nearly 60,000 residents that combines the charms of Colonial history with amenities of a modern city. The City is extremely diverse for its size. It features a Latinx population that accounts for nearly 41% of total residency. To serve this diverse community, the city government sees a new website as fulfilling its strategic goals of effective use of data, government accessibility, transparency and customer service.

Our current website (www.cityoflancasterpa.com) was built approximately six years ago and is showing signs of age. It combines over 3100 individuals pages of content and lacks

a strong sense of basic organization and navigability. It receives, on average, 600 unique visitors per day. Though we are unable to track search bar input, we are aware that the vast majority of its pages are barely, if ever accessed. Our objective is to have a leaner, UX-focused website that aids city government in delivering on its promises of transparency, accessibility and excellent customer service.

The overhaul should address the following issues with the current website:

- Navigability issues and lack of drop down menus on homepage
- Poor content organization
- Ineffective search functionality
- Lack of fillable PDF forms
- Over-reliance on written content

2. Project Description

From a visual design point of view, the overhauled website must maintain all branding conventions established by the City's style guide (attached). Visual design must be aesthetically pleasing and readable on desktops, mobile devices and tablets. Structural design should incorporate strong elements of IA and UX design best practices in order to allow for a website that is intuitive and accessible by a diverse resident base.

As noted above, much of the city's website is not accessed regularly. This can cause simple searches or navigation toward a specific goal to end in a rabbit hole of content that is irrelevant to a user's initial reason for accessing the site. Our goal is to provide a leaner site that prioritizes content our users more frequently access, while still maintaining a searchable database of the massive amounts of remaining content.

3. Budget: \$40,000-\$60,000

4. Scope of Work

As outlined above there are two distinct, but related, desired outcomes.

- 1) A redesign of the visual elements of the website. Deliverables throughout the process should include: mock home page, page layout, font, color scheme and overall design choices.
- 2) A redesign of the structural elements of the website. Deliverables throughout the process will include: an analysis of current organizational defects, proposal of new structure, and prototyping of new build.

To achieve these ends, proposer will consult with City Website Working Group and other relevant city representatives for maximum input toward aesthetic and structural design.

5. Minimum Qualifications:

Proposers must demonstrate past experience in meeting these minimum qualifications. Candidate must provide sufficiently detailed information that demonstrates:

- Successful completion of comparable work on similarly complex projects
- Experience developing web sites that utilize current design best practices
- Working knowledge of IA and UX best practices
- Experience delivering large-scale projects that include collaborating with a diverse team comprised of various disciplines and departmental orientations

As part of your response, please provide examples and reference information (including company name, project name, project URL, company contact name, phone number, e-mail address) demonstrating experience in the areas listed below:

- Provide examples of your work with organizations whose customers mirror the diversity of the Lancaster community
- Provide examples of your work with non-profit, public sector, higher education or municipal entities
- Provide examples of start-to-finish work that solved complex UX needs that included providing simplified ways of curating and surfacing related content
- Provide examples demonstrating expertise in IA and UX

6. Selection Process:

Questions:

Proposers may submit written questions to the Chief of Staff until the deadline stated on page 1. All questions must be submitted via e-mail to mjohnson@cityoflancasterpa.com, unless otherwise advised. Failure to request clarification of any inadequacy, omission, or conflict will not relieve the Proposer of responsibilities under any subsequent contract. While the City will make every effort to inform potential Proposers of such inquiries, it is the responsibility of the interested Proposer to assure they receive responses to questions if any are issued.

Rejection:

The City may reject any or all proposals with no penalty. The City may waive immaterial defects and minor irregularities in any submitted proposal.

Electronic Submission

The City requires an electronic submission of bid responses to facilitate group review and document distribution. No paper bid submittals will be accepted.

- a. The electronic submission is emailed to the City contact, by the RFP due date and time deadline.
- b. The submission is clearly marked as such in email subject line.

Details of the selection process are outlined below.

The submitted proposals will be initially screened for minimum qualifications. The proposals that move past this screening process will be evaluated based on the criteria below. Candidates judged to be most aligned with the Proposal Evaluation criteria (below) will be invited to be interviewed. After the interviews, the City will select the highest ranked Proposer for award and then move to the contract negotiation process.

Proposal Criteria:

The City will evaluate proposals using the following selection criteria, listed below in order of importance:

- Past work examples demonstrating user-centered design methodology for IA and UX design on similarly complex projects.
- Demonstrated strength of research, analysis and testing capabilities
- Proposed cost
- Staff resources to meet desired milestone delivery schedule as needed

Selection Criteria Agencies will be evaluated and ranked using the following criteria.

Criteria	Percentage Weight
Quality and applicability of past work in relation to City’s project	30%
Proposed Staff resources to meet desired milestone delivery schedule as needed.	30%
Proposed cost	20%

Organizational fit	10%
Communication and Responsiveness to Staff	10%

The City shall select the highest ranked proposer to begin contract negotiations.