CITY OF STOCKTON

REQUEST FOR INFORMATION (RFI) PUR 21-033

City Website Redesign, Development, Implementation & Hosting

DUE: November 18, 2021, by 5:30 p.m.

LOCATION:

City Manager's Office
Community Relations Officer Connie Cochran
425 N. El Dorado St., 2nd floor
Stockton, CA 95202

Connie.Cochran@stockton.ca.gov **or (209) 937-8827**

THIS SOLICITATION IS FOR INFORMATION PURPOSES ONLY.

1   Table of Contents

1.   INTRODUCTION

The City of Stockton is seeking information to identify vendors qualified to re-design, develop, implement, and host the City of Stockton primary website: www.stocktonca.gov (ww1.stocktonca.gov).

1.1   Intent of the RFI

Website service providers are strongly encouraged to respond to this RFI. The information received in response to this RFI will help determine the approach taken for redesigning and modernizing the City of Stockton website. Information acquired will be used to budget for the redesign and to ensure sufficient funding and resources for all aspects of design and implementation, one-time and recurring cost of services.

This is not a solicitation for quotations, bids, or proposals. No contract award will result from this RFI. The City may contact respondents, at its sole discretion, for additional information. The City shall not be obligated to contact any respondent, to purchase goods or services related to this RFI.

Response to this RFI is not mandatory to be considered for any future solicitation for a website redesign. The City will determine, in its sole discretion, whether to proceed with a solicitation following the RFI. It is entirely the respondent's responsibility to remain informed of the City's issuance of any future solicitations. The City assumes no liability for failure of respondents to obtain and respond to any such solicitation.

1.2   About the City of Stockton

The City of Stockton is a large, complex, full-service city, serving the needs of a community of over 315,000 residents within an area of over 65 square miles. There are four (4) Charter Offices – City Attorney, City Auditor, City Clerk and City Manager – and ten (10) operational departments under the City Manager: Administrative Services, Community Development, Community Services (Library & Recreation), Economic Development, Human Resources, Information Technology, Public Works, Municipal Utilities, Stockton Fire Department, and Stockton Police Department. The City has a total authorized full-time workforce of 1,736 full-time employees.

1.3   Current Environment

The City of Stockton has had a website since 1999. The core website was redesigned by city staff in 2011 using HTML and a simple Content Management System (CMS) interface for making changes to the site; it is hosted on a server in

the City's Information Technology Department. The Home page and Stockton Police Department webpages were redesigned in 2016 on an ASP.NET platform; these pages are currently redirected and hosted remotely on a vendor's server. These combined platforms are composed of approximately 800 webpages.

The current site does not fully satisfy accessibility goals/requirements and fails to take advantage of the latest technological advances that are important to community members, businesses, and visitors. Additionally, the core site and hosted pages are not integrated and do not display properly on some browsers and mobile devices. Finally, the City has found some aspects of the site difficult to maintain and modify.

The core website contains access to databases developed internally to better assist our customers, such as an address look-up tool to provide Council District and utility service provider information, and content from other vendor platforms, e.g., GoGov Apps and Granicus which are both currently served in iFrames.

Website content is maintained by City Web Team members. The City's Web Team includes non-technical representatives from all City departments who enter or change content using the CMS. New or changed content is then submitted for approval to the City Manager's Office, where pages are reviewed for compliance with website format requirements, approved and published.

The Stockton-San Joaquin County Public Library is a joint city-county system, with branches in cities throughout the county. The Library currently has a separate HTML website that is not being considered for the initial redesign; however, a design that can expand to include the Library at a future date is highly desirable.

1.4   Project Objectives

The City is seeking a new website that is aesthetically pleasing, easy and intuitive to navigate, with a Content Management System that can be updated and managed by non-technical staff.

A fully functional website is an important, often critical, communications tool to provide information to residents, businesses, stakeholders, and visitors, as the website serves to highlight services, programs, activities and expanding awareness of the City's goals, identity, and messages.

Lack of current technology has required the City to seek costly third-party applications and vendors to support communications and distribution of services and funding to facilitate COVID recovery efforts, such as programs offered under the CARES Act and the American Rescue Plan Act, as well as other state and federally funded programs.

The purpose of this RFI is to:

- Determine the pool of experienced, qualified vendors with a proven track record in the planning, development, implementation, design, support, and hosting of a modern, flexible website for the City of Stockton;

- Establish a timeline and allocation of internal resources needed to successfully complete the conversion to a new, merged/integrated, cohesive website; and

- Develop an estimated cost and budget for the project.

1.5   Scope and Deliverables

Please submit a response that addresses how your firm would approach the following:

- Deliver and support a state-of-the-art, hosted website.

- Deliver and maintain a secure website (HTTPS) that is browsing encrypted and verified by a trusted third-party with a valid SSL certificate.

- Website availability and reliability of 99.99999% up-time.

- Meet current and future Americans with Disabilities Act (ADA) Section 508 and any other state or federal regulatory requirements.

- Translate content into other languages in compliance with Title VI of the Civil Rights Act and Executive Order 13166; Improving Access to Services for Persons with Limited English Proficiency (2000)

- Navigation and content aligned with W3C (World Wide Web Consortium) standards.

- Integrates with and provides access to other City sites and applications that are served by a variety of platforms, e.g., NeoGov, Granicus, GoGov Apps, Accela, Munis, Click2Gov, and Tyler Technologies.

- Secure (password access) employee portal to post communications and information specific to employees for employee remote access.

- Demonstrate experience with other large, complex, full-service municipalities, demonstrating qualifications, credentials, and related experience.

- Describe your firm's technical expertise and project management approach.

☐ Provide reorganization and optimization of current website content with oversite and review by Web Team, prior to transfer of content from current website to new website.

☐ Estimated cost and timeline to complete a project of this size and scope.

1.6 Functionality Requirements

Test/Development/Production

☐ Provides City development staff with "sandbox" environment where significant changes to style, appearance, and structure (sitemap) can be tested and vetted before being published.

☐ Uses style sheets to maintain consistent look and feel.

☐ Provides City development staff with unobstructed access to make changes without vendor intervention.

☐ Easily expandable website that may include other large departments in the future.

☐ Supports upload of photos, videos, and audio, as well as streaming of the City's Government Access television channel from a live feed or archived video with a method that is easy and intuitive for non-technical content providers (Web Team members) to understand and use effectively.

Internal/Employees

☐ Easy to use Content Management System for non-technical Web Team members to make changes and content updates to maintain consistent enterprise-wide design.

☐ User management security based on content approval workflows with roles, such as developer, content providers, and content approvers.

☐ Only allows for publishing content after review and editing by an approver.

☐ Accommodates multiple content providers and multiple approvers on the platform, simultaneously.

☐ Responsive design that allows for search engine and user-friendly URL aliasing.

☐ Provides easily accessible statistical information about visits for content and navigation improvements.

- Initial and on-going vendor provided training and appropriate documentation for content migration/conversion and ongoing maintenance and operations support.

- Allows City to add new pages, documents, and complete other site modifications without relying on outside resources.

- Analytical tools for managing, reporting, and reviewing site visits and interactions for statistical analysis.

- Stores previous versions of web pages with the ability to restore and revert back to previous versions.

- Simple directory structure, sitemap and use of hierarchical heading tags to present page structure to users (<h1> as most important to <h6> as least important).

- Easy and intuitive upload of photos, videos, and audio.

- Splash pages that can be activated in the event of an emergency

- Regularly scheduled updates for Search Engine Optimization (SEO).

External/Public

- Compatible on all major web browsers with all devices, desktop and mobile, including older versions.

- Create a user experience that is integrated and seamless with other websites and platforms used by the City.

- Consistent look and feel across all pages and website with style rules to ensure consistent look is maintained, regardless of browser used to access site.

- Modern graphic and navigational design that is a resourceful and informative platform with search capabilities.

- Design and visual appeal including changing/rotating images on the home page.

- Provides for secure transactions to support e-commerce and e-government capabilities for online payments and interactive forms and applications.

- Embedded live feeds from City social media sites, e.g., Facebook, Twitter, YouTube.

- Calendaring function for posting City meetings and events.

1.7 Forecasted Timeline

The City may issue an RFP based on information gathered from the RFI immediately. Should the City decide to issue an RFP, the forecasted release of an RFP is December 2021. Once a proposal is selected, the City will contract with the chosen vendor upon award.

2 INSTRUCTIONS TO RESPONDENTS

2.1 Preferred Respondent Information

Include the following respondent information in response to this RFI:

- Cover letter.

- General description of company.

- Narrative that responds to City's requirements.

- Estimated costs, including all one-time and recurring, implementation and multi-year.

  - Include any known equipment and services that the City will need to dedicate, purchase, or subscribe to for support of proposed website.

- Proposed implementation timeline for scope described.

2.2 Response Address (Email) and Due Date

Respondents must submit sealed responses to the City of Stockton by U.S. Mail, delivery service, or email. All response must be received no later than 5:30 p.m. on Thursday, November 18, 2021. Please send to:

City of Stockton
Community Relations Officer Connie Cochran
425 N. El Dorado St., 2nd floor
Stockton, CA 95202
Connie.Cochran@stocktonca.gov

The City will not accept responses received after 5:30 p.m. on Thursday, November 18, 2021. Responses sent via U.S. Mail, delivery service, or email must all be received at the addresses above by the deadline. All submissions received after the deadline will be rejected and returned.

2.3   Respondent Receipt, Handling of Responses & Responsibility

The Respondent assumes full responsibility for the timely delivery of the response to the designated location described in 2.2. Responses delivered to any other office, location or method will not be considered.

2.4   Submittal of Pre-Response Questions

Prospective respondents are requested to submit any questions no later than Wednesday, November 10, 2021, 5:30 p.m., to Community Relations Officer Connie Cochran, via email at connie.cochran@stocktonca.gov. Oral answers to questions relative to interpretation of requirements or the response process will not be binding on the City.

To ensure fair consideration for all respondents, any interpretations made to prospective respondents will be expressed in the form of an addendum to the specifications, if such information is deemed necessary for the preparation of responses or if the lack of such information would be detrimental to the uninformed respondent. Such addendums, if issued will be released by posting to the City of Stockton website at www.stocktonca.gov/bfadmin.

2.5   Site Location

Primary site is City of Stockton, City Hall, City Manager's Office, 425 N. El Dorado Street, Stockton, CA 95202.

2.6   Preparation Costs

All costs incurred during response preparation or in any way associated with the response preparation, response, or submission shall be the sole responsibility of the respondent and will not be reimbursed by the City. Furthermore, there is no guarantee that a procurement of services will take place resulting from this RFI.

2.7   Submission of RFI Response

The respondent must submit their RFI response in accordance with all stipulations listed below:

Responses must be clearly labeled with the vendors contact name, address, telephone number and email address.

Email submissions must contain the following "Subject" line content:

- RFI Submission for City of Stockton Website Redesign, Development, Implementation and Hosting

Hardcopy (U.S. Mail or delivery service) submissions must be addressed reference:

- RFI Submission for City of Stockton Website Redesign, Development, Implementation and Hosting

All RFI responses must be sent to the contact in 2.9.

The City reserves the right to cancel this RFI at any time and for any reason without liability to any respondent or to waive irregularities at their own discretion. The City reserves the right to accept or reject any or all responses.

2.8   RFI Schedule

The City anticipates following the tentative schedule shown below.

Event	Date and Time
Release RFI	October 28, 2021
Pre-Response Questions Due	November 10, 2021
Q&A Responses Released	November 16, 2021
RFI Responses Due	November 18, 2021

All times and dates are local time in Stockton, CA.

The City reserves the right to modify this schedule at the City's discretion. Notification of changes in the response due date would be posted on the City website or as otherwise stated herein.

2.9   Contact Information

Questions and response submissions regarding this Request for Information should be submitted to:

City Manager's Office
Connie Cochran, Community Relations Officer
425 N. El Dorado Street, City Hall 2nd floor
Stockton, CA 95202
(209) 937-8827 (office) / (209) 629-1251 (mobile)
Connie.Cochran@stocktonca.gov

2.10 RFI Response Property of the City

All materials submitted in response to this RFI become the property of the City. The responses may be open for review by the public in accordance with the California Freedom of Information Act (FOIA). By submitting a response, the respondent acknowledges and accepts that contents of the response and associated documents may become available to the public, except items that have been identified as proprietary by the respondent. Respondents shall label all information deemed proprietary or confidential in their response.

The City is not obligated to conduct subsequent discussions with any respondent to this RFI and reserves the right to conduct discussions regarding its subject matter with firms that do not respond to this RFI.

3 RESPONSE ITEMS

The City invites respondents to include the following sections in their response, referencing the same numbering system as used in this section. The information provided should address the specific response item and be informative and concise.

A. For each RFI question, please restate the question before your response. If printed matter is supplied as supplemental information, please make sure that the supplemental information is appropriately marked with the corresponding section number to which it applies.

B. All questions and statements must be answered in the order asked.

3.1 Introductory Materials

Title Page or Cover. The title page or cover must include the RFI number and title, the RFI due date and time, and respondent name and address.

Table of Contents. Each response shall be submitted with a table of contents that clearly identifies and denotes the location of each section and sub-section of the response. Additionally, the table of contents should clearly identify and denote the location of all attachments to the response.

3.2 Response to Cost Schedule & Required Attachments

Cost schedules is a required component of the respondent's reply and shall be submitted. As the project scope and timeline will be further refined in any subsequent Request for Proposal, respondents will not be constrained in any way regarding estimated costs submitted as part of this RFI.

4 ATTACHMENTS

4.1 Cost Schedules

The cost schedules must include all known or anticipated estimated costs, one-time and recurring, and any additional multi-year costs for support, licensing or estimated equipment costs, allowing the City to develop a comprehensive and complete budget. Include any known equipment and services that the City will need to dedicate, purchase, or subscribe to for support of proposed website.

4.2 Other Attachments

Please provide any additional (optional) details in this section.

END OF DOCUMENT.