REQUEST FOR INFORMATION
FOR

WEBSITE
INTRANET
CONSTITUENT RELATIONSHIP MANAGEMENT (CRM)
CONTENT MANAGEMENT SYSTEM (CMS)

Vendors are invited to submit on one or all components of this project, or as vendor teams.

RELEASE DATE: FEBRUARY 3, 2016

PLEASE SUBMIT YOUR RESPONSE TO:
CITY OF SANRAFAEL
Rebecca Woodbury
rebecca.woodbury@cityofsanrafael.org

PRIOR AND NO LATER THAN
March 3, 2016
2 p.m.

TABLE OF CONTENTS

OVERVIEW

SAN RAFAEL, CA

The City of San Rafael ("City"), California is located in the North Bay region of the San Francisco Bay. One of California's original 27 county seats, San Rafael became Marin County's first city when it was incorporated in 1874. The oldest, largest, and most culturally diverse city in the county, San Rafael is today a lively commercial and cultural center located in an area replete with natural beauty. San Rafael is one of several California towns developed around a Spanish mission in the California mission chain.

San Rafael encompasses 17 square miles of land and 5 square miles of water and tidelands. We are home to 58,000 residents as well as 58,000 city trees. Our community enjoys a high quality of life and expects high quality service from their local city government.

PURPOSE OF RFI

We are looking for a partner or partner(s) to create a digital front door for our online communications, resources and services. These new platforms should enhance our ability to communicate better both externally as well as internally; by helping us provide authentic, timely information and enhance our ability to deliver services. Our digital experience should reflect the high quality service provided by our employees. Our values, pertaining to this procurement, include:

- Transparency
- Authentic and Responsive Engagement
- Accessibility
- City as "convener"
- Continuous improvement and learning

The City's current website http://www.cityofsanrafael.org (and related domains) does not fully satisfy current needs and fails to take advantage of the latest technological advances that are deemed important to residents, businesses, and City staff. The City desires proven full featured solutions that improve the City's online interaction with residents and businesses. The City desires user-centered design and user-friendly interfaces to help the City grow its online presence, service delivery and experience. The future system must also provide features and functionality to meet the internal City Intranet needs.

The purpose of this Request for Information (RFI) is to select a vendor(s) with a proven track record in implementing, supporting, and hosting of government websites, intranets, constituent relationship management (CRM) systems and web content management systems (CMS). The City will consider a single vendor for all services identified in the RFI, multiple vendors or consider alternates such as a prime vendor subcontracting with a third party application and/or hosting service provider.

The scope of services should include all software, hardware, and services required to support the implementation, support, and ongoing hosting. As a minimum, the vendor's services should include the following:

- Design and configuration
- Interfaces to City data/systems
- Best practice consulting
- Training
- Content migration/conversion
- Documentation
- Project management
- Reporting
- Hosting
- Ongoing maintenance and operations support

It is the City's intent that the New System be hosted and maintained by the vendor at their computer center, using a Software as a Service model, to provide access to City staff for using/updating the content/data stored in the system while integrating with the general public across the internet.

BACKGROUND

The City currently hosts its website and has been using Squarespace for Content Management since 2010 and SharePoint for the Intranet since about 2006. The City has a General Contact Us Form that is used extensively to capture and address constituent concerns, questions and communications with City staff and officials. The current process is very manual and offers no electronic automation for response to requests, tracking status or reporting on requests made to the City. The City is looking for a government focused solution that meets the City Internet/Intranet needs and focuses on city-wide constituent relationship management to better meet the needs of the citizens and staff through automated tools.

There are several departments or divisions that currently maintain separate websites using different third party tools to manage these sites at the department level. The City is looking for recommendations about these separate sites including whether they should be migrated over into a New System or if there are branding and design techniques that can be used to better relate the websites. These sites include:
- www.srpd.org
- www.srpubliclibrary.org
- www.falkirkculturalcenter.com
- www.sanrafaelfilm.com
- www.srvolunteers.org

OBJECTIVES

The objective of this RFI is to establish a long-term relationship with a vendor(s) capable of supporting the City's current and future needs and is committed to the constant evolution of the proposed solution and hosting services. The City's New System should promote the dissemination of information, both internally and externally, to increase public awareness and communication. The New System should strengthen the relationship between the City and the community by meeting the evolving expectations of the public for secure and reliable online services.

The new City website and Intranet should be visually attractive, interesting, and provide useful, relevant, and current information with the ability to conduct business online for convenience and efficiency. As part of the New System the City looks to launch new City branding and is looking for a creative partner to join them in this effort. The City will be partnering with a local design firm to work closely with the selected vendor to launch a new and dynamic website.

The site(s) must be accessible and functional using all of the common web browsers, operating systems, and mobile devices being used today, support a high degree of "uptime", and be easy to maintain. The new website should also support the use of older/slower devices still in use by the public so that web pages/graphics are rendered in only one or two seconds.

SELECTION PROCESS

Vendors are invited to submit on one or all components of this project, or as vendor teams. The City staff established a search and review process to determine the vendor(s) and technologies best qualified to assist the City.

The RFI and subsequent evaluation of submissions will allow the City to identify a short-list of qualified vendors. The short-list vendors will then be invited to an on-site interview and POC (proof of capabilities) demonstration.

Upon completion of the interviews and solution POC demonstrations, the City will identify a finalist or finalist team. Even though the City intends to only select a single finalist or finalist team, the City reserves the right to select more than one finalist in the event that the City staff is not able to agree on a single vendor.

Submittal of a proposal does not guarantee a vendor will be invited to demonstrate nor does it obligate the City to purchase or contract for a website and/or related services either now or in the future.

| RFI RELEASED | SUBMISSIONS RECEIVED | CITY EVALUATION OF SUBMISSIONS | VENDOR SHORT-LIST ANNOUNCED | SHORT-LIST VENDOR POCs | FINALIST(S) SELECTED | CONTRACT AWARDED |

IMPLEMENTATION TIMELINE

The City expects to begin implementation of the New System in July – August 2016 and anticipates a six-month implementation timeframe. Vendors should be prepared to propose a solution and approach that addresses this timeline, or propose an alternative based on vendor's past experience with similar efforts.

RFI SCHEDULE

The RFI Schedule of Events, below identifies the City's best estimate of the schedule that will be followed. The City realizes the vendor procurement and selection schedule represents an aggressive timeline; however, time is of the essence and the City encourages vendors to carefully consider and plan according to the presented schedule of events.

	RFI EVENT	DATE/TIME
1	City Issues RFI	February 3, 2016
2	Deadline for Letter of Intent to Propose	February 15, 2016
3	Deadline for Written Questions and Comments	February 19, 2016
4	City Issues Responses to Written Questions and Comments	February 26, 2016
5	Deadline for Submitting a Proposal	March 3, 2016 by 2 PM
6	City Completes Short-list Evaluations	March 23, 2016
7	City Notifies Short-listed Vendors	March 28, 2016
8	Short-list Vendor Interviews and POC	April 11 - 15, 2016
9	City Selects Vendor	May 4, 2016
10	Start Contract Negotiations	May – June 2016
11	**Projected Project Start Date**	**July - August 2016**

The City reserves the right, at its sole discretion, to adjust this schedule as it deems necessary. Notification of any adjustment to the RFI Schedule of Events will be provided to all vendors that submitted a Letter of Intent to submit by February 15, 2016.

RFI COORDINATOR

All communications concerning this RFI must be submitted in email to the RFI Coordinator identified below. The RFI Coordinator will be the sole point of contact for this RFI. Please address any requests for additional information or clarification via e-mail. All vendors who have notified the City of their intent to respond to the RFI will be provided, via e-mail, with a copy of any question(s) submitted and the answer(s) given by the City. The City is not responsible for delayed or lost e-mail, regardless of the cause.

> City of San Rafael
> Rebecca Woodbury – Sr. Management Analyst
> 1400 Fifth Avenue, Room 203
> San Rafael, CA 94915-1560
> rebecca.woodbury@cityofsanrafael.org
> 415-485-3076

Vendor contact with anyone else in the City is expressly forbidden and may result in disqualification of the vendor's bid.

PROPOSAL PREPARATION COSTS

The City will not pay any costs associated with the preparation, submittal, or presentation of any proposal.

RFI AMENDMENT AND CANCELLATION

The City reserves the unilateral right to amend this RFI in writing at any time. The City also reserves the right to cancel or reissue all or any part of the RFI at its sole discretion. If an amendment is issued, it will be provided to all vendors submitting a Letter of Intent to Propose. Vendors will respond to the final written RFI including any exhibits, attachments, and amendments issued by the City.

QUESTIONS PERTAINING TO THE RFI

Specific questions concerning the RFI should be submitted via email to the RFI Coordinator before the date identified in Section 1.6 RFI Schedule of Events. Vendor questions should clearly identify the relevant section of the RFI and page number(s) related to the question being asked.

LETTER OF INTENT TO SUBMIT

Vendors who anticipate making a submission shall register by submitting an email indicating a vendor's intent to respond to this RFI. The letter of intent should be emailed to the RFI Coordinator. The following information should be included in the Letter of Intent to Submit:
- Vendor's name
- Name and title of main contact
- Address, telephone number, facsimile number and email address of main contact

Submittal of a Letter of Intent to Submit is necessary to ensure a vendor's receipt of RFI amendments and other communications regarding the RFI. The Letter of Intent does not bind vendors to submitting a proposal.

SUBMISSIONS

Please submit six (6) hard copies and one (1) electronic copy via email to the RFI Coordinator. Submissions should be prepared on standard 8 ½ x 11 inch, two-sided paper. The package should be clearly labeled:

ATTENTION: Rebecca Woodbury
PROPOSAL FOR: Website/Intranet/CRM/CMS RFI
NAME OF PROPOSER:
PROPOSER'S ADDRESS:
PROPOSER'S CONTACT PERSON:
PROPOSER'S TELEPHONE NUMBER:
PROPOSER'S EMAIL:
PROPOSER'S WEBSITE:

The proposal may be mailed, couriered, or hand delivered to the City of San Rafael, 1400 Fifth Avenue, Room 203, San Rafael, CA 94915-1560

All submissions must be received by the City of San Rafael by the date and time shown in the RFI Schedule of Events. Submissions received after this time and date may be returned unopened. Postmarks will not be accepted as proof of receipt. Vendors are solely responsible for ensuring the submission is received by the City prior to the deadline.

NEW SYSTEM REQUIREMENTS

This section provides a high-level overview of the requirements the proposed New System solution should support. The City is seeking to take advantage of vetted best practices and is seeking a New System provider that will support the implementation of these practices.

HIGH-LEVEL REQUIREMENTS

The City's high-level goals for implementing the New System are as follows:
- Improving the public and staff user experience when interacting with the City New System
- Improving the City New System information architecture to provide easier navigation and search capabilities
- Providing a new and modern look and feel that reflects current technology and the City's vision
- Improving and expanding online services and self-help
- Addressing the need for a centralized CRM with automated features to enhance service delivery at the City
- Providing mobile compatibility and capabilities
- Addressing all current and future ADA accessibility guidelines
- Providing departmental staff with the tools and training to create and maintain pages to meet their department requirements while remaining consistent enterprise-wide design
- Allowing City departments to add new pages, documents, and complete other site modifications without having to rely on a vendor or the City's IT staff
- Ensuring the host site provides secure and consistent website/intranet availability, with ample warning of upgrades and scheduled outages
- Increasing City staff and department collaboration, communication, and information sharing by implementing an easy to use and maintain intranet solution
- Creating a single location (intranet) for staff to obtain forms, templates, news/event notifications, and other information to be shared across all City staff

DETAILED REQUIREMENTS

The City's detailed requirements for the New Systems have been attached as Appendix A. This list represents the traditional requirements that we believe we need at this point. However, we are looking for vendor recommendations based on best practices and future trends; vendors are encouraged to innovate and propose forward-thinking approaches that may not adhere to the "ideas of the past". The document has been provided in Word format for ease of completion. The Requirements Template includes the following five General Sections:
- Website
- CRM
- Intranet
- CMS
- Web Hosting & Performance Criteria

SUBMISSION REQUIREMENTS

Proposals should contain the following six parts, in the order in which they are listed.

1. **Company Background:** A brief description of your company history, operations, and other relevant information. Please include a link to your company website and contact information. (1 page)
2. **Project Pitch:** Detail how you will approach this project and any ideas that you would like to share upfront. In this section be sure to include your recommendation regarding our separate websites as described in the background section on page 4. (2 pages)
3. **Future Plans:** Explain what you foresee for the future of municipal websites, intranet, CRM, and CMS and how your company plans to change and adapt. Please tell us how you plan to help us continually improve our user experience. (2 pages)
4. **Implementation Approach, Public Input and Timeline:** Please include your recommended implementation methodology and approach, including brief bios of assigned staff. Include a description of your approach to seek and involve public input. Provide an estimated implementation timeline for the project. (2 pages)
5. **Bid Range:** Provide a clear understanding of the cost ranges associated with the planning, design, development, implementation, hosting, and ongoing maintenance of the proposed New System. (1 page)
6. **Sample Work:** Provide a link to a portfolio of your work. If there is any particular work that you believe is especially relevant to this project, please indicate that here. (1 page)
7. **References:** Provide contact information -- including phone numbers -- for [3] references that we can contact about your previous work. These should be clients who have paid you for work and can speak about working with you on the job that you did for them. (1 page)
8. **Detailed Requirements:** provide written confirmation on ability to meet all requirements as specified in Appendix A. If unable to meet or you take exception to any of the requirements, please provide a written explanation as to the feature and or functionality unable to provide. We welcome innovative ideas and recommendations for maximizing the City's Internet / Intranet / CMS / CRM usage in this written response. Please provide additional recommendations that may not be covered in following requirements. (1-4 pages)

Please keep your submittal to less than 15 pages.

EVALUATION

This RFI will be awarded by weighing the following three attributes:

- **Experience and Capacity:** The City is seeking a partner with significant experience in user-centered design, website strategy and maintenance, and meaningful user engagement to help us discover and form our digital strategy.
- **Creative and Forward Thinking Approach:** The City is seeking a Vendor with a cohesive and well-articulated vision for the website, intranet and CRM solution now and in the future.
- **Budget:** While price is not determinative, it is an important consideration in deciding between applicants. The City is seeking budgets that present both a workable plan of action and depth of detail into the allocation of funds.

RIGHTS OF THE CITY

The City reserves the right to:
- Make the selection based on its sole discretion
- Reject any and all proposals
- Issue subsequent Requests for Information
- Postpone opening proposals if necessary for any reason
- Remedy errors in the Request for Information process
- Approve or disapprove the use of particular subcontractors
- Negotiate with any, all, or none of the vendors
- Accept other than the lowest offer
- Waive informalities and irregularities in the proposals
- Enter into an agreement with another vendor in the event the originally selected Vendor defaults or fails to execute an agreement with the City
- An agreement will not be binding or valid with the City unless and until it is approved by the City Council and executed by authorized representatives of the City and of the vendor.

APPENDIX A

Detailed Requirements

The following tables provide a list of identified features and functionality the City desires with the implementation of the New System.

The Proposer should provide written confirmation on its ability to meet all requirements as specified. If the Proposer is unable to meet or takes exception to any of the requirements, please provide a written explanation as to the features and/or functionality it is unable to provide or the alternatives offered instead.

The Proposer is welcome to provide innovative ideas and recommendations for maximizing the City's Internet / Intranet / CMS / CRM usage in its written response. (Please provide additional recommendations that may not be covered in following requirements.)

1.1   Website Criteria

#	Requirements
1	Ensure a secure website that meets emerging industry standard guidelines on privacy and accessibility
2	Provide innovative ideas and recommendations for maximizing the City's web presence (Please provide additional recommendations that may not be covered in the prior requirement)
3	Ability to meet and confirm to all ADA, Section 508, accessibility standards
4	Provide uniformity of design that is visually attractive, intuitive, and easy to use
5	Capable of supporting all major operating systems (i.e. Windows, Apple, iPhone, Android, etc.) and current versions of commonly used browsers (e.g. IE, Safari, Firefox, and Chrome)
6	Provide a community-centric navigation scheme that improves the ability for users to quickly find and navigate to desired services or information
7	Ability to group and arrange content topically versus departmentally (i.e. Permit Types, Facilities Hours, etc.)
8	Search returns prioritizes and places the most relevant and recent content at the top of the search results screen
9	Ensure website/intranet have responsive / universal sizing to accommodate screens of various resolutions and sizes such that any device can effectively use the site
10	Providing seamless access to the website from all major mobile devices (iOs/Android smartphones and tablets) and pages should render clearly so they are easy to view and navigate on smaller screens
11	Support a citywide master calendar and sub-calendars that include events, meetings, holidays, etc. The calendars should allow management from a main calendar and allow for sharing across the website by content/subject matter category
12	Robust site usage and statistics tracking (to the page level) to allow the City to analyze how the public is using the website
13	Ability to interface with social networking sites (i.e. Twitter, Facebook, Flickr, YouTube, Instagram, etc.)
14	Provide the ability for departments to have the flexibility to differentiate their pages from the City's primary home page without compromising the consistent look and feel of the overall site
15	Provide all features and functionality that exist on current website and associated sites (Vendors are strongly encouraged to carefully review the City's existing web presence)
16	Ability to display slideshow feature where fresh pictures are displayed and can be set to a timed rotation frequently on home and departmental pages
17	Provide seasonal background/color/style themes that can be quickly and easily be changed by City staff

#	Requirements
18	Robust search capability (i.e. Google or similar look and feel and functionality preferred)
19	Site map provided that auto updates to reflect webpage add/change/deletes
20	Provide consistent dropdown menus on all pages, with the ability to change the menus as needed
21	Printer-friendly page capability with print button on every page
22	Support "breadcrumb" type navigation
23	Provide the ability for the site to provide common quick links on the home page and department pages
24	Ability to display videos on home and department pages
25	Ability to display and stream City generated videos (i.e. Message from the Mayor, El Nino Preparedness, etc.)
26	Provide the ability to display current news feeds on home and department pages
27	Support for XML, PHP and/or other data capabilities, including ability to program directly in PHP bypassing the CMS
28	Easy creation and management of data collection forms and surveys and allow for data capture into database formats
29	Ability to link to/from other City systems
30	Capable of providing automated notifications when visitors complete forms or other activities (e.g. event interest, contact us, etc.)
31	Ability to link to other City pages and system, external webpages, and outsourced e-commerce servers from any page within the new website
32	Ability for users to sort data on a page when a list returned
33	Support for content and/or page based subscription capabilities such as RSS (Really Simple Syndication) feeds for notification based on web content updates
34	Ability to support multiple City blog(s)
35	Support a sunset date for content display when needed (start and stop publication of information)
36	Ability to control access to some areas of the website through user ID and password (e.g. private web pages that are housed on server)
37	Provide support for allowing public and staff to download calendar event information directly to their devices (i.e. iCal, Outlook, etc.)
38	Provide display filter to public for calendar display options
39	Provide automatic e-notifications for specific calendar entry types (i.e. Parking closures, road updates, etc.)
40	Support message "tickler" board capability, with content maintained by various City staff
41	Ability to interface or integrate with identified City systems to include the following; ▪ Office365 (near future) ▪ Class registration (Active Networks currently – possible vendor change in 2016) ▪ Document management (Laserfiche) ▪ Documents (Granicus, Alchemy, MuniCode) ▪ Streaming video (Granicus, YouTube) ▪ Campaign Filings (future NetFile) ▪ Business licensing (HdLPrime) ▪ Job Application and related information (CalOpps) ▪ Parking Citations (Citation Processing Center) ▪ Parking (Skidata) ▪ Crime Reporting (Bair Analytics, CopLogic) ▪ Event ticket sales (Brown Paper Tickets) ▪ Subscription services (Nixle, AlertMarin, GovDelivery, RSS) ▪ Building Permits / Inspections (CRW TRAKiT) ▪ Budget Data and Publications (future OpenGov) ▪ GIS (CaveoSys, ESRI) ▪ Bids (BPExpress)
42	Ability to display rotating or scrolling banners with associated hyperlinks during emergencies

#	Requirements
43	Provide a notification of stale content, when pages are not changed / modified after a certain time period.
44	Provide the ability to post Request for Proposals (RFPs), Requests for Qualifications (RFQs), and Request for Information (RFIs)
45	Design architecture allows the website to be rendered on older devices and operating system within two seconds
46	Provide measures that prevent security breaches and access to confidential data collected and stored
47	Ability to work with the City and local marketing firm to collaborate on new City branding to coincide with new website launch
48	Provide warranty on all services for 1-year following implementation
49	Provide telephone support with a 4 hour response from 8 AM – 5 PM PST Monday through Friday
50	Provide emergency telephone support with 4 hour response from 5:01 PM to 7:59 AM PST Monday – Friday and on weekends and holidays (Please state the holidays recognized by your firm)

1.2   Constituent Relationship Management (CRM) Criteria

#	Requirements
1	Provide an on-line service request solution that allows constituents/businesses to securely submit requests
2	Allows for the public to participate in various requests for service anonymously or through login accounts
3	Supports staff ability to add a request or report into the system on behalf of a resident (phone call, email or in-person intake)
4	Provides mobile phone app capabilities
5	Provides review and validate request history for a specific resident
6	Provide the ability to attach a photo / document to a service request
7	Provide for categorization of issues based location geography, issue type, department, status, priority, etc.
8	Provide the ability to track a request by the submitter
9	Flag possible duplicates
10	Alert of possible solutions based on CRM topic request via FAQ alert (Users will be able to check for common solutions to their problem before sending request to the City)
11	Assist in automated communication acknowledgment of submission and follow ups when contact information is provided by submitter
12	Provide automated routing of requests to appropriate staff / department via workflow based on defined requests and support rules
13	Provide reminders to staff of open items and send escalation based on missed time frames
14	Provide system alerts/notifications based on timed workflow events
15	Support on-line survey creation for home of department pages
16	Support customized forms and use on home and department pages
17	Provide ability to integrate with City work order system
18	Provide trend analysis on types of issues, areas of high submissions, common customer concerns, etc.
19	Provide ability to view complete historical request information, sorted according to needs
20	Provide built in reporting tools for monthly, quarterly and annual analysis at defined levels
21	Provide a searchable knowledge base of past responses

1.3   Intranet Criteria

#	Requirements
1	Provide ability to build unlimited department, team, or project sites that accommodate documents, links, forms, news, blogs, calendars, surveys, and videos
2	Organize links and documents by workgroup within city departments, and ability to set default workgroup
3	Provide a centralized document management repository to store documents, reports, procedures, policies, and other shared materials
4	Support document collaboration and versioning with check in/checkout capability
5	Allow users to complete full-text global searches to quickly locate information on the Intranet
6	Support Microsoft Active Directory for support of single sign-on so that staff is automatically logged onto the Intranet
7	Support Microsoft AD security groups to secure intranet content where appropriate
8	Allow trained staff to create online forms and surveys that provides for the collection of information from other users and report results in standard data formats (i.e. xls, csv, etc.)
9	Allow integration with Microsoft Exchange (Office 365 in future) mailbox calendars to allow information to be pulled into the intranet
10	Provide ability to create intranet calendars to share special events, project schedules, conferences, holidays, meeting room bookings, training, etc. (Includes the ability to create department level calendars to help track vacations and time off, conferences, meetings, events, etc.)
11	Ability to add php/xml code on intranet pages
12	Provide employee directory listings by department with full contact info/location and photo
13	Provide for employee remote login (two-factor authentication if logging in from outside of the city network) to access employee information from home (i.e. Benefits info, complete a vacation request, etc.)
14	Provide ability to drag and drop form and document upload
15	Allow for the posting of City / Department newsletters, videos and articles to keep staff current with what is happening and upcoming events
16	Allow for trained staff to create custom workflows and providing the ability to monitor and approve pending content or form submissions
17	Allow staff to personalize home pages with widgets (i.e. weather, intranet content feeds, external RSS feeds, recently published content, new intranet activity, message board updates, etc.)
18	Provide tools and analytics to support review of site activity, usage, traffic volume, site popularity and logins
19	Provide access control and multi user level visibility
20	Provide warranty on all services for 1-year following implementation
21	Provide telephone support from 8 AM – 5 PM PST Monday - Friday

1.4   Content Management System (CMS) Criteria

#	Requirements
1	Provide a comprehensive "full function", easy to use solution that includes, but is not limited to, template creation, style sheets, security and approval levels, WYSIWYG content editor, versioning, content scheduling, etc.
2	Provide functionality to set system to automatically update content upon approval of edited page
3	Ability to give a City staff member both edit and approval for their designated areas of responsibility
4	Do not allow deleted pages to be accessible via google search or web content search
5	Provide ability to resize pictures proportionately once downloaded on a page during editing or automatically resize large/high-res pictures to optimize web viewing and page layout.
6	Provide comprehensive training and user help documentation
7	Provide spell-check and grammar correction functionality
8	Support staff ability to post various file types on web pages for viewing and/or downloading (e.g. xls, .tif, .bmp, .jpg, etc.)

#	Requirements
9	Provide ability for site visitors to view video and/or photo galleries from city-provided content or via links to external photo galleries and/or videos content
10	Support the posting of maps and allow dynamic linking to the City GIS content
11	Provide staff the flexibility to determine size and position of page features such as photographs
12	Provide comprehensive site usage statistics in format that can be easily understood by staff to understand how to improve site effectiveness and usability
13	Provide ability to manage the City's Intranet using the same CMS as is used for the website with the Intranet content being stored in a separate data structure and/or on a separate server from Internet site content
14	Allow for automatic replication of navigation and menu changes to all related pages with no additional data entry
15	Provide ability to add, change, and/or delete links between pages and/or to other websites as needed, with no vendor intervention required
16	Provide broken link alert report on demand at department pages level and or all web content
17	Provide ability to use CMS with Microsoft or Apple operating platforms and IE, Firefox, Chrome, Safari and other common browsers now and in the future
18	Provide training for site administrators and content contributors
19	Provide ability to access the CMS from the Internet
20	Provide a search engine solution that will support indexing of all contents within the CMS, as well as, external City website resources
21	Provide the ability to archive outdated documents, content and images
22	Support automatic optimization of uploaded pictures and graphic files for quickest page loading
23	Provide ability to publish and display photo galleries and/or assets
24	Provide the capability to create and manage document libraries/galleries to support organizing and publishing documents according to subject matter
25	Provide ability to specify a publishing schedule for specific content
26	Support for versioning and indexing of content to meet legal and policy-based Records Retention and Retrieval requirements
27	Provide multi-lingual Content Integration with website content translation capabilities in up to three (3) languages
28	Provide the ability to reorganize content to different sections of the website/intranet without manually changing content links
29	Provide the ability to allow 3rd party applets such as widgets to extend the functionality of the site
30	Support the ability to customize the look and feel within different departments/divisions while maintaining global navigation and a common site look and feel
31	Ability to convert Word, Excel, PPT documents to web content.
32	Provide ability to export some or all content from system for backup purposes or facilitate future move to new/different platform.
33	Provide a solution that saves user work such that if user timeouts or is disconnected from the solution content that has already been entered is saved in a draft format
34	Provide ongoing training tools for new City users or as a refresher to existing users
35	Provide telephone support with a 4 hour response from 8 AM – 5 PM PST Monday through Friday
36	Provide emergency telephone support with 4 hour response from 5:01 PM to 7:59 AM PST Monday – Friday and on weekends and holidays. (Please state the holidays recognized by your firm)

1.5   Web Hosting and Performance Criteria

#	Requirements
1	Host the City's Internet, Intranet, and CMS in a secure, state-of-the-art data center
2	Provide hosted website in vendor owned and operated data center
3	Provide hosted facility and services in accordance with Statement of Accounting Standards (SAS) 70

#	Requirements
4	Provide hosted internet, intranet, CMS, CRM websites on high availability hardware (i.e. virtualization)
5	Provide hosted website in data center located within California
6	Provide hosted website in data center located outside the 50 year flood plain
7	Provide hosted website in data center located at least 50 miles from all known earthquake fault lines
8	Provide hosting services and system access on a 24X7 basis with 99.99% uptime
9	Provide immediate notification of any known or suspected breach and follow up investigation to assess breach and implement changes to remove risk
10	Provide all maintenance/downtime activities outside of normal business hours, with at least 2 weeks' advance notice to City
11	Provide technical support for system outages responding to priority service calls 24 x 7 with 2 hours guaranteed response time
12	Provide the City access to separate development, test, and/or production environments
13	Perform full system backups and provide recovery services to minimize downtime
14	Perform full system recovery testing on an annual basis
15	Provide Internet, Intranet, and CMS on MS Windows Servers and MS SQL Server
16	Perform regular software and hardware updates, enhancements, bug fixes to ensure a secure, reliable, and high performing environment
17	Ensure hosted facility and site are monitored for outages 24 x 7
18	Maintain solutions to remain compatible with industry leading web browsers (e.g. Internet Explorer, FireFox, Chrome, and Safari)
19	Ensure full system backups and provide recovery services to minimize impact to the City
20	Provide a redesign or refresh or the Internet and Intranet at the end of 4 years
21	Review site usage statistics and provide the City suggestions for improvements on a bi-annual basis