Minutes of Website Renewal Committee, RFQ Working Group

February 15, 2022 by Zoom

Meeting convened at 12:00 PM

Members attending: Kimberley Selness and Ellen Cushman

Member not attending: Paul Roberts

Meeting minutes : Unanimous approval, 2-0 , of meeting minutes from February 14, 2022. Kimberley – yes, Ellen – yes.

The working group continued to review, discuss and edit the document started at the February 14th meeting. Kimberley will further develop the Items shown in red below for discussion at the Website Renewal Committee meeting to be held February 17, 2022 at 5:30PM

INTRODUCTION

A. General Information the Town of Belmont is issuing a Request for Quote (RFQ) for qualified firms to provide website design, hosting, content management, and related services for an updated municipal website. The Town's goal is to offer clear, user-centered navigation; present a unique and creative visual design; promote a greater understanding of the services and programs of local government; and more accurately promote the Town's image in the community and beyond.

BACKGROUND AND CONTEXT

The Town's current website (www.belmont-ma.gov) utilizes CivicPlus [enter specific version we use] which does not meet the needs for design to _____ with a modern community's needs.. The Town is seeking an appearance aligns with the culture, values, and diversity of a Greater Boston community. and a Content Management System that is easy for staff and site visitors to use. The Town is particularly interested in improving citizen access to Town government and community offerings. <include some basic info about Belmont and current web use>

Include in background and context

Current Website – Things that aren't working for us - with background and context

Summary of current website analytics

Intended users – all residents, worldwide inquiries, employees and members of commissions, boards, etc. elected officials, vendors, business community, applicants for employment.

Greater Boston, 27,000 residents, 2020 Census demographics, language

SCOPE OF SERVICES SUMMARY

1. Secure website hosting
2. Website design and customization
3. Content migration from current site (including pages, forms, and documents)
4. Content Management System (CMS)
5. Support and training (pre- and post-launch)

REQUIREMENTS

1. Secure Website Hosting
   A. Patches and updates
   B. Disaster recovery
      a. backup and restore feature, provided by the selected firm
      b. "plan b"
   C. Site security
   D. Uptime 24X7
   E. Site analytics, availability and ease of use by staff
   F. Compatibility with existing 3rd party systems, ie. payment software, public records requests. The Town currently uses several third-party registration and payment systems, including NextRequest [Public Records Requests] and PeopleGIS [building permits, business licenses, pet licenses, vital records requests], add other key 3rd party products from Dave Petto.

2. Website Design & Customization

   A. Designing and building the website

      a. Vibrant, modern design
      b. Easy to build Webforms and Webform templates
      c. Streamlined, User-centered site map to provide easy navigation and improved Search Engine Optimization (SEO)

      d. committees, department pages that are easy to navigate and update
      e. Town-wide features or initiatives page

      f. Ability to have multiple banner images

g. Include "modern" FAQs/ "How do I…?" functions that refer directly to appropriate page
h. Define Levels of access

B. Responsive design for desktops, laptops, tablets, mobile phones is quickly loaded on commonly utilized browsers

   a. Easy to use mobile presentation
   b. Availability of flexible page designs

C. Accessibility
   a. Meets or exceeds current accessibility standards
   b. Tools to help content stay current with ADA/WCAG standards
   c. Language translation
   d. "Browse aloud"

D. The site must include ability to:

   a. Provision for existing e-commerce features for paying bills
   b. dynamic governmental meetings calendar
   c. separate community events calendar
   d. posting of news items with social media integration
   e. site search capability that displays the document type and intuitive filter opportunities
   f. streamlined, simple posting of meeting agendas and minutes for committees, boards and commissions
   g. "custom" homepages for partner websites, specifically Police, Library, Schools to present unique, searchable items
   h. email subscriptions and notifications
   i. Interactive forms for subscription and self-service transaction fulfillment
   j. All Staff directory A-Z not just department-based

D. A content management system with levels of permission and approvals;

   a. allows staff easy access to update content, images, and menus
   b. ability to view content details
   c. functions to assist users in evaluating relevance, and search for out-of-date documents (is there a reminder system to tell users to review older documents or web pages?)
B. Easy to manage security settings for different permission levels
C. Streamlined processes to upload content and update pages
D. Archiving
E. Ability for users to identify broken links or duplicate files

3. Content Migration Services

    a. What are documents and web page limits for migration?
    b. Documents limits?
    c. Forms
    d. Guidelines – how to decide what to migrate and who does what
    e. CMS content library that is easy to access and provides usable tools to search/navigate
    f.

4. Support and Training in use of website and CMS

    a. Technical assistance
    b. Training to Town staff , new users, refreshers, updates

<u>Vendor Responses Required</u>

Please describe the processes, approximate timeline and who is responsible for:

- Establishing Permissions – who can update which home page elements
- Migration process – for documents and webpages
- Your project management approach

Vendor qualifications to perform the work

- Provide Specific project experience and references of similar size and scope for this project, migration/design/hosting/development
    - Provide Illustrative examples

Provide name and contact information for Key contact person if there are questions on the vendor response

Qualifications of key personnel who would be assigned to the project

Proposed fees/ financial investments for pre launch, launch, post-launch maintenance and annual website hosting fees

Criteria for evaluations of the responses to RFQ

Security

Project launch timeline(s)

Proven compatibility with our existing 3rd party vendors for payments, licenses, permits, etc.

Fees – project fees and ongoing annual fees

Experience with similar size and scope projects

Ability to provide required content management system components including digital form templates for most commonly requested services

Ease of use by permissioned users and by visitors to site

Aesthetics of design and layout capability as provided to Town

Meeting adjourned at 1:26 PM

Respectfully Submitted,

Ellen O'Brien Cushman