

City of Boise  
Website Redesign  
RFP 17-073

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# [1.0] Overview: Our Vision

At the City of Boise, we work each day to make Boise the most livable city in the country. Yes, this means that we have beautiful parks, a cutting-edge Library system and a public works department committed to cleaning wastewater in ways that no other city in the country is doing (it's true... learn about [Dixie Drain](#)).

But it is much more than that. We also want our citizens to experience livability when they interact with the city through digital communication channels. That means a website experience without clunky site navigation that forces them to understand complex organizational charts. That means easy access, at their fingertips, from their mobile devices to programs and events that are of interest to them. That means paying for a parking ticket, a library fine, a utility bill, a golf tee time and a child's summer camp registration all with one transaction.

We want to buck convention and create a website user experience that truly puts our citizens at the center. We want to knock down silo walls and say we're one city, one team, and we're creating an experience for the greater good. We want to challenge the way 'we've always done it' and recognize that there is nothing we can't do better. We want to create an experience that leaves our citizens saying - 'WOW!'.



# [1.2] Overview: We Need You

We are looking for a **partner** that will help us create this vision.

We want a partner that supports our **city values** of:

- **One city, one team – for the greatest good**
- **Citizen experience with 'WOW'**
- **There's nothing we can't do better**

**And**, understands that these values are central to a successful implementation and product. We want a partner that will collaborate with us to create a digital citizen experience that blazes trails among not just government agencies, but also private-sector service organizations, media outlets and online retailers. Basically, we want our digital experience to mirror the quality of life those in Boise experience. (And, if you aren't from here, and haven't done your research, just know that we are routinely ranked in the [top 10 best places to live](#)).

Finally, we are looking for a partner that will help us create this vision within our budget of \$250,000.





# [1.3] Overview: About Us

Located along the Boise River and nestled against the foothills of the Rocky Mountains, the City of Boise is the capital and largest city of the State of Idaho (population 214,237). The City of Boise currently boasts a large web portfolio with over 30 external websites for 14 different departments, although some share similar design, the sites are still separate. (A full list of City of Boise websites can be found in [Section 7.0 – City of Boise Websites](#)).

The City of Boise's preferred content management platform is Umbraco. We have no intentions with this RFP to replace the content management system.

The City has recently embarked on numerous software projects that will tie-in with the website, including: CRM, Permitting & Licensing, Parks & Recreation Event Management System and Utility Billing.

The Boise City Council has approved funding to be distributed over multiple fiscal years. The winning bid will accommodate the timing of the disbursement of funds over the next two-year period.



# [2.0] Project Scope

The City of Boise is looking for a partner that can:

- 2.1 Define the **user experience** and map the user journey.
- 2.2 Create a **site architecture** for the main City of Boise website and make recommendations for sites that should remain separate.
- 2.3 Create a **digital design standard** that includes design for key pages (identified in [Section 8.0](#)) for the main City of Boise website, and make recommendations for separate sites so the City of Boise brand and user experience are consistent throughout the web portfolio.
- 2.4 Potentially, become an **ongoing partner** to support the City of Boise in enhancing the online experience for citizens post-launch of the new website.
- 2.5 Potentially provide **development** assistance and information about services related to development. The firm does not need to provide development as a service but must show that they have successfully worked with development teams to bring design visions to life.





# [2.1] Project Scope 1: User Experience

## **Goal:**

Based on citizen survey data and anecdotal feedback, we do not feel that cityofboise.org and related websites work well for many users. We lack the data that would tell us what users would find usable, accessible and unique.

We need to understand the needs and preferences of our users.

## **Deliverable:**

We expect our partner to deliver user research on the current City of Boise web portfolio, presenting both a summary report with recommendations and the raw data from the instruments used to collect.

## **Support:**

To help in this phase, the City of Boise will provide access to conference rooms for user testing, focus groups, etc. Any specialized facilities or technology should be included as part of your proposal. Additionally, we will provide access to website analytics and past citizen survey summary reports.



# [2.2] Project Scope 2: Site Architecture

## Goal:

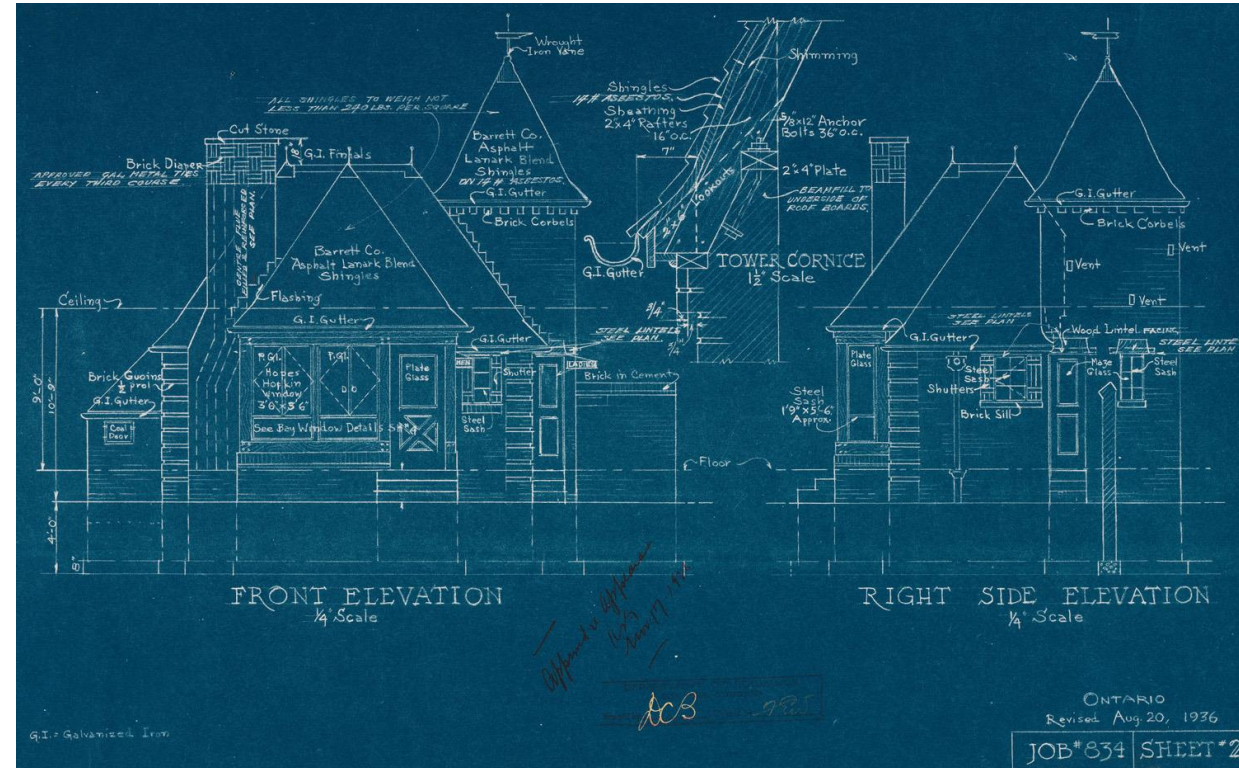
With a better understanding of our users, we want to develop a website architecture that creates a user experience that is intuitive, accessible and usable.

## Deliverable:

We expect our partner will deliver a recommendation for the structure of the City of Boise website portfolio and a site architecture for the main cityofboise.org website. (We anticipate many of the sites in the current portfolio will be combined into a single cityofboise.org experience.)

## Support:

To help in this phase, the City of Boise will provide access to website analytics, call center volumes and other key intake areas where an increase in digital services could benefit the organization.





# [2.3] Project Scope 3: Digital Design Standard

## Goal:

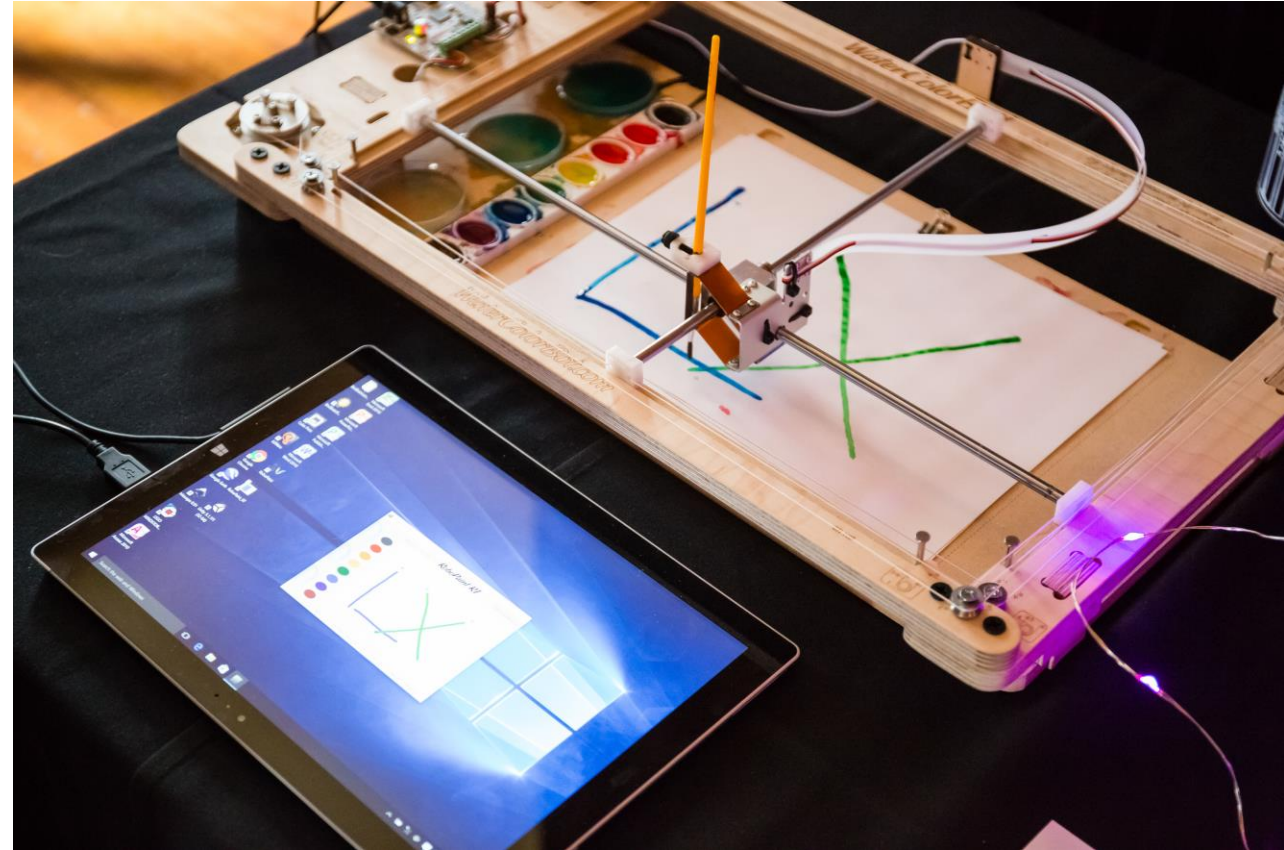
Our goal with this phase is to design and develop key pages and at least one typical user journey through cityofboise.org.

## Deliverable:

We expect our partner to design and help implement each of the key pages (listed in [Section 8.0](#)). Implementation includes presenting designs to internal stakeholders, user groups and approval bodies, and technical assistance (which may include development).

## Support:

To help in this phase, the City of Boise's Office of Community Engagement and IT web development team will provide professional and technical assistance.



# [2.4] Project Scope 4: Ongoing Support

## Goal:

Our goal is to iterate the cityofboise.org website portfolio to keep up with the changing needs of our users and the services we offer. We want to stay ahead of the curve when it comes to digital communication and technology.

## Deliverable:

Continued support from our partner for two years on user experience and design issues.

## Support:

To help in this phase, the City of Boise's Office of Community Engagement and IT web development team will be active participants in order to recognize that there is nothing we can't do better – even when we've just launched something new.





# [2.5] Project Scope 5: Development

## Goal:

Our goal is at the end of the project to have a product that the City of Boise IT division can maintain, and non-technical content experts can easily update content in using the Umbraco content management system.

## Deliverable:

Lay out a plan and provide examples of how you have successfully developed (in-house or in partnership with clients or third-party development firms) a website.

## Support:

To help in this phase, the City of Boise's Office of Community Engagement and IT web development team will be active participants to provide clear steps for development to work within our IT structure.

**NOTE:** You do not need to offer Development services, although we may choose a vendor that does. We are simply looking, in this requirement for a partner that has a proven track record of seeing websites through from vision to launch.





# [3.0] The Design Proposal

The “Design Proposal” is every element of your response to this RFP, except for pricing. (See the “[4.0] Price Proposal” section for details.)

In your “Design Proposal” we are looking for five things:

- 3.1** Describe your team and methodology
- 3.2** Provide examples of your work
- 3.3** Based on our vision and scope, provide us with your inspiration for this project
- 3.4** Your approach to this project
- 3.5** References



# The Design Proposal – 3.1 | 3.2 | 3.3

## 3.1 Team and Methodology (300 Points)

Please provide background information on your firm as well as information (bios, resumes, etc.) that highlight the strengths of the team that would be working with us. Let us know the team structure, how our team would work with you, and the methodology you employ on design projects. Also, please let us know what content management systems you have worked with.

## 3.2 Examples (300 Points)

Please provide at least one recent example of a project similar to ours. Tell us about the user research you performed, how that research informed the site structure, and the design you developed and implemented. Please provide results of this project.

## 3.3 Inspiration (300 Points)

Our vision is to have a website that leaves users saying ‘WOW’. We want a site that is unique (as in, something that users remember because it sets itself apart from other sites and because of its awesomeness), usable, intuitive and accessible. Please provide examples of website experiences you believe deliver these traits. (We know we’re asking for a lot here, and believe that no one is really doing all of these things – so examples that highlight one or two traits are fine. But please provide inspiration for each area.)

Unique

Usable

Intuitive

Accessible (we are looking to design a site that is accessible to all of our citizens, and meets Section 508 Standards).

# The Design Proposal – 3.4 | 3.5

## **3.4 Approach (300 Points)**

Please provide us with your approach to this project, specific to each of the project scope areas. Please include your estimated timeline for each phase of the project, including key decision points and deliverables for us, as the client.

User Experience Research

Site Architecture

Digital Design Standard

On-going Support

Development

## **3.5 References (200 Points)**

Please provide at least three (3) references that have recently worked with your firm and members of the team that you are proposing for this project. References that have used you for similar types of projects are preferred.



# [4.0] The Price Proposal

The Price Proposal includes the pricing for everything you have outlined in the Design Proposal. Please provide pricing as it relates to each of the Design Proposal phases outlined in section 3.

In your Pricing Proposal we are looking for:

- Fixed Costs
- Hourly Costs (Please detail hourly costs by resource type)
- Additional Items and Costs (Fixed and Hourly)

Item Description	Cost Type	Amount
User Experience Research	Fixed	\$XXXX.XX
Site Architecture	Fixed	\$XXXX.XX
On-going Support: Position Name (ex. UX Designer)	Hourly	\$XXX / Hour

# [5.0] How We Will Select

The City of Boise is looking for the best partner for this project. The selection will be based on the scores from the Design Portion of the RFP, pricing, reference checks and a Design Presentation. Only a select few vendors will be invited to participate in the Design Presentation, based off of RFP scores.

The Evaluation Committee will use a point formula during the review process to score proposals. Each member of the Evaluation Committee will first score each proposal by the criteria described. The full Evaluation Committee will then convene to review and discuss these evaluations and to combine the individual scores to arrive at a composite score for each firm. Proposers will be selected based on their team and methodology, examples, inspiration, approach and cost.

Prior to the Design Presentation and interview with finalists, the City will conduct reference checks by contacting those individuals submitted by the Proposer with their proposal in response to this RFP. In addition, the City may contact references not listed by the Proposer.

The City reserves the right to investigate and confirm the proposer's financial responsibility. This may include financial statements, bank references and interviews with past clients, employees, and creditors, as well as the quality of design services. Unfavorable responses to these investigations are grounds for rejection of proposal.

Score	
Item	Points
<b>Team and Methodology</b>	Up to 300
<b>Examples</b>	Up to 300
<b>Inspiration</b>	Up to 300
<b>Approach</b>	Up to 300
<b>References</b>	Up to 200
<b>Cost*</b>	
<b>Total</b>	

\*Cost per Point Method of Award

# [6.0] Proposal Instruction & Information

- The City of Boise is excited to review proposals for this RFP. Responses must include the following:
  - **Attachment A** – Proposal Response Forms
  - **Attachment B** – Proposal General Conditions and Contract Terms and Conditions
  - **Attachment C** – Sample Professional Services Agreement
  - **Authorized Signature** (Included in Proposal Response Forms)
- You are encouraged to **creatively respond** to the RFP. The Proposal Response Forms are a guide to ensure that you have provided us with the minimum necessary information for us to review your response.
- Please review the attachments. Any questions regarding the solicitation, terms, and sample agreement are to be directed to **Kathy Chase** – Purchasing Specialist at [kchase@cityofboise.org](mailto:kchase@cityofboise.org) no later than Noon (local time) November 4, 2016.
- Proposals are due by **11:00 a.m. (local time) on Wednesday, November 9, 2016**. It is anticipated that RFP scores will be finalized, and the shortlist notification will be published on November 21, 2016. The Design Presentation and onsite interviews for those shortlisted will likely be scheduled the week of December 5, 2016.



# [6.0] Proposal Instruction & Information

All Proposals submitted for the Web Redesign RFP are owned by the City of Boise. **ALL PROPOSALS MUST BE SIGNED.** The Contract Agreement and any attachments to this proposal will form the terms and conditions of the agreement and will be binding on the successful Proposer. The successful Proposer will be expected to execute the Contract Agreement and fully execute the services described within this document and their Proposal. Objections will be considered during the negotiation of the Contract Agreement.

Firms may choose to submit their proposal in one of two ways. Either by printed/paper submission, or by E-Proposal through the DemandStar program. **All proposals are due by 11:00 a.m., local time on November 9, 2016.**

## **Printed/Paper Submissions:**

The City of Boise, Idaho will accept sealed proposals at the Purchasing Office, 150 N. Capitol Blvd., Boise, Idaho, 83702, until **November 9, 2016 at 11:00 a.m., local time.**

- The submission package or envelope SHOULD BE SEALED and PLAINLY MARKED with the following:
  - Boise City Purchasing Office
  - 150 N Capitol Blvd
  - Boise, ID 83702
  - RFP 17-073 Boise Website Redesign
- Submit PROPOSALS to the Boise City Purchasing Office, 150 North Capitol Blvd., Boise, Idaho 83702.
- Submittal packages must include one (1) copy of your proposal along with one (1) electronic copy. The electronic copy MUST be identical in content and is to be formatted into one (1) PDF file, it MUST include signed signature page.

## **E-Proposals:**

Electronic Proposals submitted through DemandStar will also be accepted for this project. Proposals must be signed and submitted in same required format. Submit one (1) electronic copy if using E-Bidding. After uploading your bid/proposal, Bidder's are encouraged to verify the successful upload of the document. Proposals must be uploaded by **11:00 a.m., local time, on November 9, 2016.**

- Sign your electronic proposal. Proposals without written signature will not be accepted.
- All E-Proposals must be submitted before the scheduled bid/proposal opening. In the event of a technology failure, the City reserves the right to accept all proposals submitted and electronically time stamped prior to bid/proposal opening. The City will require bid/proposal receipt document to be on file as proof of timely submission. Bidders are encouraged to confirm the successful upload of their bid/proposal document. The City will not accept proposals after the scheduled time for opening.

# [7.0] City of Boise Websites

## Our websites include:

- [Cityofboise.org](http://Cityofboise.org)
- [DFA.cityofboise.org](http://DFA.cityofboise.org)
- [Fire.cityofboise.org](http://Fire.cityofboise.org)
- [HR.cityofboise.org](http://HR.cityofboise.org)
- [Mayor.cityofboise.org](http://Mayor.cityofboise.org)
- [Parks.cityofboise.org](http://Parks.cityofboise.org)
- [PDS.cityofboise.org](http://PDS.cityofboise.org)
- [Police.cityofboise.org](http://Police.cityofboise.org)
- [Publicworks.cityofboise.org](http://Publicworks.cityofboise.org)
- [Citycouncil.cityofboise.org](http://Citycouncil.cityofboise.org)
- [Cityclerk.cityofboise.org](http://Cityclerk.cityofboise.org)
- [Fairhousing.cityofboise.org](http://Fairhousing.cityofboise.org)
- [GIS.cityofboise.org](http://GIS.cityofboise.org)
- [HCD.cityofboise.org](http://HCD.cityofboise.org)
- [BoiseChildCare.com](http://BoiseChildCare.com)
- [Policeoversight.cityofboise.org](http://Policeoversight.cityofboise.org)
- [Energize.cityofboise.org](http://Energize.cityofboise.org)
- [Cityattorney.cityofboise.org](http://Cityattorney.cityofboise.org)
- [BoiseArtsandHistory.org](http://BoiseArtsandHistory.org)
- [BoisePublicLibrary.org](http://BoisePublicLibrary.org)
- [BEE.cityofboise.org](http://BEE.cityofboise.org)
- [BoiseCompetes.org](http://BoiseCompetes.org)
- [IdahoIceWorld.com](http://IdahoIceWorld.com)
- [GISIdaho.org](http://GISIdaho.org)
- [iFlyBoise.org](http://iFlyBoise.org)
- [RidgetoRivers.org](http://RidgetoRivers.org)
- [WarmSpringsGolfCourse.com](http://WarmSpringsGolfCourse.com)
- [QuailHollowBoise.com](http://QuailHollowBoise.com)
- [LIVBoise.org](http://LIVBoise.org)
- [AdaFireAdapted.org](http://AdaFireAdapted.org)
- [Curbit.cityofboise.org](http://Curbit.cityofboise.org)
- [BoiseFirePipesandDrums.com](http://BoiseFirePipesandDrums.com)
- [LetsMoveBoise.com](http://LetsMoveBoise.com)
- [PartnersforCleanWater.org](http://PartnersforCleanWater.org)
- [OpenSpaceMatters.org](http://OpenSpaceMatters.org)

# [8.0] Key Pages and Templates

Here is a list of key pages and templates that we would expect our partner to design and help implement. We fully expect this list may change based on user research.

## **Pages for the cityofboise.org main site:**

- Home
- Contact
- Press Release
- Department Landing / Home Page
- Service Directory
- Service Request
- Key Service Landing Page
- Citywide Calendar

## **Pages for related site:**

- Home
- Service Landing Page