

Minutes of Website Renewal Committee, RFQ Working Group

February 14, 2022 by Zoom

DATE: February 18, 2022
TIME: 10:48 AM

Meeting convened at 12:02 PM

Members attending: Kimberley Selness and Ellen Cushman

Member not attending: Paul Roberts

Using the base format from City of Glendale, Missouri RFQ for website hosting and design services obtained by Kimberley, and the 12-09-21 minutes of the Website Renewal Committee, Kimberley and Ellen created the following RFQ Scope of Services draft using features of the Glendale RFQ as a guide: <https://www.glendalemo.org/wp-content/uploads/2021/03/Website-RFP-Glendale.pdf>

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] 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>

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, etc.

2. Website Design & Customization

- A. Designing and building the site
- B. Responsive design for desktops, laptops, tablets, mobile phones is quickly loaded on commonly utilized browsers
 - a. Meets or exceeds current accessibility standards
 - b. Language translation
 - c. “Browse aloud”
- C. The site must include ability to:
 - a. Provision for e 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. committees, department pages that are easy to navigate and update
 - h. “custom” homepages for partner websites, specifically Police, Library, Schools to present unique, searchable items
 - i. Town-wide features or initiatives page
 - j. email subscriptions and notifications
 - k. Interactive forms for subscription and self-service transaction fulfillment
 - l. Ability to have multiple banner images
 - m. Include “modern” FAQs/“how do I...?” functions that refer directly to appropriate page
 - n. All Staff directory A-Z not just department-based
 - o. Define Levels of access

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?)
- d. archiving,

3. Content Migration Services

- a. page limits?
- b. Documents limits?
- c. Forms
- d. Guidelines – how to decide what to migrate and who does what

4. Support and Training in use of website and CMS

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

Meeting adjourned 1: 45 PM

Next Meeting, February 15 at Noon by Zoom

Respectfully submitted,

Ellen O'Brien Cushman