## I. Overview of RFP

### Website Evaluation, Content Management, and Redesign of City of Hartshorne Website (cityofhartshorne.com)

The City of Hartshorne is inviting proposals from qualified organizations for the evaluation, analysis, and redesign of its municipal website, cityofhartshorne.com. The aim is to develop a functional and user-friendly interface that strengthens the connection with citizens, local businesses, and potential partners. Specifications are available with Hartshorne City Clerk, [clerk@cityofhartshorne.com](mailto:clerk@cityofhartshorne.com) or call 918-297-2544.

**Submission Deadline**: February 20th at 4pm to the City Clerk

**Bid Opening:** February 20th at 6:30pm (regular council meeting)

\*Council may choose to review bids further in detail and accept a bid at the next council meeting or special council meeting.

## II. Project Objectives and Desired Features

### Overall Redesign Goals:

1. Enhance citizen confidence by providing easily accessible, up-to-date, and useful information.
2. Redesign should reflect the City of Hartshorne's vision and focus on content simplicity and user-centric design.
3. Site should incorporate a user-friendly calendar for community events and alerts.
4. Integrate current online content sharing trends, including social media.
5. Include the ability to quickly add special landing pages for time-sensitive issues or events of public interest.

### Technical Specifications:

1. **Availability**: Proposals must demonstrate a hosting solution that ensures 99.9% uptime, with redundancy and failover systems in place to maintain continuous website availability, ensuring users can access the site at any time without significant downtime.
2. **Accessibility**: The proposed design must comply with WCAG 2.1 AA and ADA standards, ensuring the website is navigable and understandable for all users, including those with disabilities, across various devices and web browsers.
3. **Flexibility**: The website should be built on a flexible platform that can accommodate future modifications such as new features, content updates, and integration with other city systems, without requiring a complete redesign.
4. **Maintainability**: Proposals should detail a content management system (CMS) that allows non-technical city staff to easily update content, manage pages, and maintain the site with minimal technical support.
5. **Stability**: The proposed solution must ensure website stability, with minimal bugs or errors, through robust coding standards, thorough testing procedures, and a plan for regular updates and security patches.
6. **Expandability**: The design should support expandability, allowing for additional modules, increased functionality, and scalability to accommodate growing user traffic and data storage needs without performance degradation.
7. **Capacity**: Proposals must specify the hosting capacity, including bandwidth and storage, to handle high traffic volumes and data-heavy content like videos and large documents, without compromising site speed or performance.
8. **Searchable**: The website should include an advanced search feature with filters, indexed content, weighted search results, and suggestions to help users quickly locate information, documents, or services they are seeking.
9. **Responsiveness**: The design must be responsive, ensuring the website automatically adjusts to different screen sizes and resolutions for an optimal user experience on desktops, tablets, and smartphones.

Ongoing maintenance and support should be provided at no additional cost.

Proposal should Include provisions for restructuring existing information and a certain number of redesign hours per month (optional).

## III. Project Criteria for Proposals

The city seeks a forward-thinking design approach that prioritizes citizen-focused content organization, reflecting the needs of the community rather than a department-centric view. The proposal should illustrate a plan to achieve this, taking inspiration from websites like www.lacity.org.

## IV. Scope of Work

Proposals must describe a comprehensive technical plan to accomplish the required work, including:

1. **Work Program Description**: Detail the steps and tasks involved in the project.
2. **Technical Considerations**: Explain how each technical specification will be addressed.
3. **Technical Element Definition**: Provide the degree of detail for each technical element in your plan.
4. **Reporting**: Indicate when written, deliverable reports will be provided.
5. **Payment Schedule**: Outline progress payments upon completion of milestones or tasks.