



## ***Request for Information***

**#XXXX-XXX**

### **Website, Hosting, Content Management Solution**

May XX, 2022

Responses Due: June XX, 2022 at 4:00 P.M.

***Submit Responses and Questions via email to:***

Luke Smude

[luke.smude@redondo.org](mailto:luke.smude@redondo.org)

City of Redondo Beach  
415 Diamond Street  
Redondo Beach, CA 90277

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## 1. Introduction

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The City of Redondo Beach (“City”) is seeking responses from qualified firms with ability to provide a new website, content management system (CMS), and hosting services to replace the City’s current website located at [www.redondo.org](http://www.redondo.org). In the near future, the City will undertake a total redesign and replacement of its current website in order to better serve the City’s residents, businesses, and all other online visitors.

Project goals include improving online customer service and accessibility, increasing civic participation and communication regarding the City, its programs, and services. The City is seeking a solution that is versatile, forward-thinking, service-based, responsive, easy to update, intuitive, capable of adapting to new technologies and open government applications, with a flexible CMS that integrates with various 3<sup>rd</sup> party applications in use throughout the City.

The City currently utilizes a self-hosted Civica website and Civica CMS through an ongoing agreement with Granicus. The City also leverages SiteImprove to maintain its AA ADA Compliance.

## 2. City Profile

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Redondo Beach is a full-service city with its own police, fire, and public works departments, two public libraries, a performing arts center, fifteen parks, thirteen parkettes, a large recreational and commercial harbor including King Harbor, a 1,500-slip private craft port, the Redondo Beach Pier and Seaside Lagoon, and a bathing and surfing beach.

Located in the choice coastal edge of Los Angeles County, just twenty miles from downtown Los Angeles and seven miles south of Los Angeles International Airport, Redondo Beach has been a preferred resort destination for more than a century and one of the most desirable areas to live in the country. The City’s population has been slowly but steadily growing in the past few years. As of January 2010, the Census reports a total population of 66,748. Median home price is approximately \$612,000.

Significant concentrations of employment and retail activity include the northern industrial complex anchored by the Northrop Grumman Corporation campus; the Harbor/Pier area; the Galleria at South Bay a regional mall anchoring the east end of the City; and an eclectic mix of specialty shops, restaurants and services known as the Riviera Village area in the south end of the City.

Redondo Beach is a “charter city” governed by a council-manager form of government. The Mayor is elected at large, and one Council Member is elected from each of the five City districts. The Mayor and Council appoint the City Manager as the chief administrative officer of the City to guide day-to-day operations.

More information can be found at: <https://www.redondo.org/>

## 3. Intent of Request for information (RFI)

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The information received in response to this RFI will help determine the approach taken, and approximate funding required, to update and replace the City’s website. The City hopes to establish a pool of vendors capable of providing these services with a history of driving the municipal website space forward by delivering solutions that are both powerful and easy to use. The information provided in your response should also educate the City about the solutions you offer and how your firm will be able to help Redondo

Beach improve upon its current website and implement a solution that will be relevant today and dynamic enough to suit the evolving needs of the City over time.

**This is not a solicitation for quotations, bids, or proposals. No contract award will result from this RFI. The City may contact Respondents, at its sole discretion, for additional information or online demonstrations. The City shall not be obligated to contact any respondent, to purchase goods or services related to this RFI.**

**Response to this RFI is not mandatory to be considered for any future solicitation for a website replacement project. The City will determine, in its sole discretion, whether to proceed with a solicitation following the RFI. It is entirely the respondent's responsibility to remain informed of the City's issuance of any future solicitations. The City assumes no liability for failure of respondents to obtain and respond to any such solicitation.**

#### **4. Project Objectives**

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The City desires information on comprehensive website solutions that have the flexibility and capability to meet current and future needs for design, content management, and hosting. The City also prefers a secure solution that limits exposure to cyber attacks and data breaches.

The objectives of the project include, but are not limited to:

- Migrating data from exiting website to the new content management system
- Improving the overall website experience and user flow
- Creating simple, easy-to-use services online
- Creating a sustainable workflow to manage content contributions and calendars
- Separating design from content so the content contributors only make text edits.
- Refreshing and improving the overall design
- Search Engine Optimization

#### **5. Anticipated Scope**

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The anticipated scope of this project includes the items below required to launch a new website for The City. The City intends to continue improving its online services beyond implementation by using integrated technology based on identified user goals (e.g. reporting, request tracking, tracking city projects). We look to your firm to propose attainable areas for improvements based on user need during the redesign and recommendations for enhancements you have seen be successful in other jurisdictions.

The anticipated scope includes:

- Research and Discovery
- User Testing
- Content Audit
- Design
- Development
- Content revisions/recommendations of top identified pages
- Analytics integration and setup using Google Analytics and Tag Manager
- Migration
- Quality Assurance
- Launch
- Training and Documentation

## 6. Expected Functionality

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A The following is a list of expected and/or desired features, functionality and integrations. Recommendations to any of these items are welcome. The following list is not ordered by priority:

- Mobile-first design
- Robust search capabilities
- Document Management that allows back-end users to replace files without updating links
- Calendar with search and filter capabilities
- Page-specific and global configurable alerts
- Embedded media, including videos and galleries/slideshows
- Forms capable of conditional logic and custom submission messages
- Dynamic news frames or carousels that are easy to update
- User Management including role-based permissions
- Draft status and page scheduling features that allow users to schedule pages to go live
- User-friendly analytics and reporting tools
- Social Integration to facilitate distribution of shared content and calendars
- Active Directory integration
- API Integration
- Searchable Archive
- Broken Link Checker
- Website Hosting and Security Infrastructure
  - Data protection, monitoring, and backups.
  - Disaster recovery.
  - Database and network redundancies.
  - Antivirus protection.
  - Intrusion detection and prevention.
  - Available compute resources for normal site usage and peak site usage.
  - Uptime SLA
- Customizable Design Template to differentiate City's website from other jurisdictions

## 7. Submission of Response

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Vendors should prepare their responses based on their best fit recommendation from their total line of available products and services related to website design, CMS, and hosting. If additional options exist in your product line, please provide additional information on these solutions as well.

All responses must be submitted via email to Luke Smude at [luke.smude@redondo.org](mailto:luke.smude@redondo.org) no later than 4:00 P.M. Pacific Standard Time, on June XX, 2022. Responses may not be accepted after the stated time.

**Proposal Response Format.** In order to assist in the review of all responses, vendors are being asked to submit a bookmarked PDF document that includes the following sections and content.

Section	Description
1. Introduction/ Summary	A letter of introduction that provides an executive summary of the Firm's experience and product offering relevant to the scope of work described in this RFI. <b>Limit 2 pages</b>

<b>2. Experience and Background</b>	Explain your organization's capability to achieve the objectives of this project with reference to prior experience, available resources, etc. <b>Limit 2 pages</b>
<b>3. Product Overview</b>	Provide a detailed description of the proposed solution to address the City's needs in each area: 1) Website 2) Content Management Solution 3) Hosting
<b>4. Pricing</b>	Provide an estimated budget based on previous implementations you have completed in other jurisdictions.
<b>5. Implementation</b>	An overview of implementation methodology and recommended approach to implementation as well as the expected timeline based on the anticipated scope and functionalities listed above.
<b>6. Training Plan</b>	Provide a sample training plan for delivery of a series of technological and functional training sessions for staff at various recommended permission levels.
<b>7. Testing Plan</b>	Provide a sample testing plan that illustrates your testing approach and how it will set the City up for a successful implementation and go-live.
<b>8. Support</b>	Review of support services offered and recommended including but not limited to: 1) System Administration – remote performance monitoring, tuning, loading of patches, and version releases, etc. 2) User Support – hours of service, average/guaranteed response time, ticketing system used, resources available, escalation process 3) Support for 3rd Party Partner applications 4) System Enhancements – approach to user enhancement requests 5) Online Training / Library resources 6) User Groups and Conferences 7) Skillset required for administration of system 8) System Back-up, Redundancy, Disaster Recovery Services
<b>9. References</b>	Please provide at least 3 current customers that we may contact to further research the proposed solution. Please provide 1) City Name 2) Services provided 3) Website URL 4) Contact Person (telephone/email address) 5) Features of this site that illustrate your firm's ability to

## 8. Questions and Communications

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All questions, concerns or comments regarding this RFI must be submitted via email to Luke Smude at [luke.smude@redondo.org](mailto:luke.smude@redondo.org). Answers to such inquiries, as well as any revisions to the request for information, will be publicly posted on the City's vendor portal in the form of an addendum. Any addenda shall become a part of this RFI. Conversations and/or other interpretations or clarifications shall be without legal or contractual effect.

All questions regarding this RFP must be submitted through the vendor portal noted above and must be submitted no later than May XX, 2020 by 4:00 P.M. Pacific Standard Time.