



NOTICE INVITING PROPOSALS FOR WEBSITE DESIGN AND IMPLEMENTATION OF A NEW WEB CONTENT MANAGEMENT SYSTEM

INTRODUCTION

The City of Brooklyn Park invites prospective Respondents to submit Proposals for the design of a website for the City of Brooklyn Park and the purchase and implementation of a web Content Management System (CMS) along with website design, development and implementation services. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposals (RFP).

The City's current web design does not meet the needs of our increasingly diverse community. As the second largest suburb in the Minneapolis / St. Paul area, Brooklyn Park is a leader in the region for delivery high-quality services and our website must be reflective of that status. The current CMS is inefficient for our purposes and the operability of the site is limiting. Furthermore, it is our desire to construct a website that is customer-focused with an emphasis on service delivery and communication connections rather than a repository of documents and/or data.

Proposals must be received at:

Brooklyn Park City Hall
5200 85th Avenue
Brooklyn Park, MN 55419

by no later than 4:30 p.m. (CST) via mail or in-person on February 22, 2012, at which time we will no longer accept Proposals. Late Proposals will not be accepted. Prospective Respondents are responsible for having Proposals deposited on time at the place specified and assume all risk of late delivery, including any shipping delays or handling by couriers or City of Brooklyn Park employees.

All inquiries and comments concerning this RFP must be directed to Michael Sable for response and sent via e-mail to: Michael.Sable@brooklynpark.org or phone at 763-493-

8005. Responses to questions or comments provided by any other person, employee, or City office concerning the RFP will not be valid and will not bind the City.

Finalists will be determined based on meeting the eligibility, developmental and technical requirements listed below; should more than three firms meet the general requirements of the RFP, City of Brooklyn Park will choose finalists based on:

- Completeness and inclusion of requested information
- Qualifications and experience of vendors and staff
- Past performance of vendors, including number of clients and references
- Similar quality projects completed by vendors
- Ability to meet deadlines and budget requested by City of Brooklyn Park
- Cost effectiveness of the submittal

Finalists will be invited to conduct a final on-site or web-based presentation to be arranged at a future date. Participation is required in order to be considered for award of the project and City Staff will make every effort to accommodate scheduling. The presentation may be recorded for future reference by the selection committee.

Respondents to the RFP must submit one (1) copy of their printed and bound proposal as well as a digital copy. Proposals should be submitted in a sealed envelope within the shipping package. The package and proposal should be clearly marked as follows:

PROPOSAL FOR: WEBSITE DESIGN AND CONTENT MANAGEMENT SYSTEM

**ATTENTION: Michael Sable, Asst to City Manager, 5200 85th Avenue,
Brooklyn Park, MN 55443**

Award will be announced to the finalists, and winning vendor agrees to negotiate a final scope-of-work and contract terms at that time.

All information submitted is subject to the Freedom of Information Act and may be made available to the public or to requestors.

REQUEST FOR PROPOSALS

Date of Request:	February 1, 2012
Item Description:	This RFP addresses the City of Brooklyn Park's desire to contract the design of a website and purchase a Web Content Management System including all software and related services for the setup, customization, installation and implementation of that system.
Closing Date:	February 22, 2012
Additional Information:	The information presented represents the City of Brooklyn Park's research and development regarding this project to date. While the City of Brooklyn Park has envisioned a certain type of architecture, the City of Brooklyn Park recognizes that there may be comparable or possibly better solutions available. Please feel free to offer any opinion and or suggestions that may appear to be out-of-scope, but which may fit with the City of Brooklyn Park's underlying goals as stated in this RFP.

PART 1: Insurance and Indemnification Requirements

- 1) Vendor shall at all times during the term of the agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive General Liability Insurance, with minimum limits of One Million Dollars (\$1,000,000) for each occurrence, combined single limit, against any personal injury, death, loss or damage resulting from the wrongful or negligent acts by Vendor.
- 2) Vendor shall at all times during the term of the agreement carry, maintain, and keep in full force and effect, a policy or policies of Professional Liability Insurance, with minimum limits of One Million Dollars (\$1,000,000) for each occurrence.
- 3) Vendor shall at all times during the term of the agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive Vehicle Liability Insurance covering personal injury and property damage, with minimum limits of Five Hundred Thousand Dollars (\$500,000) per occurrence combined single limit, covering any vehicle utilized by Contractor in performing the services required by the agreement.
- 4) Vendor agrees to maintain in force at all times during the performance of work under the agreement worker's compensation insurance as required by law.
- 5) Vendor shall require each of its sub-consultants or sub-contractors to maintain insurance coverage which meets all of the requirements of the agreement.
- 6) Vendor agrees that if it does not keep the aforesaid insurance in full force and effect City may either immediately terminate the agreement or, if insurance is available at

a reasonable cost, City may take out the necessary insurance and pay, at Vendor expense, the premium thereon.

PART 2: Guidelines & General Information

- 1) Vendor Proposals may be withdrawn at any time prior to the February 22, 2012.
- 2) Respondents are advised to become familiar with all conditions, instructions, and specifications of this RFP. By submitting a proposal, Respondent represents and warrants that it has thoroughly examined and become familiar with work required under this RFP, that Respondent has conducted such additional investigation as it deems necessary and convenient, that Respondent is capable of providing the equipment, goods and services necessary to furnish, install and support the website for city use in a manner that meets City of Brooklyn Park's objectives and specifications as outlined in this RFP, and that Respondent has reviewed and inspected all materials submitted in response to this RFP. Once the award has been made, a failure to have read the conditions, instructions, and specifications herein shall not be cause to alter the contract or for Vendor to request additional compensation.
- 3) The Vendor selected for the contract will be responsible for complying with all conditions of this RFP and any subsequent formal agreements. All responses provided should be as detailed as possible to provide the proposal evaluators with enough information to make a fair assessment of the Vendor's services.
- 4) Each Respondent shall state the delivery date for the work outlined in the PROPOSAL SCOPE in terms of business days during the Vendor's initial timeline meeting, including design and implementation of each phase.
- 5) Every supplier of materials and services and all contractors doing business with the City of Brooklyn Park shall be an "Equal Opportunity Employer" as defined by Section 2000 (e) of Chapter 21, Title 42 of the United States Code and Federal Executive Order #11246, as amended by Executive Order No. 11375, and as such shall not discriminate against any person by race, creed, color, religion, age, sex, or physical or mental disabilities with respect to hiring, application for employment, tenure, terms or conditions of employment.

PART 3: Development and Technical Requirements

1) Website Objectives

There are a number of primary objectives to be accomplished by the development of a new website, both focused externally on website visitors and internally on website administrators. Aside from specific functionality, the website should meet the following overarching goals:

- a) Provide accurate, current, comprehensive information to City of Brooklyn Park audiences, in a visually appealing, user-friendly way.
- b) Make it easier for audiences to interact with the City of Brooklyn Park.
- c) Move transactions online, for citizens and businesses to provide convenience for users and convenience and efficiency for the City of Brooklyn Park.
- d) Provide round-the-clock access to City of Brooklyn Park information and transactions.
- e) Reduce City of Brooklyn Park staff time to handle routine inquiries.
- f) Market and showcase the City of Brooklyn Park
- g) Comply with Section 508 of the Rehabilitation Act of 1973 in all areas
- h) Offer a variety of communication methods to keep audiences up-to-date, including e-mail notifications, SMS text messages, RSS feeds and Gov 2.0 interaction.
- i) Promote the use of on-site media through photo, audio and video posting methods that encourage user viewing and, when appropriate, feedback and interaction.
- j) Simplify website administration, allowing users of all skill levels the opportunity and means to update assigned sections of the website.
- k) Enable site administrators to interact with a larger community of software users in order to develop best-practices and share general information.
- l) Build upon proven and accepted website development standards while maintaining the flexibility to easily grow and add new functionality for audiences and administrators over time and with minimal cost.

2) Audience and Site Structure

The website may contain information pertaining to a variety of different audiences; the navigational architecture of the site should therefore take those audiences into consideration, making structure, City of Brooklyn Park and ease-of-navigation among the top priorities in a website content migration and development process.

Audiences served by the City of Brooklyn Park's website include:

- a) City Council and city staff
- b) Community commissions
- c) Internal and external municipal committees
- d) Community residents
- e) Local and regional businesses
- f) Potential visitors and tourists

- g) Local business clientele
- h) Community or area employees
- i) Area Chambers of Commerce
- j) Area Conference and Visitors Bureaus
- k) Vendors doing business or seeking business with the community
- l) Area School Districts
- m) Residents or visitors seeking employment
- n) Local or regional press / media
- o) Community activists
- p) Students

3) Experience and Development Criteria

Preference will be given to vendors with experience developing municipal government websites, with special attention given to vendors' breadth of experience, number of references, years of experience and expertise of staff. Additional development criteria include:

- i) The website will be developed through the cooperation of City of Brooklyn Park and the vendor and facilitated under the supervision of a dedicated project management professional in the direct employ of the vendor.
- ii) Vendor will supply a team of development professionals to supplement the development process lead by the project's manager. This team should include staff members skilled in municipal website navigation and architecture, municipal website design and support and training of the content management system.
- iii) Vendor shall have a proven development process and flexible timeline structure that favors the availability and time commitment of the City of Brooklyn Park. Vendors should be prepared to share details of their development timelines and processes in Proposals submitted to City of Brooklyn Park.
- iv) The content management software must be a proven platform for website development and website architecture. Developed that is requested and approved by City of Brooklyn Park should be performed by the vendor utilizing agile software development methodologies that encourage collaboration between the developer and City of Brooklyn Park in an iterative process.

4) Design Guidelines and Qualifications

The visitor-facing design of the website should be welcoming, attractive and created by a member or members of the vendor's professional design team. The final version of the design should be a collaborative effort between City of Brooklyn Park and the vendor, incorporating elements that effectively represent the brand and image desired by City of Brooklyn Park through a consultative development process. Specific design guidelines and qualifications include:

- i) As a part of standard website project development, the vendor shall develop an original design for City of Brooklyn Park and, over a period of time during the development of the website, consult with key members of City of Brooklyn Park's website committee to make revisions and alterations to the vendor's original design submission.
 - ii) Website design must be visually appealing, incorporating the City of Brooklyn Park colors and logo where appropriate.
 - iii) Vendor should be able to provide design elements utilizing stock photography in the event that representative photography of City of Brooklyn Park is unavailable.
 - iv) Design elements should include photographs that are easily updated.
 - v) Website design must maintain consistency throughout all pages to maximize usability, except where differentiating between departments and / or sections of the website as requested by City of Brooklyn Park.
 - vi) Vendor must have the capability to provide original designs for subsites associated with the primary site within the framework of the primary project development period.
 - vii) Design should be compatible with the City of Brooklyn Park branding program.
 - viii) The final version of the website should be easily identified as the Official Site of the City of Brooklyn Park
 - ix) No advertisements, or pay-per-placement graphics, icons, or elements, will be allowed on the website.
 - x) Website design and associated elements should comply with Section 508 of the Rehabilitation Act of 1973.
 - xi) Ownership of the website design and all content should be transferred to the City of Brooklyn Park upon completion of the project.
- 5) Website Content Management Guidelines, System Features and Applications

The vendor's Content Management System (CMS) should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update their new website. The content management system may feature plug-in applications or modules that enhance the functionality of the website, though core features of the CMS should center around ease-of-use, flexibility and, for ongoing stability, an established information architecture and hosting environment.

a) The system must allow non-technical content contributors the following abilities:

- A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a back-end administrative system.
- Quick and easy access to add and update calendar listings, with editing methods available through a direct, front-end interface or a robust back-end interface.
- Content publishers should be able to add and update menu items if assigned the appropriate permission level.
- The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited or removed from the site.
- Content publishers should have the ability to assign multiple content records to a single link, allowing for rotating content.
- The CMS must have a rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles.
- Content contributors must have the option to use pre-created page templates to assist in the formatting and development of new content.
- Content contributors must have the option to share templates with and use templates from a wider community pool which shares best-practice page development.
- Users who wish to add simple links – either internal or external – should be provided with an option to do so through an automatic hyperlinking option.
- Content added to the site, whether as a part of page content or additions to plug-in applications or modular elements shall feature delayed posting and automatic expiration abilities.
- Notification of expiration of site content shall be received by content owners through notifications available via an in-CMS action center, a dashboard administrative display and/or e-mail notifications.

- All published content on the website shall be automatically archived and retrievable at any time without having to refer to backup tapes.
 - The administrative portion of the CMS shall be accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.
 - Round-the-clock access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums
 - Trained content creators of the content management system shall have access to live support via e-mail or phone during vendor's normal business hours.
- b) The system shall also include the following features for use by advanced administrative users:
- Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and City of Brooklyn Park.
 - Reports detailing broken links on the website, including the referring page location so that links can be corrected
 - A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be filterable by start and end dates, times, by content time and by action taken. All history shall be exportable.
 - A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful
 - Feature area control on website pages, including the ability to add featured areas and assign content to those areas
 - Higher-level users shall have the ability to create content categories within CMS applications and modules and edit the parameters for categories, as well.
 - A method by which administrators can create friendly URLs and social media icons (i.e. chicklets)
 - Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site

- Access to site search statistics, including the ability to filter searched terms by date and time; search terms should have the ability to be exported
- The ability to manage administrative access to the site through a non-separable user permission system that defines in-system rights and workflows for both general content and modular applications that are included as a part of the CMS.
- The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.
- Round-the-clock access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums
- Designated administrators shall have round-the-clock access to live support via phone for emergencies.

In order to offer the most effective and applicable website possible to City of Brooklyn Park's intended audiences, the vendor's website content management system shall feature a full suite of functionality and applications designed for effective information-sharing for website content contributors and administrators, and interactive features for site visitors. Deliverables that are included as a standard part of the website content management system shall include:

c) System Administration Capabilities

- Page creation ability featuring the following page and section creation options:
 - Dynamic Online Editor (Rich Text Editor)
 - Pre-created section templates
 - Community-created page templates
 - Dynamic link creation
 - HTML upload ability
- Ability to add and edit banners to specified areas of the website
- Capability to administer branch sites associated with the primary site
- Site search statistics, including the ability to filter searched terms by date and time; search terms should have the ability to be exported

- An administrative center for reviewing, filtering and exporting overall website statistics, including the ability to view statistics by page and presenting the information in a graphical representation
- If necessary, one or more Secure Sockets Layer (SSL) certificates to encrypt data contained in site transmissions
- A password-protected area of the website, available only to those users approved to access secure content
- A report detailing all changes and activity taking place on the website through content contributors and administrators; the report shall be filterable by start and end dates, times, by content time and by action taken
- All published content on the website shall be automatically archived and retrievable at any time
- Ability to convert documents to PDFs via an included PDF conversion method
- Assignment of multiple content records to a single link, allowing content to rotate
- Assignment of multiple banners to a single page, allowing banners to rotate
- Content added to the site, whether as a part of page content or additions to plug-in applications or modular elements, shall feature delayed posting and automatic expiration abilities
- Included spell-check functionality
- A non-separable user permission system with multiple levels of rights that defines in-system rights and workflows for both general content and modular applications that are included as a part of the CMS
- A non-separable group permission system, that allows permission levels to be attributed to groups to which users can be added
- A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site
- An infinite page structure system that allows the addition of an unlimited number of pages by City of Brooklyn Park
- An infinite menu level system that allows the addition of an unlimited number of menu levels by City of Brooklyn Park
- An administrative dashboard with a customizable interface that displays critical shortcuts, on-site items that require attention, workflow management, recent activity logs and an internal messaging system that displays administrative messages and updated information

d) Modular Applications and System Functionality

- A document repository specifically designed for agendas, minutes and other historical documents, with built-in filtering abilities, search capabilities specific to the application and a reverse-chronological display
- Bid posting functionality through an application specifically designed to display bids for multiple departments with filtering options by status
 - Ability for site visitors to subscribe to updates from individual bid categories through HTML e-mail, plain-text e-mail or SMS text messages
- An integrated blog module with options for multiple blog categories and user comments
- An easily searchable business and resource directory with the ability to display basic resource information, photos and links to additional material, which includes integrations with mapping search engines
- An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
 - Calendar events shall be able to be set up as single events or recurring events, with options for daily, weekly, monthly or annual recurrences
 - Calendar events with associated addresses shall be automatically mapped to at least one web-based mapping site
 - Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description
 - The site visitor shall be able to view calendars by a list of events, a week view or a month view
 - Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords
 - Each calendar category shall, if desired, post events automatically to an RSS feed; the category feeds shall be available individually or collectively
 - The full on-site calendar and individual calendar categories shall produce an associated iCal feed that can be imported into major calendar applications (both desktop and web-based); individual calendar events shall produce an associated iCal file for the single event
 - Ability for site visitors to subscribe to updates from individual calendar categories through HTML e-mail, plain-text e-mail, SMS text messages, RSS feeds and to view calendar updates through popular social-networking applications
- An on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file
- Easily visible and changeable emergency alert notifications that link to critical on-site information

- An expanded resource and information directory built specifically for public facilities, with an included method to request reservations
- A Frequently Asked Questions (FAQ) application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
- A free-form “spotlight” widget with unlimited categories that encourages additions of hyperlinks, images, videos and other content in multiple structural areas of the site
- An online form development tool for the City of Brooklyn Park to develop interactive forms
 - Ability to have unlimited categories of forms, with an unlimited number of forms in each category
 - Method by which form data is stored in a database and can be exported in a usable format from the content management system
 - Capability to merge forms with other applications of the content management system, such as a citizen request management system or e-payment system
 - Ability to customize forms for request management purposes and tie directly into associated request-management tools
 - Ability to customize forms to accept and process payment through integrated e-commerce functionality without the need to connect to a third-party software source
- Job posting functionality through an application specifically designed to display jobs for multiple departments with filtering options by status
- Ability for site visitors to subscribe to updates from individual job categories through HTML e-mail, plain-text e-mail or SMS text messages
- A central video repository for the posting and display of video; within the media center, vendor shall allow the creation of an unlimited number of channels
 - Ability to upload multiple videos to quickly create and publish entire video channels to the website
 - Ability to feature one or more videos on the primary media center portion of the website
 - Allow site visitors to “like” popular videos and the inclusion of a “People’s Choice” area of the media center
 - Ability to quickly edit videos and channels from the public-facing portion of the website
 - Ability to broadcast live video through a connection between the CMS’ media functionality and a variety of video-capture devices

- A news and announcements application that allows an unlimited number of news categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category
 - Ability to feature news and announcements on individual pages and in multiple structural areas of the site
 - News items can easily be associated with images
 - Each news category shall, if desired, post events automatically to an RSS feed; the category feeds shall be available individually or collectively
 - Ability for site visitors to subscribe to updates from individual news categories through HTML e-mail, plain-text e-mail, SMS text messages, RSS feeds and to view news updates through popular social-networking applications
- Subscription functionality that allows site visitors to subscribe to one or more on-site topics and receive updates through an e-mail; subscription application may contain an unlimited amount of categories and has the ability to deliver an unlimited amount of correspondence
 - Ability to create professional HTML newsletters through the subscription service and deliver to an unlimited number of subscribers
 - Subscription ability tied into multiple other pieces of the content management system including calendars and news applications
 - A double opt-in security system that prompts subscribers to confirm subscriptions and reduces the number of non-functioning e-mail addresses in the system
 - No visible use of the CAPTCHA system
 - Ability to select delivery via plain-text or HTML e-mails
 - Ability to select delivery through SMS text messages
- An online job application system that allows site visitors to create an online profile with employment and background information, upload supporting documentation and apply for jobs posted in the job-posting application
- Ability to create opinion polls
- A central photo and image repository for the posting and display of images; within the gallery, vendor shall allow the creation of an unlimited number of categories
 - Ability to upload multiple photos to quickly create and publish entire photo albums to the website
 - Each album shall feature multiple views, including full album views, individual image views and an integrated slideshow function
 - Ability to feature one or more photos on the primary photo gallery portion of the website

- Allow site visitors to “like” popular photos and the inclusion of a “People’s Choice” area of the gallery
- Allow site visitors to submit their own photos for inclusion in the photo gallery
- Allow site visitors to create on-the-fly postcards from any photo gallery upload and deliver, via an integrated messaging system, to an e-mail address of their choice
- Ability to quickly edit photos and albums from the public-facing portion of the website
- Ability to make images in a single album or throughout the entire gallery copyright protected and unable to be right-clicked for downloading or copying purposes
- Ability to assign default credit to images within an album, or to give individual credit on individual images
- An application designed to display links to other pages within the website or external pages on other websites, with the ability to feature these links on individual pages and in multiple structural areas of the site; application may have unlimited categories and an unlimited number of links within each category
- A citizen request management tool that allows users to log complaints or requests with City of Brooklyn Park and interact with City of Brooklyn Park in order to resolve requests
 - Capacity for unlimited request categories and unlimited request forms
 - An online profile builder that allows users to create a personal on-site presence for the purpose of returning to the site to read responses from City of Brooklyn Park or to request additional services
 - A method by which City of Brooklyn Park staff can view and respond to user requests
 - Ability to add comments, files and images to an individual request history
 - Ability to create form letters associated with responses to requests
 - Ability to create work orders associated with requests
 - Ability to tie similar requests together for single, uniform responses to multiple users
 - Management methods to allow requests to be closed and reopened
 - Rules and alerts to escalate requests to other parts of City of Brooklyn Park in a time frame and to individuals designated by City of Brooklyn Park
 - Mapping functionality that allows City of Brooklyn Park administrators to view requests by category or by type on an integrated web-based map, with the capacity to filter requests by assignee, status and date

- Ability to export request data, with the capacity to filter requests by assignee, status and date
- Statistical analysis of data by application, category, request type and assignee
- A complete agenda creation application that encompasses the entire process of creating and publishing agendas and minutes to the website. This includes:
 - creation of agenda items
 - customized workflow routing
 - agenda building
 - automatic user notifications of new agendas and minutes
 - ability to create minutes from the completed agenda template.
- An application that allows City of Brooklyn Park to post and display public real-estate locations, detailing property specifics and contact information for further inquiries
- A citizen-centric log-in portal that allows users to personalize their website experience by creating and building out a dashboard of the items from the website in which they are most interested. Should use single sign-on functionality, and users should be able to build out custom “widgets” for display on their dashboard
- A staff directory with unlimited levels of departments, sub-departments, divisions and groups, with options for expanded staff biographies and images; e-mail addresses associated with directory listings shall be automatically obscured from automated methods of e-mail collection
- Database display ability that imports tabled information and allows City of Brooklyn Park staff to specify and create search fields and filters specific to the database
- Functionality that simplifies the posting and hyperlinking of documents into on-site content
- A table-building application designed to create tables in on-site content
 - Full accessibility options provided in an easy-to-use interface that promotes all table-based aspects relating to Section 508 of the Rehabilitation Act of 1973, including specification of heading rows, specification of heading columns, addition of captions, alignment of captions, association of cells with headers and an overall summary of the table
 - Unlimited columns and rows in created tables
 - Ability to alter table properties, including border colors, border width, border type, overall table height, overall table width, cell padding, cell spacing, alignment, background colors, importing CSS classes from overall website styles and addition of background images

- Ability to alter individual cell properties, including height, width, alignment of in-cell content, background color, importing CSS classes from overall website styles, addition of background images and text-wrapping format
- Image management tools for the addition of images to on-site content through web pages and modular elements associated with the content management system
 - Image editing abilities on uploaded images, including the ability to change opacity, resize images dynamically based on width and height, ability to constrain proportions, flip images, rotate images, crop images, restore images and save altered images as either a thumbnail or alteration of the original upload or to replace the original upload with the altered image.
 - Capacity to upload multiple images at one time and associate images with specific pages; the maximum file size should be no less than two (2) megabytes
 - Ability to preview images prior to association with on-site content
 - Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment, margins and application of CSS classes from overall website styles
 - Full accessibility options provided in an easy-to-use interface that promotes all image-based aspects relating to Section 508 of the Rehabilitation Act of 1973, including specification of alternate text and long descriptions
- Image mapping tools to create clickable maps or images with multiple hyperlinked points
- Integrated Flash management
- Integrated Media management
- Creation of slideshows using multiple images and common tools found in the image management portion of the website content management system
 - Ability to alter the order, speed, transition type, transition duration and layout of on-site slideshows
 - Images shall automatically resize to common and specified dimensions in slideshows
- For higher-end users, the capability to view the HTML code of any individual page and directly alter the code as necessary
- Easy embedding of audio, video, media and social-networking applications with associated embed codes

- Integration with common social-networking applications such as Facebook and Twitter
 - Ability to allow site visitors to view archived content
 - RSS feeds associated with multiple on-site applications on a category-based level
- e) City of Brooklyn Park may desire the addition of optional features and applications, including, but not limited to:
- Live chat for City of Brooklyn Park staff to interact with site users
 - Accessibility software embedded in the website that offers users access to larger fonts and audible content
 - Display of City of Brooklyn Park GIS maps
 - Intranet site design and/or secured access to pages on main web site
 - Mobile friendly web design
 - Agenda management and creation software for automation of City of Brooklyn Park agendas
 - Lightweight Directory Access Protocol (LDAP) integration should be an option
- f) Vendor's content management system shall be built in a stable and proven code base with a reliable information architecture that is hosted at a dedicated facility maintained by vendor. Architecture and hosting requirements include:
- The content management system shall be built in a web application framework optimized for the construction of websites, web applications and web services. Preference will be given to vendors operating in ASP.NET due to the framework's promotion of code reuse for robust development and allowance of programmatic changes utilizing a variety of supported .NET languages.
 - The content management system must be compatible with major browsers, with the vendor confirming support of the following:
 - Internet Explorer, versions 7 and up
 - Mozilla Firefox, versions 3.5 and up
 - Safari, versions 4 and up
 - Google Chrome (optional)
 - Vendor shall maintain a dedicated hosting facility optimized for website hosting and administration.

- Vendor's hosting facility shall be equipped with redundant power sources, controlled by an automatic transfer switch to ensure activation of backup power source in the event of failure of the primary power source.
- Vendor's hosting facility shall be equipped with redundant internet connections to ensure continuous connectivity; BGP routing shall be used to ensure uptime in the event of failure of one provider, and bandwidth of any individual provider shall be sufficient to maintain site status and connectivity.
- Preference shall be given to vendors that split website management between web servers and SQL database servers in order to optimize load time and efficiency in the hosting environment.
- Vendor shall offer enterprise-level DNS hosting, with options for control of the DNS to be given to either City of Brooklyn Park or the vendor. Vendor shall offer full support for BIND v.9 implementation and maintain multiple DNS appliances for primary and secondary servers.
- The City of Brooklyn Park's website and all associated data hosted at vendor's facility shall be backed up daily, collecting the website information from both the web server and SQL database server. Backups should be stored outside of the vendor's hosting facility.
- In all submitted Proposals, vendors shall be able to produce for City of Brooklyn Park a Service Level Agreement that details specifications of the hosting facility and associated guarantees.
- Upon request, vendor shall be able to produce for City of Brooklyn Park a disaster-recovery plan that details vendor's contingency plans for site operation in the event of an emergency.

6) Ongoing Service and Support

- a) Vendor's content management system, including all features and modular applications associated with the content management system, must have qualified and available support included as a part of ongoing services to maintain the content management system, using guidelines, structures and materials meeting or exceeding the following criteria:
 - The vendor shall provide access to live support available via e-mail or phone during vendor's normal business hours.
 - The support team must be fluent in the functionality and uses of both the content management system's features and associated applications and modules.
 - Designated City of Brooklyn Park points-of-contact shall have round-the-clock access to support for emergency purposes.

- Round-the-clock access to support materials including, but not limited to: online training manuals, support FAQs, customer support forums, instructional videos, informational newsletters, informational and support-driven webinars (live and archived), request forms, online education courses and support-related updates through common social networking mediums
 - An online repository of training videos and certification tests for the purposes of fully training new staff members or retraining existing staff members for proven and documented certification of expertise within the content management system
 - Preference will be given to vendors that provide support as an unlimited part of ongoing services rather than a pay-per-use system that discourages customer questions and interaction.
 - In all submitted Proposals, vendors shall be able to produce for City of Brooklyn Park a Service Level Agreement that details guarantees of customer support as well as a service escalation process.
 - Vendor shall provide access to a larger community of software users in order to collaborate, share website management techniques, communicate with vendor staff and browse educational material on technology trends
- b) While website content updates are managed by City of Brooklyn Park through the content management system, vendor must commit to regular maintenance and updating of the content management system and associated applications for the purposes of keeping the existing software up-to-date as well as introducing new functionality and applications. Vendor shall commit to:
- Rolling upgrades of the solution that strengthen and update the content management system's functionality and associated applications
 - Regular maintenance of the content management system to improve existing functionality and, when appropriate, take City of Brooklyn Park requests into consideration
 - An internal process dedicated to reviewing new technologies and implementing development projects in order to provide a more robust content management system with additional features and applications
 - In all submitted Proposals, vendors shall be able to produce for City of Brooklyn Park a Service Level Agreement that details guarantees of upgrades and the dedicated process for improving the software purchased by City of Brooklyn Park.