# CITY OF DAYTON, OHIO
## Request for Information

**Division of Procurement
Room 514, CITY HALL
101 W. Third St.
DAYTON, OHIO  45402**

**RFI No.: 21020JL**

**For Further Information Contact:
Javon S. Lewis, CPPB
Room 514, City Hall
101 W. Third St.
Dayton, OH 45402**
Phone: 937-333-4003
Fax: 937-234-1600
javon.lewis@daytonohio.gov

Date: **March 26, 2021**

**Melissa A. Wilson, CPPB**
Purchasing Agent

## CONTENT MANAGEMENT SYSTEM

RESPONSES MUST BE RECEIVED IN PROCUREMENT DIVISION OFFICE, ROOM 514, NO LATER THAN:
**2:00 P.M. local (Dayton OH) time on April 13, 2021**

Requesting Department/Division: Office of Communications and Public Affairs

**YOUR WRITTEN RESPONSE IS REQUESTED FOR THE FOLLOWING:**
Pre-Qualification for the potential replacement of the City's existing content management system.

Any reference in these solicitation documents to (proposal, proposer, and proposing) shall be understood to mean (bids, bidder, and bidding).

The deadline for questions will be 4:00 P.M. local (Dayton OH) time on April 1, 2021, and shall be emailed to Javon.Lewis@daytonohio.gov with Subject: 21020JL Questions.  Responses will be posted to www.daytonohio.gov website on April 5, 2021.

For additional information on this Request for Information (RFI), please contact the Division of Procurement, Javon Lewis at (937) 333–4003.

**Please, submit one (1) signed original PDF bid to bids@daytonohio.gov.**

# REQUEST FOR INFORMATION

# FOR THE CITY OF DAYTON, OHIO

# DIVISION OF PROCUREMENT
## FAX NO.  (937) 234-1600

Date: _____          Buyer: Javon Lewis <u>Voice (937) 333-4003</u>          RFI No. 21020JL

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**The purpose of this Request for Information is to enable the City of Dayton ("City") to gather information on various system options and to identify <u>qualified</u> vendors who can provide information about their products, services and solutions.**

**Nothing in this document shall be construed as obligating the City to issue such an RFP.  This RFI is issued solely for information and planning purposes and does not constitute a solicitation. Responses to this RFI will not be returned and respondents will not be notified of the result of the review.**

**The City acknowledges that it has relied heavily upon systems functionality and capability statements of one manufacturer in specifying the requirements of this solicitation document.  It has done so for the purposes of adequately communicating the desired outcomes for the City and not, in any way, to prefer this specific brand, or type of equipment.  At the time of preparation of these documents, this is the only source of this type of equipment and program known to the City.  The City encourages competitive systems that meet the stated needs of the City and which are focused on providing viable, efficient, effective operational solutions to the requirements defined in this RFI.**

## Please answer all the questions in Attachment Questionaire.

### Introduction
The City's Office of Communications and Public Affairs ("PA") is seeking to understand the capabilities, features and prices in the marketplace for Content Management Systems (CMS). Respondents are asked to provide information in order to assist the City of Dayton to:

- Determine the level of market interest;
- Obtain information on potential technologies and/or approaches;
- Obtain information that would enhance the success of a future procurement opportunity for this project; and
- Obtain high-level cost estimates for budget purposes.

### Background
The City's Office of PA is requesting information from interested parties for the potential replacement of its existing CMS.  The City currently manages its website through a propriety government-focused CMS. While this system has met some of our needs, over time our web operations have grown to require a more scalable solution.

This Request for Information (RFI) is intended to gather information that could assist the Office of PA in the development of a future procurement process.  This is an inquiry and request for information only and does not imply either a commitment by the City to proceed with the work contemplated or a commitment by the City to purchase.  In the event that sufficient information is received, the Office of PA may, but is not obligated to, initiate a competitive procurement process.  If the City decides to proceed with work or to further pursue additional procurement processes, the City is under no obligation to advise any respondent to this RFI.

## Scope

The primary objective of this RFI is to obtain information from industry experts on the most current version of a CMS along with design, hosting, and data migration services to replace its current internet website, www.daytonohio.gov. The scope of this project includes:

1. Frontend re-design of the City's internet website, www.daytonohio.gov.  New design must be modern, user experience focused, and strive to make navigation as simple as possible.
2. Replacement of the existing proprietary CMS with a new modern, scalable, secure, and easy to use backend for content editors.
3. Migration services to help migrate data from old system to new.
4. Website server hosting, backups and redundancy, customer support as needed, near 100% uptime.

## Technical Specifications:

For this new system to meet the needs of the City, it must:

- Be scalable
  - o Able to adopt new features and be extendable via extensions, plugins, etc.
  - o Support themes, templates, or master layouts that can be changed or modified as needed
  - o Support for a page builder with drag and drop capabilities would be preferable
- Be secure
  - o Take steps to prevent common web vulnerabilities such as Cross Site Scripting, SQL injection, and malicious file uploads
  - o Frequently updated to patch newly found vulnerabilities with user-friendly update process
- Be redundant
  - o CMS / Vendor must provide near 100% uptime with systems in place to keep the system online in the event of failure
  - o CMS / Vendor must provide scheduled backups of both files and databases
- Have an easy to use and user-friendly back end interface that editors can easily understand or learn quickly
- Have back end user administration features with an approval workflow
  - o Ability to create users and groups that control what those users have access to do
  - o An approval workflow system that allows users with higher access levels to approve submissions from users with lower access levels
- Have a versioning system to allow for restoring removed or changed pages
- Allow for scheduling and expiring of pages and other items
- Have a system for users to subscribe to alerts via text and / or email
- Include a form builder for quickly and easily building web forms
  - o Fields should be able to be made "Conditional" based on input in other fields (i.e. this field shows if field above is filled out)
  - o Fields should be customizable and flexible (i.e. radio buttons that can have a name / label different than its actual value)
  - o Submitted data should be exportable to excel, csv, and other formats
- Have the ability to create "Friendly URLs" / redirects / aliases
- Have a document / image library
  - o Automatic optimization of images for use on the web would be a bonus
- Be GDPR compliant, enforce ADA compliance, include systems to reduce broken links
  - o The ability to schedule scans for ADA issues / broken links would be a bonus
  - o Creation of broken link notifications upon unpublishing / removing content would also be a bonus
- The ability to create micro-sites would be a bonus

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## PROCUREMENT DIVISION
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# RESPONSE FORM

All vendors wishing to be considered for review should respond with an appropriate product relating to the requirements set forth in this document.  In addition to completing the following Dayton RFI Questionnaire, each vendor is asked to submit a brief Capability Statement.  The Capability Statement should discuss the vendor's product's capabilities as they relate to the potential requirements and provide pertinent information that would enhance the City's understanding of the information submitted.

Yes, our firm is interested in providing the City information about our products, services and solutions for a Content Management System:

Company Name :_____

Address:_____

_____
City                                    State                            Zip Code

Fed. ID#::_____

By:_____
          Name and Title (Please type or print)

Signature:_____

Phone No.:(_____) _____

Fax No.: (_____) _____

E-Mail Address:

**All interested vendors should email their response sheet to** bids@daytonohio.gov **on or before 2:00 P.M,. Dayton, Ohio, Time, 04-13-2021.**

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### QUESTIONAIRE

| S O F T W A R E   S P E C I F I C A T I O N S | |
| --- | --- |
| *Questions to be answered* | *Answers* |
| 1. How extendable is the Content Management System? Does it support plugins, extensions, or other solutions? | |
| 2. Does the Content Management System support customizable themes, master layouts, or templates? | |
| 3. Does the Content Management System support content types that can be displayed in a customizable way on the front-end? Are custom content types an option? | |
| 4. Does this Content Management System support creation of backend users and groups? Can this system integrate with Active Directory? | |
| 5. Does the Content Management System provide API's (application program interface) for integration with existing systems? | |
| 6. Does this system support an approval workflow where administrators must approve content submitted by editors? | |
| 7. Does the Content Management System support a versioning system that allows restoring older versions of content? | |
| 8. Can content be scheduled to "publish" on a certain date / time? | |
| 9. Can users subscribe to text message or email notifications for specific content (i.e., subscribing to the RYS calendar only). | |
| 10. Does the Content Management System include an electronic form builder? Can these fields render only when certain conditions are met (i.e., another radio field option is selected)? | |
| 11. Can submitted form data be exported to excel, csv, and other formats? | |
| 12. Does this system support the creation of "friendly URLs" / redirects / aliases? | |

| | |
|---|---|
| 13. Does the Content Management System have a document / image library? | |
| 14. Is the Content Management System GDPR complaint and enforce ADA compliance? Does the system include broken link scanners or systems that help enforce ADA compliance? | |
| 15. Does this system support the creation of micro-sites? | |
| 16. Does this vendor provide hosting, scheduled backups & maintenance, and 24/7 emergency support? | |
| 17. Are data migration services offered by the vendor? | |