

RFP 10894-26

Website Optimization, Front-End Experience, Discoverability, and Implementation Services

Attachment A - Scope of Work

Purpose and Background

The City is seeking professional consulting services to diagnose, design, implement, and deploy improvements that remediate limitations in the front-end user experience of its website that communicates and markets various Parks and Recreation Department services including but not limited to facilities, parks, amenities, trails, events, and recreation activities. All registrations for Parks and Recreation activities and rentals are run through the cloud-based recreation management software, Amilia SmartRec ("SmartRec"). Sports league information is run through Team Sideline. The City's public website environment is hosted on Civic Plus. The City has received feedback that, among these three platforms, users struggle with finding information on programs, services, City facilities, parks, and trails.

The selected consultant will conduct a thorough assessment through engagement and research, then develop a comprehensive improvement plan. This plan will include enhancements to the website and registration software (as needed) to optimize the platforms for key goals: better discoverability, improved customer experience, easier navigation, increased staff efficiency, long-term sustainability, and stronger marketing capabilities. The consultant should first define and document the specific improvements that can be delivered on the City's existing CivicPlus website and show how those improvements map to the City's goals. If the Discovery and Platform Capability analyses (Tasks 2-4) and the Design Package phase (Task 5) show that CivicPlus cannot support an acceptable share of the City's goals, the consultant should recommend an alternative solution architecture and provide an implementation plan to achieve the larger set of goals.

Following the City's approval of the plan, the consultant will enter the implementation phase of the project. Implementation is required and includes configuration, development, testing, deployment, documentation, knowledge transfer, and post-launch stabilization support. The solution must also preserve the City's ability to use analytics and pixels for measurement throughout the customer journey, subject to platform constraints, vendor policies, and City security standards.



Project Objectives

At minimum, the consultant shall:

- Conduct a robust discovery phase including staff meetings, stakeholder interviews, and municipal market comparison.
- Determine which front-end features and improvements are possible within SmartRec's native configuration/customization capabilities and make recommendations for changes.
- Assess SmartRec's extensibility and integration options (including configuration, theming, APIs, and other supported methods) with the Civic Plus city website platform.
- Identify and implement practical solutions to improve program and service discoverability and usability. If SmartRec customization is insufficient or inefficient, recommend and implement solutions that can be delivered within (or alongside) the City's CivicPlus website platform. If Civic Plus website platform is insufficient, recommend an alternative website platform and implement approved solutions following City evaluation and approval.
- Assess TeamSideline integration dependencies to preserve both staff-managed functions and end-user interactions across the platform.
- Design improved system architecture that addresses friction points identified in the Discovery phase (defined in Task 1) and enables staff to market and present programs, information, parks, trails, facilities, and services more effectively.
- Provide an implementation-ready design package and deploy the City-approved solution, including build/configuration, integrations, testing, deployment, and stabilization aligned to acceptance criteria.
- Prepare comprehensive SOPs for all functions so that staff can reliably update the website as needed.
- While the consultant is not expected to have deep expertise in the Commission for Accreditation of Park and Recreation (CAPRA) standards, all deliverables should be structured so they can support the department's future CAPRA accreditation efforts through the National Recreation and Parks Association (NRPA). This includes aligning deliverables with relevant CAPRA criteria and documenting how it supports future accreditation compliance. The consultant should collaborate with City staff to ensure alignment with accreditation goals throughout the project.



Scope of Services

Task 1: Discovery Phase: Project Initiation

The consultant shall:

- Conduct a kickoff meeting to confirm goals, stakeholders, constraints, and success criteria
- Create a plan for engagement with a full list of stakeholder touchpoints, research goals, and timeline of discovery phase for approval and execution
- Facilitate discovery sessions with City staff and any external stakeholders as identified in approved engagement plan
- Document key user journeys
- Review existing site structures, navigation patterns, and current SmartRec and Team Sideline entry points from Civic Plus
- Identify and document granular functional needs affecting discoverability and marketing workflows, including filtering/refinement requirements and curated program collection requirements (defined further in Tasks 5-8)
- Conduct regular, virtual meetings with core project stakeholders to give project updates throughout this phase

Task 2: Discovery Phase: Current-State Experience and Performance Assessment

The consultant shall:

- Assess the current customer-facing user experience across devices (mobile and desktop) and common browsers. Conduct observations/testing with real users attempting to complete common registration tasks.
- Identify friction points affecting discoverability, navigation, and conversion (e.g., search/filter limitations, taxonomy/category issues, excessive steps)
- Perform a baseline performance review of the customer-facing experience and summarize findings in plain language suitable for a non-technical audience. Performance review should include basic metrics such as mobile vs desktop completion rates, abandonment rates, search success, etc.
- Confirm current measurement approach (Google Analytics, Meta Pixel, UTMs, and any others) to ensure requirements to preserve measurement capability are accounted for in solution design
- Conduct regular, virtual meetings with core project stakeholders to give project updates throughout this phase



Task 3: Discovery Phase: Platform Capability and Constraint Analysis

The consultant shall:

- Document SmartRec front-end customization capabilities and constraints relevant to the City's goals (e.g., configuration options, theming/branding, catalog/search behavior, supported integrations)
- Evaluate feasibility and constraints of Civic Plus integration, including but not limited to iframe-based integration and custom front-end architecture for navigation and usability
- Assess current TeamSideline utilization requirements to ensure that proposed solutions preserve, extend, or replace critical staff and end-user workflows.
- Identify Search Engine Optimization (SEO), Answer Engine Optimization (AEO), and, Generative Engine Optimization (GEO) accessibility, security, maintenance, and measurement implications, including considerations necessary to preserve analytics and pixel capability.
- Coordinate with TIS to align recommendations with City technical standards, security requirements, and governance
- Research other municipal organizations of similar parks and recreation services to understand best practices
- Conduct regular, virtual meetings with core project stakeholders to give project updates throughout this phase

Task 4: Discovery Phase: Design Validation

The consultant shall:

- Produce wireframes addressing the City's requirements as goals are identified in the discovery phase.
- Validate feasibility of the proposed approach within SmartRec, Team Sideline and CivicPlus constraints, including dependencies that could affect delivery.
- Where feasibility is uncertain or materially impacts solution selection, produce a limited clickable prototype and/or technical proof of concept (POC) sufficient to validate key assumptions (e.g., filtering experience, representative registration/checkout path as feasible).
- Document validation outcomes, constraints, and required design adjustments prior to final design.
- Conduct regular, virtual meetings with core project stakeholders to give project updates throughout this phase.



Task 5: Design Package Phase

The consultant shall:

- Based on discoverability phase, recommend a design package for City approval. This package must include:
 - Summary of discovery phase and engagement
 - Assessment of all current platforms and recommendations for preservation, replacement, or extension. Importantly, replacement of SmartRec registration software is out of scope for this project and will not be considered in the design package
 - Functional requirements
 - Filtering or recreation program organization requirements, including age/date refinement behavior, filter combinations, sorting, and performance expectations for filter results
 - Curated program collection requirements, including, if feasible: marketer self-service workflow (create/save/publish/update/unpublish), persistence of collections, and how collections are displayed
 - Preservation, extension, or replacement of any current workflows (Team Sideline, Civic Plus), and preservation, extension of Smart Rec workflows (replacement of registration software is not an option for this project.)
 - Non-functional requirements, including accessibility, performance, security, maintainability, browser/device support
 - Solution architecture documentation
 - A delivery plan for the design package that includes milestones, dependencies, resourcing assumptions, and release approach
 - A detailed guide for who does what work both in the implementation phase and an ongoing basis
- Produce a test strategy (functional, accessibility, performance, security) and define go-live criteria (i.e., what must be true before deployment)
- Conduct regular, virtual meetings with core project stakeholders to give project updates throughout this phase
- Conduct additional virtual meetings with decision makers or SMEs as needed

Task 6: Implementation Phase: Configuration, Development, and Integration

The consultant shall:

- As required by the solution, configure SmartRec system settings to enable interoperability features (embedding, API services, etc.) or any supported front-end navigation and discoverability improvements



- Configure and/or develop Civic Plus (or alternative web platform, if approved) templates/pages and any required custom front-end
- Configure and/or develop Team Sideline (or alternative, if approved) pages
- If the approved solution includes an API-based front end, design and develop the front-end application layer and any required services
- Conduct regular, virtual meetings with core project stakeholders to give project updates throughout this phase

Task 7: Implementation Phase: Testing, Remediation, and Go-Live Readiness

The consultant shall:

- Perform functional testing across all user roles and journeys, confirming proper behavior on mobile and across supported browsers.
- Conduct accessibility testing to the City's target standard, including usability testing with real users, especially non-digital first audiences such as older adults and ESL users. Document results and remediate issues within the consultant's scope of control. The city can identify user groups for this testing.
- Conduct performance testing and remediate identified issues within the consultant's scope of control
- Support City TIS security review requirements and remediate findings within the consultant's scope of control
- Deliver a Go-Live Readiness Package that includes:
 - Test results summary (functional/accessibility/performance)
 - Security review remediation summary (within scope)
 - Known issues and workarounds
 - Final "go/no-go" checklist
- Conduct regular, virtual meetings with core project stakeholders to give project updates throughout this phase

Task 8: Implementation Phase: Deployment, Cutover, and Go-Live Support

The consultant shall:

- Prepare step-by-step deployment procedures
- Coordinate deployment scheduling with City TIS, Communications, and Civic Plus governance processes and comply with City change management requirements
- Execute the deployment to production (or support City-led deployment where City policy requires City personnel to execute final steps), including cutover activities such as navigation updates, redirects (if applicable), and enabling/disabling features
- Perform post-deployment validation in production, verifying:
 - Critical user journeys



- Filtering/refinement functionality
- Curated collection workflows and landing pages
- Analytics/pixel and attribution behavior (as feasible)
- Provide go-live support during the initial launch window, including rapid triage of issues and remediation within scope.
- Conduct regular, virtual meetings with core project stakeholders to give project updates throughout this phase

Task 9: Project Closeout and Knowledge Transfer

The consultant shall:

- Provide a content governance model that outlines who updates what and how often, and what content should be evergreen vs seasonal within the context of staff capacity and skills.
- Prepare Administrator and Support SOPs for the solution architecture including operational procedures, common issues, troubleshooting steps, and monitoring considerations for City staff
- Provide Training/Knowledge Transfer Session(s) for City staff responsible for maintaining content, operational workflows, and system configurations
- Perform a final closeout virtual meeting with the core team

