

## RFP 10894-26

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

## Attachment B - Deliverables

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Reference: Attachment A - Scope of Work: Website Optimization, Front-End Experience, Discoverability, and Implementation Services

### (Tasks 1-3) Discovery and Current-State Findings

1. Engagement Plan and Timeline  
Plan and timeline for discovery meetings and research
2. Discovery Summary  
Summary of kickoff outcomes, stakeholder input, prioritized goals, and documented key user journeys
3. Current-State Assessment Findings  
Findings on usability/discoverability friction points and baseline performance observations, written for a mixed technical/non-technical audience
4. Platform Capability and Constraints Summary  
Summary of SmartRec capabilities/constraints, CivicPlus integration feasibility (including iframe/custom front-end considerations), and documented SEO, accessibility, security, maintenance, and measurement implications; includes TeamSideline utilization requirements and implications for proposed solutions, user performer assessment including basic metrics such as search success rate, mobile vs desktop completion rates, and abandonment rates

### (Tasks 4-5) Design and Validation

1. Design Validation Package  
Wireframes aligned to discovery goals, plus feasibility validation results; includes clickable prototype and/or limited POC outputs where performed, and a brief summary of constraints and design adjustments
2. Final Design Package  
Consolidated, implementation-ready design documentation including:



- Discovery summary
  - Functional requirements for any/all affected platforms
  - Filtering requirements (age/date refinement, combinations, sorting, performance expectations) for any/all affected platforms
  - Curated program collection requirements and acceptance criteria (marketer self-service workflow and display on landing pages/search results)
  - Workflow approaches for all platforms (preserve/extend/replace)
  - Non-functional requirements (accessibility, performance, security, maintainability, browser/device support)
  - Solution architecture documentation
3. Delivery Plan and Go-Live Criteria
- Delivery plan for approved design package with milestones, dependencies, resourcing assumptions, and release approach, plus the test strategy and defined go-live criteria.

### **(Tasks 6-7) Implementation and Readiness**

1. Implemented Configuration and Front-End Changes (Non-Production Environment)  
Completed configuration/development work in a pre-production environment, including SmartRec configuration changes (as required), CivicPlus (or approved alternative) templates/pages, Team Sideline changes, and any required custom front-end and/or API-based components.
2. Testing and Remediation Evidence  
Results summary documenting functional testing across roles/journeys, accessibility testing to the City's target standard (and remediation performed), performance testing (and remediation performed), and support for TIS security review remediation within scope.
3. Go-Live Readiness Package  
Test results summary (functional/accessibility/performance), security remediation summary (within scope), known issues/workarounds, and final go/no-go checklist.



## **(Tasks 8-9) Deployment and Closeout**

1. Deployment Procedures and Production Release  
Step-by-step deployment procedures and evidence of production deployment (or City-led deployment support), including cutover activities performed (e.g., navigation updates, redirects if applicable, feature enable/disable).
2. Post-Deployment Validation Summary  
Production validation results covering critical user journeys, filtering/refinement behavior, curated collection workflows/landing pages, and analytics/pixel/attribution behavior (as feasible).
3. Content Governance Model with Administrator and Support SOPs + Knowledge Transfer  
Outlines for who updates what pages and how often. Administrator/support SOPs for the delivered solution architecture and training/knowledge transfer session(s) for City staff responsible for content, workflows, and system configurations.

