

SYRACUSE SURGE WEBSITE DEVELOPMENT

December 1, 2021

CenterState CEO/Syracuse Surge seeks proposals for development of a website. A key feature of the new website will be a metrics dashboard to showcase pertinent data and statistics.

I. PURPOSE & OBJECTIVES

The City of Syracuse, in partnership with CenterState CEO, is seeking a new website for Syracuse Surge. *Essential to this goal is a website that:*

- Increases awareness and understanding about Syracuse Surge, including what it is, who it serves, and how.
- Shares Syracuse Surge stories and its thought leadership.
- Engages audiences and users and showcases content and data (i.e. metrics dashboard), and reflects inclusive/diverse stakeholders.
- Provides user-friendly navigation.
- Drives new stakeholder opportunities and users to the website as a resource and increases engagement (i.e. events, programs, informational resources, social media).
- Identifies and routes stakeholders for specific initiatives (i.e. optimized SEO, traffic tracking, minimal bounce) with metrics designed to understand and improve effectiveness of the website.
- Is efficiently maintainable by the vendor selected for this project – who will maintain the website in collaboration with the Syracuse Surge team.
- Considers and complements a separate brand identity and messaging project that is currently in progress.

Syracuse Surge is managed and programmed by public and private partners throughout the city. The site should be useful to and represent this collaboration. Ultimately, the goal is to align collaborative efforts to help the community understand, access and rally around Syracuse Surge.

This process is open and competitive. Submissions must be in accordance with Scope of Work and terms included herein.

The scope of work includes two elements, the website design (part A) and a metrics dashboard (part B). Respondents can reply to one or both parts of the scope. Please specify if you are responding to part A, part B, or both.

Prices quoted should be inclusive. If prices exclude certain fees or charges, you must provide a detailed list of such fees with the complete explanation of their nature.

Be prepared, if required, to interview with the selection committee to present your proposal. CenterState CEO/Syracuse Surge reserves the right to accept or reject any or all proposals

received. CenterState CEO/Syracuse Surge reserves the right to add more specifications and requirements at any time.

ABOUT SYRACUSE SURGE

Syracuse Surge is a city-wide initiative designed to position Syracuse as America's Smartest City. The initiative consists of an unprecedented series of investments in tech infrastructure that will position Syracuse - not only as one of America's 'smartest' cities, but also as - a global leader in the New Economy.

The City of Syracuse, in collaboration with Onondaga County and leading local institutions, is working to ensure inclusive growth in the New Economy. Efforts are underway to do this through **1)** talent and workforce development, **2)** minority, women, veteran and disabled owned (XBE) business development, and **3)** community engagement. CenterState CEO, supported by JPMorgan Chase Foundation through its *AdvancingCities* challenge, has been leading efforts to develop strategies and programs for Syracuse Surge.

ABOUT CENTERSTATE CEO

CenterState CEO is an independent and forward-thinking economic development strategist, business leadership organization and chamber of commerce; dedicated to the success of its members and the prosperity of the region. We serve as an advocate and resource for smart business, catalyze and facilitate regional growth, and promote community prosperity through results-driven partnerships, planning and problem-solving. Syracuse Surge is a signature initiative of CenterState CEO. [visit the centerstateceo.com website](http://www.centerstateceo.com)

ABOUT CITY OF SYRACUSE

The City of Syracuse is the fifth largest city in New York State. It is the epicenter of New York and the Central New York region, which is home to a metro population of more than 650,000 residents. The city is in the seat of the agricultural richness of Onondaga County's award-winning wine and brewing industry and is also the flagship Smart City of New York known for its tech industry such as the GENIUS NY tech accelerator competition and a rapidly growing Downtown business district. It has a rapidly growing employment market with proximity to major anchor institutions including five colleges and universities and four hospital systems. The city features preserved natural assets like the Onondaga Creekwalk and the Syracuse Inner Harbor and is part of the Erie Canal Bike Trail across New York State. The skyline is marked by new businesses and historic architecture. Its neighborhoods are among the most diverse in the state and are ranked among the best places to live by U.S. News and World Reports. The City of Syracuse is a 4.5 hour drive to cities like New York City, Toronto, Boston, and Philadelphia and is the snow capital of the country with exciting winter tourism throughout the city and region. [visit the City of Syracuse website](http://www.cityofsyracuse.com)

II. SCOPE OF WORK

PART A: Website Design

Requirements & Needs

- **Standalone Website** - designed with latest web technology and industry-standard best practices to facilitate quality user experience. Quality assurance and testing before launch(es). Backend analytics for metrics tracking, manipulation, and report generation.
- **Content Strategy** – collaborate with Syracuse Surge team to create and update content as needed, including capability of Syracuse Surge team to manage all updates for all media. No limit to the amount of content that may be added. Optimize content for the web. Balance focus on multi-faceted audiences/stakeholders. Prominent CTAs throughout the website.
- **Design** - A modern, professional design that presents content for multiple audiences and reflects the mission and technology based nature of Syracuse Surge. Develop all graphic elements based on the concurrent branding project.
- **Training** – up to 3 sessions to train staff on content management system
- **Multiple Audience Focus** – Syracuse Surge, its initiatives and website must serve a variety of audiences, including businesses, jobseekers, stakeholders and partners. Present clear navigation of Syracuse Surge stakeholders.
- **CMS** – The content management system must be intuitive and allow CenterState CEO and City of Syracuse staff complete control over creating, uploading, editing and removing content across all sections of the site, including ability to upload/update unlimited photos, news items, publications, pages, advertising and video.
- The site should be designed to incorporate the latest web technology and industry-standard best practices to ensure a quality user experience.
- Quality assurance and testing before launch.
- Develop a Google Analytics metrics dashboard.

Structure –

- Mobile first design, responsive and compatible with smartphones and tablets. Site formatting must adapt to various screen resolutions.
- The website should be accessible to all users, meeting Web Content Accessibility Guidelines (WCAG) international standards (desired standard rating to be determined post selection). Meets Web Content Accessibility Guidelines (WCAG) International Standards with exact rating determined post selection.
- Descriptive/Meaningful URLs.
- Printer-friendly option for all pages.
- Conforms to W3C standards.
- Conforms to SSL secure site standards.
- **Search** – intuitive search capabilities using keywords, word tags, and phrases.

Navigation –

- Easy to navigate with an intuitive funnel to direct the diverse range of users to desired content. Information organized logically. No more than three drill down levels.
- Link to home page on each page.

Features & Design

- **Simple Clear Layout** – which aligns with identity standards being developed by the current branding project.
- **Vibrant Reflection of Our Tech Community** – current and potential so stakeholders can see possibilities for themselves in the content that illustrates things happening now.
- **Dashboard-** Dynamic content, including the Data Dashboard (Scope of Work Part B) displayed on the homepage and throughout the site, incorporating calls to action and/or clear opportunities to engage further in the site's features, or Syracuse Surge events and programs. Include opportunities to display current news, events, member stories etc.
- **Strong Reflection of Backbone Organization/Collaboration Experience** – highlighting partnerships and agility in how Syracuse Surge staff approaches partnerships.
- Inclusion of lead generation forms linked to formsite or other program intake forms
- Sitewide search function
- Opportunity to integrate additional features such as: a blog, shopping/vendor functionality to sell merchandise or publications, a “pop-up” call to action/engagement feature, live chat, etc.
- Social sharing should be available site wide.
- Google Analytics should be utilized site wide.

PART B: Metrics Dashboard

Data/Metrics Dashboard – designed as a show piece of the website, the dashboard will illustrate impact through graphical representation of data and statistics - ideally providing a real-time metric for at least one data point (i.e. number of people who submitted online application/inquiry to learn more about local tech). Dynamic content displayed on the homepage and throughout the website as needed.

III. SELECTION CRITERIA

- Demonstration of strong capabilities in full stack website design
- Recommended
- Creativity – Prior work demonstrates artistic and innovative capability
- Value/Pricing – Price is commensurate with the value offered
- Timing – Work to begin immediately
- Project Implementation – What is your process for working and partnering with us?
- Diversity of project team
- Subcontracting – Will any portion of the work be subcontracted? Are you willing to subcontract with MWBEs?

IV. TIMETABLE

CenterState CEO desires to initiate this project no later than January 2022. Design and launch preparation of the website should happen within 2-3 months of project initiation - with a desired launch of March/April 2022.

V. PROPOSAL SUBMISSION INSTRUCTIONS & REQUIREMENTS

Proposals will be accepted until Wednesday, December 15, 2021. Firms may submit proposals for the entirety of this RFP or for specific sections as identified. All proposals must be submitted electronically to La'Tonia Mertica Sheppard Walker at lmsheppardwalker@centerstateceo.com using the subject "**Syracuse Surge RFP Response: Syracuse Surge Website**".

CenterState CEO/Syracuse Surge reserves the right to reject any or all proposals, deemed not to be in the best interest of CenterState CEO/Syracuse Surge, at the sole discretion of CenterState CEO/Syracuse Surge waiving any formalities.

If it becomes necessary to revise any part of this Request for Proposal or otherwise provide additional information, an addendum will be issued by CenterState CEO/Syracuse Surge and furnished to all prospective vendors who have received copies of the original proposal.

Proposals shall contain the following information:

- **Contact Information** with complete name, address, and telephone numbers of the firm and the primary contact for this project;
- **Proposed Services** in clear description of what portion(s) of the RFP you are responding to and proposed solution (plan for implementation, approach, challenges and limitations, any third-party recommendations);
- **Services Capability** through evidence demonstrating the ability of your firm to provide the services required for this project or portion of this project you are responding to. For example, providing details of relevant projects and samples of design work and/or previous clients and work done for them. Include the number of representatives who would be assigned to the project. If any outside consultants are being proposed to provide any of the required services, they must be so identified. Please also indicate the number of employees located within the Syracuse area;
- **Prior Experience** - Please indicate your firm's prior experience developing the types of deliverables that are the subject of this project. Provide examples and/or references for comparable past client work where possible.
- **Time Schedule** proposing the time schedule indicating the date your firm is available to start the required work and dates for completion of each of the services described. Time schedules may be shown in terms of "days after award of contract" or calendar dates. If pertinent, the schedule should clearly outline the plan for launching in phases (i.e. solid

but basic phase one, first-tier backlog functionality phase two, first-tier features phase three (i.e. beautification not required but great to have paired with optimum functionality));

- **Fee Proposal** for the work described per the scope of services. If responding to multiple sections of this proposal, please indicate the fee associated with individual components or any discounts associated with your firm being selected for multiple portions of the RFP. (You can submit proposals for part A, part B, or both);
- **Additional Fees:** Please detail any additional fees or hourly rates for ongoing customer service, maintenance, and technical assistance after completion of the initial project's scope (i.e., web and technical support outside the abilities of the website content management system);
- **Other:** Any special provisions, conditions, or specific terms, which could affect either the time schedule or your ability to provide services must be clearly identified with your qualifications.
- **Demographic Reporting:** MWBEs (complete company demographic form provided below);

421 Montgomery St., 11th Floor
 Syracuse, New York 13202
 315-435-3567

SECTION A – COMPANY IDENTIFICATION
 (To be answered by all respondents)

1 Report unit for which this report is filed. (If a combined report covering two or more units, please so indicate and identify the area covered by this report)

| | | | | |
|----------|--------------------------------------|------------------|--------------|-----------------|
| A | NAME OF REPORTING UNIT | TELEPHONE | | |
| | ADDRESS (NUMBER & STREET) | CITY | STATE | ZIP CODE |

SECTION B – REPORTING UNIT INFORMATION

1 Number of Employees at Reporting Unit:

| JOB CATEGORIES | ALL EMPLOYEES | | MINORITY GROUP EMPLOYEES | | | | | | | | | | |
|-------------------------------|----------------|------|--------------------------|------------------|---------|-----------------|-----------------------|--------------|------------------|---------|-----------------|-----------------------|--------------|
| | TOTAL COLS 2,3 | MALE | | | | | FEMALE | | | | | | |
| | | MALE | FEMALE | AFRICAN AMERICAN | LA TINO | NATIVE AMERICAN | ASIAN OR PAC ISLANDER | MULTI RACIAL | AFRICAN AMERICAN | LA TINO | NATIVE AMERICAN | ASIAN OR PAC ISLANDER | MULTI RACIAL |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| Officials & Mgrs. | | | | | | | | | | | | | |
| Professionals | | | | | | | | | | | | | |
| Technicians | | | | | | | | | | | | | |
| Sales Workers | | | | | | | | | | | | | |
| Office & Clerical | | | | | | | | | | | | | |
| Craftsman Skilled | | | | | | | | | | | | | |
| Operatives Semi-Skilled | | | | | | | | | | | | | |
| Laborer Un-skilled | | | | | | | | | | | | | |
| Service Worker | | | | | | | | | | | | | |
| TOTALS | | | | | | | | | | | | | |
| TOTAL EMPS | | | | | | | | | | | | | |
| from previous report (if any) | | | | | | | | | | | | | |

VI. GENERAL SPECIFICATIONS AND REQUIREMENTS

- **CONTRACT TERMS:** CenterState CEO/Syracuse Surge will negotiate contract terms upon selection. Project is awarded upon signing of a contract, outlining the terms, scope, budget, timeframe, and other necessary items. All contracts are subject to review by the CenterState CEO/Syracuse Surge team and partners as deemed appropriate.
- The successful bidder hereby agrees to indemnify and hold harmless CenterState CEO/Syracuse Surge, its agents, employees, and/or representatives, from any or all liability, damage, costs, or expense which may be incurred or sustained due to any injuries, including death, to any person or persons whomsoever, or property whatsoever, arising out of or in connection with the terms of executing this contract, purchase order, etc.
- It is expressly understood and agreed that the successful bidder assumes entire responsibility for the safety of his property and the safety of his employees/representatives and agents as well as himself, while on the premises or in connection with carrying out the terms of this document.
- No contractor to whom this contract is granted or awarded, shall assign, transfer, convey, subcontract, or otherwise dispose of all or part of said contract, or of his right, title and interest herein, including the performance of this contract or the right to receive monies due, or to become due, or of his power to execute this without the prior written consent from CenterState CEO/Syracuse Surge.