

# BOSTON.GOV DESIGN RFP



1. OVERVIEW

---

2. PROJECT SCOPE

---

3. YOUR TECHNICAL PROPOSAL

---

4. YOUR PRICE PROPOSAL

---

5. HOW YOU SUBMIT THE TECHNICAL & PRICE PROPOSALS

---

6. HOW WE WILL CHOOSE

---

7. IMPORTANT THINGS TO KNOW

---

APPX. A: STANDARD CONTRACT FORMS

---

APPX. B: KEY PAGES AND TEMPLATES

---

[CLICK TO SUBMIT YOUR PROPOSAL](#)



Picture a government website. Clunky? Confusing? Bland? Let's change that picture.

We believe Boston.gov can be beautifully designed, delightful to use, and thoroughly useful. We're looking for a design team who shares this vision. We seek a partner willing to break stale convention, eager to challenge assumptions, and relentlessly focused on putting the user at the center of their work.

[ASK A QUESTION](#)

Read on if you think that partner is you.

“ Each year, this site is visited by over seven million users ”

## 1.1 PROJECT BACKGROUND

By the winter of 2015, we want to launch the first step in the transformation of Boston.gov -- the digital front door for the City.

Each year, this site is visited by over seven million users, providing news, information, resources, and digital services to Boston residents and visitors. Users can browse its over 5,000 pages and web forms to do everything from planning a trip to Boston, to seeing the assessed value of a property, to watching a live press conference, to filing a report about a pothole.

The site is managed by the City's Chief Digital Officer and is supported by a team of five with backgrounds in content, design, project management, and social media. As the ongoing owners of Boston.gov, the City's web team will be an active participant during the redesign in order to learn, strengthen their own skills, and continue the evolution of Boston.gov. Most page content is authored, maintained, and updated by more than 20 authors across 50 City departments and initiatives.

## 1.1 PROJECT BACKGROUND CONTINUED

The overhaul of Boston.gov is happening in two major phases. First, the City will be implementing a new content management system to help support the team in keeping content fresh and accurate. Second -- and the focus of this opportunity -- the City will partner with a design vendor to conduct user experience research and provide visual design services to reimagine the presentation, usability, and overall user quality of the City's official website, with an emphasis on visual -- vs. textual -- communication and navigation.

Both phases will be managed on a day-to-day basis by a dedicated Project Manager from the City, who is supported by the Chief Digital Officer and Chief Information Officer. Information on both phases and the rest of the plan can be found at [Next.Boston.gov](#).

This project is work for hire, and we would strongly support our selected partner including this engagement in their public portfolio.

## 1.2 TIMELINE

RFP Available	April 21, 2015
Pre-Bid Conference	April 27, 2015
Questions Due to the City	April 28, 2015
City Responses to Questions Posted	May 1, 2015
<b>Proposal Deadline</b>	<b>May 8, 2015</b>
Vendor Demos and Reference Checks	Mid May
Final Vendor Selection	Late May

## 1.3 EVALUATION METHODOLOGY

Each proposal will be evaluated consistent with [M.G.L. c. 30B sec. 6.](#)

## 1.4 CONTACT INFORMATION

All questions should be directed to Edwin Pinkerton,  
Department of Innovation & Technology  
[edwin.pinkerton@boston.gov](mailto:edwin.pinkerton@boston.gov)



There are five parts to this project:  
(2.1) understanding our users; (2.2) developing a design standard; (2.3) creating key pages & templates; (2.4) supporting continuing iteration; and, (2.5) on-going services. We are looking for a partner who can help with each of these parts.

[ASK A QUESTION](#)

## 2.1 UNDERSTANDING OUR USERS

### GOAL:

Based on extensive but anecdotal feedback, we do not feel that Boston.gov currently works well for many of its users, whether they are members of the public or employees of the City. We also lack a full picture of what current and potential users would find attractive, intuitive, and accessible.

The goal phase of this project is to help us understand the needs and preferences of current and potential Boston.gov users. This would cover overall site architecture, the top 10-15 typical user scenarios, and specific design elements. While we expect this phase to be research informed, it should not be entirely research-led; we expect and encourage our partner to take a leadership position on organizational and design elements.

### EXPECTED DELIVERABLE:

We would expect our partner to deliver (1) user research on the current / proposed Boston.gov. As part of the user research, the City would expect both a summary report as well as the raw data and instruments (e.g. surveys) used to collect the data.

### SUPPORT:

To help with this phase, we will provide access to conference rooms for user testing, but any required specialized user testing facilities should be included as part of your proposal. In addition, we will provide website analytics, access to citizen requests from Citizen's Connect and 311/hotline, and website feedback from visitors collected with Foresee and Feedbackify.

“What would users find attractive?”



“ The design must be easy to maintain and update, and be flexible to adapt to changing user needs ”

## 2.2 DEVELOPING A DESIGN STANDARD

### GOAL:

With a better understanding of our user needs, we want to develop a comprehensive digital design standard for the website. We want this design standard to be reflective of the values of the City and the aspirations of this project.

The design must be easy to maintain and update, and be flexible to adapt to changing user needs and circumstances. Design elements must be optimized for all modern browsers, and built using mobile responsive design. All design elements must also comply with ADA accessibility guidelines [ADA accessibility guidelines \(WCAG 2.0 and Section 508\)](#).

### EXPECTED DELIVERABLE:

We would expect our partner to deliver three products during this phase: (1) a proposed overall site architecture for Boston.gov; (2) recommended refined user journeys for 5-10 of the most requested services; (3) a brand manual that leverages original design assets to provide (i) principles around website design (e.g., use graphics rather than text as much as possible), (ii) an overall digital brand for Boston, and (iii) a style guide for the City that includes a pattern library for key digital assets (including specific colors, fonts, icons).

### SUPPORT:

To help with this phase, we will provide its current style guide. In addition, we will discuss a budget for licensed fonts during the design process.

## 2.3 CREATING KEY PAGES & TEMPLATES

### GOAL:

The goal of this phase is to design and implement key pages and page templates so that prominent pages and at least one typical user path can be re-launched in the winter of 2015, and to prepare the City's web team to continue to implement changes to Boston.gov following the re-launch.

### EXPECTED DELIVERABLE:

We would expect our partner to design and help implement each of the key pages & templates listed in Appendix B or an equivalent amount of work. Please note that the list in Appendix B may change based on the user research and design standard work, but it is representative of the amount of work we would expect to accomplish in this phase. Implementation includes both technical assistance as well as some help in presenting the designs back to key internal partners. We expect the migration of content and microsities onto the new Boston.gov platform to continue after 2015. As a result, we would also expect our partner to work with the City's web team to develop a migration strategy to incorporate additional user paths and necessary content.

### SUPPORT:

To support this phase, the City's web team will work with the partner on implementing specific pages.

- “ 1. Training on best practices  
2. Feedback and usability testing  
3. Continued support ”

## 2.4 SUPPORTING CONTINUED ITERATION

### GOAL:

We want Boston.gov to get better with age, even after its re-launch in the winter of 2015.

### EXPECTED DELIVERABLE:

We would expect our partner to provide in this phase: (1) training on best practices for conducting user testing and incorporating user feedback to inform content development and organization on an ongoing basis; (2) at least one round of feedback and usability testing following the public re-launch of Boston.gov done in collaboration with the City's webteam.

### SUPPORT:

To support this phase, the City's web team will be an active participant on all aspects in order to strengthen their own skills and carry the evolution of Boston.gov forward.

## 2.5 ON-GOING SERVICES

### GOAL:

To continue the overhaul of Boston.gov, there may be additional services that we will seek from your after we've completed the first four parts of this work together.

### EXPECTED DELIVERABLE:

Continued support for two years on user experience and design issues.

### SUPPORT:

To support this phase, the City's web team will be an active participant on all aspects in order to strengthen their own skills and carry the evolution of Boston.gov forward.

## 2.6 ITERATIVE - NOT SEQUENTIAL - DEVELOPMENT

We've written out these five parts of this partnership sequentially. This was done for clarity. We do not expect them to necessarily be done this way. In fact, we expect that the process of conducting user research, setting design standards, and creating pages will itself be iterative.



The “technical proposal” is every element of your response to this RFP, except for anything having to do with price. (The price proposal covers that section.)

[ASK A QUESTION](#)

## 3.0 YOUR TECHNICAL PROPOSAL

For the technical proposal, we are looking for you to do five things: (3.1) describe your team and your methodology; (3.2) share relevant examples of your work; (3.3) tell us what inspiration you would draw on for this project; (3.4) propose your approach for this project; and (3.5) provide for us three references.

In addition, you must submit three other key documents: (3.6) a cover letter; (3.7) company financial statements; and (3.8) standard forms.

The final element of your technical proposal is a (3.9) presentation/design workshop done with the City of Boston's webteam.

We've also added an optional section (3.10) for you to put in those ideas that you wanted to include - that you think would make a better Boston.gov - but that you did not think you could add in your proposal given the time and budget constraints of this project.

## 3.1 YOUR TEAM AND YOUR APPROACH

Please provide us background on your firm as well as bios, resumes or whatever you think best highlights the strength of the team that would be working on this project. Please let us know how the team would be structured and the methodology you employ on projects as a design firm. In addition, please let us know what CMS you have worked with.

We encourage smaller and newer firms - who may not have the capacity to do the full project - to partner on this effort. If your team includes multiple firms, please let us know how long you have worked together. For legal purposes, we will need you to designate one firm as the prime contractor and all others as subcontractors (see Section 7.0 for more information).

## 3.2 RELEVANT EXAMPLES OF YOUR WORK

Please walk us through one or more recent projects that was structured similarly to this one. Tell us about the user experience research you did and how it influenced the design standards you set. Show us the pages you created and tell us about the ongoing support you provided. Tell us about how you have worked with CMS vendors to implement your designs inside a CMS.

### 3.3 INSPIRATION FOR THIS PROJECT

We want Boston.gov to be beautifully designed, delightful to use, and thoroughly useful. For each of these phrases, please point to a URL that illustrates a site you think delivers on that idea. These don't have to be links to your own work, and in particular we encourage you to think outside the realm of government tools and websites. For this section, please provide the information in a grid similar to the one below:

CONCEPT	SITE
BEAUTIFULLY DESIGNED	
DELIGHTFUL TO USE	
THOROUGHLY USEFUL	



### 3.4 YOUR APPROACH FOR THIS PROJECT

Describe how you would approach the four parts and deliverables outlined in sections 2.1, 2.2, 2.3 and 2.4. Provide us with an expected timeline for each phase using a grid similar to the one below. Please specify any support you would need from the City to accomplish this work.

MAJOR MILESTONE	EXPECTED TIME FOR YOUR TEAM TO SUBSTANTIALLY COMPLETE THE WORK (IN DAYS)
USER RESEARCH (SEE SECTION 2.1)	
DESIGN STANDARDS (SEE SECTION 2.2)	
KEY PAGES & TEMPLATES (SEE SECTION 2.3)	
CONTINUED ITERATION (SEE SECTION 2.4)	

## 3.5 REFERENCES

Provide three current customer references, including the following information for each client: company name; contact name, title, email and phone; and length and brief description of history with this client. Note that incorrect contact information will be considered a negative reference.

## 3.6 COVER LETTER

Your cover letter constitutes a representation by your firm that you are willing and able to perform the commitments contained in the proposal. The letter must be signed by a person authorized by your firm to make such a commitment.

The letter must also include a statement that your firm is able to comply with the City's contract requirements, per the standard contract forms in [Appendix A](#). The letter should include the firm's name and address as well as the name, address, telephone number and title of the person signing the letter.

### 3.7 COMPANY FINANCIAL STATEMENTS

Provide a copy of your firm's audited financial statements, including a detailed balance sheet and profit and loss statement for up to three years, or alternatively submit Dunn & Bradstreet reports.

### 3.8 STANDARD FORMS

You must submit a signed copy of Forms CM-09 and CM16, included in [Appendix A](#). The other forms in [Appendix A](#) are for your reference only; the selected firm will be required to sign them upon contract award.

### 3.9 PRESENTATION/DESIGN WORKSHOP

The City of Boston is looking for a close partner on this project. To gauge alignment with the City's goals, you may be invited in for a half day on-site session with the City to cover two things. First, you will have a chance to present your technical proposal and answer questions the City may have. Second, you will have a three hour session to conduct a design workshop with the City's web team and stakeholders for a specific area of the site. This workshop is a chance for you not just to tell us about your methodology, but actually show us how you work. The team that you bring to conduct this workshop should be the same team members you expect to lead the redesign project, if selected.

### 3.10 THE CUTTING ROOM FLOOR (OPTIONAL)

Inevitably there will be efforts you would have like to have included in this proposal but did not think were feasible given time and budget constraints. We would like to know what some of those were. This section is optional.



The “Price Proposal” is the place where you indicate how much you expect to charge for the work you detail in the “Technical Proposal.” Again, please do not put any reference to price in the Technical Proposal; if you do, your entire submission may be thrown out as non-responsive.

The City will expect proposals in the range of \$200,000-300,000 for this RFP.

ASK A QUESTION

For the Price Proposal, please use the following grid, or something similar, to provide prices for the following activities:

PHASE OF WORK	FIXED PRICE
USER RESEARCH (SEE SECTION 2.1)	
DESIGN STANDARDS (SEE SECTION 2.2)	
KEY PAGES & TEMPLATES (SEE SECTION 2.3)	
CONTINUED ITERATION (SEE SECTION 2.4)	

# YOUR PRICE PROPOSAL

For offering prices for continued professional design services as described in Section 2.5 of the RFP, please use the following grid or something similar:

POSITION	HOURLY RATE
POSITION NAME (E.G. UX RESEARCHER)	\$\$ / HOUR
POSITION NAME (E.G. UX RESEARCHER)	\$\$ / HOUR
POSITION NAME (E.G. UX RESEARCHER)	\$\$ / HOUR
(ADD ROWS AS NEEDED)	\$\$ / HOUR

For prices associated with items you detailed in Section 3.10 (optional), please use the following grid or something similar:

ADDITIONAL ITEMS	FIXED PRICE
ITEM DESCRIPTION	
ITEM DESCRIPTION	
ITEM DESCRIPTION	
(ADD ROWS AS NEEDED)	

# HOW YOU SUBMIT TECHNICAL PROPOSAL & PRICE PROPOSAL

< HOME >



Offerors can submit proposals through either the City of Boston's Supplier Portal or by mail or hand. Whether Offerors elect to submit their Proposals via the City's Supplier Portal or deliver them by mail or hand as prescribed below, all Proposals must be received no later than 12:00 pm (noon) on May 8, 2015. Late proposals, or any parts thereof, will not be considered.

[ASK A QUESTION](#)



## SUBMISSION BY SUPPLIER PORTAL

Submission through City of Boston's Supplier Portal

You can submit through the [Supplier Portal under Event #EV00002170](#).

Please give yourself extra time to familiarize yourself with the City's Supplier Portal if you elect to submit your proposal through the Supplier Portal. It is strongly recommended that you completely answer all questions and upload any applicable documents into the Supplier Portal and save and validate your submissions well before the deadline date so that you have enough time to make a physical paper submission if you have any issues with the City's Supplier Portal.

Please note that Supplier Portal file uploads are limited to a 59 character file name length.

## SUBMISSION BY MAIL OR HAND

Mailed or hand delivered proposals must be delivered or mailed to:

Jascha Franklin-Hodge,  
Chief Information Officer  
Department of Innovation & Technology  
Boston City Hall, Room 703  
Boston, MA 02201

# HOW YOU SUBMIT TECHNICAL PROPOSAL & PRICE PROPOSAL

< HOME >

## SUBMISSION BY MAIL OR HAND

When you submit, you must submit two separate envelopes. These two envelopes must be submitted or mailed separately. They must reach the City of Boston by the RFP due date and time of noon on May 8, 2015.

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One envelope should contain one original paper copy and one electronic copy (thumb drive) of the Technical Proposal, with absolutely no reference to price, in a sealed envelope marked:

City of Boston  
RFP# EV00002170  
TECHNICAL PROPOSAL  
Submitted By: (Name of Offeror)  
(Date Submitted)

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The second envelope should contain one original paper copy and one electronic copy (thumb drive) of the Price Proposal in a separate sealed envelope marked:

City of Boston  
RFP# EV00002170  
PRICE PROPOSAL  
Submitted By: (Name of Offeror)  
(Date Submitted)

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The criteria we are using for judging the strength of the technical proposal are outlined below.

Each proposal will be evaluated consistent with M.G.L. c. 30B sec. 6. <http://www.malegislature.gov/Laws/GeneralLaws/PartI/TitleIII/Chapter30b/Section6>

ASK A QUESTION

## 6.1 MINIMUM EVALUATION CRITERIA

All proposals received will be reviewed to determine if the proposal meets the submission requirements and Minimum Criteria. If a proposal meets these requirements, then the Evaluation Committee will evaluate the proposal, applying the Comparative Evaluation criteria. The minimum evaluation criteria includes:

### MINIMUM EVALUATION CRITERIA:

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Does Proposal include full and completed responses to the “Your Technical Proposal” (Section 3)?

Yes  No

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Has an authorized representative of the Offeror signed the Cover Letter?

Yes  No

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Did Offeror submit separate Price and Technical proposals as required by law?

Yes  No

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Has Offeror agreed to terms of contract?

Yes  No

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## 6.2 THE COMPARATIVE EVALUATION CRITERIA

The City's Evaluation Committee will apply comparative evaluation criteria in deciding which proposal to select from among those that meet the minimum evaluation criteria. Ratings for each criterion will be assigned on the basis of documentation provided in response to information requested in Section 3 titled "Your Technical Proposal."

## 6.2 THE COMPARATIVE EVALUATION CRITERIA

### ORGANIZATION PROFILE

#### HIGHLY ADVANTAGEOUS:

The team is diverse in skills and experience and includes members with extensive and strong backgrounds in redesigning complex websites. The project would be well staffed during the project and available on an on-going basis. The financial health of the company is strong. Three (3) references on similar projects consistently rate services and results as “excellent.”

#### ADVANTAGEOUS:

The team is somewhat diverse and includes members with some experience re-designing complex websites. The project would be adequately staffed during the project and somewhat available on an on-going basis. The financial health of the company is solid. Only one or two references on similar projects rate services and results as “excellent.”

#### NOT ADVANTAGEOUS:

The team is not diverse and does not include members with experience re-designing complex websites. The project would not seem adequately staffed. The financial health of the company are poor. No references on similar projects rate services and results as “excellent.”

“ Is your team diverse in skills and experience? ”

“ Can you find inspiration for this project that resonate strongly with our ideas? ”

## YOUR PAST PROJECTS & INSPIRATION FOR THIS WORK

### HIGHLY ADVANTAGEOUS:

The examples of past work you provide are highly relevant to this project and reveal a team that would work well on Boston.gov. The links you shared as inspiration for this project resonate strongly with our ideas of a site that is beautifully designed, delightful to use, and thoroughly useful.

### ADVANTAGEOUS:

The examples of past work you provide are somewhat relevant to this project and reveal a team that may work well on Boston.gov. The links you shared as inspiration for this project resonate somewhat with our ideas of a site that is beautifully designed, delightful to use, and thoroughly useful.

### NOT ADVANTAGEOUS:

The examples of past work you provide are not relevant to this project and do not reveal a team that would work well on Boston.gov. The links you shared as inspiration for this project fail to resonate with our ideas of a site that is beautifully designed, delightful to use, and thoroughly useful.

## YOUR PROPOSED APPROACH & TIMELINE

### HIGHLY ADVANTAGEOUS:

Your proposed approach and timeline is thoughtful, realistic, and creative. It is based on the strengths of your organization and ours, and it lays out a clear path to a successful re-launch of Boston.gov by the winter of 2015.

### ADVANTAGEOUS:

Your proposed approach and timeline is solid and realistic. It lays out a path that could lead to a successful re-launch of Boston.gov by the winter of 2015.

### NOT ADVANTAGEOUS:

Your proposed approach and timeline is not thoughtful, realistic and creative. It does not lay out a clear path to a successful re-launch of Boston.gov by the winter of 2015

“ Can your time line be thoughtful realistic and creative? ”



## DESIGN WORKSHOP

### HIGHLY ADVANTAGEOUS:

Your methods inspire constructive thinking and demonstrate a striking ability to gain insights around user experience and drive consensus among stakeholders. Strong cultural fit with the City team.

### ADVANTAGEOUS:

Your methods are innovative and demonstrate an ability to gain insights around user experience and drive reasonable agreement among stakeholders. Somewhat strong cultural fit with the City team.

### NOT ADVANTAGEOUS:

Your methods do not demonstrate an ability to gain insights around user experience or build agreement among stakeholders. Poor cultural fit with the City team.

“ Can your methods  
inspire constructive  
thinking? ”



All questions and requests for clarification must be received in writing via email by April 28, 2015 to [edwin.pinkerton@boston.gov](mailto:edwin.pinkerton@boston.gov). Written responses will be emailed to all Offerors on record as having picked up the RFP by May 1, 2015.

ASK A QUESTION

If any changes are made to this RFP, an addendum will be issued. Addenda will be posted on the City of Boston's Supplier Portal within #EV00002170.

An Offeror may correct, modify, or withdraw a proposal by written notice if received by the DoIT prior to 12:00 Noon on the Submission Date. Proposal modifications must be submitted in a sealed envelope clearly labeled "Modification No. \_\_." Each modification must be numbered in sequence and must reference the original RFP. Modifications may not be submitted via email or facsimile transmission.

Evaluation of all of the non-price proposals will be completed prior to the opening of any price proposal. After the proposal opening, an Offeror may not change any provision of the proposal in a manner prejudicial to the interests of the City or fair competition. Minor informalities will be waived or the Offeror will be allowed to correct them. It is anticipated that the contract resulting from this RFP ("Contract") will be awarded on or about May 27, 2015 although the time for award may be extended at the discretion of the City up to 180 days from the date proposals are opened. The City reserves the right to cancel all or part of this solicitation, to reject any or all proposals, and to approve any contract resulting from this RFP. The issuance of this solicitation does not imply any commitment to purchase any product or services from any vendor.

If a Contract is awarded, the Contract will be awarded to that responsive and responsible Vendor whose Proposal is deemed most advantageous to the City taking into consideration the evaluation criteria and Proposal Pricing. The City will contract with the selected Vendor(s) that best meets the City's needs and may not necessarily make an award to the lowest price bidder. Note the following terms and conditions regarding the award of a Contract.

- City of Boston's Standard Contract: The City of Boston's Standard Contract, Form CM-10, CM- 11 and supplement.
- Availability of Funds: The Contract shall be subject to the availability of an appropriation;
- Approval: The award of the Contract shall be subject to the approval of the Chief Information Officer and the Mayor of Boston.

This RFP, the successful Offeror's response, and the Advertisement will become part of the Contract. The Contract will also include, without limitation, the following: (1) signed Minimum Evaluation Criteria form; (2) Certificate of Authority (CM-06); (3) City of Boston Standard Contract terms and conditions (CM-11), and any addenda thereto; (4) CORI Compliance Certification; (5) Living Wage Forms; (6) Wage Theft Form; and (7) Price Proposal page as provided in this RFP.

All proposals must be signed by authorized individual(s), e.g., if the Offeror is a partnership, by the name of the partnership, with the signature of each general partner. If the Offeror is a corporation, it must be signed by the authorized officer whose signature must be attested to by the clerk/secretary of the corporation and the corporate seal affixed, or appropriate certificate of authorization.

The City intends to contract with one Prime Contractor who will be solely responsible for contractual performance and who shall be the sole point of contact for the City with regard to contractual matters. In the event the Prime Contractor utilizes one or more Subcontractors, the Prime Contractor will assume all responsibility for performance of services by the Subcontractor(s). The City must be named as a third party beneficiary in all subcontracts. A list of all Subcontractors proposed to take part in the performance of the Contract (at its outset) shall be provided to the City for approval prior to Contract execution.

All responses and information submitted in response to this RFP are subject to the Massachusetts public records law, M.G.L. c. 66, § 10 and c. 4, § 7(26), and will become the property of the City.

At the time of the opening of proposals each Offeror shall be conclusively presumed to have received and understood all RFP documents, including all Exhibits, Addenda, and Appendices thereto, and the failure of any Offeror to examine any form, instrument or other document which is a part of this RFP shall in no way relieve such Offeror from any obligation arising under law as the result of the submission of a proposal.

This RFP includes the following standard contract forms so that you are familiar with them; the selected firm will be required to sign all forms at contract award.

Form CM06: Certificate of Authority (For Corporations Only)  
Please complete the entire form and sign

Form CM09: Contractor Certification  
Please complete the entire form and sign

Form CM10-11: Supplement  
Supplement to Form CM11: Supplemental Information Technology Terms and Conditions to

Form CM11  
Please complete the Contractor's Name and Address, FIN and sign the section indicated for Contractor

Forms CM15A-C: CORI  
Please complete and sign forms A, B, and C

Living Wage Forms (LW-2 and LW-8)  
Please complete and sign forms LW-2 and LW-8, as applicable

Wage Theft Form (CM-16)

## TEMPLATES/WIDGETS

- Navigation
- Site search
- Galleries (photos, videos, etc)
- Searchable document library/archives
- Carousels
- Slideshows
- Lightboxes
- Tables
- Headers
- Footers
- Breadcrumbs
- Emergency alerts
- Map widget
- Self service widget
- Language translation option that is well-integrated into the page design (translation will be provided by Google Translate)

Below is a list of linked key pages and templates that we would expect our partner to design and help implement. We also expect that this list may change based on user research and design standard work.

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[Home](#)

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[Contact](#)

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[Press Release](#)

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[Department-level page](#)

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[Themed page](#)

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[Role-based page](#)

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[Service Directory](#)

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[Service Request](#)

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[City Calendar](#)

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[Microsite](#)

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[Frequently Asked Questions](#)

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[Community Engagement](#)

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