

January 28, 2003

To Whom It May Concern:

The City of Longview is currently soliciting input from parties interested in assisting with a design of the City's Internet site for e-Government.

Interested parties are invited to review the attached design criteria, visit the City's Internet site at <http://www.ci.longview.wa.us>, and provide the City with the following:

- Early assessments of the approximate length of time both the design and implementation processes should take
- Separate fee estimates for the design project
- Questions or comments about the criteria and/or current site
- Either URL's or digital copies of several relevant samples of your work for our review.

All input received by March 8, 2003 will be reviewed and considered for the evaluation process. Please submit information to:

Internet Site Design
c/o Judy Jones, Director
City of Longview
1525 Broadway
Longview, WA 98632

If you have questions about the process or attached information, please contact me at 360.442.5060.

Sincerely,

Judy Jones
Director, Information Technology

CITY OF LONGVIEW e-GOVERNMENT SITE DESIGN CRITERIA

GENERAL INFORMATION

Launched in 1997, the original site was developed by a small ad-hoc team of employees who focused initially on building a robust navigational system designed to allow for growth, accommodate the wide-ranging services and programs provided by the City of Longview, and guide the visitor directly to those services. Training was then provided to employee developers in each department in an effort to promote the enhancement or "fleshing out" of content. This team of employees continues to maintain the current site.

Although the City has a current cohesive design, the site has grown over the years. The original navigational structure is still intact and widely depended on. As the City pursues creating an e-Government site we are re-visiting our total web design with a vision of combining our current web offering with e-Government. Based on this plan, the City needs the e-Government site to be a designed with a fresh perspective that professionally reflects the City's innovative personality and image. In the future, this design would be applied to the existing City of Longview web site, both internal and external.

In an effort to address this concern, the City is seeking to hire a qualified web-designer who can create a concept which will successfully be applied site-wide, function within the City's web technology standards, and meet the City's quality expectations. The chosen party will work closely with staff in the City's Communications and Information Technology Departments to achieve the desired look and feel and coordinate with existing technologies. The outcome of this collaboration will be templates designed and provided to the city for web development.

TECHNICAL DATA

- The site is hosted on-site and is heavily secured.
- The City currently uses ColdFusion to build interactive applications.
- The preferred web development tool is DreamWeaver. The City has adopted this as its standard and sponsors training for City developers.
- The City is pursuing a content management solution to be implemented at some point in the future

DESIGN OBJECTIVES

- The new design will successfully portray the City of Longview's image and include a large library of photos illustrating services and programs.
- The new design will appear throughout the site, providing a seamless presence.
- The main design will be the basis for several entry and navigational points within the site (i.e. splash page, menu pages, department home pages, etc.).
- Alternate design models will be built to provide similar, yet unique design options. These options will be made available to developers through the content management system as templates (either in DreamWeaver and/or ColdFusion formats) for pages below the navigational and department home page levels.
- The new design will take into consideration the potential technological limitations of visitors and be ADA accessible, yet make the most of innovative technology.
- The new design will have integrated navigational features, thereby, compressing the site's current navigation structure.
- Templates will be created and provided for web development for entry, navigational, departmental home pages, etc.