

06-08-26 Posting Date
City of Sylvania Website Development Project
City of Sylvania
Revised Response Due Date: 07-10-26, 4:30pm

In accordance with municipal procurement practices, the City of Sylvania is soliciting Letters of Interest (LoI) from qualified professional web design agencies and consultants to provide comprehensive website redevelopment, content migration, and explore local and cloud hosting services options for a new build of the official City of Sylvania website (www.cityofsylvania.com).

Project Description

The City of Sylvania is requesting Letters of Interest from experienced consultants for planning, creative design, development, and execution services to replace its outdated public web platform.

The primary objective is to build a modern, high-performing municipal website that improves community engagement, streamlines administrative workflows, and connects residents with key municipal services seamlessly, without requiring an understanding of internal departmental structures. The website must also be compatible and easily integrate existing platforms such as Invoice Cloud Utility Billing, OnBase, and ArcGIS portals. The final platform must empower non-technical City staff to perform routine updates efficiently.

Estimated Date of Authorization

It is anticipated that the selected Consultant will be authorized to proceed by September 2026.

Anticipated Scope of Services & Project Schedule

See below

Selection Procedures

The City of Sylvania will directly select the most highly qualified Consultant based on the Letter of Interest (LoI). The Rating Form that will be used to score and rank each Consultant is provided. Once the Consultant has been selected the City of Sylvania will enter into scope and fee negotiations.

Firms interested in being considered for selection should respond by submitting **one (1) electronic pdf** of the Letter of Interest to the following address by **4:30 PM** on the response due date listed above. Please use **“City of Sylvania Website Development Project”** in the subject line. Confirmation of receipt will be sent via email.

info2026@cityofsylvania.com

Responses received after 4:30 PM on the response due date will not be considered.

Letter of Interest Requirements

Letters of Interest are to include information regarding the design firm's capabilities as required by Ohio Revised Code 153.65D:

A. Instructions for Preparing and Submitting a Letter of Interest

1. Page Limit: There is no maximum page limit. Firms are encouraged to express their qualifications, design philosophy, and technical capabilities.
2. Format: Submissions must be delivered electronically as a single, compiled PDF file.
3. File attachment size must be less than 15MB.

B. Letter of Interest Content

1. To be considered, your Letter of Interest should comprehensively demonstrate your team's qualifications and approach to web development. While there is no page limit or restriction on the length of your submission, we ask that you focus on providing high-quality and concise relevant details.
2. Please ensure your submission addresses the following key areas:
 - a. Firm Profile & Team Structure: A brief overview of your firm, history, and the key personnel, designers, and developers who would be assigned to this project.
 - b. Technical Capabilities: A description of your technical expertise, including preferred Content Management Systems (CMS), responsive design capabilities, e-commerce integration (if applicable), security practices, and accessibility compliance (e.g., WCAG).
 - c. Relevant Experience & Portfolio: Examples of similar website projects completed by your firm. Please include links to live websites, a description of the project scope, and the specific role your firm played in its success.
 - d. Project Approach & Methodology: An overview of your development philosophy, covering your process for discovery, user experience design, testing, launching, and post-launch support or training.

Consultant Selection Rating Form

Firm Name:

Category	Total Value	Scoring Criteria	Score
Management & Team			
Project Manager	25	See Note 1	
Strength/Experience of Assigned Staff including Subconsultants	30	See Note 2	
Firm's Current Workload/ Availability of Personnel	10	See Note 4	
Consultant's Past Performance	25	See Note 3	
Other Relevant Information	10		
Total	100		

Consultant Selection Rating Form Notes

1. The proposed project manager for each Consultant shall be ranked, with the highest ranked project manager receiving the greatest number of points, and lower ranked project managers receiving commensurately lower scores. The rankings and scores should be based on each project manager's experience on similar projects as well as past experience with the City.
2. The experience and strength of the assigned staff, including subconsultant staff, should be ranked and scored.
3. The Consultants' past performance on similar type projects shall be ranked and scored on a relative, differential scoring type basis, with the highest ranked Consultant receiving a commensurately greater number of points.
4. The Consultant's workload and availability of qualified personnel, equipment and facilities shall be ranked and scored on a relative, differential scoring type basis. The scoring shall consider quantifiable concerns regarding the ability of a firm (or firms) rated higher in other categories to complete the work with staff members named in the letter of interest.

SCOPE OF SERVICES

PROJECT INFORMATION

The City is seeking website design services tailored specifically for local government to replace the existing outdated website and deliver a modern turnkey website platform. The expected scope of services includes:

1. **Discovery & Analytics Review:** Evaluation of current website traffic, search behavior, and analytical data to map out user patterns. Host discovery and multiple check-in meetings with a dedicated core City administration team to establish goals and challenges.
2. **Sitemap & Architecture Development:** Creation of a strategic sitemap and information architecture layout designed for intuitive end-user navigation and rapid access to high-demand local government resources.
3. **Responsive and Mobile-Friendly Visual Design:** Develop a tailored, responsive design optimized across all modern screen resolutions, devices, and browsers (Chrome, Safari, Edge, Firefox, etc.). The visual layout must integrate municipal branding elements (logos, color schemes, etc.) and include custom department specific layouts for specialized public sectors.
4. **Accessible System Development (ADA/WCAG Current Standards):** Development of the code structure to guarantee strict compliance with ADA/WCAG and accessibility benchmarks, including built-in tools like automatic alternative text tagging.
5. **Content Migration & Enhancement:** Hands-on audit, structured organization, and manual migration of existing textual records, essential documents, and media libraries from the legacy system to the new database environment.
6. **Search Engine Capabilities:** Execution of standard search engine optimization procedures during content migration, establishing searchable keywords, and indexing page content for optimal visibility.
7. **Municipal Module Integration:** Development and deployment of critical government self-service modules including:
 - **Citizen Engagement Tools:** Alert centers for emergency SMS/email broadcasts, localized community event calendars, and news flash matrices.
 - **Citizen Reporting Tools:** Ability for citizens to report issues and send messages administrative staff.
 - **Document & Record Management:** Structured hubs for public agendas, official minutes, civil codes, and downloadable centralized form directories.
 - **Administrative & Staff Directories:** Searchable listings for departmental public offices and staff contact points.

- **Career Portals:** Digital job application processors.
 - **Integration with Existing Digital Services:** Seamless integration with existing City digital infrastructure such as Invoice Cloud Utility Billing and Zoning payment portals, interactive ArcGIS mapping products, OnBase file storage and public record requests, and Everbridge citizen alert SMS/Email notification system.
8. **Permission-Based System Security:** Setting up secure administrative controls, layered user access permissions, and cloud-based intranet login portals for authorized city personnel.
 9. **Staff Training & Hand-off:** Conducting complete instructional training for technical and non-technical staff on sitemap management, content generation, and best practices. Allow for local administrative rights and privileges for editing and creating content.
 10. **Hosting Setup & Ongoing Maintenance:** Deployment of a high-security hosting infrastructure featuring comprehensive daily data backups, localized SSL certificate configuration, active monitoring, and technical support.
 11. **Administrative Engagement & Demo (if necessary):** Address Council inquiries regarding data security, launch timelines, ongoing maintenance costs, and transition plans from the legacy site. Conduct a demonstration of the new site, highlighting mobile responsiveness and key citizen workflows (e.g., permit applications, bill pay, public notices).

City Scope of Services

1. Provide existing media assets, branding data, and legacy site control permissions.
2. Operational feedback and administrative selection decisions during iterative layout reviews.
3. Final administrative sign-off, domain authority, and primary project oversight.

Anticipated Project Schedule

1. **LOI Posting** – June 8, 2026
2. **Submission of Letters of Interest** – July 10, 2026, 4:30pm
3. **Consultant Review and Interviews** – July 13 through July 31
4. **Consultant Selection Notification** – August 3, 2026
5. **Scope and Fee Negotiations** – August 3 through August 21, 2026
6. **City Council Contract Award** – September 8, 2026
7. **Authorization to Proceed / Project Kickoff** – September 14, 2026
8. **Final Launch & System Deployment (100%)** – April 1, 2027