



STATE OF NEVADA
Office of the Governor
Office of the CIO

REQUEST FOR INFORMATION

Website Redesign and Modernization

CONTENTS

1 General Information	3
1.1 Introduction	3
1.2 Intent of RFI	3
1.3 Current Website Environment.....	4
1.4 Project Objectives.....	4
1.5 Project Scope Milestones	5
1.5.1 Critical RFI Details	6
1.5.1.1 Assessment, Design & Content.....	6
1.5.1.2 Functionality	6
1.5.1.3 Security and Infrastructure	7
1.5.1.4 Migration	7
1.5.1.5 Training and Documentation	7
1.5.1.6 Implementation	7
1.5.1.7 Support	8
1.5.1 Phase 1: Three (3) to Six (6) months.....	8
1.5.2 Phase 2: Six (6) to Twelve (12) months pending funding level.....	9
1.5.3 Phase 3: Dependent on funding levels	9
1.5.4 Out of Scope	9
Approvals	9

1 GENERAL INFORMATION

1.1 INTRODUCTION

The State of Nevada Office of the Governor's Office of the Chief Information Officer seeks a digital agency to redesign and redevelop the external public website, to reimagine our online customer service, improve accessibility and increase civic participation. The project scope includes three separate components: review of self-assessment conducted by the state, standing up a platform (hosting/licensing), and robust advanced technical training for the designated Web Team resources; development of revised architecture and prototype, design, and templates; content migration; and recommendations for new service-based functionality.

1.2 Intent of RFI

Digital agencies are strongly encouraged to respond to this RFI. The information received in response to this RFI will help determine the best approach taken for the website redesign and platform replacement. Information acquired will be used to budget for the redesign and launch to ensure sufficient funding for appropriate services received (implementation, hosting/licensing).

This RFI is designed to:

1. Gauge the interest of and capacity to start the project of potential proposers.
2. Gather information to understand the total costs for the first 5 years (broken down by year) for the hosting/licensing and implementation, maintenance, and support services.
3. Determine the pool of experienced, qualified vendors with a proven track record in the planning, development, implementation, design, support, and hosting of a modern, flexible website for the State of Nevada.
4. Establish a timeline and allocation of internal resources needed to successfully complete the conversion to a new, cohesive website with cloud-based CMS.

This is not a solicitation for quotations, bids, or proposals. No contract award will result from this RFI. The State may contact Respondents, at its sole discretion, for additional information. The State shall not be obligated to contact any respondent, to purchase goods or services related to this RFI. Response to this RFI is not mandatory to be considered for any future solicitation for a website redesign. The State will determine, in its sole discretion, whether to proceed with a solicitation following the RFI. It is entirely the respondent's responsibility to remain informed of the State's issuance of any future solicitations. The State assumes no liability for the failure of respondents to obtain and respond to any such solicitation. Submissions to this RFI remain confidential and will not be released to the public. The state reserves the right to provide the list of the names of the respondents.

RESPONSES TO THIS RFI:

The Purchasing Division will accept questions and/or comments in writing regarding this RFI as follows:

All questions regarding this RFP should be submitted using the Bid Q&A feature in **NevadaEPro**.

To access the Bid Q&A:

1. Log into your Seller account on **NevadaEPro**:
2. Click the Bids tab in the header,
3. Click View under Bid Q&A on the appropriate Bid Solicitation under the Open Bids section.

All questions and/or comments will be addressed in writing and responses will be provided via **NevadaEPro**.

1. Responses must be submitted as a Quote through NevadaEPro, <https://NevadaEPro.com>.
2. Vendors are encouraged to submit a single file attachment per response section if possible.
3. Additional attachments may be included, but are discouraged and should be kept to a minimum.

1.3 Current Website Environment

The State's web presence that is in-scope consists of 133 websites, 23,740 web pages, and close to 100,000 files, including documents, images, audio, and video files, in support of state agencies, boards, commissions and elected offices hosted on EpiServer Ektron 8.7 SP2. The platform has not been kept current because the upgrade to the next version was too complex (sometimes referred to a complete overhaul) and that it would not be an efficient use of time and dollars when expectation was to convert to a modern cloud hosted solution. The vendor has sunset the product, and even if the product was supported, the platform is not user friendly for content managers. It would require a complete redesign to meet the customer journey needs and is unlikely to meet future needs as technology advances.

The current Ektron CMS platform is hosted on OCIO infrastructure, is not up to date with information security requirements, and has been sunset by EpiServer. It also does not have integrated functionality to enable compliance with WCAG AA Accessibility Guidelines. Partner stakeholders are dissatisfied with the platform as it does not have the capabilities to enable non-technical users to seamlessly manage content and customer interactions on their websites.

1.4 Project Objectives

We are looking for a solution that allows for decentralized content entry and content amalgamation on the nv.gov website. The primary objective of the State website project is to create a modern, user-friendly website that provides citizens with easy access to government services, information, and resources. The website should be designed to meet the needs of a diverse audience, including individuals with disabilities and those who speak languages other than English. The website should also be optimized for search engines and provide a seamless user experience across all devices. Additionally, the website should be secure, reliable, and scalable to accommodate future growth and changing needs. Finally, the website should be easy to manage and update by State staff, with a content management system that is intuitive and efficient.

The objectives of the project include:

- Ensuring consistency, accessibility, and uniformity in the design and user experience for all state websites, making it easier for citizens to access information.
- Developing a design that facilitates a consistent brand for State websites yet allows content editors to add new content/pages and/or functionality using approved templates.

- Increasing visitors' abilities to easily locate information and resources quickly and intuitively.
- Allowing centralization and standardization of security measures, reducing the risk of cyber-attacks and data breaches.
- Streamlining the maintenance and update process, making it easier for State stakeholders' easy-to-use tools for future site optimization and keeping its websites up to date with the latest features and functionalities.
- Developing the skillset of the Web Team for ongoing implementation, design, development, and support services for the solution.
- Reducing long-term costs for Nevada as we need only invest in one platform rather than multiple different platforms for individual websites.
- Improving efficiency and the user experience for state websites.

1.5 Project Scope Milestones

The ultimate goal for this project will result in a fully redesigned website that enhances user experience (front-end and back-end) using best secure design principles and the adoption of new tools and processes, increasing the utilization of State programs and services. The State faces many challenges regarding our current website design and user experience, both outward/visitor-facing and behind-the-scenes at all levels of support, from content editors to developers. Of utmost importance is for the State to have modern website platform mobilized and its technical team trained to support it as quickly as requirements allow so the State has a viable option to quickly move current content if a terminal issue occurred with the current environment. The State has limited resources for funding the project. As such, it plans to separate the project into three (3) components so that the conversion can begin as quickly as possible.

1. Phase 1

- Select and stand up the platform with advanced technical training for designated Web Team resources. Platform selection will be based on extent to which the solution:
 - Is compatible with State enterprise architecture and meets technical and security requirements.
 - Is scalable and supportable for the Web Team has configurable and extendable development framework.
 - Has WYSIWG functionality for content owners to build/update content via templates.
 - Enables content owners to meet/exceed WCAG standards.
 - Functionality meets current use-cases hosted on nv.gov.
 - Has technical training instruction and support.
- Design of the website architecture with mock-ups, development architecture and templates, including with conversion of selected prototype sites;
 - The vendor will be provided with an assessment conducted by the State and a content audit. Vendor will be provided access to designated domain owner to ensure that the design accommodates higher complexity sites as well as the most simple.
 - The vendor will develop a design and templates for the approval from the governing body.

- Once approved, one (1) to three (3) domains will be selected as prototypes. The vendor will build the prototype(s) and conduct QA and UAT.
 - Once stakeholder and governing-body approval received, will Go Live on the new platform.
 - The vendor will provide training and training resources for content owners / administrators.
2. Subsequent phase(s).
- Implementation & conversion services for designated domains that have more complicated functionality. The State intends that its Web Team resources develop competence in building and converting content. In the interest of speed and as funds allow, the State will engage in implementation/conversion services for designated websites.

1.5.1 CRITICAL RFI DETAILS

1.5.1.1 ASSESSMENT, DESIGN & CONTENT

1. Assessment: The state will provide a content audit and inventory, including working with content owners to determine what to keep, update, or remove, as well as other user research including content prioritization and user personas and workflows. The vendor will use this research as a baseline but is encouraged to identify assessment activities it must conduct to create the UX/UI design.
2. Content Strategy: Vendor will provide content strategy recommendations including but not restricted to comparative time, benefits, and costs of a greenfield approach versus other recommended options.
3. Design: Vendor will work with State staff to design a fully responsive, user-centric, modern website.
 - Vendor will make revision recommendations of top identified pages from the discovery phase to ensure a consistent look & feel across the website.
 - The website must comply with WCAG AA Accessibility Guidelines at launch and enable enforcement through on-going content updates.

1.5.1.2 FUNCTIONALITY

1. Analytics: integration and setup using Google Analytics (GA) and Tag Manager unless solution provides level of service from GA or better.
2. Search: users will need to be able to access content throughout the site from a simple search interface.
3. Strong Linking: updates to documents and pages should not break existing links on the websites.
4. Calendar: state meetings and events should be available from a single filterable calendar with select categories.
5. Alerts: messages can be added to the individual page, section, agency, or state-wide level.
6. Media: video and audio files can be added, as well as image galleries and slideshows.
7. News: categorized news articles should be able to include date, agency, summary, multimedia, and related articles
8. User Management: editor permissions should be able to be assigned at the lowest agency level (e.g., Department, Division, Unit).

9. Page Scheduling: ability to schedule when pages are made public and when they should be archived.
10. Social Integration: ability to post content updates to social media channels.
11. Active Directory Integration: ability to sign on using single sign on.
12. API Integration: ability to pull/return from databases via REST API.
13. Payment Processing Gateway: ability to enable plug and play payment processing as needed for content managers.
14. Form Builder: ability to create custom forms using a drag & drop builder with custom workflows and submission responses.
15. Submission Workflows: ability to review and approve submitted content changes.
16. Email & SMS Communication: ability to allow visitors to subscribe to mailing lists and manage communication channels. Content editors should be able to create message content and send communications.

1.5.1.3 SECURITY AND INFRASTRUCTURE

1. Deliver and maintain a secure website (HTTPS) that is browsing encrypted and verified by a trusted third-party with a valid SSL certificate.
2. Website availability and reliability of 99.9999% up-time.
3. Demonstrate experience with other large, complex, public-sector entities, demonstrating qualifications, credentials, and related experience.
4. Include ongoing security updates and patches.
5. Include ongoing product updates and enhancements.

1.5.1.4 MIGRATION

1. Vendor will provide a migration plan and will provide resources to lead the effort as well monitor and report on quality.
2. Vendor will be responsible for delivering a pre-migration detailed content listing that maintains, at a minimum, the detailed content for each website, owners yes/no decision to migrate, and validation that the content was successfully migrated.
3. State resources from the Web Team and content owner staff will assist in the initial migration

1.5.1.5 TRAINING AND DOCUMENTATION

1. Advanced technical training: The State intends that designated resources on its Web Team will obtain advanced training to allow the State to be as self-sufficient as possible in design and development once the project has launched.
2. Initial content owner / editor training: The vendor shall provide train-the-trainer instruction to designated resources, enabling the team to demonstrate their expertise to the content owners and editors. The vendor shall provide onsite support for the initial content owner/editor training.
3. Documentation: The State prefers that support documentation is accessible from the [design, develop module.

1.5.1.6 IMPLEMENTATION

Respond to the following questions:

1. What is your proposed approach to redesigning and modernizing the State's website(s)?
2. How do you plan to ensure that the new website(s) will be user-friendly, accessible, and meet the needs of citizens and stakeholders?
3. What is your experience with large-scale website redesign projects, particularly those for government or public sector organizations?
4. How do you plan to manage the project, including timelines, milestones, and deliverables?
5. What is your process for conducting research and discovery to inform the redesign process?
6. How do you plan to involve stakeholders in the redesign process, including content editors, developers, and end-users?
7. What is your process for designing and developing the new website(s), including design mock-ups, wireframes, and prototypes?
8. How do you plan to ensure that the new website(s) are optimized for search engines and meet web standards and accessibility guidelines?
9. What is your approach to testing and quality assurance, including user testing and bug fixing?
10. How do you plan to provide training and support to State staff for ongoing maintenance and updates of the website(s) after launch?

1.5.1.7 SUPPORT

Respond to the following questions with documentation and/or text demonstrating how the solution meets these best practice requirements:

1. Best practice support for a cloud-hosted solution involves ensuring that the solution is secure, reliable, and scalable, and that it meets the needs of the organization.
2. The solution must implement robust security measures to protect against cyber threats, such as firewalls, intrusion detection systems, and data encryption.
3. The solution must be highly available and can handle spikes in traffic or usage, by implementing load balancing, failover mechanisms, and auto-scaling.
4. The solution must be closely monitored to identify and resolve issues quickly, using tools such as log analysis, performance monitoring, and alerting.
5. Ongoing training and support to content editors and administrators to ensure that they can effectively use and manage the solution. By following these best practices, organizations can ensure that their cloud-hosted solution is secure, reliable, and scalable, and that it delivers maximum value to the organization.

1.5.1 PHASE 1: THREE (3) TO SIX (6) MONTHS

The scope of this project includes the elements below required to redesign content currently hosted on Ektron for websites under the nv.gov domain.

- In collaboration with the vendor, the State website governing body will designate a representative set of websites (1-3) comprising about 10% of the most frequently viewed web

pages to convert within 9 months of project kick-off, with selection based on partner level of interest, website complexity and risk level. This group would work under the purview of a website governance body that will consult and approve the overall look and feel, setting the stage for subsequent conversions. This would be considered a prototype requiring full functionality for the designated websites.

- The secondary focus of this phase is to train the Web Team resources in design, build, develop, test and support using the platform, so we are not dependent on a services vendor for subsequent conversions.
- Milestones (payment based on kick-off, Proof of Concept, and Launch of Prototype Websites)
 - Map of future state architecture and templates.
 - Detailed assessment of designated websites defining outcomes required.
 - Approved Proof of Concept design.
 - Technical training for designated Web Team resources.
 - Develop, end-user training for content editors, test, launch, sitemap.

1.5.2 PHASE 2: SIX (6) TO TWELVE (12) MONTHS PENDING FUNDING LEVEL

- Convert up to 50% of the sites, prioritizing vendor services for the highest complexity and/or risk websites. The Web Team would collaborate with the vendor and be the lead for some of the websites.
- Milestones (payment based on kick-off, Proof of Concept, and Launch)
 - Detailed assessment of designated websites architecture.
 - Approved design.
 - Develop end-user training for content editors, test, launch.

1.5.3 PHASE 3: DEPENDENT ON FUNDING LEVELS

- Convert the remaining websites, with the vendor focused on remaining high-complexity and/or risk sites and the Web Team converting the rest.
- Milestones (payment based on kick-off, Proof of Concept, and Launch)
 - Detailed assessment of designated websites architecture.
 - Approved design.
 - Develop end-user training for content editors, test, launch.

1.5.4 OUT OF SCOPE

- Websites not hosted on Ektron.
- Detailed customer journey mapping.
- Content optimization.

VERSION HISTORY

Version	Date	Description of Changes	Author/Editor	Approved by
0. 1	09/08/2023	Initial Draft	Tania Williams	Jason Benshoof Jared Wilkin David Axtell

0.2	09/26/2023	Revised approach with constrained funding	Tania Williams	Jason Benshoof Jared Wilkin Darla Dodge Bob Denhardt David Axtell
0.3	10/10/2023	Final version for CIO approval	Tania Williams Jason Benshoof Jared Wilkin Darla Dodge Bob Denhardt David Axtell	Tim Galluzi

Approvals		
Tim Galluzi	Chief Information Officer Date:	Executive Sponsor Signature:
Jason Benshoof	Chief, Client Services Unit Date:	Project Sponsor Signature:
Tania Williams	OCIO CSU Date:	Sr. Project Manager Signature: