



City of San Diego Website Redesign Initiative Vendor Survey

It's time to bring the City of San Diego's online presence up-to-date and into the future. Mayor Kevin Faulconer is launching a redesign of the City of San Diego's website (<http://www.sandiego.gov>) to provide easier online access to City services, departments, and resources. In other words, the new website should be responsive and accessible via desktop and mobile devices in a seamless way.

To accomplish this overhaul, the Mayor is partnering with Code for America's local affiliate *Open San Diego* to engage with local San Diego businesses for many of the website redesign requirements. Mayor Faulconer's City of San Diego Website Redesign Initiative will follow *Code for America's Digital Front Door* initiative and incorporate a rigorous usability testing regimen based on extensive community outreach and engagement. Mayor Faulconer wants to ensure the best possible outcome for all of San Diego's residents, visitors, and City staff.

During the initial phases of this project, the Mayor would like to engage vendors with experience in:

- **online brand development**
- **organizational web style guides**
- **pattern libraries**
- **templates**
- **user experience testing**
- **usability research and community engagement**

In future phases, the Mayor would like to engage vendors with experience in:

- **deploying and managing large content management systems (CMS)**

If your firm would like to apply as a vendor for Mayor Faulconer's City of San Diego Website Redesign Initiative, please complete and return this survey to the Purchasing & Contracting Department located on the 2nd floor of the Civic Center Plaza Building (1200 3rd Ave, 92101) before **September 19th, 2014 at 5pm.**



COMPANY INFORMATION

Firm Name	(required)
Business Development Contact (Name and Email)	(required)
Technical or Design Lead Contact (Name and Email)	
Primary Business Address	(required)
City, State / Province / Region, Zip code	(required)
Country	
Email	(required)
Website	(required)
Company Size	(required)
Other Location(s)	
Area(s) of Expertise	(required)



Company History or Background (required)

Empty text area for Company History or Background.

Summary of Qualifications (required)

Empty text area for Summary of Qualifications.



Indication of Interest	(required)
<i>Which portions of this project is your firm interested in working on?</i>	
<input type="checkbox"/> Branding <input type="checkbox"/> Visual Style Guide <input type="checkbox"/> Pattern Library <input type="checkbox"/> Templates <input type="checkbox"/> Usability Research <input type="checkbox"/> User Testing <input type="checkbox"/> Community Engagement <input type="checkbox"/> Content Management System <input type="checkbox"/> Other:	

PAST PERFORMANCE

Please provide information about 3 of your most recent projects.

Project 1

URL	(required)
Services Performed	(required)
Approximate Budget	



Project 2

URL	(required)
Services Performed	(required)
Approximate Budget	

Project 3

URL	(required)
Services Performed	(required)
Approximate Budget	



GENERAL QUESTIONS

These questions are not-required and are intended to give you the opportunity to provide more information about how your firm might approach this project.

Web design / development philosophy

Briefly describe the philosophy or methodology that your firm uses or follows during the process of building for the web.



Summary of your Sense of Place and Identity for San Diego.

Describe how you and your firm perceive San Diego's identity as a place and the City as an organization. What aspects of the City's identity do think are important to be considered in the redesign of the city governments website.



Problems and Gaps in current site

What problems and gaps do you see in the current sandiego.gov website. Please be as brief as possible and summarize.