

SCOPE OF WORK
Business One Stop Shop
Website

March 7, 2024

RFP Summary

The City of El Paso is seeking proposals from qualified vendors to create a user-friendly website for the Business One Stop Shop (BOSS). The maximum budget authorized for this request is \$24,750. Funding is provided by the Wells Fargo Foundation in partnership with the City of El Paso and the Paso del Norte Community Foundation.

More than one firm or no firms may be selected. The deadline to submit proposals is March 22, 2024.

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About the BOSS: Business One-Stop Shop (BOSS) Program is a collaborative business services one-stop shop providing business education, technical support, and tailored financial products for small and micro business owners, entrepreneurs, and foreign direct investors (FDI). The BOSS Program includes 20+ partners and is designed to catalyze access to business services and financing in El Paso County, transform community-wide perceptions on business creation, retention and expansion, and support businesses of all sizes to make better-informed decisions on growth and sustainability.

Scope of Work

The website should include design, content, and multimedia components that reflect the BOSS brand and mission, as well as adhere to the City of El Paso design guidelines and technology guidelines. The website should be built using a content management system (CMS) that allows easy editing and updating of the site by city employees who manage the BOSS program. The website should also have features such as a calendar of events, a contact form, a newsletter subscription, and social media integration. The vendor should provide maintenance and support for the website for a span of 5 years. Vendors should respond with a projected website development timeline.

Task 1: Develop a Website Service Package in Coordination with City of El Paso IT Department

- 1.1 Website design should reflect BOSS brand while following [City of El Paso branding guidelines](#)
- 1.2 Provide a set of original multimedia components such as high-quality imagery, video (raw and edited), and optionally animations, infographics, or other web interactive elements
- 1.3 Integrate with the city's Google Analytics platform
- 1.4 Provide site hosting and management, with full admin rights to city IT web team members as a backup
- 1.5 Provide maintenance and support for 5 years
- 1.6 Provide or transfer the domain and security certificate to City IT
- 1.7 Ensure the website meets ADA WCAG guideline
- 1.8 Implement robust security measures (including but not limited to anti-spam measures, password or passphrase security, two-factor authentication, account management, and regular backups)

Task 2: Coordinate Website Design in Coordination with City of El Paso Economic Development

- 2.1 Utilize a Content Management System (CMS) with role management to allow city employees to easily edit and update the site
- 2.2 Provide CMS training and documentation for City employees (including but not limited to video tutorials, documentation, and/or live sessions).
- 2.3 Provide the tools and initial setup for an editable calendar of events.
- 2.4 Include a standard contact form and newsletter subscription integration.
- 2.5 Provide social media integration (such as social media embedding, linking, etc.)
- 2.6 Implement SEO best practices
- 2.7 Include thank you statement for the Wells Fargo Foundation