

# City and County of San Francisco



*Edwin M. Lee, Mayor*

# Human Services Agency

Department of Human Services  
Department of Aging and Adult Services

*Trent Rhorer, Executive Director*

Office of Contract Management  
Robert E. Walsh, Contract Manager  
1650 Mission Street, Suite 300  
San Francisco, CA 94103  
E-mail: Robert.Walsh@sfgov.org  
Telephone: (415) 557-5644

## **Informal Bid (IB) #640**

**Responses Due: Thursday, March 12, 2015 by 12:00 p.m. by Email to Robert.Walsh@sfgov.org**

### **City & County of San Francisco Human Services Agency (HSA): Digital Services UX Research**

#### **I. Contract Purpose**

Provide design strategy and research (consulting) during the planning phase of an effort by the City & County of San Francisco Human Services Agency (HSA) to improve digital services through its public-facing website ([www.sfhsa.org](http://www.sfhsa.org)). This contract shall have a term of four months, effective from April 1, 2015 to July 31, 2015. In addition, HSA shall have one option to extend the term up to twelve months, which HSA may exercise in its sole, absolute discretion.

#### **II. Intended Population**

The Human Services Agency promotes well-being and self-sufficiency among individuals, families and communities in San Francisco. In addition to HSA clients, the public-facing website should respond to the needs of HSA community partners, contractors, employees and other City agencies who work with HSA.

#### **III. Location and Time of Services**

HSA operates throughout San Francisco and the vendor will need to conduct research throughout the City for much of the contracted time. There will be weekly meetings to ask questions and provide updates and deliverables.

#### **IV. Service Objectives**

- 1) Define the purpose and goals of the HSA public-facing website ([www.sfhsa.org](http://www.sfhsa.org)) from the perspectives of its users (clients, employees, community-based organizations, vendors, other government agencies, etc.)
- 2) Understand the users of the main HSA website.
- 3) Clarify website requirements & guidelines.
- 4) Document accessibility requirements and needs.
- 5) Identify resources and training needs.
- 6) Explain technology needs.
- 7) Provide options for improving HSA digital services through its website ([www.sfhsa.org](http://www.sfhsa.org)). The pros and cons should be detailed for each option using all the findings. The pros and cons should tease out differences among;
  - a. Technology platforms best suited to deliver the desired end product.

- b. Estimated time and cost required to deliver the end product, including options for phasing the work if necessary.
  - c. Ongoing maintenance requirements.
  - d. Estimated upfront and ongoing costs.
  - e. Information security and accessibility considerations.
  - f. Adaptability to mobile platforms.
  - g. Feasibility of multi-lingual interfaces, among other concerns that may be identified by HSA and its users.
- 8) Present HSA with a concise, clear, sharable report and presentation of the findings that is visually engaging.

## **V. Minimum Qualifications**

- 1) At least three years of consulting or work experience in the following areas is required: UX research, website design, strategy, development, and analytics.
- 2) Two or more years of using Agile or Lean processes to do web development through iterations of UX research, design, coding and analytics is favored.
- 3) Demonstrated experience working with the public sector, community-based organizations as well as low-income and marginalized populations is advantageous.
- 4) Be able to become an approved city vendor within (10) days post award.
  - a. *Vendors can apply without having a SF City Vendor ID. Find out how by visiting here:*  
<http://sfgsa.org/index.aspx?page=4762>

## **VI. Reporting Requirements**

- 1) The vendor will convene weekly to meet deadlines and provide various deliverables.
- 2) The vendor will use HSA's online billing system, CARBON, to post invoices **monthly**. Reporting activities include, but are not limited to; personnel, overhead, and subcontractor costs.
- 3) Grantee will provide Ad Hoc reports throughout the consulting process as required by HSA.

## **VII. Submit Your Proposal by Emailing a Completed "Appendix A – Vendor Proposal Form" to Robert.Walsh@sfgov.org by Thursday, March 12, 2015 at 12:00 PM.**

**Instructions:** Please respond to all questions in Appendix A – Vendor Proposal Form. Responses must be written solely by the vendor. Thank you!

### **Attached Documents:**

Appendix A – Vendor Proposal Form

### **Questions:**

For assistance regarding the scope of services, reporting requirements, or any other general questions, please contact Robert E. Walsh by email at Robert.Walsh@sfgov.org or telephone at (415) 557-5644.