Feature Set	Feature	Functional Requirements	Aggregated Priority Ranking (MoSCoW)																			
Communications																						
	Email capture (third party)	Integration of third-party email capture to allow users to submit email address/join mailing list.	Should Have																			
		Email capture may be Department specific or global.	Should Have																			
	Email send (third party)	Email functionality integrated with CMS to allow emails to be sent from within the site (i.e. form submission confirmation)	Could Have																			
	Integrated Newsletter sign up	Integration of Constant Contact specifically for newsletter sign up to allow users to submit email address to receive newsletter content.	Could Have																			
	SMS	Ability to enroll in SMS text notifications	Won't Have (Right Now)																			
	Chatbot (Olark or similar)	Provide an interactive and user-friendly conversational interface to assist users in accessing information, answering queries, and performing tasks on the website.	Could Have																			
Search Engine Optimization (SEO)																						
	Sitemap	Sitemap should automatically update with each site content change.	Must Have																			
		Robust and configurable sitemap that allows administrative controls for frequency of submission of site changes.	Should Have																			
	Template optimization	Page title and summaries should be required for each type of content.	Must Have																			
		Clean plain language URLs should be provided allowing both machines and humans to read the site hierachy and structure	Must Have																			
		URL path overrides should be provided allowing editorial control over URL names	Must Have																			
		Templates should be optimized to load quickly across all devices and speeds.	Must Have																			
	Image Optimization	Image optimization should limit the amount and size of images displayed when low bandwidth is detected.	Should Have																			
		Plain language and editable image titles and alt text should be required in additon to file names	Must Have																			
	Redirects	Editorial control should be afforded to create site content redirects natively within the system.	Should Have																			
		Redirects should be automatically self-healing to ensure no lost traffic.	Should Have																			
	Structured Data/Content	Fields in the templates should incorporate the mark up and vocabularies from Schema.org to improve the findability of content.	Should Have																			
		The structured data schemas should be applied to the appropriate types of content using the corresponding extensions.	Should Have																			
Site Search																						
	Cross-platform search capabilities(core website and external sources)	Site search application should be able to index and query content across the core website, microsites, applications and other Department owned websites.	Must Have																			
		Search results display should be federated to show content across the core website, microsites, applications and other Department owned websites.	Must Have																			
		Spell check and spell correction recommendation- "Did you mean?"	Must Have																			
	User Interface Controls	Filtering by taxonomy, dates	Must Have																			
		Sorting by A-Z, Z-A, Newest, Oldest	Must Have																			
		Faceting within topics and categories	Must Have																			
	Administrative Interface Controls	Pin results to top of query lists	Must Have																			
		Remove results from queries	Must Have																			
		Create synonyms sets	Must Have																			
		Boost and weight fields values	Must Have																			
	Display	Pagination to display number of pages of results	Must Have																			
		Count of results of total set. "You are viewing 10 of 100 results."	Must Have																			
		Autocomplete display of suggested results	Must Have																			
		Ability to display iconography	Must Have																			
	Analytics	User search data	Must Have																			
		Most popular searches	Must Have																			
		Searches with no results	Must Have																			
		Autocomplete usage	Must Have																			
		Exportable analytics data	Must Have																			
	Findability: Department Services	Feature allowing residents to search and filter all available services within Department	Must Have																			
	Findability: Documents	Feature allowing residents to search and filter documents. Can be specific to a department or section of the site or a global, cross- document finder.	Should Have																			
	Findability: People	Feature allowing residents to search and filter by Department, position, and staff name to identify the correct person to contact.	Could Have																			
	Findability: Location	Feature allowing residents to search and filter by Locations throughout the county.	Could Have																			
Social Media																						
	Presence on site	Display the branded icons and link to the county official social media accounts.	Must Have	Individual offices																		
	Content Feeds on the site	Major social media platforms content displayed directly on the website using the developer documentation, embed code or widgets provided by the platform.	Could Have																			
	Content Sharing	Ability to share content from the website to selected social media platforms.	Must Have																			

	Metatag and Open Graph Tag Optimization	Content should be optimized for sharing and display on selected social media platforms.	Must Have																		
		Open graph tag configuration should be set up to include content specific images or the defaut site image when specific image is not available.	Must Have																		
		For each platform where content can be shared from the website should have its metatag protocol defined according to the social platform's current requirement. Example Twitter/X cards should be defined for the size, type of content and link to be shared.	Must Have																		
Accessibility																					
	ADA and WCAG Compliance	Design and build in compliance with WCAG 2.2 AA accessibility standards	Must Have																		
		Current ADA compliance guidelines are met with the WCAG 2.2 AA standard.	Must Have																		
	SiteImprove	Integrated with SiteImprove to use pre-publish check tool when managing content and uploading documents.	Could Have																		
	Content Readability	Could be provided by SiteImprove or other third-party tool to provide a Flesch Kincaid readability report	Must Have																		
	Text re-size	Text should be able to be re-sized as needed for users visiting the site.	Must Have																		
	PDF remediation	Third party or vendor managed to assess and remediate PDFs to ensure accessibility compliance.	Must Have																		
Core Website																					
	Display/Mobile Responsiveness	Site should be fully mobile responsive across all devices sizes.	Must Have																		
		While the site should be vibrant and modern in design it should also be accessible to users on older devices and lower bandwidths.	Must Have																		
		Site should load quickly with content, images and features readily available.	Must Have																		
	Templates	Flexible templates to avoid having to create content multiple times, i.e. News Article and Blog Post would be distinct	Must Have																		
		Templates should be created to house unique content types.	Must Have																		
		Templates should have a fixed user experience with optional features for editors to add supporting content and features using components.	Must Have																		
	Print	Provide obvious print icon on all pages for users to print content pages. Print function CSS should remove menus color, images and extraneous site elements.	Should Have																		
	Help and Tool Tips feature	As an add on to the content interface the ability to add tool tip and help content to user facing content for more complex subjects.	Could Have																		
	Microsites/Subsites	Website should include the functionality to allow a subsite/microsite to be built within the county Site. Structure can be shared (components, content types) but look and feel must be distinct with discrete and defined permissions group for editing/managing.	Must Have																		
	Cross-platform publishing	CMS should be able to publish content across the core website CMS, social media, microsites, applications and other county owned websites.	Could Have																		
	Mobile Responsiveness: Click to Call	Telephone numbers across the site should be automatically formatted to allow click to call capability on mobile.	Must Have																		
	Anti-spam	Captcha, ReCaptcha, and Honeypot configured to protect native form fields (i.e. log in page)	Must Have																		
Translation																					
	Language Switcher	All content on the site should be available in multiple languages. Machine translations are acceptable.	Should Have																		
		Manual translations may be required in some cases.	Should Have																		
Administrative Controls and Interface																					
	Content Moderation	New and revised content to be reviewed by user with elevated publishing permissions.	Must Have																		
	Content Scheduling	Ability to schedule when a page or post publishes, when a page/post unpublishes and returns to draft, and when a page has been edited.	Must Have																		
	Content Workflow	Review and approval workflow depending on role and permission assigned. Will need workflows specific to various departments.	Must Have																		
	Editing	Users can create new content or edit existing content using a modern editor tool within CMS.	Must Have																		
	Publishing	User with appropriate permissions to publish can review and publish their own content or content within the approval workflow for other editors.	Must Have																		
	Reporting	Must be able to sort, filter and search on site content	Must Have																		
		Should be able to sort by title, , editor, created date, updated date and other required taxonomy terms.	Must Have																		
		Must be able to create a sorted, filtered and/or searched list and export the data to a CSV file.	Should Have																		

		Should include pre-built reporting templates and options.	Should Have	
		Must be able to create a sorted, filtered by d list and export the data to a CSV file.	Should Have	
	Data Visualization: Internal Dashboarding	Site administrators must be able to create internal dashboards for tracking editorial activity within the CMS.	Should Have	
	Mobile Responsive	Content editors and publisher must be able to create new or edit existing content from a mobile or tablet device.	Should Have	
	Help Text	Clear and concise help text for each field, content templates to improve the editorial experience.	Should Have	
	User Management	Internal user management schema that can accommodate differing permission levels.	Must Have	
	Browser-based administration	Create, edit, manage content from any browser.	Must Have	
	404 Page	Ability to customize 404 page	Should Have	
Identity Access Management				
	Multi-factor Authentication	Requires a user at log-on to provide both a password and a unique time based code sent via email or generated in a free app (e.g., Authy, Google Authenticator, Microsoft Authenticator) on an authorized user's mobile device.	Must Have	
Forms				
	Data management	Data collected via native forms should be able to be viewed within the CMS on an aggregate and per form basis	Must Have	
		Data collected should be exportable in an aggregate or single entry manner.	Must Have	
		Data collected via native forms should be able to be emailed to internal users and directly to end users submitting the form.	Must Have	
		Access to data collected should be restricted according to a user's permission-level and role.	Must Have	
		Data collected via native forms should be able to be emailed to internal users and directly to end users submitting the form.	Must Have	
		Access to data collected should be restricted according to a user's permission-level and role.	Must Have	
	Form (third party: Seamless docs, Formsite, Jotform)	Forms developed in a third-party tool that can integrated into CMS.	Must Have	
		Forms should be capable of conditional logic and custom submission confirmation messaoes.	Must Have	
		Encryption, PCI and HIPPAA comoliance should be inlcluded.	Must Have	CJIS as well
		Forms should allow anonymous users to upload files within a form.	Should Have	
		Full reporting suite and data management should also be included.	Must Have	
		A user can "save as they go" while submitting a form.	Should Have	
	Form Administration: Advanced Workflow	Form editors and managers should be able to configure advanced notification workflow including email notifications, workflow approval requests.	Must Have	
	Surveys (third party)	Integration with a third-party survey tool. Surveys should be capable of conditional logic and custom submission confirmation messages.	Must Have	
	Payments	Registration, License, permit fees. Extensible across multiple areas.	Must Have	per department
Data & Analytics Tools				
	Google Analytics	Integration with Google Analytics 4 for analytics management.	Must Have	
	Native reporting tools	Must be able to sort, filter and search on site content	Must Have	
		Should be able to sort by title, department, editor, created date, updated date and other required taxonomy terms.	Must Have	
		Should be able to create a sorted, filtered and/or searched list and export the data to a CSV file.	Must Have	
		Should be able to sort, filter content by recency. A "freshness report".	Must Have	
		Must be able to review content within workflow stages.	Must Have	
		System reporting should include a counting feature for images, files and pages in the CMS.	Must Have	
		System should automatically generate a report of content that has "sunset".	Must Have	
	Accessibility QA, PDFs, pre-publish checks	System should be integrated with SiteImprove or similar to ensure content is ADA compliant and accessible.	Must Have	
		SiteImprove or similar integration should include content pre-publish checks.	Must Have	
		SiteImprove or similar integration include PDF checks.	Must Have	
	Hotjar (more comprehensive)	Install Hotjar to visually analyze customer behavior, providing ongoing user analysis.	Could Have	
	Inspectlet (screen clips)	Install Inspectlet for ongoing additional customer insight and data.	Could Have	
Mapping & Location Management				
	Find Locations	Ability to find, filter and search within site for offices and facilities	Must Have	
	Map Interface	Must be mobile responsive	Must Have	
		Ability to display waypoints/pins and a pop up card for more detailed information.	Must Have	

	Geocoding	Ability to have the system geocode a location based on the address provided.	Must Have																			
		Ability to override a geocoded address that is not precise with lattitude and longitude values.	Must Have																			
	Geolocation	Geolocation services should be included to allow a user to find services and location near them using device location or supplying a zip code or street address.	Must Have																			
	ArcGIS and ESRI Intgeration	component that allows for the embedding of an ArcGIS map into a page template. The	Must Have																			
		Controls should be provided allowing the editor to control the height of the map embed	Must Have																			
User Management																						
	Roles	Internal user management schema that can accommodate differing permission levels.	Must Have																			
		Standard roles: Site administrators, Editors, Publishers	Must Have																			
		Customized roles based on or team specific	Must Have																			
		Site administrators can assign and update role assignments for other users.	Must Have																			
		Publishers can create, edit their own content, review, and publish content	Must Have																			
		Editors can create, edit their own content, and submit for review.	Must Have																			
		Reviewers/Viewers have restricted access to read only.	Must Have																			
	Permissions	Permissions schema to support	Must Have																			
		Multi-level permissions to	Must Have																			
		Granular access to restrict a user to singular sections within the site.	Must Have																			
		Limited access to edit Front page	Must Have																			
	Administrative Reporting	Should be able to search, filter and sort on all system users.	Must Have																			
		Should be able to sort and filter by user roles, last authetication date, department assignments, last content edited.	Must Have																			
		Should be able to sort, filter and search and export all user data to a CSV file.	Should Have																			
		Administrators should be able to view reports on system access by users even if content is not edited, archived, created or published.	Must Have																			
Integrations	See: https://docs.google.com/spreadsheets/d/1cfDWyo4J7ddvdhOlZsIkGn1Lto5WZaFJ3et7iOJW-Tzw/edit?gid=1467073555#gid=1467073555																					
Document Management																						
	Administrative	Admin users can upload PDFs and other documents in standard templates	Must Have																			
		Create a friendly name	Must Have																			
		Create a summary that will be displayed when searching for documents	Must Have																			
		Autocreate upload date, publish date and author	Should Have																			
		Add taxonomy terms to documents	Should Have																			
	Limited File Types	The system should be configured to only allow certain file type extensions.	Must Have																			
	Version Control	Can create a new version or revert to a previous version	Must Have																			
		Change log requirement	Must Have																			
	Findability	Documents should be searchable for both end user and admin users.	Must Have																			
	Document Management Workflow	Review and approval workflow depending on role and permission assigned.	Must Have																			
		Will need workflows specific to various departments.	Must Have																			
	Printability	PDFs should be printer friendly	Should Have																			
	Archive	Should be able to archive outdated PDFs to limit access to both end user and admin users.	Must Have																			
	Scheduling	Automatic publishing/archive for documents, specifically PDFs	Must Have																			
	Scalability	Ability to grow with the county's needs for PDF management if CMS is primary repository for PDF content.	Must Have																			
	Taxonomy	On all docs, files, etc.	Should Have																			
		Capture friendly name, file name and taxonomy	Should Have																			
	Bulk File Upload	Admin users should be able to upload multiple files at once to the system.	Should Have																			
	Bulk File Management	Admin users can edit multiple file items at one in a dedicated admin view.	Should Have																			
		Editors can edit alt text, friendly media name, taxonomy.	Must Have																			
		Filters for each .	Must Have																			
Site Alerts																						
	Sitewide announcements and alerts	Ability to create site-wide alerts that allow the customer to dismiss the alerts. Administrators can schedule start/end date and time for the alerts.	Must Have																			
	Department announcements and alerts	Ability to create department-level alerts that allow the customer to dismiss the alerts. Only Administrators within the specific department can create and schedule start/end date and time for the alerts. Alert does not appear outside the specified .	Must Have																			
		Multiple alerts can appear at one time. Adminstrators can manage priority order.	Should Have																			

	Dismissable Alerts	Alerts can be dismissed by a user after page load. Dismissed alerts may or may not appear again after page re-loads.	Must Have																			
	Severity	Can designate low, medium, high severity. Each level distinct in site design.	Should Have																			
	Front page only	Option to restrict the alert to only the front page of the website	Should Have																			
	Homepage Takeover	Ability to take over/replace entire homepage during an emergency or distaster preparation or response.	Should Have																			
Digital Asset & Media Management																						
	Bulk Media Upload	Content editors can upload multiple photos/images for use	Could Have																			
	Single File Upload	Allows users to upload one file at a time to the	Must Have																			
	Large File Upload	This feature allows for files larger than 50MB to be uploaded to	Should Have																			
	Create and embed photo slideshows and galleries	Content Editors can create a photo slideshow or gallery selecting photos and providing captions.	Must Have																			
	Embed (YouTube or Vimeo)	Embed videos using YouTube embed code snippet to render regardless of section or content template in the website	Should Have																			
	Bulk Media Management	Content editors can edit multiple media items at one time in a dedicated admin view.	Should Have																			
		Editors can edit alt text, friendly media name, taxonomy.	Must Have																			
		Filters for each .	Must Have																			
Training																						
	Google Analytics	Dashboard and data	Could Have																			
	Content Editing Best Practices	Ongoing training resources and	Must Have																			
	Help text, Tutorials, Tool tips	Help Center Dashboard repository	Must Have																			
		Available inline to content editors, publishers, admins.	Must Have																			
Hosting																						
	Content Delivery Network (CDN)	Should reduce website load time, handle high traffic loads, and include security features like Distributed Denial of Service (DDoS) protection and Web Application Firewall (WAF) integration.	Must Have																			
	Dedicated Test/Development Environment	Non-production environment available to all admin users with the appropriate permissions to access for training and testing purposes. This environment should be protected from anonymous users.	Must Have																			
Managed Service Expectations																						
	24/7/365 hour responsiveness	Vendor will be fully staffed during core business hours and staffed for critical response during the after/off hours (including overnights, weekends, holidays).	Must Have																			
	Ongoing relationship	Be a partner and collaborator with the County team.	Must Have																			

Access Management
SSO -

Workflow
Media
tagging and descriptions - done by IMS
Some sort of audit
Critical for search
Versioning
Scheduling - surrise and sunset

Data	Portals (Rick has most expansive thoug	OpenData portal want to go bigger on it																			
Media Management --- Bulk upload and management																					
meeting minutes and agendas - using google docs now																					
Emergency homepage?	BHAM ready already exists in the site https://www.birminghamal.gov/bhamready/this is not an external page that would be usable in an emergency																				
streaming																					
social media																					
Constant Contact email collection	pop up box on the homepage now																				
overbridge, looking into civicplus																					
Emergency HTML page for disaster recovery																					
All sites have the ability to put a notice on their homepage (sites or departments)																					
Alert banners on homepage critical																					