

Request for Proposal: Website for the Town Of Dewey Beach

Project Description

We are looking to address multiple concerns with our existing website:

- being platform neutral (chrome, edge, iphone, ipad, android)
- a better user experience with easy access to the meeting calendar, streaming meetings, and news
- making information easy to find for various constituents (residents, visitors, businesses)
- integrating the Police & Dewey Beach Patrol (Lifeguards) content
- easy to maintain for staff
- Scalable to provide for expansion as needed in near future.
- Database-able (sql or php) allowing searches from uploaded files or data, ie building permits.
- Modern security protocols and setup with a routine daily backup process setup

Introduction

The Town of Dewey has initiated a Request for Proposal process to identify a qualified vendor to plan, execute and deliver the redesign and development of the Dewey Beach website (www.townofdeweybeach.com).

Prospective vendors should be able to demonstrate experience and references in managing website projects and expertise with industry best practices and applicable standards regarding web design, development, and deployment. The system developed should be done in a public platform and programming language so that the data can easily be exported for backup, FOIA, and any future transition.

Scope

- Categorize new and existing data into new navigation
- Interactive maps
- Define standard layout of Town Department information
 - Location map
 - Departmental Responsibilities
 - Contact information
 - Department Head
 - Staff

- Standardize layout of Committees and Commissions
- Contact form to address Commissioners, Town Manager, and each department directly (dropdown for department)
- Create MailChimp template for e-news blasts (should reflect site design)
- Migrate remaining existing meeting data (existing site)
- Migrate existing news/official notices (existing site)
- Create a contract repository section
- Create a FAQ section

Main Navigation

- Visitors
 - Beach & Bay
 - Reserve a wheelchair
 - Hotels & Where To Stay
 - List of Restaurants
 - Events
 - Parking
 - Recreation
 - Points of Interest
 - Transportation
 - Weddings
 - Interactive Town Map (w/ important locations/categories)
- Residents
 - Emergency Information & services
 - Trash & Recycling
 - Online payments
 - Elections
 - Election Calendar
 - Election Information for Candidates
 - Are You Registered To Vote?
 - Voter Registration Forms
 - Election Summary
 - FEMA Flood Information
 - Town News
 - FOIA Form
 - Tax Billing
- Businesses

- Permits & Inspections
 - Business Licenses
 - Chamber of Commerce (external link)
 - How To Do Business In The Town?
 - Forms
- Government
 - Mayor and Commissioners
 - Town Manager's Office
 - Town Boards / Commissions / Committees
 - Departments
 - FOIA Requests
 - Employment Opportunities
 - Budget
 - Press Releases
 - Town Code (external link)
- Government – Departments - Police
 - Police Reporting
- Government – Departments – Dewey Beach Patrol
 - Employment
 - Donations
 - History
 - Junior Lifeguard
 - Youth Recreation
 - Statistics
 - Science and Education
- History
 - Commissioners Over The Years
 - Dewey Beach Lifesaving Station
 - The Dewey Inn (Boathouse)
 - Storms of the Past
 - Dewey Beach History and Tales
 - Timeline for Dewey Beach
- Open Government
 - Public Contracts
 - Video of Town Meetings
 - Audio of Town Meetings

- Meeting Minutes

- How Do I? FAQs (majority link back to content in other areas)
 - Emergency Numbers
 - Getting a building permit
 - Get married on the beach
 - Get a business license
 - Pay my bills
 - Change my account information (utility, tax, trash, etc.)
 - Does the city provide Wi-Fi
 - Handicap access to the beach
 - How can I get a visitor's guide
 - Can you recommend a hotel
 - How do I get to Dewey Beach from...

Secondary Navigation/Sub-page navigation exists in the right-side column with a repetition of the main navigation repeated below (along with ad blocks, newsletter registration, etc.). See visitors/parking-information section as an example.

About Dewey:

Dewey Beach Government

The Town of Dewey Beach has 5 Commissioners, one of whom is appointed Mayor, a Town Manager, Town Clerk and Building Inspector.

Dewey Beach Police Department

The Dewey Beach Police Department is a small municipal police force tasked with serving and protecting the citizens and visitors of Dewey Beach. The department employs approximately 8-9 full-time officers, but augments their numbers with seasonal officers during the summer months due to the number of visitors to the area.

In addition, the Police Department also includes a phone line, employing dispatchers, responsible for providing support for local police, fire, and EMS.

Dewey Beach Patrol

The staff of the Dewey Beach Patrol is made up of highly trained open water rescue lifeguards and emergency medical technicians.

Dewey Beach Code Enforcement

Duties include enforcement of civil code including parking, trash, dogs, and smoking.

Alderman Court

Alderman Court shall have jurisdiction and cognizance of all breaches of the peace and other offenses committed within the corporate limits of the Town of Dewey Beach so far as to arrest and hold for bail, fine and/or imprison offenders for offenses under its Municipal Code, certain Title 11 misdemeanor offenses, and Title 21 traffic violations; to uphold and enforce the Charter of the Town of Dewey Beach and ordinances duly enacted by the Commissioners of Dewey Beach and to carry into effect all orders of the Commissioners of Dewey Beach made pursuant to any law of this state.

Please send proposals by May 15th, 2019 including sample work and a list of references to the below names. Submission via both hard and electronic copies are preferred. The town reserves the right to reject any and all proposals submitted. During the evaluation process, the town may request additional information or clarification from proposers, or to allow corrections of errors or omissions. Companies may be required to make oral presentations to the Town Manager, Town Clerk, and Town Commissioners prior to selection.

For Additional Information or Clarification:

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