

**CITY OF APALACHICOLA  
REQUEST FOR PROPOSALS:  
WEB DEVELOPMENT**

The City of Apalachicola is soliciting proposals from any person, company, or corporation experienced in web development for the update of the City's official website. Proposals will be accepted via email submission to the City Clerk or at City Hall, located at 192 Coach Wagoner Boulevard, Apalachicola, FL 32320 until 5:00 p.m. on November 13th, 2020.

*Scope of Work*

The primary objective of this project is to replace the outdated existing website with a modern, user friendly interface that is tailored for the experiences of both residents and visitors. We are seeking to redesign our website to include an intuitive, easy-to-use interface that allows residents and visitors to complete their tasks quickly and easily regardless of the device they are using. The solution should be also be easy to maintain for our administrators.

*Purpose of our New Website*

Our new site should:

- Serve the needs of all users by letting them easily find what they are seeking, providing them with access to key services on a 24x7 basis, allowing them to share information and interact with our staff.
- Promote transparency of our local government by making it easy for us to share and post information, and for our users to find and interact with the information.
- Represent or brand our community for residents, visitors, businesses and elected officials, and showcase our community in a way that highlights why this is a great place to live, visit and do business.
- Provide a pleasant and delightful experience to all users by making it easy for them to complete their tasks or find what they want in a straightforward manner.
- Be strategic and nimble, and focus on making our content useful, interactive and engaging. We know that things will change in the future, and we want our site to adapt and remain relevant.
- Meets the unique needs of our community and is not a cookie-cutter or templated solution.

*System Features*

- **Accessibility Add-ons** – Accessibility software embedded in the website that offers users access to larger fonts and audible content
- **Apply for Permits** – Solution should have the capability for citizens to apply for permits and the ability to electronically track the different stages of the application process
- **Calendar** – Users should have quick and easy access to add, import, export and update calendar listings, with editing methods available through a direct, front-end interface or a robust back- end interface.
- **Citizen Request Management Tool** – Solution should have a citizen request module that allows citizens to submit requests using quick and easy forms and provides online progress tracking. Administrative side of solution should allow for creating rule-based workflow and automatic deadline notification
- **Contact Us Form** – Capability for citizens to contact City of Apalachicola staff through use of a “contact us” form on the site for each department

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• **Department/Division Pages** – A-Z Guide and Department/Division pages for navigating the site will be available, but as a secondary option; primary site organization will be citizen centric and function based.

• **Document Archive** – A document archive for specified categories of documents with built-in filtering abilities and search capabilities.

• **Document Storage** – An on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file.

• **E-Notifications** – Want a tool that provides a sign-up box allowing users to add their email addresses to receive important notices. Users should be able to set their preferences and should have their sign-up validated via a confirmation email. Functionality should be integrated with calendar, job postings, news, and RFP postings.

• **E-Newsletter** – Solution should have E-newsletter tool functionality

• **Embedded Audio/Video/Media and Social Media** – Easy embedding of audio, video, media and social-networking applications with associated embed codes.

• **Emergency Alert** – Solution should have an easily visible and changeable emergency alert notifications that link to critical on-site information.

• **Emergency Home Page** – Solution should have ability to create and easily swap out home page for emergencies, voting results or other short-term purposes.

• **Event Calendar** – An event calendar application that allows an unlimited number of calendar categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category. The following features should also be available:

- Capability to set up calendar events as single or recurring events, with options for daily, weekly, monthly or annual recurrences
- Calendar events shall provide space for full descriptions including the ability to post images, tables and video within the description
- The site visitor shall be able to view calendars by a list of events, a week view or a month view
- Calendars shall be filterable by category, a start date and an end date, with the ability to search for keywords
- Ability for site visitors to subscribe to updates from individual calendar categories through e-mail (HTML or plain-text) or SMS text messages

• **Event Registration** – Capability for citizens to easily register for events, classes and/or make appointments on the website. Registration for appointments must be secure so that registrant information is not publicly available. Ability to pay online for events that have a cost associated with them

• **Extranet** – The solution should have the capability to deliver an extranet or password protected area of the website available only to those users approved to access secure content.

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• **Facilities Reservation** – Solution should have an online reservation function to make it convenient for visitors and residents to schedule local facilities

• **FAQ Tool** – Solution should have a FAQ application that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category

• **GIS Mapping** – Ability to integrate with the City of Apalachicola’s GIS mapping applications

• **HTML Code** – The solution should have the capability to view the HTML code of any individual page and directly add or alter the code as necessary.

• **Intranet** – As an option, the solution should have a “true” intranet that can be implemented and hosted on our servers behind our firewall for increased privacy and security of our internal data. The intranet solution should leverage the same content management system and allow us to share content easily with our public website without having to duplicate data. The intranet should contain the following: document storage, news, calendar, forms, staff directory and workflow. We understand that the intranet may include an additional setup and maintenance fee, and is not necessarily in the current scope

• **Job Posts** – One of the most popular pages on most local government sites is the job posting page. The solution should have a component to simplify the job posting process to reduce overall HR administrative time and costs. Users should be able to filter available positions by category, type of position, posting date and salary. Administrators should be able to define categories and classification of job posting.

• **Language Translation** – Solution should have functionality to have multiple language translations, specifically including Spanish.

• **News Posting** – The solution should have the ability for use to post press releases, features stories and “what’s new” content on the site. News content should have an auto archiving functionality to archive posts after a certain time frame. The News should also have RSS feeds automatically available if desired by website visitors

• **One-Click Social Media** – Provide the ability to cross-post content from the CMS to the City of Apalachicola’s social networking accounts

• **Online Payments** – The solution should have an integrated online payment functionality where transaction information can be directly transmitted securely to a third-part vendor who would then process the credit card or e-check, and remit the funds into a specific bank account. Transactions should be logged into a local database for reconciliation and reporting purposes. For security purposes, credit card and confidential financial information should not be stored on the system. The solution should integrate with online forms.

• **Remote Login and Update** – Secure access for employees to work remotely and/or update the site through use of a mobile device.

• **RFP Posts** – Should include an RFP posting where RFPs can be posted along with amendments and updates. RFPs should be schedulable and should have the capability to automatically expire on a certain date to ensure that the site is always up-to-date

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- **RSS Feeds** – Solution should have feeds to keep users and subscribers up-to-date on important events, news and announcements from the website. Users should be able to subscribe from any RSS reader.

- **Service Directory** – A service directory organizes the functions of an organization instead of departments. This is key to serving the needs of the community by letting users search by topic or services. The service directory should allow users to search by keyword and should filter by category.

- **Single Sign-on** – Should have a component where registered users can log in, view and update their information, all from their dashboard. Registered members can be added through the CMS, imported from a spreadsheet or users can add themselves via the frontend user interface

- **Social Media Integration** – Integrate Twitter and Facebook feeds and other social tools, including the ability to comment on specific pages and/or events through social media.

- **Staff Directory** – A staff directory with unlimited levels of divisions, departments and groups, with options for expanded staff biographies and images; e-mail addresses associated with directory listings shall be automatically obscured from automated methods e-mail collection.

- **Streaming Video Center** – Provide capability for storing video for up to 25 meetings per year with an average of 4 hours per meeting, and 120 hours of specialty content per year.

- **Tagging** – Ability to tag any content and search, sort or view based on those tags

- **Third Party Integration** – Ability to integrate with existing 3rd party applications

- **User-centered Content** – Organization of the site content will be functional and user-centered for ease of use by citizens and business.