



## Opportunity Notice Website/Mobile Application

**Category:** Services

Interested vendors (bidders) who wish to submit a response to this opportunity should register their interest by downloading the document(s) from the bid package. Expressing interest means that you will automatically receive an e-mail notification each time an amendment is made to the opportunity for which you have 'expressed an interest'.

### Opportunity Information

**Organization:** Slave Lake  
**Organization Address:** Town of Slave Lake  
10 Main Street S.W.  
P.O Box 1030  
Slave Lake, Alberta  
T0G2A0  
**Reference Number:** AB-2016-00957  
**Solicitation Number:** 2016-1BV  
**Solicitation Type:** Request for Proposal  
**Posting (MM/dd/yyyy):** 02/09/2016  
12:00:00 PM Alberta Time  
**Closing (MM/dd/yyyy):** 03/11/2016  
02:00:00 PM Alberta Time  
**Last Update (MM/dd/yyyy):** 02/17/2016  
02:03:03 PM Alberta Time  
**Agreement Type:** Non-Applicable  
**Region of Opportunity:** Open  
**Region of Delivery:** Alberta  
**Opportunity Type:** Open & Competitive  
**Commodity Codes:**  
T002GB: Website content maintenance and updating  
T002GA: Website communications consultation and design

### Response Submission:

Christopher Brown  
Communications Coordinator  
Town of Slave Lake  
10 Main Street S.W.  
P.O Box 1030  
Slave Lake, Alberta  
T0G2A0

### Response Contact:

Brown, Christopher  
Communication Coordinator  
PO Box 1030  
Slave Lake, Alberta  
TOG 2A0  
Tel: (780)849-8000  
Email: comms.coordinator@slavelake.ca

### Response Specifics:

Email and Fax submittals are not accepted.

Sealed Quotations will be clearly marked "Quotation for Website/Mobile App"

### Opportunity Description:

The Town of Slave Lake is seeking to update its website, and create a mobile application, to enhance the user

experience, simplify content management, and provide better information and customer service to the community, while meeting high standards for design quality and visual appeal.

Effective websites increase online citizen self-service while reducing staff workload. This will be accomplished by tailoring your solution to meet the town's unique needs.

In Slave Lake, the management of online content has been decentralized to some extent, with the assistance of a handful of "power users." The Town would like to decentralize content management by empowering our staff to easily create and manage website content in each Town department under the oversight of the Communications Coordinator, by using a Content Management System (CMS) in the redesign of the Town Website.

The Town seeks the assistance of an experienced company that can accomplish all of the functionality identified in this RFP with the flexibility of providing this functionality over time, if needed due to budgetary constraints. The Town also seeks a company that has the capability of integrating additional features and functionality that may be identified in the future. The experienced company should have a team of experts who understand local government, to help us achieve our vision – all while providing 24/7/365 support.

The company will also provide a unique design for the creation of the Town of Slave Lake Website, and mobile application that will match the unique feel one would get living, and working in the Town.

#### Website Required Features:

The information below represents required functional capabilities in the selected CMS. It is not all-inclusive, other functionality may be recommended or added. The Town's new website vendor must be able to provide at a minimum, the components shown.

- Agenda Management - Upload, create and manage agendas
- Alerts & Emergency Notification - Alerts posted on website and public notifications sent out through social media and the integrated Mobile Application.
- Approval Rights - allow system administrator to establish specific rights and capabilities for internal staff to update content based upon the role they have in updating the website.
- Archive Center - Store agendas, minutes, newsletters and other documents
- Automatic expirations – the ability to set a date for content to automatically expire
- Blogs – The ability to create a blog for the Town of Slave Lakes Mayor Blog.
- Broken Links Finder - Site visitors can enter comments concerning how they accessed the page
- Browser Based Administration - Update, delete and create template based web pages
- Calendar – Update calendar by departments
- Calendar Uploads – Allow residents to submit calendar events via the Town of Slave Lake Website/Mobile Application, subject to administrations approval.
- Departmental Home Pages – the ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- Directories, listing for Staff and Businesses – ability to allow citizens to search for staff or business information
- Document Center - Upload/download capability, back-end ability to search within
- Intranet/Extranet - User restricted pages
- Live Edit - create and edit pages live from the front end
- Multi-Lingual Support – using Google Translate
- News & Announcements - Dynamic content
- News Releases - Online publishing
- Online Forms - Forms/publishing/tracking
- Online Job Postings and Application - Applicants can also create an online profile, fill out application and attach additional documents
- Online Payments - Secure online transaction by department, through Diamond Municipal Services.
- Photo Center - Display community photos in a central location on website
- Printable Pages - Print-friendly function
- Responsive Design - fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- Request Tracking - Citizens can submit request for issues, (i.e Down power line, Pothole, signage issues) to department approved staff.
- RFP/RFQ/Bid Posting – allow for easy posting of bids to the site
- Rotating Photos/Banners - Dynamic image display
- RSS Feeds out - Registration by Department
- Quick Links - Links can be placed directly on the pages
- Site Search - Internal site search engine, site search log
- Site Statistics - Analytics and site audit reports
- Sitemap & Breadcrumbs – Dynamically generated
- Snow Removal Forecast – A live daily update of snow removal forecast within the Town of Slave Lake.
- Social Media Interface - Facebook and Twitter feeds
- Spotlight - Ability to highlight important text on one or more pages

- Website Profile – Website Administration can pick and choose the information that automatically becomes fed to staff identified profile upon site login
- Video Uploads – Upload weekly videos not larger than 25 MB

**Mobile Application Required Features:**

The information below represents required functional capabilities in the selected CMS. It is not all inclusive, other functionality may be recommended or added. The Town's new mobile application vendor must be able to provide at a minimum, the components shown.

- Alerts & Emergency Notification – Alerts, and public notifications, posted on website sent out through email, text message, and the mobile application.
- Calendar – Update calendar by departments
- Departmental Home Pages – the ability for departments to have dedicated pages within the site that follow the same design as the other interior pages
- Online Job Postings and Application - Applicants can also create an online profile, fill out application and attach additional documents
- News Releases - Online publishing
- Request Tracking - Citizens can submit request for issues, (i.e Down powerline, Pothole, signage issues) to department approved staff.
- Snow Removal Forecast – A live daily update of snow removal forecast within the Town of Slave Lake.

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All queries pertaining to the language, content or any missing or inaccurate information within this abstract must be sent to its originator of the abstract, as specified in the opportunity notice.

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