Request for Proposal
Website Design and Delivery

Camrose County is seeking a developer that can provide a new municipal website that can be managed in-house, allowing modification of pages, forms, notifications and alerts; that takes advantage of current technologies; and is informative and engaging for our residents and visitors.

Our Mission Statement

Camrose County is dedicated to efficiently providing the best quality municipal services through a democratic and responsive process that recognizes and balances the diversity of its people, land and economic resources, on behalf of the entire municipality.

Company Description

Camrose County is a rural municipality located about a 40-minute drive along Highway 21 south east of Edmonton in east central Alberta and surrounding the City of Camrose. The administration office is located in the City of Camrose, and the County has a number of additional locations that provide agricultural services, public works, and community services.

Within the boundaries of the County are the City of Camrose, the Town of Bashaw and the Villages of Bittern Lake, Bawlf, Edberg, Hay Lakes and Rosalind as well as the hamlets of Armena, Duhamel, Ferintosh, Kelsey, Kingman, Meeting Creek, New Norway, Ohaton and Round Hill.

Camrose County has an elected municipal Council of seven division representatives that pass bylaws and policies to direct County administration in providing services to a rural, agricultural community that include maintaining and developing an extensive road network, providing water, wastewater and solid waste services to a number of Hamlets, agricultural (weed, pest and horticulture) services to local producers, and financial and tax services to the County as a whole.

Address

3755-43 Avenue
Camrose, Alberta
T4V 3S8
Website: www.county.camrose.ab.ca Email: county@county.camrose.ab.ca Phone: 780.672.4446

Project Intent

Camrose County's current website was built in the mid 2000's and last re-designed in 2013. The County wants to refine the website to reflect a modern and streamlined style and make things simpler to navigate for our users, and flexible to modify for our staff. Additionally, we are looking at implementing a more interactive experience for our visitors on a responsive platform that meets the needs of today's devices. It is important for the County to utilize current technologies in the form of pop-ups, alerts, webforms and web apps.

Existing website issues:

- graphically unappealing and outdated
- difficult for a residents and visitors to find what they are looking for efficiently.
- not reflective of the County's style and "personality" and gives a very bland experience.
- not in a responsive format and is difficult to view on today's devices

Project Design

The design focus will be on an eye-catching, clean layout that works on mobile devices, and allows for a simple navigation. Camrose County would also like to increase traffic and steer people towards our social media platforms, as it is an important tool in the County's online presence. A cohesive look that highlights the County's rural and agricultural roots is important. Analytics for web traffic will be a key component to include.

Camrose County staff currently act as content editors for the existing website, and would require options to modify, add and remove pages, and posts in the new website, as well as configure notifications and alerts. A draft site-map (Appendix A) has been prepared to assist in preparing the proposal.

Camrose County has a domain available to host the new website, separate from our existing one. Once the development of the new website is complete, the existing site will be replaced.

Camrose County has available a photo library of County landmarks, facilities, and operations. Additional photos may be required, and some stock photos will need to be used initially.

References

Please provide a list of current live website clients, including any municipal website contact information so we can reach out to them.

Contact Information

First Name	Last Name	Email	Role in Project
Teresa	Gratrix	tgratrix@county.camrose.ab.ca	Corporate Services Manager – Project Manager
Paul	King	pking@county.camrose.ab.ca	Chief Administrative Officer
Ryan	Wallace	rwallace@county.camrose.ab.ca	IT Support – Project Coordinator

If you have questions, please email Teresa Gratrix at tgratrix@county.camrose.ab.ca.

Timelines & Milestones

Selection Process Sample Timeline Outline:

- Request for Proposals sent out – May 1, 2020
- Proposals due – May 15, 2020 at 4:00 PM by email to tgratrix@county.camrose.ab.ca
- Evaluation of Proposals and Selection for presentation to County Council – May 20, 2020
- Planned Contract Award Date – Regular Council Meeting May 26, 2020

Proposal Requirements

For this website development project, the following needs to be addressed in the proposal and will be factored into the final selection of a web site development firm for this project:

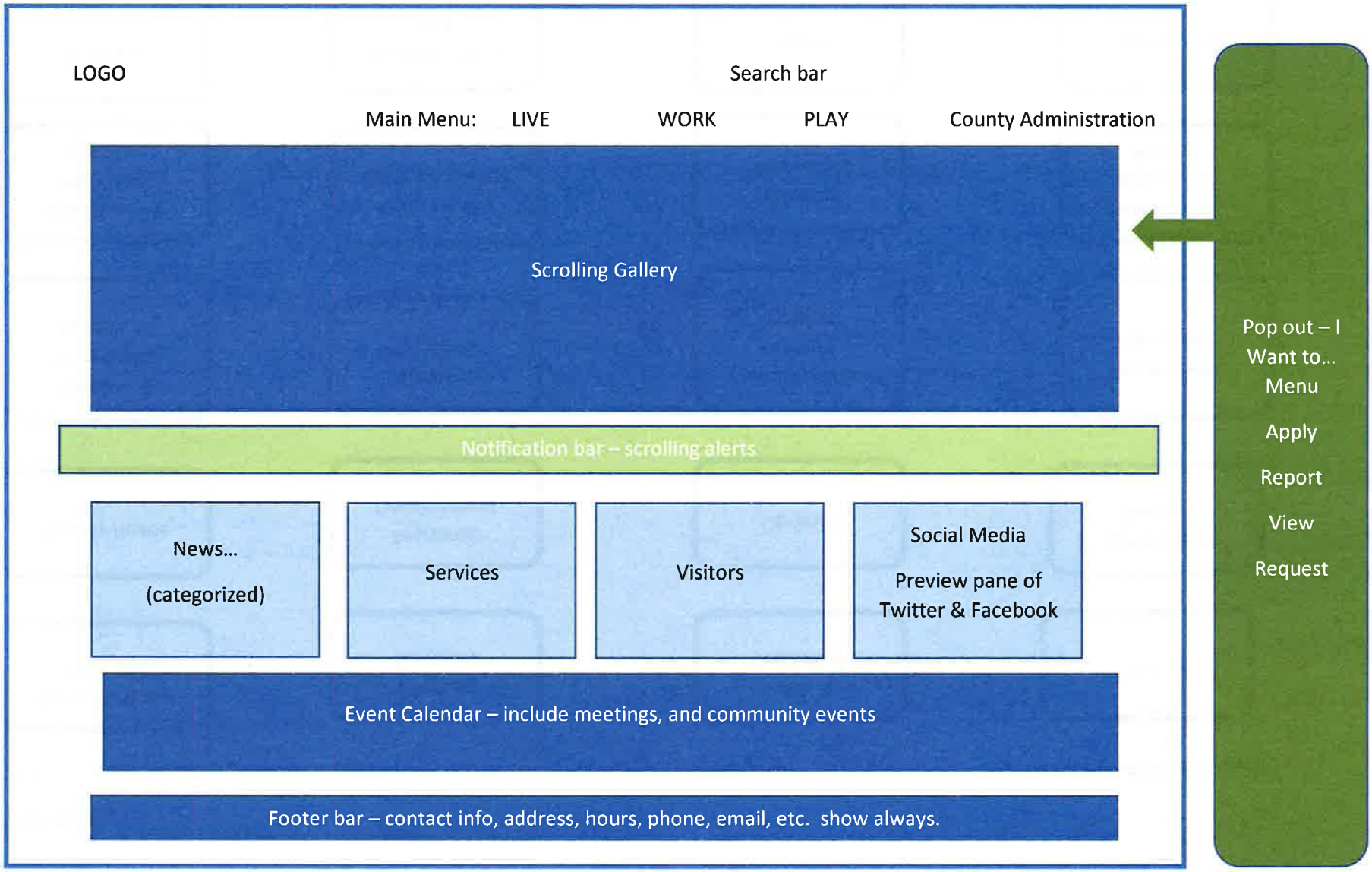
- Technical Proficiency – Ability to successfully develop a modern, responsive website. Please describe the technical capabilities of your team, and the platforms used for development and content management.
- Timely Process – Camrose County is expecting development of the new website to be complete by September 2020. A timeline of the project dates and deadlines is to be included in the proposal.
- Proactive – Camrose County is seeking a firm that understands the unique website needs of municipalities and is able to suggest enhancements and options in addition to the draft site-map (See Appendix A), and design.
- Communication – Camrose County is seeking a firm that is available and accessible (virtually or in person) during the project and able to effectively train County staff to manage the website after development is complete.
- Experience – experience with other Albertan or Canadian municipalities is required and experience with other rural municipalities is preferred.
- Quotation – Please detail the cost of the website development, including training of staff on the CMS. Include domain hosting options and on-going service rates for trouble shooting.
- Examples of websites that would be comparable to what Camrose County is expecting:
    - www.stonyplain.com
    - www.moosejaw.ca

The final proposal should address the above, and specifically have several references we can call or email.

Appendix A Draft Site Map & Menu Structure

PRELIMINARY WEBSITE SITE MAP

HomePage:



Main Menu:

LIVE	WORK	PLAY	County Administration
Agriculture and Rural Life	Business Directory	Parks & Recreation	Council
County Roads	Economic Development	Libraries	Agendas and Minutes
Hamlets & Community Resources	Business Supports	Local Food & Farmers' Markets	Department Directory
Emergency & Protective Services	Careers with Camrose County	Historical Resources	Publications, Bylaws and Policies
Utilities	Tenders, RFP's and Opportunities	Tourism	Contact Us!

Sub-Menu: Agriculture and Rural Life

Weeds, Pests, & Wildlife	Livestock & Crops	Trees & Horticulture
Seed Cleaning Plant	Agricultural Information, Programs & Workshops	Local Food Producers

each of these photo/menu boxes will open an accordion tab information.

Weeds, Pests & Wildlife	Livestock & Crops	Trees & Horticulture	Seed Cleaning Plant	Ag. Info, Programs,...	Local Food Producers
Crop Pests	Crop Pests	Shelterbelt Program	Location & Contact Information	Environmental Farm Plans	Food Artisans Committee
Animal Pests	Crop Diseases	Tree Pests/Diseases	Services	Agricultural Grants	Farmers' Markets
Species at Risk	Crop Trial Results	Forever Green Program	Cleaning & Treating Equip	Workshops	Why Buy Local
	Cattle	Mulch Request Form	New SCP Project	Ag Societies	Producer Guide

Sidebar (show while on any of these pages)

Contact Us:

Agriculture Services Office

Manager: Kevin MacDonald

Assistant Manager: Corey Stuber

Address, phone, email

Agriculture News Category

Agriculture Services Quick Links

- ASB Meetings
- Agriculture Communications Committee
- Local Food Producer Guide
- Seed Cleaning Plant
- Equipment Rental Information

Footer bar – contact info, address, hours, phone, email, etc. show always.

Sub-Menu: County Roads

Gallery Pic

Road Maintenance

Road Bans & Haul Permits

Bridges & Culverts

Driveways & Approaches

Gravel Resources

Hamlet Streets & Lights

each of these photo/menu boxes will open an accordion tab information.

Road Maintenance	Road Bans & Haul Permits	Bridges & Culverts	Driveway & Approaches	Gravel Resources	Hamlet Streets & Lights
Dust Abatement	Current Road Ban Orders	Current Bridge Projects	Driveway Plowing/Blading	Gravel Crushing	Street Lights
Shoulder Pulling	Haul Permits	Restricted Bridges	Approach Design Specs	Road Gravelling	Hamlet Snow Plowing
Winter/Summer Maintenance		Clearing Frozen Culverts	Apply for Approach Approval	Sale of Screenings	Street/Sidewalk Maintenance
Signs					

Sidebar (show while on any of these pages)

Contact Us:

Public Works Department

Manager: Zach Mazure

Address, phone, email

Public works News Category

Public Works Services Quick Links

- Driveway Snow Plowing
- Summer Blading
- Dust Abatement Info
- Projects & Tenders
- Provincial Highways
- Report a Road Issue

Footer bar – contact info, address, hours, phone, email, etc. show always.

Sub-Menu: Hamlets & Community Resources

Hamlets & Rural Subdivisions

Recreation Boards

Agricultural Societies

Libraries

Social Service Links

Cemeteries Information

each of these photo/menu boxes will open an accordion tab information.

Hamlets & Subdivisions	Recreation Boards	Agricultural Societies	Libraries	Social Service Links	Cemeteries Information
County Hamlets (list)	Recreation Board (list)	Ag. Societies List	Library List	CDSS & BDSS	New Norway Cemetery
Rural Subdivisions (list)	Recreation Funding Information	Link to Ag. Society information	Library Funding Information	PCN Network	Provincial Cemetery Information
Community Halls (list)	Legacy Grant information		Parkland Regional Library Link	Hospice Society	Other Cemeteries
					Burial Permit, and Plot applications

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Sidebar (show while on any of these pages)

Contact Us:

Hamlets & Community Services

Corporate Services Manager: Teresa Gratrix

Address, phone, email

Community News Category

Community Services Quick Links

- Community Events
- Link to City of Camrose website
- Legacy Grant Program
- New to Camrose County?

Sub-Menu: Emergency & Protective Services

Peace Officers & Bylaw Enforcement

Emergency Management

Fire Services

Animal Services

Permits & Policies

Cannabis Information

each of these photo/menu boxes will open an accordion tab information.

Peace Officers & Bylaw	Emergency Management	Fire Services	Animal Services	Permits & Policies	Cannabis Information
Rural Crime Prevention	DEM	Fire Permits	Animal Bylaws	TAC Permits	Parks Bylaw
Truck Inspections	Emergency Information Inventory	Fireworks Permits	Dog Control	Special Event Permits	Cannabis in Camrose County info
DARE		Fire Departments		Complaint Policy	
Information on Transporting Bales		Burning Information		Off Highway Vehicles	

Sidebar (show while on any of these pages)

Contact Us:

Emergency & Protective Services

Manager Mike Kuzio

Address, phone, email

Emergency & Protective Services News Category

Emergency & Protective Services Quick Links

- Battle River Rural Crime Watch Society
- RCMP Crime Map
- Old MacDonald Kennels
- Special Event Permits
- Link to RCMP Detachment
- Link to Camrose Police

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Sub-Menu: Utilities

Water Services | Sewer Services | Garbage Services

Bulk Water | Recycling Information | Utility Billing

each of these photo/menu boxes will open an accordion tab information.

Water Services	Sewer Services	Garbage Services	Bulk Water	Recycling Information	Utility Billing Information
Water Systems and Rates	Sewer Systems and Rates	Hamlet Garbage Pickup	Potable Water Truckfill Stations	Ag. Plastic Recycling – WDML	Monthy Autopay
Apply for or Change a Utility		Transfer Sites – locations and hours	Non-Potable Water Stations	Household Recycling Info	**Apply for or Change a Utility**
		Landfill (West Dried Meat Lake Landfill)			

Sidebar (show while on any of these pages)

Contact Us:

Utility Department

Manager Zach Mazure

Utility Coordinator: Curtis Smith

Address, phone, email

After hours Utility Emergency #

Utility Services News Category

Utility Services Quick Links

- After Hours Utility
- Hamlet Garbage Schedules
- Transfer Site Locations

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Sub-Menu: Work in Camrose County

Gallery Pic

Business Directory

Business Supports

Tenders, RFPs, Opportunities

Economic Development

Careers with Camrose County

Business Incentive Grant

each of these photo/menu boxes will open an accordion tab information.

Business Directory	Economic Development	Business Supports	Careers with Camrose County	Tenders, RFPs, Opportunities	Business Incentive Grant
Recreation Boards	Industrial Parks	Chamber of Commerce	Career info	Tender Policy	Details
Ag. Societies	Site Selector	BRAED	Service on Boards info	Current Tenders	
Alpha list of local businesses	Business/ Development Permits	Community Futures	Volunteer Info		

Sidebar (show while on any of these pages)

Contact Us:

Economic Development Coordinator

Anjah Howard

Contact info

Utility Services News Category

Economic Development Quick Links

- Business Incentive Grant
- Business Permit
- Current Tenders/RFPs/ Opportunities

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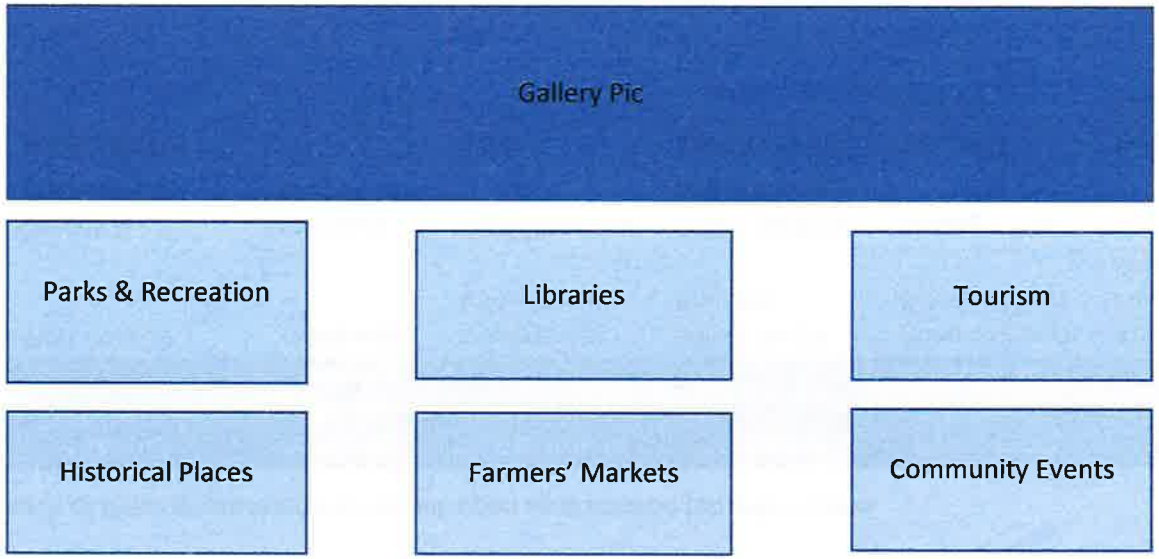
Sub-Menu: Play in Camrose County



each of these photo/menu boxes will open an accordion tab information.

Parks & Recreation	Historical Places	Libraries	Farmers' Markets	Tourism	Community Events
Parks & Campgrounds	Alberta Register of Historic Places	Local Libraries	Farmers' Markets	Tourism Camrose	Prairie Fun Days
Recreation Facilities & Programs	Alpha list of historical locations	Parkland Regional Library	Food Artisans Committee	GoEast of Edmonton RTO	Calendar of Events
Off Highway Vehicles Info			Producer Guide		

Sidebar (show while on any of these pages)

Contact Us:

Parks & Recreation

Maintenance: ASB Manager

Support: Corporate Services Manager

Visitor/Recreation News Category

Recreation Quick Links

- Tourism Map
- Prairie Fun Days
- Campground List
- Golf Course Info

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Sub-Menu: County Administration

Council Information

Department Directory

Publications, Bylaws, Policies

Meetings, Agendas, Minutes

Contact Us!

Financial Information

each of these photo/menu boxes will open an accordion tab information.

Council Information	Meetings, Agendas, Minutes	Department Directory	Contact Us!	Publications, Bylaws, Policies	Financial Information
Your Council	Meetings	Department Information	Social Media Preview	Annual Reports & Newsletters	Audited Financial Statements
Boards & Committees	Agendas & Minutes	Staff Directory	Office Address & Directions	Strategic Plan	Budgets
Strategic Plan		Maps	Contact Form	Bylaws & Policies	Property Tax Information

Sidebar (show while on any of these pages)

Contact Us:

County Reeve: Cindy Trautman

CAO – Paul King

County Administration News Category

Administration Quick Links

- I want to...
- Who is my Councillor?
- Property Tax Calculator
- Contact form

Footer bar – contact info, address, hours, phone, email, etc. show always.

Sub-Menu: Department Directory

Finance & Administration	Assessment	Agriculture Services
Planning & Development	Public Works	Protective & Emergency Services

each of these photo/menu boxes will open an accordion tab information.

Finance & Administration	Planning & Development	Assessment	Public Works	Agriculture Services	Protective Services
Accounts Receivable & Utility Bills	Planning Documents & Forms		Roads	Agriculture Services	Protective Services
Accounts Payable & Payroll	Planning Notices		Utilities	Seed Cleaning Plant	Fire Services
Tax Information	Subdivision & Development Info		Fleet	Transfer Sites	Emergency/ Disaster Services
	MunicipalPlanning Commission		Gravel	Recreation/Park Maintenance	

Sidebar (show while on any of these pages)

Contact Us:

CAO – Paul King

County Administration News Category

Administration Quick Links

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Footer bar – contact info, address, hours, phone, email, etc. show always.

Sub-Menu: Council Information

Your Council

Committees of Council

Connect With Council

Council Meetings

Election Information

Council Mission & Plans

each of these photo/menu boxes will open an accordion tab information.

Your Council	Council Meetings	Committees of Council	Election Information	Connect With Council	County Mission & Plans
Bios & Divisions	Agendas	List of Committees and Members	Roles & Responsibilities of Local Govt.	Contact info	Mission Statement
	Minutes		Candidate Guide	Annual Meeting	Municipal Operating Principles
			FAQ's about Elections	Chamber Presentation	Bylaws, & Policies

Footer bar – contact info, address, hours, phone, email, etc. show always.

Sidebar (show while on any of these pages)

Contact Us:

Reeve: Cindy Trautman

County Council News Category

Council Quick Links

- Who is my Councillor
- Agendas & Minutes

Menu: I want to....

Apply For or Request:

- Development Permit
- Fire or Fireworks Permit
- Address Change
- Tax Certificate
- Driveway Plowing/Blading
- Utility Services
- Business Incentive Grant
- Property Information Request
- Tax/Utility monthly auto pay
- Utility Disconnection

Report:

- Road Issue
- Sign Issue
- Weed Issue
- Hazard

View:

- Council Agenda/Minutes
- Bylaws & Policies
- Property Tax Calculator
- Maps
- Road Ban Information
- Opportunities
- Staff Directory

Quick Links:

- Form Directory
- County Maps
- Council Information
- Property Tax Information