



REQUEST FOR PROPOSALS

ATLANTIC STATES MARINE FISHERIES COMMISSION WEBSITE UPGRADE

Introduction

The Atlantic States Marine Fisheries Commission (Commission or ASMFC) releases this Request for Proposals (RFP) to identify a qualified vendor to plan, execute, and deliver, and potentially host, the upgrade of <https://asmfc.org/> to aid in promoting the mission, vision, and programs of the Commission. ASMFC requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, and deployment.

About ASMFC

The Commission was formed 82 years ago by the 15 Atlantic coastal states to assist in managing and conserving their shared coastal fishery resources. The Commission's mission is to promote cooperative management of fisheries – marine, shell, and diadromous – of the Atlantic coast of the US by the protection and enhancement of such fisheries, and by the avoidance of physical waste of the fisheries from any cause.

The Commission serves as a deliberative body of the Atlantic coastal states, coordinating the conservation and management of 27 nearshore fish species. Supporting our fisheries management process are programs focused on fisheries science, habitat conservation, and law enforcement. Through these programs, the states collectively ensure the sound conservation and management of their shared coastal fishery resources and the resulting benefits to the fishing and non-fishing public.

The Commission is a quasi-governmental organization that is funded through federal grants and state dues, with a significant portion of our budget dedicated to working with the 15 Atlantic coast states on cooperative fisheries management.

ASMFC Vision

Sustainable and Cooperative Management of Atlantic Coastal Fisheries

Purpose

As the Commission's primary outreach tool, the website serves as a platform to promote the programs and activities of the Commission. It provides detailed information on the 27 species that we manage, as well as information on the science, data collection, habitat conservation, and law enforcement programs that support our fisheries management activities. It contains a vast archive of current and historical documents (5000+ documents), including management and science documents, management board proceedings, technical committee reports, press releases and newsletters. It serves as a resource for a wide array of stakeholders that follow our activities and provide input on proposed management actions.

Target Audiences

There are several target audiences, including the immediate ASMFC family of state Commissioners and marine fishery agency personnel, fisheries scientists and academics, and regional/federal partners (NOAA Fisheries, US Fish and Wildlife Service, US Geological Survey and the 3 East Coast Regional Fishery Management Councils). Other audiences include Congress, media, habitat managers, and a wide array of non-governmental stakeholders (commercial fishermen, recreational anglers, for-hire industry, and environmental NGOs).

The secondary audience is the general public and marine educators.

Communications & Outreach Key Objectives

- 1) Serve as a repository of information for our state members and federal partners to aid in decision-making
- 2) Increase public understanding and support of ASMFC
- 3) Heighten transparency in our processes and decision-making
- 4) Use as a platform to more fully engage the broader public in the Commission's activities and actions
- 5) Facilitate stakeholder participation in our management process
- 6) Provide a fact-based resource for media
- 7) Foster Congressional support for the Commission

Project Background

The current ASMFC website is about 12 years old, with an operating system and platform that are antiquated and need to be upgraded to today's standards. Additionally, some adjustments to the layout and flow of content are required to significantly improve the website's effectiveness and useability. The current content management system has several limitations that restrict the web manager's ability to make both minor and substantial changes. The website is also not mobile-friendly.

The website should serve as an information portal for the programs and activities of the Commission. It should be able to address the needs of its various target audiences from those who are active and participate in the Commission's activities, to those who are interested in the

Commission's programs, and those who may be unfamiliar with the Commission and are coming to the website to learn more and become better informed about fisheries management along the Atlantic coast.

Project Goals

The goal of this project is the refactoring and refunctionality of the ASMFC website in order to:

- Communicate our message and goals more clearly
- Make content easier to find
- Make the site more visually appealing
- Optimize website's internal search functionality and visibility
- Accommodate external links and data disclaimers
- Modernize website and supporting platform
- Become mobile-friendly (dynamic website)
- Allow for future expansion of the site in a user-friendly manner
- Improve external search engine optimization without modifying provided website text
- Improve security to HTTPS and protect against unauthorized changes
- Track performance and use through website analytics (i.e., Google Analytics)

The site must be user friendly from an administrator (back end) perspective and allow, with training, the web manager to change content, upload documents, and add new pages and images as needed. Please see Appendix I for a detailed site map, with suggested changes.

Serving/Hosting

It is our intention to host the new website off-site with a cloud service that allows the content manager easy access and content editing. In your quote, please include a list of one-time setup/migration and annual maintenance costs related to cloud hosting.

Third Party Sites

ASMFC requires that all code be shared with us after the initial development of the website. Submitted proposals should include what operating system and database you propose and any other hosting requirements. The website should also be delivered with detailed instructions on migrating the site to a new server or offsite hosting environment to facilitate IT upgrade planning.

Required Elements

ASMFC requires the new website have the following functions:

- Navigation map on each page in the form of a side bar with items that include drop down menus for subpages
- Provide a unified experience throughout the website
- Ability to find anything within 1 – 2 clicks
- Ability to scale on mobile platforms (responsive design)
- Ability for website administrator to upload videos

- Allow for the use of external databases (i.e., Fish Tagging Program Database)
- Ability to add pictures and graphics to the website (pictures and graphics must have space directly below for a caption)
- Ability to generate analytics about site use
- Ability to auto populate frequently updated documents to multiple pages (status of the stock, "Management History" new quick link/commissioner manual; same document to multiple species pages)
- Add stock status widget to species pages (below species image). See widget example below. Widgets to be provided to web developer. These should be able to be changed or updated.



- Use of collapsible text bars on longer pages such as species pages, management 101, fisheries science 101, law enforcement, hot topics, and habitat webpages (*Habitat Hotline Atlantic*)
- Address issues with drop down navigation bar, particularly under MANAGEMENT, hard to access species that are lower down on the menu
- Ability to change font type and size globally versus page-by-page
- Ability to use symbols (-/&) in title when entering events to MEETINGS (calendar)
- Training for the Director of Communications and Outreach and Fisheries Assistant to update the site, including a user manual or guide.
- Implement secure updates by named administrative users
- For offsite implementations, provide for regular backups of configuration and content

Style

The updated design should include a layout that is modern, clean, intuitive, user-friendly, logical, and coherent. It should have a visually eye-catching professional look, and most importantly feel inviting to all visitors. Full color high quality images, video, and other rich media should be incorporated into the design. To the extent possible, the colors and general layout of the current website should be maintained but modernized. One goal is to ensure that frequent users can easily adapt to the website changes and new users can intuitively navigate the website with ease.

Copy

ASMFC staff will determine the copy and supply images for the website pages (much of which can be pulled directly from the current website).

Compliance

The website should be 100% Microsoft Edge, Google Chrome, Safari, and Mozilla compliant.

Security

As the site will be relatively static, backups should occur at least once a week and be stored for up to 4 months. If the website goes down for any reason, it must be up and running again in less than 24 hours or upon mutual agreement with ASMFC for an alternate timeline. A list of business continuity requirements to have the website up and running must be provided to us within 24 hours of the website going down. To the extent practicable, the website should be protected against malicious activity (transfer of malware, sql-injection, etc.).

Search Engine Optimization

The awarded vendor is expected to conduct and implement full SEO and keyword research.

Traffic Reporting

The website should incorporate analysis for tracking traffic (e.g., Google Analytics).

Selected Schedule

Proposals must be received no later than **midnight on May 7, 2024**. Thank you in advance for considering this project.

All proposals will be evaluated by a subset of ASMFC staff. Two or three finalists will be invited to discuss their proposals either in-person or remotely, depending on the location of applicant. Final selection will be made after these meetings.

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| • RFP available to applicant | April 5* |
| • Proposals due; late submissions will not be accepted | May 7 |
| • Vendor notification of selection & initiation of contract, including detailed discussion of requirements and deliverables | May 21 |
| • 2 mock up homepages and 3 internal pages (a species page, meetings calendar, habitat overview) presented to ASMFC | June 18 |
| • Beta version made available to ASMFC for review | September 25 |
| • Recommendations provided to contractor | October 9 |
| • Initial recommendations addressed and full website provided | October 25 |
| • Test run the site, and final recommendations provided to contractor | November 4 |
| • Incorporation of final recommendations and website completion** | November 25 |

*Note all dates are for 2024; this timeline is flexible following contractor approval and initial planning discussion.

**Note the website is considered completed when all final recommendations are addressed and the site is running on the selected hosted platform and server environment. Timing may be adjusted based on initial input from web developer.

Submission Requirements

Applicants must submit proposals in digital format via email to Tina Berger, Director of Communications, at tberger@asmfc.org by **midnight on May 7**. The proposal should include:

- 1) Detailed plan for meeting the website goals. Describe a vision for the redesign of the site, including process for delivering designs and responding to feedback. The plan should not exceed 10 pages.
- 2) Statement of qualifications, not to exceed seven pages. Qualifications should include a list of current websites that demonstrate your ability to handle this project, as well as staff and structure involved in the website redesign.
- 3) An outline and timeline for development and implementation.
- 4) Expectation of ASMFC including any skills needed by staff to facilitate this project and technology considerations for implementation.
- 5) A cost estimate itemized by phases or tasks; within each task or phase please include an itemization of time and costs per staff specialty/role.
- 6) At least three references from sources that can address how the applicant has successfully executed similar projects.
- 7) Proof of professional liability coverage.

Evaluation Criteria

Proposals will be evaluated based on price, vision, prior experience, references and qualification, and understanding of work. As a not-for-profit organization with finite resources, total project costs will weigh heavily in the evaluation of the proposal. ASMFC may, at its discretion, request additional information from applicants as deemed necessary to clarify or negotiate modifications to the proposal.

Disclaimer

The RFP does not commit ASMFC to award a contract or to pay any costs incurred during the preparation of the proposal, including associated travel costs. ASMFC reserves the right to reject any or all of the proposals for completing the work. ASMFC also reserves the right to eliminate the need for the selected consultant to complete one or more tasks, pending the outcome of preceding related tasks or issues, and/or the availability of project partners to complete that task.

Request for Further Information

Please contact Tina Berger, Director of Communications, at 703.842.0749 or tberger@asmfc.org for questions regarding the request for proposals.

Appendix I Site Map

TOP NAVIGATION

[ABOUT US](#)

[CURRENT ISSUES](#)

[MANAGEMENT](#)

[SCIENCE](#)

[HABITAT](#)

[ACCSP](#)

[LAW ENFORCEMENT](#)

[MEETINGS](#)

[PUBLIC INPUT](#)

BOTTOM NAVIGATION

[HOME](#)

[SUBSCRIBE](#)

[NEWS](#)

[PUBLICATIONS](#)

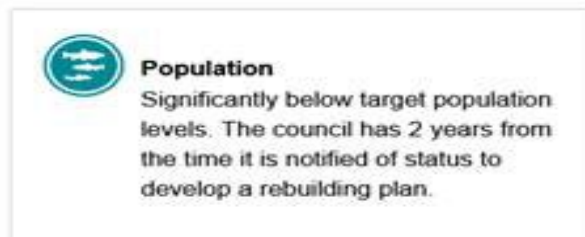
[JOBS](#)

[KIDS/TEACHER RESOURCES](#)

[CONTACT US](#)

[LINKS](#)

1. HOMEPAGE
 - a. UPCOMING MEETINGS (formerly MARK YOUR CALENDAR; feeds directly from MEETINGS entries)
 - b. QUICK LINKS/DID YOU KNOW (remove Did You Know)
 - c. BREAKING NEWS (currently posts all publications, refine postings to press releases and newsletters)
 - d. ROTATING IMAGES (remove linkable bars to the left of images)
 - e. SEARCH (improve internal website searchability; current search engine ineffective)
 - f. ICONS FOR FACEBOOK (change link to <https://www.facebook.com/AtlanticStatesMarineFisheriesCommission/>), TWITTER (update icon to X), YOUTUBE (update to YouTube play icon), LinkedIn (add icon and link to <https://www.linkedin.com/company/asmfc-us>)
2. ABOUT US
 - a. ABOUT US
 - b. COMISSIONERS
 - c. COMMITTEE LISTS (title differs from current website)
 - d. GUIDING DOCUMENTS
 - e. STAFF
 - f. LEGISLATION
 - g. LINKS
 - h. KIDS-TEACHER RESOURCES
 - i. PUBLIC INPUT
3. CURRENT ISSUES
 - a. BEST FISHING PRACTICES (new page)
 - b. CLIMATE CHANGE
 - c. RECREATIONAL FISHERIES DATA COLLECTION
4. MANAGEMENT
 - a. PROGRAM OVERVIEW
 - b. MANAGEMENT 101
 - c. AMERICAN EEL (NOTE: order of sections differs from the current website; items i-ix should apply to all species pages)
 - i. Include widget under species image) See widget example below. Widgets to be provided to web developer. These should be able to be changed or updated.



- ii. MANAGEMENT (make text below title collapsible)
 1. Move populated reports under MANAGEMENT PLANS, FMPS REVIEWS, MEETING SUMMARIES & REPORTS to under this section; add some text to define each and make each one collapsible)
- iii. STOCK STATUS (make text below title collapsible)

1. Move populated reports under STOCK ASSESSMENT REPORTS to under this section; add some text to define and make collapsible)
 - iv. RECREATIONAL & COMMERCIAL FISHERIES (make text below title collapsible)
 - v. LIFE HISTORY (make text below title collapsible)
 - vi. CONTACTS
 - vii. PENDING ACTIONS FOR PUBLIC INPUT
 - viii. PRESS RELEASES (make text below title collapsible)
 - ix. MODIFY LEFT NAVIGATION BAR – REMOVE links to contacts, pending actions, management plans & FMP Reviews, stock assessment reports, meeting summaries and reports, and press releases; ADD management history (PDF) and KEEP quick links (PDFs to be populated through publications)
 - d. AMERICAN LOBSTER
 - e. ATLANTIC CROAKER
 - f. ATLANTIC HERRING
 - g. ATLANTIC MENHADEN
 - h. ATLANTIC STRIPED BASS
 - i. ATLANTIC STURGEON
 - j. BLACK DRUM
 - k. BLACK SEA BASS
 - l. BLUEFISH
 - m. COASTAL SHARKS
 - n. COBIA
 - o. HORSESHOE CRAB
 - p. JONAH CRAB
 - q. NORTHERN SHRIMP
 - r. RED DRUM
 - s. RIVER HERRING
 - t. SCUP
 - u. SHAD
 - v. SPANISH MACKEREL
 - w. SPINY DOGFISH
 - x. SPOT
 - y. SPOTTED SEATROUT
 - z. SUMMER FLOUNDER
 - aa. TAUTOG
 - bb. WEAKFISH
 - cc. WINTER FLOUNDER
5. SCIENCE
- a. PROGRAM OVERVIEW
 - i. CONTACTS
 - ii. DOCUMENTS
 - b. FISHERIES SCIENCE 101 (allow for integration of YouTube videos)
 - c. STOCK ASSESSMENTS
 - i. CONTACTS

- ii. DOCUMENTS
 - iii. STOCK ASSESSMENT REPORTS BY SPECIES (populated via publications)
 - d. MULTISPECIES AND ECOSYSTEM APPROACHES
 - e. SURVEYS
 - i. NEAMAP (add logo and link to url)
 - ii. SEAMAP (add logo and link to url)
 - iii. HORSESHOE CRAB TRAWL SURVEY
 - iv. GULF OF MAINE NORTHERN SHRIMP TRAWL SURVEY
 - v. VENTLESS TRAP SURVEY
 - f. AGEING (formerly under Research, which has been removed)
 - g. TAGGING (integrate info from <http://www.fishtag.info> to replace that website; new text to be provided; the headers below may be changed)
 - i. ABOUT TAGGING
 - ii. CAUGHT A TAGGED FISH?
 - iii. GET INVOLVED
 - iv. TAG IDENTIFICATION
 - v. PROGRAM CERTIFICATION
 - h. ECONOMICS AND SOCIAL SCIENCES
- 6. HABITAT
 - a. PROGRAM OVERVIEW
 - b. ARTIFICIAL REEFS
 - c. ATLANTIC COASTAL FISH HABITAT PARTNERSHIP (url linked to logo)
 - d. FISH PASSAGE
 - e. HOT TOPICS
 - i. FISH HABITAT OF CONCERN DESIGNATIONS FOR COMMISSION-MANAGED FISH AND SHELLFISH SPECIES
 - ii. AQUACULTURE
 - iii. LIVING SHORELINES
 - iv. SCIAENID FISH HABITAT
 - v. HABITAT BOTTLENECKS
 - vi. HARBOR DEEPENING
 - vii. ALTERNATIVE ENERGY
 - viii. SAV
 - ix. SHELLFISH HABITAT
 - x. COASTAL ALTERATIONS
 - f. LINKS
- 7. ACCSP (formerly Data); url linked to logo
- 8. LAW ENFORCEMENT
 - a. LAW ENFORCEMENT COMMITTEE
 - b. CONTACTS
 - c. MEETING SUMMARIES
 - d. PUBLICATIONS
 - e. REPORTS TO SPECIES MANAGEMENT BOARDS (organized alphabetically by species) (make text below title collapsible; same format as in species pages)

- f. LINKS
- 9. MEETINGS (calendar; create “save to calendar”, so people can save the upcoming event to their personal Google or Outlook calendars; make calendar searchable; ability to include digital meeting materials (i.e., e-books) and interconnected fisheries topics/meetings/agendas/reports)
 - a. MEETING ARCHIVES (make text below title collapsible, similar to species pages, and include submittable travel forms)
- 10. PUBLIC INPUT

BOTTOM NAVIGATION

- 11. HOME
- 12. SUBSCRIBE (add function to ‘Join Our Mailing List’ to sign up for ACFN listserv, press releases, *Fisheries Focus*, *Habitat Hotline Atlantic*, meeting announcements, species/topic interested parties lists; requires ability to designate specifically which listserv(s) to be added to over 20 options)
- 13. NEWS
 - a. MEETING ARCHIVES
 - b. PRESS RELEASES
 - c. NEWSLETTERS
- 14. PUBLICATIONS (this is our publications database, used to populate various fields on various pages; it should also be searchable)
 - a. GUIDING DOCUMENTS
 - b. FISHERY MANAGEMENT REPORTS
 - c. STOCK ASSESSMENT REPORTS
 - d. SPECIAL REPORTS
 - e. HABITAT PUBLICATONS
 - f. FISHERIES FOCUS
 - g. HABITAT HOTLINE ATLANTIC
- 15. JOBS
- 16. KIDS/TEACHER RESOURCES
- 17. CONTACT US
- 18. LINKS