

REQUEST FOR PROPOSALS

SOUTHEAST AREA MONITORING & ASSESSMENT PROGRAM WEBSITE REDESIGN

Introduction

The Atlantic States Marine Fisheries Commission (ASMFC) has released this Request for Proposals (RFP) to identify a qualified vendor to plan, execute, and deliver the redesign of www.seamap.org to aid in promoting the goals, objectives, and activities of the Southeast Area Monitoring and Assessment Program (SEAMAP). Although the website should be a place to find links to all SEAMAP components, its primary focus should be the South Atlantic component. 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 SEAMAP

SEAMAP is a cooperative state/federal program to facilitate the collection, management, and dissemination of fishery-independent data from the waters of the southeastern United States. We are a partnership of multiple states and territories consisting of three groups: The South Atlantic (NC, SC, GA, FL), the Gulf of Mexico (TX, LA, AL, MI) and the Caribbean (Puerto Rico and the U.S. Virgin Islands). These regional groups work in tandem to collect data and create multi-year [program management plans](#).

Vision

A place for the public and state agency members to find the resources they need pertaining to southeastern coastal surveys. The website should heighten the understanding and use of SEAMAP surveys and the importance of fisheries independent data, while being a repository for information.

Communications & Outreach Key Objectives

- 1) Describe the importance of fishery-independent data
- 2) Communicate the importance of fishery-independent surveys in conducting fisheries stock assessments and informing management decisions

- 3) Communicate the various government agencies, committees, and work groups involved in conducting and managing coastal surveys
- 4) Use as a platform to educate the public on the necessity of surveys and demonstrate long-term management and planning goals
- 5) Create a central hub where state agencies, interstate commissions, and regional councils can query data, learn about survey methods and history, and download reports

Project Background

The SEAMAP website was created decades ago. The website is antiquated and does not meet all of our current or future needs. It is also not mobile-friendly. The website should serve to disseminate information about SEAMAP; provide information about our state partners, history, priority species, and programs; host links to our external sites and database; help state partners and regional agencies easily reference future and current goals; and help the public understand the importance of our work.

Project Goals

The goal of this project is to redesign the SEAMAP website in order to:

- Communicate our message and goals more clearly
- Make content easier to find
- Make the site more visually appealing
- Improve search engine visibility and functionality
- Accommodate external links and data disclaimers
- Integrate ArcGIS tools and maps into the site
- Become mobile-friendly (dynamic website)
- Allow for future expansion of the site in a user-friendly manner
- Improve security to HTTPS and protect against unauthorized changes
- Track performance and use through Google Analytics

It is important to note the web manager for the site only has experience with basic HTML and CSS. The site will need to be user friendly from an administrator perspective and allow, with training, the web manager to change content, upload documents, and add new pages as needed. Please see Appendix I for an example site map.

Target Audiences

The primary target audience is the SEAMAP partners – senior scientists and project managers from state and federal government agencies. We would like the website to serve as an easy way for our partners to access information on ongoing programs and projects.

The secondary audience is the general public and legislative staff who provide funding for the surveys, to educate those interested in the coastal survey programs.

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 and annual costs related to cloud hosting.

Third Party Sites

ASMFC requires that all code be shared with us after the initial development of the website. In a proposal, please share 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 SEAMAP website have the following functions:

- A dynamic homepage (i.e., pictures that are darkened when you hover over them to reveal text, etc.)
- 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
- Include sitemap
- Ability to find anything within 1 – 2 clicks
- Integrated GIS maps from survey dashboards (example) on all program pages that have available survey dashboard data
- Drop down menus that link to PDFs to access annual yearly reports for each program and annual meeting without having to hyperlink all of the reports individually
- Ability to scale on mobile platforms (responsive design)
- A contact us page
- Ability for website administrator to upload videos
- Ability to add pictures and graphics to the website with a caption
- Ability to generate analytics about site use
- Training for the ASMFC Science Coordinator to update the site, and a user manual or guide.
- We do not want visitors to be able to comment on different pages
- Implement HTTPS
- Implement secure updates by named administrative users
- For offsite implementations, provide for regular backups of configuration and content

Style

A new 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. One goal is to minimize text because the current site is text heavy.

Appendix II has a template that the ASMFC Science Coordinator has pulled together to give you an idea of the type of design we're looking for. Appendix III has a few examples of other website designs with comments on what we like and what we don't like. A website formatted similarly to what is found in Appendix III is also acceptable.

Copy

ASMFC staff will determine the copy and supply images for the website pages.

Compliance

The SEAMAP website should be 100% Internet Explorer, Google Chrome, Safari, and Mozilla compliant. The final proposal should include a quote for the cost of making the website Section 508b-c 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 between 24-48 hours. 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 some extent, the website should be protected against malicious activity (malware, 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 EST on October 13, 2023**. Thank you in advance for considering this project.

All proposals will be evaluated by ASMFC scientific, communications, and IT 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.

• RFP available to applicant	August 28*
• Proposals due; late submissions will not be accepted	October 13
• Vendor notification of selection & initiation of contract	December 4
• 2 mock up homepages and 1 internal page presented to ASMFC	January 12
• Beta version made available to ASMFC for review	February 23
• Recommendations provided to contractor	March 12
• Initial recommendations addressed and full website provided	May 1
• Test run the site, and final recommendations provided to contractor	May 15
• Incorporation of final recommendations and website completion**	June 10

*Note all dates are for 2023-2024.

**Note the website is considered completed when all final recommendations are addressed and the site is running on our server environment.

Submission Requirements

Applicants must submit proposals in digital format via email to Jainita Patel, ASMFC Fisheries Science Coordinator, at jpatel@asmfc.org by **midnight EST on October 13, 2023**. 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 Jainita Patel, ASMFC Fisheries Science Coordinator, at 703.842.0720 or jpatel@asmfc.org for questions regarding the request for proposals.

Appendix I Example Site Map

Home (include before and after photos of projects)

- I. Homepage
 - a. [External] NEAMAP
 - b. SEAMAP
 - i. History
 - ii. [External] Gulf States
 - iii. [External] Caribbean
 - iv. SEAMAP South Atlantic
 - 1. Data
 - a. Disclaimer
 - b. [External] Database
 - 2. SEAMAP SA Coastal Surveys
 - a. Overview
 - b. Methods
 - c. Map
 - d. Data and Reports
 - e. contact
 - 3. North Carolina Pamlico Sound Surveys
 - a. Overview
 - b. Methods
 - c. Map
 - d. Data and Reports
 - e. contact
 - 4. Coastal Longline Surveys
 - a. North Carolina
 - i. Overview
 - ii. Methods
 - iii. Map
 - iv. Data and Reports
 - v. contact
 - b. South Carolina
 - i. Overview
 - ii. Methods
 - iii. Map
 - iv. Data and Reports
 - v. contact
 - c. Georgia
 - i. Overview
 - ii. Methods
 - iii. Map
 - iv. Data and Reports
 - v. contact

- 5. Reef Fish Surveys
 - a. Overview
 - b. Methods
 - c. Historic gear type
 - d. Map
 - e. Data and Reports
 - f. contact
- v. 5-year plan Story Map
- vi. Species Life history pages (links to individual species pages by order)
- vii. Contact us (form that sends emails to ASMFC primary contact)
- viii. Agencies and Personnel (list of agencies per project and tree of which agencies conduct what surveys and how they're funded)
- ix. Links (detailed sitemap with links to all pages and pdfs for easy access)

Appendix II Rough website mockup

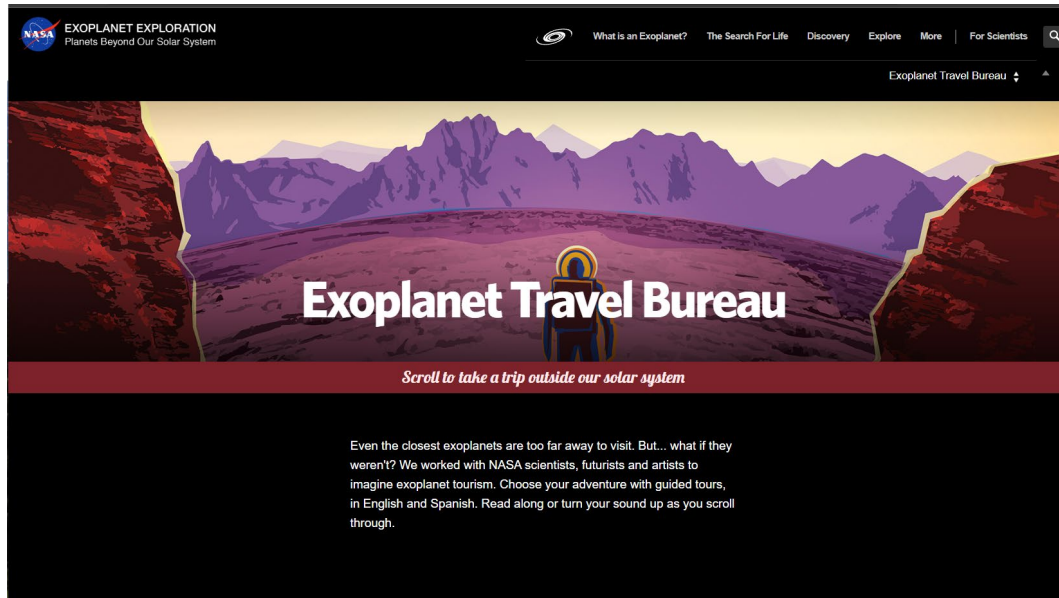


Homepage example

Full mock up can be found here: [link to full design](#)

Appendix III Example websites with comments

[Exoplanet Travel Bureau | Explore – Exoplanet Exploration: Planets Beyond our Solar System \(nasa.gov\)](#)



What we like about it:

- Clean theme
- Large, dynamic pictures
- Large easily accessible text
- Collapsible Navigation bar at the top of the screen
- Access to links at the bottom of the page

[NOAA Office of National Marine Sanctuaries](#)




What we like about it:

- Ocean-themed color palate
- Individual sections separated by color panels
- Dynamic links (change photos or text when you hover)

What we don't like:

- Feels a bit busy

[Best Fishing Practices - South Atlantic Fishery Management Council \(safmc.net\)](http://safmc.net)



South Atlantic Fishery Management Council
To Conserve and Enhance

- Home
- Regulations
- Meetings
- Fishery Management
- News & Updates
- About the Council
- Habitat
- Best Fishing Practices
- Citizen Science Program
- Science & SEDAR
- Public Comment
- Search

South Atlantic Fishery Management Council

GET INVOLVED

Home / Best Fishing Practices


Best Fishing Practices

Since we are all invested in the future of fisheries in the South Atlantic, we each share a responsibility to use best fishing practices when catching and releasing fish.

Whether you are releasing a fish because it's too small, out of season, or you have reached your retention limit, follow these helpful tips below to improve that fish's chance of survival. Make sure you know your [requirements](#) when fishing for snapper-grouper species in South Atlantic federal waters.

Find information for:

- [Requirements](#)
- [Best Fishing Practices](#)
- [Resources](#)
- [SAFMC Release](#)



For a complete list of best practices visit safmc.net/bfp

Requirements

Make sure to have the following **required** gear when fishing for or possessing snapper grouper species in South Atlantic federal waters:

OPEN ALL +

Descending Device	+
Dehooking Tool	+
Non-Offset Circle Hooks	+
Non-Stainless Steel Hooks	+

Download the [FishRules app](#) to have current and location-based regulations such as season, bag limit, and size limits on your phone.

Best Fishing Practices

Recognizing Barotrauma

Fish caught in deeper waters may suffer from **barotrauma**, the expansion of gases after being rapidly pulled up.

What we like about it:

- Ocean-themed color palate
- Individual sections separated by color panels
- Side bar
- Links that fold into a headline (expanding topics)

What we don't like:

- Feels clinical