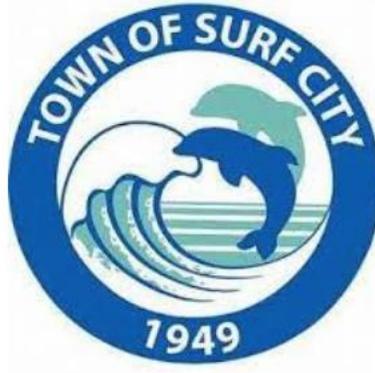


Town of Surf City



REQUEST FOR PROPOSAL
for
Mobile Application Development Service
Issued: Monday, July 19, 2021

RESPONSE DUE BY:
August 6, 2021 – 3 p.m.
kbreuer@surfcitync.gov

Town of Surf City
214 W Florence Way
Hampstead, NC 28443

INTRODUCTION AND BACKGROUND

The Town of Surf City provides a wide range of services to a growing population of approximately 3,500 people. Due to the Town's coastal location and access to the Atlantic Ocean and Intracoastal Waterway, seasonal fluctuations of population occur, at certain points estimated upward of approximately 40,000 people. With a growing population and information delivery methods changing, the Town is seeking to develop a mobile based application that can serve both the full-time population as well as provide pertinent information and interaction for the visitor population.

SCOPE OF WORK

The Town is seeking proposals from qualified firms to work with Town of Surf City staff collaboratively to develop an easy-to-use mobile application to assist with the management and delivery of the Town's communications efforts. The Town is open to various levels of functionality within the application based on the information it is addressing. Please outline clearly in your proposal the extent to which the application proposal is able to perform functions on its own, and those potential areas that will require manual efforts by Town staff in combination with the application.

The following outlines the work anticipated:

- Provide functions including but not limited to, access to services provided by the Town, links or direct information to town ordinances, push notifications for certain alerts such as infrastructure outages or solid waste collection schedules, important meetings, etc., utility usage and monitoring, special events, and citizen reporting tools.
- Ensure brand and image consistency. It is desired that separate functions of the application maintain a consistent image portrayal to all users.
- Develop application working closely with staff. The successful bidder will plan, develop, launch, and maintain the required app. The app will be responsive and available on Apple and Android platforms. All information and data collected will be the property of the Town of Surf City. A proposal with an app developed in open source will be preferred. Training for Town of Surf City staff is also included as part of the RFP process initially and ongoing. Updates and servicing of future additions/changes to the app will be the responsibility of the successful firm built through a monthly or annual service fee program.
- Measurement and Reporting. Where possible the Town of Surf City would like to have measurable elements incorporated into the app to be able to show metrics of users and overall growth and success of the app of a period of time.

- The contract period is for a two (2) year term with the option to renew for an additional two (2) year period. The Town will solicit the estimated number of hours for each campaign piece before it is approved.

PROPOSAL INSTRUCTIONS

Bidders are requested to provide the following information in their proposal:

- a) General qualifications and experience of the firm. (Please include previous client information whereby similar app development has been implemented)
- b) Detailed qualifications, relevant experience and assigned tasks of the firm
- c) Proposed methodology and proposed timeline for the work to be completed
- d) Rate for the development of the app and the monthly or annual service fee
- e) Any other information that would help the review team to better understand your proposal
- f) A minimum of two (2) references from a similar project completed by the firm

PROPOSAL SUBMISSION

Digital submissions may be emailed to kbreuer@surfcitync.gov by 3 pm, August 6, 2021. Hard copies may be submitted (not required) to:

Town of Surf City
 c/o Town Manager
 214 W. Florence Way
 Hampstead, NC 28443

Questions on the request for proposals can be addressed to Kyle Breuer, Town Manager via email at kbreuer@surfcitync.gov

5) EVALUATION

Proposals will be evaluated on the following basis:

Proposed methodology and approach	30%
Qualifications and experience of the firm and of the assigned personnel	20%
Development and service fee rates	30%
App developed and available in open source	10%
References and other factors	10%

6) DISCLAIMER

Responses received after the stated date and time will not be considered. Neither the lowest, nor any submission, shall necessarily be accepted and the decision of the Town shall be final. Any questions received will be posted on the Town of Surf City website with the answers provided in response to the inquiry for fairness of all potential firms responding up until 12pm on Monday, August 2, 2021.