



## **Request for Expressions of Interest (EOI) for Website Redesign and Management**

### **I. BACKGROUND**

The Town of Drumheller is a rural municipality of 8,000 people and is known as the Dinosaur Capital of the World. Our current website [www.dinosaurvalley.com](http://www.dinosaurvalley.com) or [www.drumheller.ca](http://www.drumheller.ca) was designed and launched in 2015. The town has recently completed a rebrand and as an extension of this rebranding we are looking to update the current website making it more user friendly.

### **2. WEBSITE UPGRADE AND REDESIGN**

Town of Drumheller's website is the premier tool for us to interact with current and potential residents.

We require an online platform to serve as a foundation to support our communication needs and the flexibility to adapt as our needs evolve.

We are looking for the services of an experienced web development individual or firm to create an interactive, easy to use website that best reflects the Town of Drumheller as a pre-eminent municipality.

In the Town's Communication Plan we outline the importance of

*“building trust as a crucial element in creating the connections that lead to successful two-way communication, thus attention to how Council, staff and citizens relate to and understand one another's messages must be thoroughly considered. Similarly, as circumstances change, procedures and routines that once built understanding may now generate limited meaning, requiring the Town to recognize emerging trends and introduce new ways to connect with citizens, and in doing so, ignite open dialogue, mutual understanding and genuine confidence.”*

The Communication Plan also states

*We will introduce new opportunities for citizen feedback on the Town's website*

*Invite website users to rate the value of posted content*

*Increase the number of gateways for supplying comments*



The individual or firm will lead the re-design of the current website, including: confirmation of the project parameters, development of site architecture, design mock ups and training and preparing the new site for deployment (content conversions, URL transfer, etc.)

The project has a tight timeline, with the updated site to be live by September 30 2020.

Specifically, the firm/individual will be responsible for:

**a. Creating the new look and feel of dinosaurvalley.com (to be Drumheller.ca)**

Town of Drumheller is currently developing a new brand strategy with new style and logo. The re-designed drumheller.ca should be consistent with the new branding and messaging. The visuals need to be bright, colourful, inviting and engaging to keep Drumheller residents informed and involved. We also require online forms and payment options on the new website.

**b. Navigation & Architecture**

With a diverse set of audiences, the site must have intuitive and accessible site architecture to ensure visitors can easily navigate throughout the site. The site should be mobile compatible with video capability. The content management system should allow for decentralized creation of content, with all updates and publishing done by Town of Drumheller.

The Town of Drumheller has a number of data management, document management and recreation program links to which will need to be incorporated into the new website.

**Primary Audiences**

Drumheller Residents  
Current and potential businesses  
Various age demographics from youth to senior

**Secondary Audiences**

Tourists and potential visitors from around the world  
Government

The individual/firm will work with Town of Drumheller to create the site layout, including section and pages. The content will be generated by Town of Drumheller.



### **c. Website Accessibility and Formatting**

The website interface must be adaptable to different mobile devices. Town of Drumheller must be able to perform site edits in-house including the creation of content, new pages, online forms, take online payments and posting of imagery, video and blogs.

### **3. QUALIFICATIONS**

Town of Drumheller is looking to work with a firm or individual that has extensive web development experience, preferably with experience of developing municipal websites and 10+ years in the design, architecture and development of innovative online solutions.

### **4. EXPRESSIONS OF INTEREST (EOI)**

Interested individuals or firms are invited to forward their EOI no later than 2pm on Thursday June 25, 2020.

They should include:

- Company background
- Key consultants assigned to the project
- Outline of experience in web development and design
- Examples of work
- Proposed ideas for a new website
- Estimation of costs for site update including breakdown of billing rates
- Implementation timeline
- Client references

**Deadline: 2pm Thursday June 25 2020**

Proposals should be **mailed** to  
Julia Fielding  
Town of Drumheller  
224 Centre Street  
Drumheller  
Alberta  
T0J 0Y4



## 5. EVALUATION

The Town of Drumheller will shortlist and contact the most qualified firms/individuals to determine their working style and ability to execute the contract. These shortlisted companies will then be asked to submit a quotation and outline of implementation.

Final selection will be determined through consideration of the firm/individual's:

- Ability to meet the demands of updating drumheller.ca, within Town of Drumheller's budget and timeline
- Knowledge and experience in developing sites for similar types of organizations in rural municipalities
- Innovation and creativity as evidenced in past work

Questions regarding this call for this EOI should be directed to:

Julia Fielding  
Town of Drumheller  
Phone: 403-823-1320/403-820-1481  
[communications@drumheller.ca](mailto:communications@drumheller.ca)