



## Mendon Fire District

### Organization Mission

To provide efficient and financially responsible fire, rescue, and emergency medical service to the citizens and visitors of the Mendon Fire District.

### Company Description (Fire Department)

The Mendon Fire Department was established in 1932. We provide fire, rescue and first responder emergency medical service to the citizens and visitors of the Mendon Fire District in town of Mendon, New York.

### Address

101 Mendon Ionia Rd.  
Mendon, NY 14506

### Phone

585-624-1738

## Project Description

The Current Mendon Fire Department (MFD) Website was built in 2006, and has reached its End-of-Life (EOL). The MFD is in need of an inviting and interactive website, to help educate the public, as well as encourage the growth of the volunteer membership of the Mendon Fire Department. This project will also incorporate the Mendon Fire District taking on the ownership and cost of the design, development and ongoing maintenance of the website.

Existing Website Updates:

Using the existing website as a framework here's what we don't like about the current site:

- Does not allow posting of legal notices and tax information
- Difficult to navigate
- No room for growth
- Outdated look and feel
- Non-responsive with mobile devices

We'll need a new site that we can manage content, that will look great, continue to allow our community and membership to interact and retrieve the needed information

It's our goal that after doing the redesign of the site that we achieve, better community outreach leading to an increased awareness of the Mendon Fire District, and an increase in overall membership.

## Project Description > Design

For design we're looking to ensure the new site looks great, works on mobile devices, and allows for a simple donation process, and relay of information.

Our logo is important to be featured prominently and we use all of our colors (red,green,yellow,blue) throughout our marketing pieces so it will be important to include that color scheme.

## Project Description > Social Media (Outreach)

Although marketing is not fully included in the budget for this project, we would like a proposal of Social Media Management for the Fire District. Including but not limited to:

- 4 Social Posts Per Week across multiple channels (Twitter, Facebook, Google, Etc.)
- Posting of legal notices
- Interactions through social media with the community

## Project Description > Technical

### Framework:

- Must include dedicated SSL Certificate min 256-bit
- Wordpress 4.9.4 or higher
- Fully licensed theme for 1+ Years, Key Included.
- Fully licensed plugins for 1+ Years, Key Included.
- Weekly backups of database, core, theme & other directories
- 50 - 100 GB of accessible FTP space

### Public Facing:

- Ability to accept donations via stripe or paypal pro
- Gallery to display organized pictures
- Display call volume for year including past years
- Events calendar with descriptions
- Social API capabilities for Facebook / Twitter / Google
- Posting of public announcements, such as but not limited to legal documents.
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### Members Facing:

- Individual User Logins with audit capabilities
- Secure area for commonly used documents to be stored & distributed
- Ability to list membership and associated information

## Name, Email & Contact Information for Everyone Involved

First Name	Last Name	Email	Phone	Role in Project
Dan	Considine			Commissioner / Chairman
Ryan	Wilsey	rwilsey@mendonfd.org	(585) 746-4499	Commissioner / IT
Steve	Shuler			Commissioner
John	Shipe			Commissioner
David	Kester			Commissioner

### Days & Times that are convenient for a follow up phone call or in-person meeting.

If additional questions are required outside of this RFP please email Ryan Willsey (rwilsey@mendonfd.org) - to setup a day/time to discuss.

### Preferred Method of Contact

For now we prefer to communicate via email. As the proposal process progresses we'll make ourselves available for phone calls and possible in person meetings.

## Budget

We have flexible budget. Based on our initial research and the number of pages we have a budget in the \$5,000- \$10,000 range.

## Other Helpful Information

Having run a number of web projects before the following are very important in making a final decision and in the selection of a web development firm for this project:

- Technical Proficiency – Ability to understand all of the components involved and make recommendations.
- Proactive – Ideally we'd like to find a firm that understands our needs and makes recommendations based on their experience with web tech, rather than have to assist in the process.
- Communication – Communication is important, we'll have a fully dedicated project lead on our end and would appreciate the same. Being kept in the loop as the project moves through phases and understanding what will happen-when – so that we can coordinate with our larger marketing pieces will be important.
- Customer Service – We want to make sure we're taken care of and the company we select has ongoing healthy relationships with a number of existing clients.
- Internet Marketing Knowledge – Although not specific to this project, internet marketing will be a big part of our larger plans. Knowledge of getting a website in front of our audience is helpful.
- Experience – Additional relevant experience related to this project specifically, our marketing goals, or our industry are all helpful.

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