



# **FOUNTAIN INN**

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## **REQUEST FOR PROPOSAL**

**THE CITY OF FOUNTAIN INN and  
FOUNTAIN INN NATURAL GAS (FING)**

**RFP #2020 – 003**

**Website Redesign and Rollout for the City of  
Fountain Inn and Fountain Inn Natural Gas**

**ISSUE DATE:**

**06/01/2020**

**SUBMISSION DEADLINE:**

**06/15/2020**

**12:00 P.M. (EDST)**

## **THE CITY OF FOUNTAIN INN, SOUTH CAROLINA, AND ITS NATURAL GAS DEPARTMENT REQUEST FOR PROPOSAL #2020-003 WEBSITE REDESIGN AND ROLLOUT**

The City of Fountain Inn, South Carolina is seeking proposals from qualified companies to provide the City with proposals for the redesign and rollout of two of its websites:

- <https://www.fountaininn.org/>
- <http://www.fountainingas.org/>

Sealed proposals will be received at 200 North Main Street, Fountain Inn, SC 29644 until 06/15/2020 at 12:00 p.m. from qualified companies. Details of the award will be posted on [www.fountaininn.org](http://www.fountaininn.org). Proposals received after the time and date set for receipt of proposals will not be accepted and will be returned to the Proposer.

All proposals must be in a sealed envelope and marked:

**CITY OF FOUNTAIN INN  
SEALED BID: RFP#2020-003  
TITLE: WEBSITES REDESIGN  
ATTN.: FINANCE DEPARTMENT  
200 NORTH MAIN STREET  
FOUNTAIN INN, SC 29644**

All proposals are subject to the City of Fountain Inn's Procurement Ordinance, Ordinance #2010-001 dated February 2, 2010. The Procurement Ordinance is available on the City's website.

No proposal may be withdrawn for a period of sixty (60) calendar days. Should the pricing included in the proposals be higher than the amount allocated by the City for this project, the City reserves the right to negotiate in good faith with the successful proposer. Failing an agreement, the City may reject all proposals and submit a new Request for Proposals or make any decisions it deems to be in its best interest.

No proposal will be accepted from a contractor who is not currently licensed, in good standing, by the South Carolina Department of Labor, Licensing and Regulation, (if applicable).

**City Contact:** Questions regarding this Request for Proposals may be made in writing (NO TELEPHONE CALLS) and addressed to:

Eduardo Noriega, Gas Director  
100 S Weston St, Fountain Inn, SC 29644

or

[eduardo.noriega@fountaininn.org](mailto:eduardo.noriega@fountaininn.org)

Upon receiving the "Notice of Award," the successful bidder has ten (10) calendar days to submit all required bonds, insurance, permits and licenses and meet with the City to discuss any problems or questions pertaining to the project.

If the proposer discovers any ambiguity, conflict, discrepancy, omission, or other errors in the Request for

Proposals, proposer shall immediately notify the City of such error in writing and request modification or clarification of the document. The proposer is responsible for clarifying any ambiguity, conflict, discrepancy, omission, or other erroring the Request for Proposals or it shall be deemed waived.

The successful contractor shall comply with all instructions and shall perform services in a manner commensurate with the highest professional standards by qualified and experienced personnel.

## **Project Scope of Work**

### **City of Fountain Inn Website**

#### **Overview:**

The City of Fountain Inn is seeking a digital partner to help redesign the primary city website in order to provide residents and visitors an enjoyable online experience that both encourages and inspires interest in what the city has to offer but also provides current residents the functionality and info they need.

To achieve this, the new website must be intuitive and user friendly, have a modern visual design, and contain high-quality photography throughout. The website must streamline event registration by utilizing one platform that will work for all event needs and incorporate a citywide calendar that is easier to use for both website visitors and employees needing to update event information. The website should also contain a search bar feature that allows visitors to find answers and information quickly as well as easy to use online forms and applications to reduce manual work and phone inquiries. Because various city departments need access to update content on a regular basis, the site must also be built on a platform that is user friendly and includes a backend editor.

#### **Primary Website Goals:**

1. Create a user-friendly, better-organized website in order to provide all users an enjoyable experience that encourages and inspires interest.
2. The website should act as a recruitment tool for the city for visitors and/or families looking to relocate.
3. Assist the city to engage residents in its civic process.
4. Spur involvement with event signup for recreation activities and special events.
5. Create a streamlined digital experience for both city officials and residents through the creation and development of online forms and better integration with registration and payment software.
6. Ensures longevity and relevance, the website must be built on a platform that is easy to update and include a training session for department officials.

#### **Target Audience:**

1. Current residents
  - a. Find and engage with city services and get involved by exploring city events/recreation opportunities.

2. Visitors/People looking to relocate
  - a. Visitors are looking to get involved in all the fun activities the city has to offer, through rec sports, city-wide special events and visiting the parks.
  - b. Those looking to relocate have an interest in city demographics and safety in addition to learning about all the city services they need access to as a resident.
3. Businesses
  - a. Current businesses seeking information on business licenses and legal requirements to remain open and looking to easily pay any fees.
  - b. New businesses seeking information on why Fountain Inn is the best place to locate, demographic information, and city offered incentives for businesses.

**Functionality Requirements:**

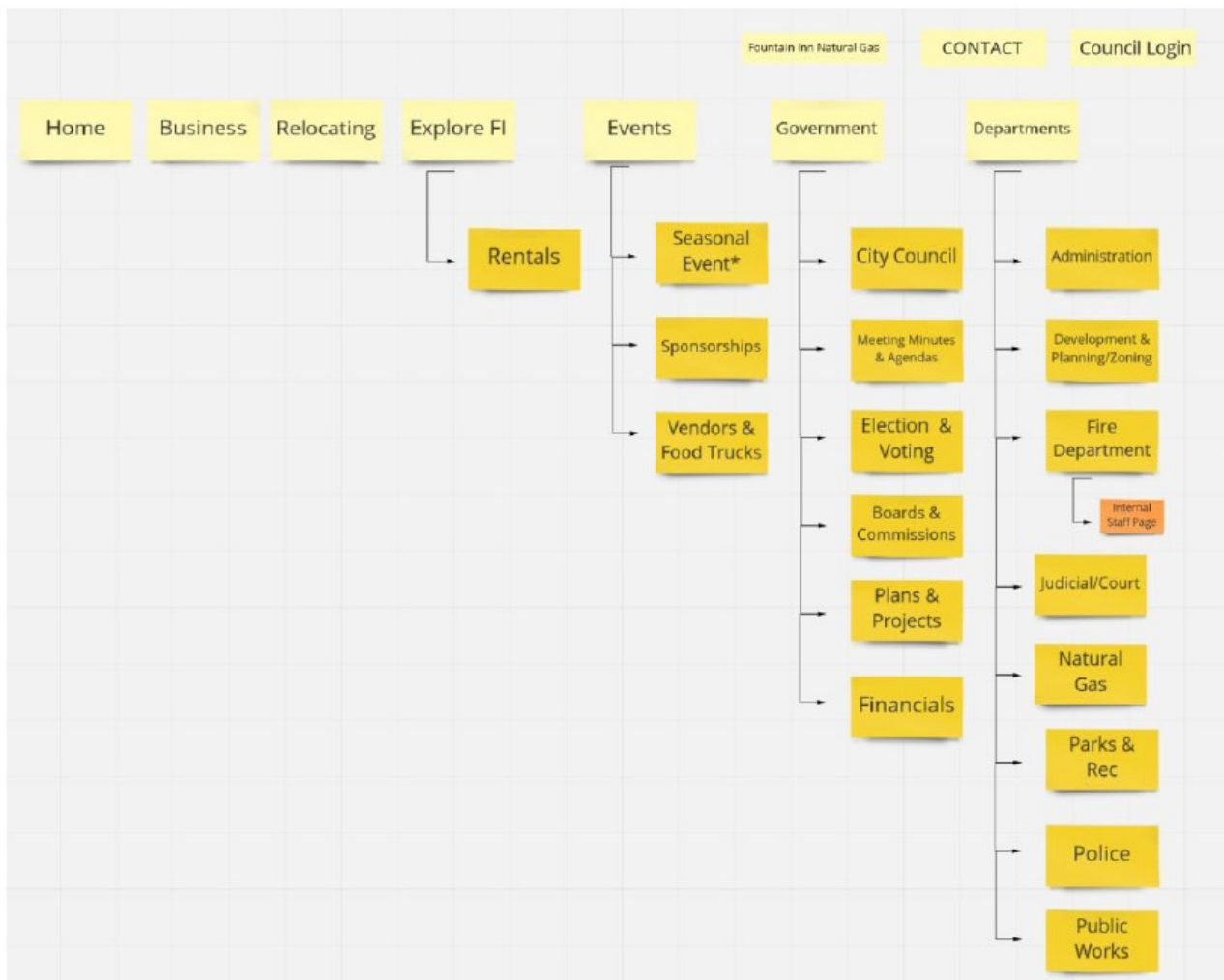
- An easy-to-use content management system (CMS) that allows the city to easily update content as needed.
- Intuitive navigation throughout the site.
- ADA Website compliance to meet the 21st Century Integrated Digital Experience Act (IDEA).
- Mobile-responsive design.
- Alert/Notification bar that can be easily turned on/off and edited to communicate updates, announcements, emergencies, or alerts that a meeting is live streaming and a link to watch in real time.
- Website integration via simple link to internal resources or 3rd party platforms
  - o Internal payment portal - Tyler, SmartFusion (A Harris Solutions Product), Street Light Outage - Duke Energy, Sports Team Recreation/Event Registration, Job Postings/Applications, Future Land Use Map, Fire Department Coverage Map.
- Integration with A 311 request service.
- Assessment of current maps on site to explore potential to combine them into one interactive version.
- Create interactive City Council Ward Map that allows users to click on each ward to see info about it, including information about the ward's council member.
- Creation and development of 12 online forms:
  - o Citizen Complaint, FOIA Request, Citizens Police Academy, Compliment a Cop, Senior Watch Program, Summer Camp Signup, Fire Prevention Request, Solid Waste Service Application, Start Sewer Service, Rezoning Application, Food Truck Vendor Application, Venue Rental Application, Business License and Permit Application.
- Develop and integrate a comprehensive solution for event signups - ideally one event sign-up/ticketing solution to use across all departments which includes the ability to scan and sell tickets "at the door".
- Incorporate audio and live video on site under Government section.
- Development and integration of community events calendar.
  - o Calendar must be filterable with the ability to submit events for review with automatic posting once approved.

**Strategy and Layout:**

At the heart of a new website is the desire to showcase transparency, accessibility, and community activities. The combination of these is what makes Fountain Inn a unique place to live, visit, and work in and this must be apparent, not just on the homepage of the website, but throughout. While common design elements and colors must be carried throughout the website, each department section can be unique so the personality of each department, or audience using the page, can shine through.

**Suggested Site Navigation:**

The following site map and page by page breakdown are centered around creating a better user experience and speaking directly to the above-outlined target audience. *This is an example; the bidder may choose to propose a different site navigation.*



## Proposal Requirements

The proposal for the design and development of the City of Fountain Inn website should include the following:

- Complete website strategy development and website architecture design for intuitive navigation and content searchability.
- Website development using one of the following for content management system for easy content updates and management:
  - WordPress
  - Joomla
  - Drupal
  - Wix
  - Or other system the designer would recommend The City to use; vendor must detail the advantages of the system selected.
- Functionality:
  - Alert/Notification bar that can be easily turned on/off and edited to communicate updates, announcements, or emergencies.
  - Website integration via simple link to internal resources or 3rd party platforms
    - Internal payment portal - Tyler, Street Light Outage - Duke Energy, Sports Team Registration, Job Postings/Applications, Future Land Use Map, Fire Department Coverage Map.
  - Integration with A 311 service request.
  - Create interactive City Council Ward Map that allows users to click on each ward to see info about it, including council member information.
  - Creation and development of 12 online forms:
    - Citizen Complaint, FOIA Request, Citizens Police Academy, compliment a Cop, Senior Watch Program, Summer Camp Signup, Fire Prevention Request, Solid Waste Service Application, Start Sewer Service, Rezoning Application, Food Truck Vendor Application, Venue Rental Application.
  - Develop and integrate a comprehensive solution for event signups - ideally one event sign-up/ticketing solution to use across all departments which includes the ability to scan and sell tickets “at the door”.
  - Development and integration of community events calendar
    - Calendar must be filterable with the ability to submit events for review with automatic posting once approved.
  - On-site photo shoot (two half-days) for community photos and updated headshots.
  - Photo selection and editing.
  - 24 hours of editing client-provided copy and additional web copywriting.
  - Complete content entry and page formatting.
  - Homepage mockup & review w/ 1 hour of feedback/revisions.
  - Linking to social media platforms.
  - Google Analytics installation & configuration of monthly reporting.
  - Mobile-optimized design to maximize mobile UX.

- Thorough website testing and review across browsers and devices.
- 16 hours of website revisions to be completed in two rounds.
- Website launch.
- Domain transfer (if applicable).
- Personalized training on your WordPress CMS.

**See Appendix A for further details.**

## **Fountain Inn Natural Gas Website**

### **Overview:**

Fountain Inn Natural Gas is seeking a digital partner to redesign its current website. The current site is outdated, not user friendly and difficult to update and maintain. In order to capitalize on future growth and ensure customer satisfaction, the new website must be easier and more intuitive for customers to navigate, highlight safety and education throughout, and have the ability to showcase products. The new website should take design and visual inspiration from the new city website to ensure the look and feel of both is cohesive. Because various city employees need access to update content on a regular basis, the site must also be built on a platform that is user friendly and includes a backend editor.

### **Primary Website Goals:**

1. Make it easier for customers to find the information they need about their service, including a straightforward online form process for both users and staff.
2. Ability to showcase available product offerings and product listings through a virtual showroom in order to increase interest in appliances and foot traffic in the showroom.

### **Target Audience:**

The Fountain Inn Natural Gas website has three primary audiences. They are as follows:

1. Customers/Potential Customers
  - a. Pay their bill and get help/education in order to better understand their billing statement.
2. Residents of surrounding areas/Those in need of natural gas service
  - a. Find out if they qualify for service and the process for signing up.
3. Local business owners
  - a. Seeking information on how to start service or information on billing/payments.

### **Functionality Requirements:**

- An easy-to-use content management system (CMS) that allows the city to easily update content when needed.
- Intuitive navigation throughout the site.
- ADA Website compliance to meet the 21st Century Integrated Digital Experience Act (IDEA).
- Mobile-responsive design.
- Ability to showcase current gas product offerings and relevant info on each.

- Integration with GIS mapping software and link to internal payment portal (Tyler).
- Notification bar that can be easily turned on/off and edited to communicate announcements, or emergencies.
- Creation and development of online forms:
  - o Start/Stop/Move Services, online applications & primary contact form, etc.

**Strategy and Layout:**

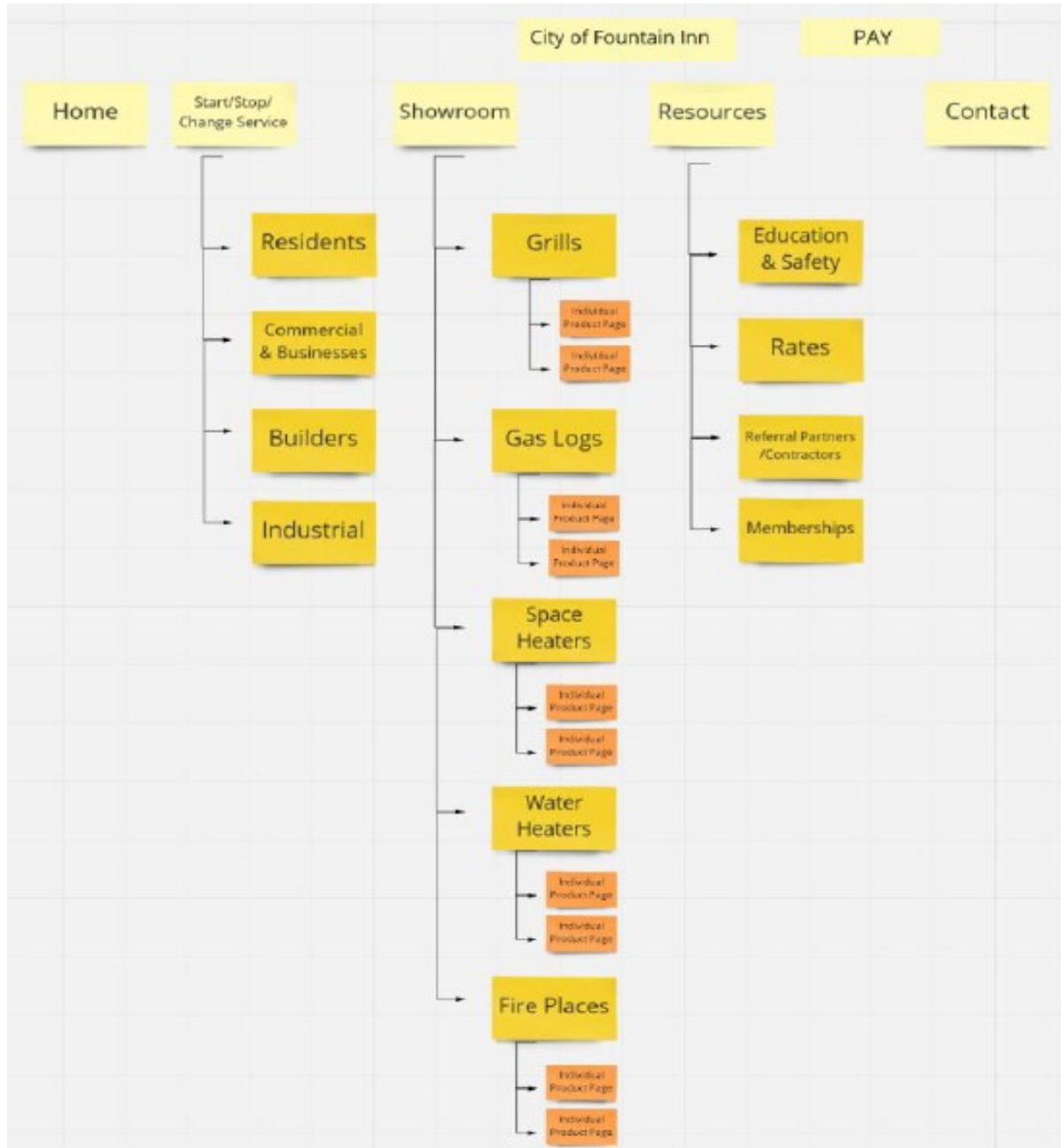
Fountain Inn Natural Gas serves not just Fountain Inn residents but has a broad reach for citizens in the surrounding area. In order to be effective, the website must speak to the three target audiences above and address the needs of each.

The following site map and page by page breakdown are centered around creating a better user experience. This must be done through better content structure and an updated, modern website design with high-quality photos.



**Suggested Site Navigation:**

The following site map and page by page breakdown are centered around creating a better user experience and speaking directly to the above-outlined target audience. This is an example; the bidder may choose to propose a different site navigation.



**Proposal Requirements**

The proposal for the design and development of the Fountain Inn Natural Gas Website should include the following:

- Complete website strategy development and website architecture design for intuitive navigation and content searchability.
- Website development using the WordPress content management system for easy content updates and management.
- Functionality:
  - Development of gas company online product showroom.
  - Development of pages and CTAs to link internal system to the site via simple link:
    - Tyler payment portal.
  - Notification bar that can be easily turned on/off and edited to communicate closures, announcements, or emergencies.
  - Simple Integration with GIS mapping software.
  - Creation and development of online forms:
    - Start/Stop/Move Service electronic forms, online applications where applicable & primary contact form Design & Development of Resources, Rate, Referrals and Educations pages.
- Photo selection and editing.
- 10 hours of editing client-provided copy and additional web copywriting.
- Complete content entry and page formatting.
- Homepage mockup & review w/ 2 hours of feedback/revisions.
- Linking to social media platforms.
- Google Analytics installation & configuration of monthly reporting.
- Mobile-optimized design to maximize mobile UX.
- Thorough website testing and review across browsers and devices.
- 10 hours of website revisions to be completed in two rounds.
- Website launch.
- Domain transfer (if applicable).
- Personalized training on your WordPress CMS.

**See Appendix B for further details.**

### **Format of Proposal**

The proposal shall be organized and submitted with the following elements:

- A. Cover Page
- B. Executive Summary - provide a brief summary describing the company's ability to perform the scope of work requested, a history of the company's background and experience providing the products and services, the qualifications of the company's staff to be assigned to this project, any subcontractor, and/or suppliers and a brief history of their background and experience and any other information called for by this request for proposals. This summary should be brief and concise.

- C. Responses to Proposal Requirements. Proposers must address the items listed in the sections of the RFP entitled "Proposal Requirements."
- D. Response to Scope of Work - Proposers shall provide responses and information to fully satisfy each item listed in the Response to Scope of Work for each website.
- E. Sample website designs/suggestions that meet the Proposal Requirements
- F. Attachments, if necessary.

### **Response to Scope of Work**

- A. Company and General Information
  - 1. Company name and address.
  - 2. Letter of transmittal signed by an individual authorized to bind the company stating that the company has read and will comply with all terms and conditions of this Request for Bids.
  - 3. General information about the primary contact who would be able to answer questions about the proposal. Include name, title, telephone number and email address of the individual.
- B. Qualifications and Experience of the Company
  - 1. Describe your company's history and organizational structure. Include the size of the company, location of offices, years in business, name of owner(s).
  - 2. List the office and members of your team who will be responsible for providing the products and services.
  - 3. What is your company's experience? Identify comparable projects performed by your company in the last five years, including the number of projects, scope of work and status of the projects.
  - 4. Provide examples of websites the Proposer has designed that are similar in scope to the City's needs.
- C. Pricing
- D. References

List the name, address, and telephone number of references from at least three (3) recent similar projects. Include a brief description of the work provided for each reference.
- E. Schedule

Provide a schedule or timeline to complete the scope of work called for by this RFP.
- F. Certificate of Insurance

The City will require the successful company to provide Certificates of insurance evidencing required coverage types and the minimum limits.
- G. Business License

The proposing organization does not require a City of Fountain Inn business license to respond to

the Request for Bids. However, the successful proposer will be required to acquire a City of Fountain Inn Business License during the contracting process and maintain an active license throughout the contracted period.

H. Professional Services Agreement

The City will require the successful company to execute a professional services agreement with the City. Please provide a copy of the proposer's contract for the services proposed.

### Evaluation of Proposals

Proposals will be evaluated on the company's ability to provide the services that meet the requirements set forth in this Request for Bids. The City reserves the right to make such investigations as it deems necessary to determine the ability of the company to provide the products and services to a satisfactory level of performance in accordance with the City's requirements. Interviews and presentations may be requested if deemed necessary to fully understand and compare the Proposer's capabilities and qualifications.

Proposals will be evaluated by a committee as designated by the city administrator. The evaluation shall be based on the following criteria:

- |   |     |
|---|-----|
| 1. Qualifications and Experience –            | 30% |
| 2. Responses to Proposal Requirements –       | 25% |
| 3. Questions/Responses to the Scope of Work – | 25% |
| 4. Price –                                    | 10% |
| 5. References and Schedule –                  | 10% |

A contract award will be made to a responsible Proposer, not be based solely on price, but on a combination of factors as determined to be the most advantageous to the City. After evaluating all the proposals received, the City may choose to interview one or more of the Proposers. If interviews occur, Proposers will again be evaluated using the above criteria.

The City reserves the right to negotiate the scope of work, the schedule work shall be performed and/or the amount of compensation with the successful Proposer.

## Appendix A

### 1.0 Home

The home page of the City of Fountain Inn website will be a welcoming center for all those coming to the site. It should have quick links for common needs such as: trash/recycling info, city job openings, business licenses info, etc.

The homepage needs to call out specific actions that many users are looking to accomplish. While there will be the main site navigation bar, the users of the website need quick and easy access without having to dig for it.

This page must also function as an alert center for important city updates and should include a notification bar.

### 2.0 Business

This page is designed to give businesses all the information they need in one place, from how to apply or renew a business license to information on available RFPs.

This audience is a unique audience that isn't spoken to directly or cohesively on the current website. By providing one place for this audience, it will not only reduce phone call questions but empower this group to educate themselves on everything they need to own and operate a business in Fountain Inn.

Specifically, this page should contain:

- Handful of small sections and links to other spots on the site for things businesses need
  - Licenses
  - Permits/fees/taxes
  - Etc.
- RFP section
  - List out all RFPs for the prior calendar year and current calendar year to date
  - Info on how to apply
  - Application link

### 3.0 Relocating

Much like the Business audience, this set of users isn't directly spoken to on the current website, but this is an audience the City of Fountain Inn should be speaking directly to.

While the new website layout will have much of the information on this page dispersed through various department pages, this audience needs one dedicated place to go.

This page will contain all the information someone looking to move the Fountain Inn spanning a variety of information such as, info and links for all utilities, rec sport opportunities, list of schools, info on crime stats and links back to the police department, etc.

Specifically, this page should contain:

- Section dedicated to moving resources
  - Links to sanitation info
  - Info about school districts in the area

- List of hospitals
- Crime and safety info (police page)
- Utilities
  - Sanitation/water link to pub works
  - Natural gas/duke/Piedmont
- Surrounding city links
- Get involved with the city
  - Overview on all that is offered and link to plan a trip page

#### 4.0 Explore FI

To keep in alignment with showcasing all that the city has to offer residents and visitors, the need for one place on the website to house all this information became apparent. The goal of this page is to act as a visitor and tourism center, showcasing through engaging visuals all the activities one can do.

Information on this page will range from information on rec sports to city events and must have a section devoted to historical sites around town, the splash pad, and many of the other activities that do not have a specific department home.

This page must also act as an education page to share some of the city's mission and why Fountain Inn is such a great place to be.

This page should contain:

- Info on why the city is so great
- Calendar of events
- Rec sports info
- Surrounding cities and chambers
- Parks and trails
- Sites around town
  - List out historical sites
  - Splash pad
  - Stagecoaches on main

#### 4.1 Rentals

Despite both Parks & Rec and Special Events offering rental spaces, the user needs one place to go for all this information. This page will list all information relevant for all types of rentals.

The contact form used on this page must send the inquiry to either Parks & Rec or Special Events depending on the type of rental the user is looking to rent.

Specifically, this page will:

- List out all available spaces for rent
  - Specs for each
    - What is included
    - Ways to rent (by day/half day)
    - Starting price
  - Availability
    - Way to check for availability for dates needed

- How to Rent
  - FAQs and application process
- Application/Contact form *ability to divert to either events or park/rec depending on type of rental*
  - On-Line completion of “Facility Rental Application”, submission of form and payment for the facility rental.

## 5.0 Events

The event section of the website will be broken out into four main subsections: events, seasonal events, sponsorships, and vendors & food trucks.

A similar structure to the Wix website created by the Special Events team should be followed but must be incorporated into the main Fountain Inn website.

The main event landing page will incorporate a calendar of events that lists all possible events hosted by the city. The user will have the ability to sort for events based on different criteria, and they will have the option to see other events listed by third parties (chamber events, Younts Center, etc.)

The calendar will allow third party users (like the Chamber) to submit their event to the calendar to reduce the work on the Special Events team.

Once the user finds an event, they will be able to click through to another page showcasing all the information they need to know about that event. Information like time, date, FAQs specific to that event, if the event has sponsors, we will showcase their logo.

One ticketing and registration software must be used for all events regardless of department (events like soapbox derby and superhero 5k will also use this). This will allow for a streamlined and consistent user experience.

This landing page for events should feature:

- Calendar of events
  - All scheduled events live here and when a user finds an event, they can click to view the individual event page. *Needs to be able to support other community submitted events*
  - Individual Event Page
    - Details about who/what/where/when
    - Integrated link to tickets/register
    - Sponsorship logos
    - FAQs if specific for that event
- Rentals
  - Basic outline what is available
  - Link to rental page
- Contact
  - Basic Form
- Meet the Department
  - Headshots/titles
- News/PR section

### **5.1 Seasonal Events\***

The Farmers Market, Sounds of Summer, and Christmas at the Inn are three major events that span several weeks or months that require their own page on the website.

When building the website three templates for each of these events should be made, making it easy for the Special Events team to input updated information and push live at the right time.

Seasonal navigation items should include:

- Farmers Market
  - Vendor list//food truck schedule
  - When/where
  - Rain or shine info
  - How to be a vendor//food truck
  - Info and application
- Christmas Inn Our Town
  - Basic info - when/where/time
  - FAQs
  - Vendor info
  - Sleigh Rides
  - Basic info
  - Cost and ticket integration

### **5.2 Sponsorships**

While the current website does not have very many sponsors to showcase, this will be a bigger focus for the Special Events team. To help, a page dedicated to sponsors and all the information needed to become one and why must be created.

This page will be used to add value to current sponsorship packages and by placing all information regarding packages, the website can become a tool for the Special Events team to use when speaking with prospective donors.

### **5.3 Vendors & Food Trucks**

With many events offering vendor spaces and food trucks, this audience needs one resource on the website specifically for them. Rather than looking through each individual event, this group can come to this page to learn about the application process and cost associated with being a vendor at an event.

Specifically, this page should contain sections for:

- How to be a vendor
- Application process
- Link to applications

### **6.0 Government**

This section is designed to give residents and other website users one place to go to learn about who their city government is, what they are doing, and how to get involved (election and voting and meeting minutes pages). Create a link to current Code of Ordinances and a link to all International codes the city has adopted.



## 6.1 City Council

Similar to the current website, this page must display all pertinent information about the City Council and its members. With additional sections to highlight news, press releases and information regarding meeting dates and times.

Specifically, this page should include:

- Headshots/names/elected through date/ward #
- Ward map
- Goals and directions
  - List of a few//link to PDF
- Mayor
  - Headshot/bio/link to city ordinance
- Calendar of meeting schedule and link to minutes & agendas
- News/PR

## 6.2 Meeting Minutes & Agendas

In an effort for easy accessibility for site visitors, all departments, boards, commissions, and city council meeting minutes and agendas will live in one place on the website.

All minutes and agendas must be kept for the entire 2019 and 2020.

Specifically, this page will:

- List each department (city council, planning commission, board of zoning appeals, election commission)
  - One sentence about when/how often each meet
  - Include prior calendar year's minutes & agendas and those for current year
  - Video/audio archive or link to YouTube page to view past meetings

## 6.3 Election & Voting

To maintain transparency between the city and its residents, the City of Fountain Inn needs to keep and update the current election page on the website and use it as a tool to educate the city on how/when to vote.

This page should contain all relevant information to voting, the election commission, an integrated ward map, and relevant third-party links with the ability to showcase polling locations when applicable.

This page needs sections for:

- Election commission section - brief overview of what they do and link to their section on the board/commission page.
- Ward map.
- **\*\*Seasonal\*\*** polling locations.
- Links to SC Votes.

## 6.4 Boards & Commissions

Information about all the City's boards and commissions will live here rather than dispersed throughout department pages allowing for quick access.

Specifically, this page needs sections for:

- Planning commission
  - Brief overview of who/what they do
  - Headshots & contact info
  - Link to meeting mins/agenda page
- Election Commission
  - Brief overview of who/what they do
  - Headshots & contact info
  - Link to meeting mins/agenda page
- Board of Zoning Appeals
  - Brief overview of who/what they do
  - Headshots & contact info
  - Link to meeting mins/agenda page

### **6.5 Plans & Projects**

The City of Fountain Inn needs one dedicated place to showcase all current and planned projects. While this information will be talked about on several other pages (like the business page, planning/zoning department page) it needs one central location where people can go to find out more.

Information on the City Master Plan, Woodside Connector Streetscape, and any other upcoming projects will have a dedicated section on this page with an over, drawings/photos, and links to any relevant documents.

### **6.6 Financials**

Unlike the current website, this page should be dedicated to city financial information only. The information listed should include yearly budget (for current and prior five years), yearly financial reports (for previous five years), and the monthly check register for the current year.

### **7.0 Department**

In this section, many of the department pages should follow a similar layout and style. Unlike the current website, Special Events has been removed from the department list, as their information is living under the Events section.

All following department pages should include headshots of department leaders, contact information, relevant news and PR headlines, and a contact form.

Due to the amount of information each page will have, there must be on-page navigation so users can easily move between sections of each department without excessive scrolling.

The department pages needed are as follows:

- 7.1 Administration
- 7.2 Development & Planning/Zoning
- 7.3 Fire Department
- 7.4 Judicial/Court
- 7.5 Natural Gas
- 7.6 Parks & Rec

7.7 Police

7.8 Public Works

### **7.1 Administration**

This page should include relevant administration information as well as the Human Resource department, including job openings and the application process.

Specifically, this page will contain information regarding:

- Open job positions
  - Basic info about job
  - Link to ADP application
- Basic benefits and reasons to work for the city
- News/PR
- Meet the Department
  - General department information
  - Headshots/contact info

### **7.2 Planning & Development (Zoning)**

This page must contain the following sections:

- Overview of department
- Quick link section (people most often looking for rezoning info, what they can do with their property)
- Quick links for biz dev questions (building permits/biz licenses)
- Section highlighting current projects and linking to project section on plans/projects/finance page
- Rezoning & Annexation
  - Rezoning map and how to read it
  - Annexation
    - what the process looks like
    - how to submit application
- Property section
  - Answer questions like:
    - can I do X with my property
    - can I start a business here?
    - links to specific sections of municipal code
    - links for Greenville and Laurens county maps
- PR/News
- Meet the Department
  - Headshots/titles/contact info

### **7.3 Fire Department**

This page will contain a link near the top of the page that will take department staff to an internal page containing relevant training links and other staff specific information the public doesn't need access to.

Specifically, this page will contain the following sections:

Public Side

- Map of service area
- Fire prevention
  - Overview on what this program looks like
- Policy and Procedures
  - Info on policies/procedures and their mission as a department
  - Monthly response numbers
- Community Services
  - CPR classes
  - Car seat installation
  - Smoke detectors
  - Neighborhood smoke detector blitz (seasonal event - have info about time of year it normally happens)
  - School fire education
  - Vial of Life
- Business services
  - Knox Box
  - Inspections
- Citizens Fire Academy
  - Not offered year-round - but need info on what it is/why join/how to join/ application period and pdf application
- News/PR
- Meet the Department
  - Headshots
- Contact form
  - Dropdown with each section of inquiry

#### Internal Side

- Online training classes
- Third-party links/resources

#### 7.4 Judicial/Court

This page should contain the following sections:

- Payments
  - What you can pay here (traffic tickets/court fines/etc.)
  - Link to payment
- Attending Court
  - FAQ section on what you need to know to attend
  - Jury section
    - Details specific for those called in for jury duty
- Contact info including Google map of courthouse
  - Hours/phone/email
  - \*\*no headshots for security reasons
- News/PR section

#### 7.5 Natural Gas

This page will link users directly to the natural gas website.

## 7.6 Parks & Rec

In addition to information on youth and senior athletics, the athletic center, rentals, and park information, this department page must include a seasonal section for information on the soapbox derby and the Rudolph 5k. The seasonal section needs the ability to remain hidden until it is ready to be pushed live.

This page should contain the following sections:

- Youth Sports
  - Available sports
    - When registration opens/closes
    - Length of season
    - Link to sign up sports for registration
  - Basic FAQs
- Senior Athletics
  - Calendar of events/activity for seniors
  - Info on how to become a member
  - Application link and instructions
- Athletic Center & Gym
  - Basic overview of programs/equipment
  - Cost/hours
  - How to sign up
  - Calendar of bootcamp classes
- Park Rentals
  - Basic outline of what is available then link to rental page
- Parks
  - List out each of the 7 parks with amenities
  - Swamp Rabbit Trail
- Seasonal Sections
  - Box Car Derby
    - Info about event
    - How/when to register
    - Cost/rules/guidelines
    - Signup//registration link (will be whatever we choose to use for all other events)
  - Rudolph 5K
    - Info about event
    - How/when to register
    - Cost/rules/guidelines
    - Signup//registration link (will be whatever we choose to use for all other events)
- Meet the Department
  - Headshots/titles/contact info
- Contact form with dropdowns
- News/PR Section

## 7.7 Police

This page should include the following sections:

- Map of service area
- City Safety

- Info on policies/procedures and their mission as a department
- Crime rate info and stats (updates monthly)
- Link to sex offender database
- Court & Tickets
  - Overview
  - Links back to the court section on how/where to pay fines, etc.
- Community Services
  - Summer Camp Program
    - Overview
    - How to apply
  - Senior Watch Program
    - Overview
    - How to apply
  - Cops for Christmas \*\*seasonal
    - Overview
    - how to be a sponsor
    - how to apply
  - Neighborhood Watch
    - Overview
  - Golf Tournament
    - Annual fundraiser
    - Info on when/where/how to donate/etc.
- Citizens Review Committee
  - Overview/mostly letting people know this exists
    - Application process
- Citizen Police Academy
  - Overview and syllabus
  - Application dates
  - Link to pdf application
- News/PR
- Meet the Department
  - Headshots
- Contact form
  - Dropdown with each section of inquiry including compliment a cop
- Animal Control
  - Overview and link to section on public works page

## 7.8 Public Works

This page should include the following sections:

- Garbage & Recycling
  - Schedule & routes (map of service)
    - Holiday schedule
  - Starting Service
    - Application process and application
  - FAQs
    - What you can and cannot throw away/recycle
- Yard Waste

- Anything Goes May
- Business & Commercial
  - Pickup guidelines/FAQs
- Sewer
  - Info and fee schedule
- Mosquito Control
  - Overview on city procedures and spraying
  - A few tips on how to reduce mosquitoes
- A 311-request service
  - How to report street light outages and more
  - Embedded A 311 request service form
- Fountain Inn Natural Gas link to site
- Animal Control
  - Overview on what happens with a pet is picked up/lost pets
  - How to report lost/loose pet
  - Wildlife info and link to state wildlife site
  - Links to GVL animal control and humane society
  - Hours/contact info
- News/PR
- Meet the Department
  - Headshots/contact info
- Contact form with dropdown

### **8.0 News**

This page will act like a blog style page and should contain all news and PR articles for the city. It should have the capability to be sorted by department.

### **9.0 Contact**

This page will act as the general contact form for the entire website. While many of the other pages will have contact forms, this will be one central location users can go to submit an inquiry, but also list the ways in which they can get in contact with the city.

The contact form should have a dropdown menu listing some of the most common inquiries/departments so the form can be filtered to the appropriate email.

This page should also include:

- General contact form with dropdowns
- Hours city offices are open
- FOIA request
- Natural Gas contact info (and link to website)

## Appendix B

### 1.0 Home

The home page of the *Fountain Inn Natural Gas* website will be a welcoming center for all those coming to the site.

This page should include:

- Quick links for common needs such as: payment and changes to service.
- A dedicated section to safety and the public awareness program.
- A section dedicated to showcasing showroom products with the ability to update those products as needed.

This page must also function as an alert center for important updates and should include a notification bar.

### 2.0 Start/Stop/Change Service

The following pages are needed to help three different audience groups with all their service needs. The website needs to speak to each group, as their needs are slightly different.

The following pages should also incorporate a better online application system to reduce manual work on both the user and the staff.

#### 2.1 Residents

This page should be dedicated to all information that current or new residents need in order to start, stop or change service.

Residents can include renters and homeowners and each group should be addressed when discussing services changes.

Specifically, this page should contain:

- Coverage/Service map (GIS map) that works with address input to indicate if Fountain Inn Natural Gas services that specific address
- Start Service
  - Homeowners
    - All relevant information on the application process
    - New customer application process (credit check, application, and payment)
  - Renters
    - All relevant information on the application process
    - New customer renter application process (credit check, application, and payment)
- Transfer Service
  - Homeowners
    - How to and application/form to get started
  - Renters
    - How to and application/form to get started
- Stop Service
  - Homeowners
    - How to and application/form to get started



- Renters
  - How to and application/form to get started

## **2.2 Commercial & Business**

While the application process is very similar to the residential application process, to avoid confusion and unnecessary phone calls to the department, this audience needs their own dedicated page.

This page should follow a similar format to the residential page.

This page should contain:

- Coverage map
- Basic information on how to start/stop service
- Overview of application process and next steps

## **2.3 Builders**

Similar to the Business and Commercial page, this audience requires their own page with information dedicated to their process for starting/stopping service.

Specifically, this page will:

- Coverage map
- Basic information on how to start/stop service
- Overview of application process and next steps
- Link to application

## **2.4 Industrial**

Similar to the Business and Commercial page, this audience requires their own page with information dedicated to their process for starting/stopping service.

Specifically, this page will:

- Coverage map
- Basic information on how to start/stop service
- Overview of application process and next steps
- Link to application

## **3.0 Showroom**

The showroom landing page should act as a virtual showroom floor, displaying each product category, sale items, information regarding financing, and information on referral partners.

In order to increase showroom sales, the website must be easy to update inventory and have the ability to display products with high quality photos.

This landing page should feature:

- Showcase all products categories and products
  - Grills
  - Gas Logs
  - Space Heaters
  - Water Heaters

- Fireplaces
- Sale items
- Financing
  - Overview of options and how to apply
- Referral Contractors
  - Brief summary and link to partner/contractor page

### **3.1-3.5 Product Category Pages**

The product category pages should list out each product available in that category.

When the user finds a product they like, the product image must be clickable and an individual product page should appear with a description, specifications, and a ‘starting at’ price.

## **4.0 Resources**

The following pages under this section are dedicated to educating buyers and current clients on the safety, benefits and other pertinent information regarding natural gas.

### **4.1 Education & Safety**

This page is dedicated to educational content around natural gas.

Specifically, this page should contain sections for:

- Glossary of terms
- How to read and understand bill
- Additional links (811, SC regulatory staff, etc.)
- FAQs
- Natural Gas Public Awareness Program
- Link to GIS mapping

### **4.2 Rates**

This page should be dedicated to helping people understand what their rates are and how they are calculated.

This page should include sections for:

- BTU info going back six months
- SC/NC/VA comparison guide (currently in a spreadsheet that should be moved directly on the website)

### **4.3 Referral Partners**

Fountain Inn Natural Gas does not install or service the products sold in the showroom. Because of this, they have built a referral network of contractors for showroom buyers to work with. This page will house all relevant information about the program and list out each partner and their contact information.

### **4.4 Memberships**

In an effort to maintain transparency and an educational tone, this page is needed to list out any memberships Fountain Inn Natural Gas is part of and any relevant third-party websites.

## **5.0 Contact**

This page is required so users of the website know how to get in contact with the staff.

The page should include:

- Contact form
- Store hours
- Department Hours
- Link back to city website
- Meet the Department
  - Headshots and contact info

## **6.0 Pay**

This is not a page on the website, but a direct link to the payment landing page for current residents.

Updating this landing page to reflect the new branding of the updated website is important.

## Appendix C

Some of the City Forms that need to be accounted for, but more may be added during the design.

Admin	Citizen Complaint
Admin	FOIA request
Police Dept	Citizen's Police Academy
Police Dept	Compliment a Cop
Police Dept	Senior Watch Program
Police Dept	Summer Camp Signup
Fire Dept	Fire Prevention Request
Public Works	Solid Waste Service Application
Public Works	Start Sewer Service
Planning & Zoning	Rezoning Application
Planning & Zoning	Business License & Permit Application
Special Events	Food Truck Vendor Application
Special Events & Parks/Rec	Venue Rental Application

There are also multiple Gas Department forms that will need to be added, completed and be able to submit on the website.

# END OF RFP