

Delmarva Digital

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Contract Proposal Outline and Structure for Dewey Beach Police Department

VERSION 3

This design and development website project will include the following sections:

HOME

Design website with current color themes -- Site-wide button bar along top

Home page design elements and fields:

- Logo (badge or patch) in graphic header at top
- Color themes: *see patch website for colors, mostly dark blue tones and white*
- *Layout with fully responsive look and feel*
- *Facebook and social media icon links at top and bottom*

(page section)

Self-update fields include:

- Up to 3 Page wide slide show photos; with self-update cropping tool

(page section)

Mission/About Us Message with 'View More' link to full page

(page section)

"Quick Links" Icons for

Divisions

Resources

Seasonal Employment - Link to Online Application Page

FAQs

(page section) split section

Latest News - mini section links to full page section

Banners for Contact Us, Leave a Tip, Commend an Officer

(page section)

Seasonal Employment / with link to Online Application

General text editor and photo

(page section)

Wanted Individuals - only displays if populated

Fields include Photo and caption (up to 4 across)

(footer section)

Site map and contact Info

[Town of Dewey Beach logo link](#)

Officer Login

Winter/Watch Login

[DelDot live traffic cam link \(create button graphic\)](#)

NEWS	<p>Self-update software section in list format with the following fields for each:</p> <ul style="list-style-type: none"> Title News story text Image - admin optional URL or PDF link with link name - admin optional
OUR MISSION	<p>Self-update Mission and About Us section with the following fields:</p> <ul style="list-style-type: none"> Photo approx 350 pix wide portrait orientation Text Editor Paragraphs
DIVISIONS	<p>(Roll over drop-down tabs)</p> <p>PATROL</p> <ul style="list-style-type: none"> Page wide thin photo with admin cropping tool Self-update General text editor <p>SEASONAL OFFICERS</p> <ul style="list-style-type: none"> Page wide thin photo with admin cropping tool Thin Page section link to Online Employment Application Self-update General text editor <p>DELAWARE AIR RESCUE TEAM</p> <ul style="list-style-type: none"> Self-update sections with fields: Page wide thin photo with admin cropping tool Self-update General text editor <p>MOTORCYCLE UNIT</p> <ul style="list-style-type: none"> Page wide thin photo with admin cropping tool Self-update General text editor
REPORTS	<p>Self-update General text editor; and list of reports by year (sub header for each year) most recent year first; fields include:</p> <ul style="list-style-type: none"> Year (category) Report title Descriptive sentence PDF
COMMUNITY RESOURCES	<ul style="list-style-type: none"> Self-update General text editor Self-update "Links" List section with the following fields for each Category

Title of Link (with URL)

*content note: - include FOIA link to town website
- include Coastal Towing link with
phone in description

Brief link Description

MISC FORMS (Roll-over drop-down tab)

Self-update section with the following fields:

General explanation text (single font format)

Forms List with the following

Category

Form Name

Actual PDF

Description

This page does not display if no content present

DE COURTS

Self-update "Links" List section with the following fields for each

Title of Link (with URL)

Brief link Description

HISTORY

Self-update section with the following fields:

General text editor

Mini Photo Gallery

PHOTO GALLERY

Self-update photo gallery software; gallery intro page will display default category thumbnail photos in horizontal rows; each photo links to dynamically generated individual page with enlarged photo and caption, using Light Box technology; fields include:

Category (expandable)

Thumbnail photo (max width 175 pixels)

Large photo (600 pixel enlargement of thumbnail)

Title/caption

FAQs

Frequently Asked Questions section with self-update software; fields include:

Category

Question

Answer

CONTACT

Self-update contact information with general text editor and include Address, phone numbers, and ADD embedded google map beside contact information

Phone Directory with self-update software list section includes:
Name, Title and Extension for each

Contact Us (Form)
First Name
Last Name
Email
Phone
Street Address
City, St, Zip
Comments

<Submit>

Database functionality:
Hold Contact forms in database
Add admin "notes" field for each comment (after submitted)
Status "new" and "processed" or delete

Complete notifier package

LEAVE A TIP (roll over drop down tab)
Self-update general text editor and include purpose and of form and instructions

Contact Us (Form)
First Name
Last Name
Email
Phone
Street Address
City, St, Zip
Comments or Tip

<Submit>

Database functionality:
Hold Contact forms in database
Add admin "notes" field for each comment (after submitted)
Status "new" and "processed" or delete

Complete notifier package

COMMEND AN OFFICER (roll over drop down tab)
Self-update general text editor and include purpose and of form and instructions

Contact Us (Form)

First Name
Last Name
Email
Phone
Street Address
City, St, Zip
Comments & Commendation

<Submit>

Database functionality:

Hold Contact forms in database
Add admin "notes" field for each comment (after submitted)
Status "new" and "processed" or delete

Complete notifier package

CITIZEN COMPLAINT (roll over drop down tab)

Self-update general text editor with explanation and instructions

Self-update Printable PDF named "Click Here to Download Form"

EMPLOYMENT OPPORTUNITIES (roll over drop down tab)

Self-update software with the following fields

General Text Editor

List of job titles and descriptions

Application PDF Link list with link name and description for each

Full Application web form (see attached document)

WINTER WATCH

Self-update section with General text editor (use existing form text here)

Select: Business or Residence

Location for Dewey Beach Winter Watch

Name of Business (Displays if "Business" has been selected)

Street Address

Contact Information:

Emergency Contact

Business Name: (Displays if "Business" has been selected)

First Name, Last Name: *

Physical Address: *

City: *

State: *

Zip: *
Business Phone: *
Home Phone: *
Cell Phone: *

___ (Disclaimer) I understand that it is the responsibility of the business owner to keep all contact information updated, The Police Department provides this service as a courtesy and is not obligated to contact the business owner in the event of an emergency)

****need more expanded information here for content****

___ (default checked) I would like to receive occasional email alerts from the Dewey Beach Police regarding the Winter Watch program and other important situations which may have an impact on local residents and business owners

<Submit>

Database functionality:

- **Residents and business owners can update information with individual login & forgot password feature**
- Hold Contact forms in database
- Add admin "notes" field for each business
- Status goes into admin queue for new business approval, and then updates are direct with no admin approval
- Admin sort list by Residents (OR) Businesses
- Admin 'Sort' full list by Last Name or Business Name, alphabetically
- Admin 'Search' by Name or Business Name, alphabetically

Complete notifier package

Include basic email Admin blast system for email alerts to be sent to All who signed up for Winter watch (OR) Residents Only (OR) Business Only

- With delete me feature
- Standard email blast features package
- Email fields include
 - Subject
 - Text paragraphs
 - URL link and link name

OFFICER LOGIN

Officers can login to "Winter Watch" Contact System to view contact database, and search by street address, and business name

- Single username and password for each officer.

Notes:

****SSL: Admin login section and All front end pages will include secure SSL *** Purchased and renewed*

by Town separately

All text, database data and graphics, are the property of City of Dewey Beach Police Department, which will be referred to from this point forward as the client. All text and photos will be provided to Delmarva Digital by client. All text will be provided in a standard text format such as Word or WordPerfect.

As always, all web application software developed by Delmarva Digital / IBPC is licensed for use on ddmg.net servers only and it may be purchased for other purposes including resale, distribution or transfer from ddmg.net servers, for an additional fee. Although Delmarva Digital strives to maintain the highest possible standards in server uptime, Delmarva Digital will not be responsible or liable for any losses incurred due to outages or site downtime. The total aggregate liability of Delmarva Digital to the customer shall be limited to the amount of one year of the Annual Web Hosting Contract. In no event shall Delmarva Digital be liable for any indirect, special, exemplary, punitive, incidental or consequential damages, loss of profits or loss of business, regardless of whether or not Delmarva Digital has been advised of the possibility of such damages.

The client agrees to indemnify, defend, and hold Delmarva Digital/IBPC, its officers, directors, employees, agents, licensors, and suppliers, harmless from and against any claims, actions or demands, liabilities and settlements including without limitation, reasonable legal and accounting fees.

The Client is solely responsible for compliance of any and all industry or government regulations including all HIPAA, ADA, WCAG and any other regulations, and will notify Delmarva Digital in writing of all relevant compliance requirements to be included in this development product or system which are or may be relevant to the client or client's entity, business or organization. Additional fees may be incurred by fulfilling requested compliance requirements.

This contract supercedes previous discussions and email communication and does not include new additions to the project outside the scope of this contract outline, new development ideas or programming changes. This price quote includes one initial basic design concept without flash or stock photography. Additional design and functionality changes and ideas beyond one initial basic design concept, or, changes to the scope of this contract, are welcome and Delmarva Digital will gladly provide another quote upon request. All pages will have a graphic design template in common for the purpose of maintaining continuity of navigation throughout the site. Updates to the web site are not included. All sections are static unless "self-update" is mentioned. Search Engine ad expenditures are not included in this contract. Although it is not a common practice, Delmarva Digital may increase future hosting fees based on factors that have not been calculated in this contract such as heavy server usage, or monetary price inflation, etc.

Additional page design concepts will incur a fee of \$295 each which will be added to final payment due. Domain purchase is not included. Additional Client revisions to this contract after client signature, will delay completion of this project and, in many cases, will add additional cost.

Electronic Security Certificate

If a security certificate will be needed to engage in the secure transfer of information over the Internet at some point in the future, Delmarva Digital will be glad to assist in the process of applying for this. An independent security company will charge an annual fee for this certificate and it's renewal.

Delmarva Digital strongly recommends that ssl be used on all forms due to the sensitive nature of the potential contact information being provided. All state, local and federal health care privacy and information security compliance is solely the responsibility of the client. Additional information security protocols may be added as requested by the client, for an additional fee, and can be quoted by Delmarva Digital per request.

Email Blast & Text Blast Hosting

Email notifications regarding orders (and email in general) can be interrupted by circumstances beyond the control of Delmarva Digital such as, but not limited to, spam filtering equipment on other networks. Email blast traffic can

be interrupted at any time with out notice, by major internet providers, or other internet issues outside of the control of Delmarva Digital, as corporate security and spam filtration protocols may change and evolve over time. If text blasting features are a part of this contract, text messaging (SMS) can also be effected by these same circumstances.

It is a violation of federal anti-spam law to use this email blast system to send email messages to anyone who has not specifically requested to be on the email list. Delmarva Digital reserves the right to disable email blast capabilities without refund, if the client, or any one else, misuses this system, or is abusive to email recipients in any way.

When the web-based email blast database list grows beyond 2500 email addresses, including active and inactive email addresses, the client will incur and additional hosting fee billed annually as a separate fee as follows: \$39 per month after 2500 email addresses are reached, and an additional \$39 per month for every increment of 2500 email addresses reached beyond that.

Text Blast System Software: Cell phone company select options include many primary area carriers. Option select list will not be all-inclusive for carriers outside of the Delmarva region. This feature is intended for local clients.

Your Responsibility to Protect Your Domain & Administrator (Admin) Passwords

As this web-based project is being completed and is live on the internet, the client will be asked to create various levels of administrator login passwords. The client is entirely responsible for maintaining the confidentiality of all passwords. And the client is entirely responsible for all activity made by the client or anyone the client allows to use this web-based site or project. The client agrees to safeguard all account passwords from access by others. The client agrees to indemnify and hold harmless Delmarva Digital/IBPC for losses incurred by Delmarva Digital or another party due to someone else using the clients account or password as a result of client failure to use reasonable care to safeguard the clients account.

The client is solely responsible for future domain renewals. Delmarva Digital/IBPC strongly recommends that the client keep track of renewal anniversaries to avoid missing a renewal and potentially losing rights of use, and control, of their domains. In no event shall Delmarva Digital/IBPC be liable for domain registration errors, or, domains not being renewed.

Investment:

Web Site Design & Development with Custom Content Management Software	9,920
<i>Local Law Enforcement Discount</i>	<i>-2,000</i>
<i>First Responder Grant Discount</i>	<i>-1,500</i>
DEVELOPMENT TOTAL	6,420

SSL Website & Software Application Hosting with Content Management System (Discounted from \$115 month)	79 / month
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Email Blast Hosting	20 / month
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THIS DISCOUNTED HOSTING RATE IS BILLED 6 MONTHS AT A TIME, BEGINNING WHEN THE SITE GOES LIVE ON TEST SERVER. (MONTHLY CC BILLING IS ALSO AVAILABLE AT A DIFFERENT RATE)

Down Payment (50% of Development Cost)	3,210
Payment Due at "go live" date on test server (hosting billing not included)	3,210

Authorized Signature: _____ Date: ____ / ____ / ____
(Please sign this page and initial each previous page)