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Project Summary

The Gulf of Mexico Fishery Management Council (Council) would like to improve their website and streamline its administration and operation. The goals of this project are to increase accessibility, reduce technical and security risks, and develop the documentation of the processes related to the ongoing maintenance of the website and its content.

Company Information

Gulf of Mexico Fishery Management Council
4107 W. Spruce Street, Suite 200
Tampa, Florida 33607
www.gulfcouncil.org

The Council is one of eight regional Fishery Management Councils in the United States that make fishery management recommendations to National Oceanic and Atmospheric

Administration (NOAA) Fisheries Service. The Council is a government instrumentality created by an Act of Congress and subject to select federal requirements.

Goals

I. Accessibility - Section 508 Compliance

Rationale

Under the Americans with Disabilities Act, websites are considered to be "places of public accommodation" which requires they don't have significant inaccessible components which could be seen as discriminatory against persons with disabilities. The Council aims to provide equal opportunity access to their programs and services. Although compliance with Section 508 of the Rehabilitation Act of 1973 is not currently mandated for the Gulf Council's website, it's a reasonable standard for ensuring universal access to the organization's web content and meeting information archives. Furthermore, partner organizations such as NOAA and other Regional Fishery Management Councils have already adopted this standard. Thus, the Council's compliance will facilitate ease of information sharing and collaboration. Adopting this standard today is in an investment in future-proofing the website and may help as the mandate to provide accessible content extends outside of federal agencies.

Desired Outcome and Methodology

The RFQ respondent should provide a solution which provides 508 compliant presentation of the 128 pages published on the Council's webpage. The implementation must not impact the overall aesthetic and design of the current Council site. Furthermore, the solution should not require changes in the current content management workflow aside from enforcement of best practices (e.g., providing alt-text with each image). The respondent must deliver sufficient training and process documentation to ensure that Council staff can maintain 508 compliance as new content is added and the site grows.

Out of Scope

The solution and associated training and documentation should be sufficient to maintain the site on the current platform and continue to function through minor-version upgrades of the underlying technologies. Changes in hosting, major-version upgrades of the underlying technologies, and changes in design/layout may break compliance; resolving these issues is out of scope but maybe included in a future ongoing technical support contract.

Linked documents, uploaded, media, and other content outside of the 128 published pages are out of scope.

II. Content Migration & Retirement of Council's Legacy Site

Rationale

The Gulf Council currently maintains two websites (gulfcouncil.org and archive.gulfcouncil.org). The archive site provides access to some content which was published prior to the creation of the current site. The maintenance of two sites demands additional expense and effort and

creates security risks. Since the legacy site is hosted on an aging platform it exposes the organization to the risk of security breaches, hacking, and subsequent damage to reputation.

Desired Outcome and Methodology

There are approximately 1,400 documents on the legacy site which need to be migrated to the current site and its media library. The documents may be converted to PDF format and assimilated into the media library and structure of the current site. At the completion of this effort, the legacy site should be taken offline.

Out of Scope

Only the content currently accessible on archive.gulfcouncil.com must be migrated. Content from older sites and content provided by the public file server is out of scope.

III. Creation of Web Page Run Book

Rationale

The current process for maintenance, upgrade, and content management on the current site is largely undocumented and reliant on institutional knowledge. This arrangement creates organizational risk due to organizational changes, unavailability of key resources, or communication challenges. Documenting the most common processes using industry best practices will ensure that several Council employees are capable of performing these duties.

Desired Outcome and Methodology

The respondent should deliver a runbook which includes work instructions for the processes listed below, troubleshooting solutions, escalation instructions, and contacts for common issues. The respondent must review these materials with the Council to ensure they are targeted at the appropriate skill level and provide comprehensive instruction for the agreed upon processes, incident handling, and troubleshooting scenarios.

Processes in scope:
- Adding new content
- Removing and changing content
- Managing SSL certificates and their lifecycle
- Managing domain names and their lifecycle
- Performing minor-version upgrades of the underlying platform
- Identifying which vendor is the appropriate escalation point when there's a problem

Out of Scope

The scope will be limited to the list of processes identified by the Council. Basic technical skill, the ability to operate a web browser, email, and the MS office suite should be assumed, documentation need not cover these skills.

Platform

- **Hosting Provider: DreamHost**
- **Content Management Platform:** WordPress Version 5.2.3
  - **WordPress Plugins:** Akismet Anti-Spam, All In One SEO Pack, DreamObjects Backups, Duplicate Post, Easy Tables, Enhanced Media Library, Redirection, The Events Calendar PRO, The7 Elements, The7 LayerSlider WP, The7 Slider Revolution, The7 Ultimate Addons for WPBakery Page Builder, User Role Editor Pro, WP File Manager, WP-Optimize, WPBakery Page Builder, Yoast SEO

Budget

Quotes will be accepted either on an hourly basis with an estimation of time for each project or on a per project basis. The maximum expenditure for this project will not exceed $90,000.

Vendor Selection Criteria

Vendors should have proven knowledge and skills to perform the duties outlined. Vendors should be able to perform work and related communications during regular Council business hours (8 a.m. – 5 p.m. EST). Ideally, vendors will be located within reasonable proximity to the Council offices in Tampa, Florida to allow for in-person interfacing, if necessary. Vendors should also have the ability to provide ongoing support to the Council through a continuing service contract.

Proposed Timeline

The Council will select a vendor and begin developing a work contract by November 15, 2019. Work will commence January 1, 2020. The project should be completed no later than June 30, 2020. The Council will negotiate a specific timeline of deliverables and payment installments with the selected vendor.

Contact Information

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