

# Sheriff



**Larry Ashley, Okaloosa County Sheriff**

1250 Eglin Parkway • Shalimar, Florida 32579-1234  
Phone: (850) 651-7410 • Email: [sheriff@sheriff-okaloosa.org](mailto:sheriff@sheriff-okaloosa.org)

September 4th, 2014

## REQUEST FOR PROPOSAL: WEB DESIGN SERVICES

The Okaloosa County Sheriff's Office (OCSO) is now accepting proposals for complete *web design services*, of its existing URL: [www.sheriff-okaloosa.org](http://www.sheriff-okaloosa.org)

The OCSO is planning a redesign and implementation of its existing website. The redesigned site should improve the agency's ability to provide the public with an informative, user friendly, visually appealing, and interactive website. Currently, there are over 120 pages of content.

All proposals must be received by September 30th, 2014. (Requirements listed below)

All contracts will be awarded October 10<sup>th</sup>, 2014.

All web design and implementations are projected to go live January 1st, 2015.

Send electronic copies of proposal to:  
Inspector Sean T. Lynch at [slynch@sheriff-okaloosa.org](mailto:slynch@sheriff-okaloosa.org)

---

### Required Information:

1. Vendor background and qualifications
2. Web page design and development plans
3. Content management overview
4. Investment, timeline, reoccurring costs

Request continued page 2.....



The Okaloosa County Sheriff's Office is accredited by the  
Commission for Florida Law Enforcement Accreditation.

"The Okaloosa County Sheriff's Office provides equal access and equal  
opportunity in employment and services and does not discriminate"

# Sheriff



**Larry Ashley, Okaloosa County Sheriff**

1250 Eglin Parkway • Shalimar, Florida 32579-1234  
Phone: (850) 651-7410 • Email: [sheriff@sheriff-okaloosa.org](mailto:sheriff@sheriff-okaloosa.org)

## Technology Objectives:

1. Reduces clutter on home page;
2. Insures a consistent user interface on the home and sub-level pages of the site, while providing an appropriate level of flexibility in layout that provides several options, particularly in regard to landing pages;
3. Is an engaging and usable graphical interface for all would be content managers;
4. Maximizes content area on screen;
5. Allows for timely, dynamic content delivery;
6. Employs an information architecture that increases the site's ease of use, allowing users to find content they are looking for;
7. Is not organized to reflect the administrative structure, but is organized in a way that prioritizes the needs and desires of its audiences;
8. Allow users to self-identify right from the home page;
9. Facilitates ongoing site maintenance and updating with in-house resources;
10. Is flexible in accommodating new content, such as events and promotion/marketing campaigns, to include potential online contributions;
11. Accommodates new, existing, or enhanced functional and nonfunctional features;
12. Visually and architecturally supports the OCSO brand, reflects the history of the agency, who the agency is today, and accommodates where the agency is heading in the future;
13. Has navigational structures and a content strategy that work together;
14. Sets high information and visual design standards.



The Okaloosa County Sheriff's Office is accredited by the  
Commission for Florida Law Enforcement Accreditation.

"The Okaloosa County Sheriff's Office provides equal access and equal opportunity in employment and services and does not discriminate"