



.....

JOUN MOBILE APP

PROPOSAL AND
RFP

.....

Antoine J. Burkush, PhD

PROPOSAL OF A MOBILE APPLICATION FOR THE MUNICIPALITY OF JOUN

Abstract

Creating a mobile app for Joun can greatly enhance community engagement, provide valuable information, and promote local businesses and events.

A perfectly designed mobile application will perform actions faster than a website. The mobile apps can reach to maximum people when compared with websites.

Developed by Antoine J. Burkush, PhD

Contents

PROPOSAL OF A MOBILE APPLICATION FOR THE MUNICIPALITY OF JOUN.....	1
Acknowledgments	3
الشكر والتقدير	4
Preface	6
PROPOSAL OF A MOBILE APPLICATION FOR THE MUNICIPALITY OF JOUN.....	8
PART ONE.....	8
PURPOSE, BENEFITS AND CHALLENGES.....	8
1- INTRODUCTION.....	9
2- PURPOSE OF THIS PROJECT	9
3- THE BENEFITS: WHY A MOBILE APP FOR THE TOWN OF JOUN?	9
4- CHALLENGES OF DEVELOPING A COMMUNITY APP.....	12
5- ABOUT ENSURING DATA SECURITY.....	13
6- STEPS FOR THE DEVELOPMENT OF THE APPLICATION	15
PART TWO	17
REQUEST FOR PROPOSALS	17
REQUEST FOR PROPOSALS FOR JOUN WEBSITE	18
Example of an RFP Structure for the Mobile App.....	18
Draft of a Request for Proposal (RFP)	20
Mobile Application Development	20
Project Overview	20
Creating an online nomination form.....	28
Creating comprehensive and engaging profiles for each nominee.....	30
SCOPE OF THE WORK	33
END OF THE DOCUMENT.....	40

Acknowledgments

This collection of proposals is the result of a shared vision and a collaborative journey, guided by the input, dedication, and insights of countless individuals who hold Joun close to their hearts. It would not have been possible without the unwavering support and contributions of community members, experts, stakeholders, and local leaders, each of whom brought their unique perspectives to the table.

First and foremost, I extend my heartfelt gratitude to the residents of Joun, whose voices, ideas, and aspirations have been the foundation of this work. Your willingness to share your thoughts and dreams for our town has been invaluable in shaping proposals that truly reflect our community's spirit and goals. Your participation in discussions, surveys, and community gatherings has been a testament to your commitment to Joun's future.

Special thanks to all whose contributions were instrumental in refining our vision.

To the local leaders and stakeholders who championed this project, your support has been a vital source of encouragement. Your leadership and understanding of Joun's unique challenges and opportunities have given depth to these proposals, grounding them in both our town's history and its potential for growth.

Finally, I would like to thank everyone who worked behind the scenes—whether gathering data, conducting research, or organizing meetings—your efforts have been crucial in bringing this work to life.

Together, we have created a roadmap for Joun's future that honors our heritage and inspires a brighter tomorrow. I am truly grateful to each of you for your contributions, enthusiasm, and dedication to this endeavor.

With sincere appreciation,

Dr Antoine J. Burkush, PhD

الشكر والتقدير

هذه المجموعة من المقترحات هي نتيجة رؤية مشتركة ورحلة تعاونية ، تسترشد بمدخلات وتفاني ورؤى عدد لا يحصى من الأفراد الذين يحملون جون قريبا من قلوبهم. لم يكن ذلك ممكنا بدون الدعم والمساهمات الثابتة من أعضاء المجتمع والخبراء وأصحاب المصلحة والقادة المحليين ، الذين قدم كل منهم وجهات نظره الفريدة إلى الطاولة.

أولا وقبل كل شيء، أعرب عن خالص امتناني لسكان جون، الذين كانت أصواتهم وأفكارهم وتطلعاتهم أساس هذا العمل. لقد كان استعدادك لمشاركة أفكارك وأحلامك لمدينتنا لا يقدر بثمن في تشكيل المقترحات التي تعكس حقا روح مجتمعنا وأهدافه. كانت مشاركتك في المناقشات والاستطلاعات والتجمعات المجتمعية شهادة على التزامك بمستقبل جون.

شكر خاص للذين كانت مساهماتهم مفيدة في صقل رؤيتنا.

إلى القادة المحليين وأصحاب المصلحة الذين دافعوا عن هذا المشروع ، كان دعمكم مصدرا حيويا للتشجيع. لقد أعطت قيادتك وفهمك لتحديات وفرص جون الفريدة عمقا لهذه المقترحات ، مما جعلها راسخة في كل من تاريخ مدينتنا وإمكاناتها للنمو.

أخيرا ، أود أن أشكر كل من عمل وراء الكواليس - سواء في جمع البيانات أو إجراء البحوث أو تنظيم الاجتماعات - كانت جهودك حاسمة في إحياء هذا العمل.

معا ، أنشأنا خارطة طريق لمستقبل جون تكرم تراثنا وتلهم غدا أكثر إشراقا. أنا ممتن حقا لكل واحد منكم على مساهماتكم وحماسكم وتفانيكم في هذا المسعى.

مع خالص التقدير،

د. انطوان جان البرخش



مشاريع

مبادرات شخصية

"من أجل الصالح العام"

Joun Development Projects

"Pro Bono Publico"

Dr Antoine J. Burkush, PhD

رؤية واحدة، هوية واحدة، مجتمع واحد

Preface

In a world where rapid change is the new normal, the importance of strategic, sustainable, and community-centered development is paramount. Joun, with its rich cultural heritage, natural beauty, and resilient community, stands at a crossroads—one that presents both challenges and extraordinary opportunities. As we look toward Joun’s future, it is essential that our plans honor the town’s heritage, respond to today’s needs, and set a course for future generations to thrive.

This series of proposals is the result of a deeply collaborative effort to envision Joun’s path forward. Each plan reflects input from residents, local stakeholders, and community leaders, resulting in a shared vision that is both ambitious and respectful of our town’s unique identity. These proposals encompass a comprehensive range of initiatives, from infrastructure and economic development to cultural preservation and environmental stewardship, with each component tailored to address Joun’s specific strengths, challenges, and aspirations.

Our proposals emphasize a commitment to public infrastructure improvements, economic empowerment, environmental sustainability, and cultural continuity. From plans to enhance recreational facilities and community services to initiatives for sustainable tourism and green energy, each proposal aims to make Joun a model of progressive yet grounded development. The ultimate goal is to create a vibrant, inclusive, and resilient community—one that embodies the values, dreams, and talents of its people.

I extend my heartfelt gratitude to everyone who has contributed to this vision. Your dedication, ideas, and insight have been invaluable, illuminating the pathway to a future that aligns with Joun’s core values while embracing growth and innovation. These proposals are an invitation to all residents of Joun to imagine, participate, and help build a community that harmonizes tradition with the possibilities of tomorrow.

As you review this collection, I encourage you to see not just plans, but a vision for what Joun can become. Let us move forward together, translating these ideas into action, and creating a brighter, thriving, and unified future for Joun.

With deep respect and optimism,

Dr Antoine J. Burkush, PhD

مقدمة

في عالم حيث التغيير السريع هو الوضع الطبيعي الجديد ، فإن أهمية التنمية الاستراتيجية والمستدامة التي تركز على المجتمع أمر بالغ الأهمية. تقف جون ، بتراتها الثقافي الغني وجمالها الطبيعي ومجتمعها المرن ، على مفترق طرق - مفترق طرق يمثل تحديات وفرصا غير عادية. بينما نتطلع إلى مستقبل جون ، من الضروري أن تكرم خططنا تراث المدينة ، وتستجيب لاحتياجات اليوم ، وتضع مسارا للأجيال القادمة لتزدهر.

هذه السلسلة من المقترحات هي نتيجة جهد تعاوني عميق لتصور مسار جون إلى الأمام. تعكس كل خطة مدخلات من السكان وأصحاب المصلحة المحليين وقادة المجتمع ، مما يؤدي إلى رؤية مشتركة طموحة وتحترم الهوية الفريدة لمدينتنا. تشمل هذه المقترحات مجموعة شاملة من المبادرات ، من البنية التحتية والتنمية الاقتصادية إلى الحفاظ على الثقافة والإشراف البيئي ، مع تصميم كل مكون لمعالجة نقاط القوة والتحديات والتطلعات المحددة لجون.

تؤكد مقترحاتنا على الالتزام بتحسين البنية التحتية العامة ، والتمكين الاقتصادي ، والاستدامة البيئية ، والاستمرارية الثقافية. من خطط تعزيز المرافق الترفيهية والخدمات المجتمعية إلى مبادرات السياحة المستدامة والطاقة الخضراء ، يهدف كل اقتراح إلى جعل جون نموذجا للتنمية التقدمية والمرتكزة. الهدف النهائي هو إنشاء مجتمع نابض بالحياة وشامل ومرن - مجتمع يجسد قيم وأحلام ومواهب شعبه.

وأعرب عن خالص امتناني لكل من ساهم في هذه الرؤية. لقد كان تفانيك وأفكارك ورؤيتك لا تقدر بثمن ، مما يضيء الطريق إلى مستقبل يتماشى مع القيم الأساسية لجون مع احتضان النمو والابتكار. هذه المقترحات هي دعوة لجميع سكان جون للتخيل والمشاركة والمساعدة في بناء مجتمع ينسق التقاليد مع إمكانيات الغد.

أثناء مراجعتك لهذه المجموعة ، أشجعك على رؤية ليس فقط الخطط ، ولكن رؤية لما يمكن أن يصبح عليه جون. دعونا نمضي قدما معا، ونترجم هذه الأفكار إلى أفعال، ونخلق مستقبلا أكثر إشراقا وازدهارا وموحدا لجون.

مع الاحترام العميق والتفاؤل،

د. انطوان جان البرخش

PROPOSAL OF A MOBILE APPLICATION FOR THE MUNICIPALITY OF JOUN

PART ONE

PURPOSE, BENEFITS AND CHALLENGES

1- INTRODUCTION

The word “Mobile app” is the most trending word which we are listening from a decade. If you are a tech person or using the smartphone, you will be aware of mobile apps.

What is a mobile application?

“It is a software application, which is designed to work on mobile devices like a watch, smartphone, and tablets”.

The mobile devices use the apps to do things in a faster and easy way and also used for entertainment. In recent times, some mobile devices manufacturers are coming up with preloaded apps even though they need to download from the device-specific app store.

The mobile apps are build based on the operating system on which we can run that application. Currently, in the market, most people use apps based on Android, IOS, Amazon, and Windows. Some apps are compatible with all operating systems, while some apps will run on IOS only. The best option is to make a mobile app which is compatible with all operating systems.

This document is designed for the non-technical professionals. The reader will be able to confidently choose whether to have a mobile app developed and why, the municipality will be able to choose a mobile app development company and will be able to lead its team through the project to a successful mobile app launch.

2- PURPOSE OF THIS PROJECT

The purpose of this document is to present a practical example of a smartphone application that provides people from Joun (*Jounis*) including those who live overseas with the most essential everyday town services in an easy and accessible manner.

The application also acts as a platform for communication between the “Jounis” and town municipal authority, facilitating collaborative processes and digital participation within the “Joun Smart Town Concept”.

3- THE BENEFITS: WHY A MOBILE APP FOR THE TOWN OF JOUN?

Developing a mobile app for a town like JOUN can offer numerous benefits, enhancing the overall quality of life for Jounis and improving municipal services. Here are some key advantages:

1. Improved Communication

- Real-Time Updates: Provide Jounis with instant notifications about important news, events, and emergency alerts¹.

- Direct Communication: Facilitate direct communication between the town administration and Jounis, allowing for quick dissemination of information².

2. Enhanced Community Engagement

- Event Calendars: Keep Jounis informed about local events, festivals, and activities, encouraging community participation³.

- Feedback Mechanisms: Allow Jounis to report issues, provide feedback, and participate in surveys, fostering a sense of involvement and ownership².

3. Support for Local Businesses

- Business Directory: Promote local businesses by providing a directory with contact information, reviews, and special offers¹.

- Local Deals and Promotions: Highlight local deals and promotions, encouraging Jounis to support their local economy³.

4. Convenient Access to Services

- Service Requests: Enable Jounis to submit service requests (e.g., maintenance, waste collection) directly through the app².

- Online Payments: Facilitate online payments for municipal services, reducing the need for in-person visits¹.

5. Increased Transparency

- Public Records: Provide easy access to public records, meeting minutes, and other important documents, promoting transparency and trust³.

- Budget and Spending: Share information about the town's budget and spending, allowing Jounis to see how funds are being used².

6. Tourism and Cultural Promotion

- Interactive Maps: Offer interactive maps highlighting historical landmarks, parks, and points of interest, enhancing the experience for tourists and Jounis alike¹.

- Cultural Content: Share information about the town's history, cultural heritage, and notable Jounis, fostering pride and awareness³.

7. Environmental Benefits

- Sustainability Initiatives: Promote local sustainability initiatives, such as recycling programs and green energy projects².

- Eco-Friendly Transportation: Provide information on public transportation options, bike-sharing programs, and pedestrian paths¹.

8. Emergency Preparedness

- Emergency Alerts: Send real-time emergency alerts and updates to keep Jounis informed and safe³.

- Resource Information: Provide information on emergency resources, shelters, and contact numbers².

9. Data-Driven Decision Making

- Analytics and Insights: Use data collected through the app to gain insights into resident needs and preferences, helping to inform municipal decision-making¹.

- Performance Metrics: Track the performance of municipal services and initiatives, identifying areas for improvement³.

References and Sources:

¹: [Info Grove](<https://info-grove.com/the-ultimate-guide-to-mobile-apps-for-municipalities-and-local-governments/>)

²: [Digi.Town](<https://www.digi.town/articles/2021/6/16/4-app-solutions-to-boost-municipal-citizen-amp-resident-engagement>)

³: [Rock Solid](<https://www.rocksolid.com/blog/why-your-town-needs-a-mobile-app-strategy>)

Source:

(1) The Ultimate Guide to Mobile Apps for Municipalities and Local <https://info-grove.com/the-ultimate-guide-to-mobile-apps-for-municipalities-and-local-governments/>.

(2) 4 App Solutions to Boost Municipal Citizen & Resident Engagement. <https://www.digi.town/articles/2021/6/16/4-app-solutions-to-boost-municipal-citizen-amp-resident-engagement>.

(3) The Best Apps for Cities Begin with a Mobile Strategy - Rock Solid. <https://www.rocksolid.com/blog/why-your-town-needs-a-mobile-app-strategy>.

(4) Why should a local municipality get a mobile app if they already have a <https://www.gogovapps.com/blog/why-should-a-local-municipality-get-a-mobile-app-if-they-already-have-a-website-and-social-media>.

(5) Mobile Impact on Resident Satisfaction & Management - CivicPlus. <https://www.civicplus.com/blog/ce/mobile-impact-on-citizen-satisfaction-and-municipal-management/>.

4- CHALLENGES OF DEVELOPING A COMMUNITY APP

Developing a community app can be a rewarding project, but it comes with its own set of challenges. Here are some key considerations to keep in mind:

1. User Adoption and Engagement

- Awareness: Ensuring that Jounis are aware of the app and understand its benefits.
- Engagement: Encouraging regular use of the app by providing valuable and relevant content.
- Feedback: Continuously gathering and acting on user feedback to improve the app.

2. Technical Challenges

- Compatibility: Ensuring the app works smoothly across different devices and operating systems (iOS, Android).
- Scalability: Designing the app to handle a growing number of users and data without performance issues.
- Security: Protecting user data and ensuring the app is secure from cyber threats.

3. Content Management

- Up-to-Date Information: Keeping the app's content current and relevant, such as news updates, event calendars, and business directories.
- User-Generated Content: Moderating user-generated content to prevent spam and inappropriate posts.

4. Privacy and Data Protection

- Compliance: Adhering to data protection regulations such as privacy laws.
- Transparency: Clearly communicating how user data is collected, used, and protected.

5. Design and Usability

- User Experience (UX): Creating an intuitive and user-friendly interface that is easy to navigate.
- Accessibility: Ensuring the app is accessible to all users, including those with disabilities.

6. Maintenance and Support

- Regular Updates: Continuously updating the app to fix bugs, add new features, and improve performance.
- Customer Support: Providing timely support to users who encounter issues or have questions.

7. Monetization and Funding

- Funding: Securing funding for development, maintenance, and marketing of the app.
- Monetization: Deciding on a monetization strategy, such as ads, premium features, or sponsorships, without compromising user experience.

8. Community Involvement

- Inclusivity: Ensuring the app serves the needs of all community members, including different age groups, backgrounds, and interests.
- Collaboration: Working with local organizations, businesses, and Jounis to gather input and support for the app.

5- ABOUT ENSURING DATA SECURITY

Ensuring data security is crucial when developing a mobile app, especially one that handles sensitive information from Jounis. Here are some key data security requirements to consider:

1. Data Encryption

- In-Transit Encryption: Use SSL/TLS protocols to encrypt data transmitted between the app and the server, protecting it from interception.
- At-Rest Encryption: Encrypt data stored on servers and user devices to prevent unauthorized access in case of a breach.

2. Authentication and Authorization

- Strong Authentication: Implement strong authentication mechanisms, such as multi-factor authentication (MFA), to verify user identities.
- Role-Based Access Control (RBAC): Use RBAC to ensure that users only have access to the data and functions necessary for their role.

3. Data Minimization

- Collect Only Necessary Data: Limit data collection to only what is necessary for the app's functionality, reducing the risk of data exposure.
- Anonymization and *Pseudonymization*: Anonymize or *pseudonymize* personal data to protect user identities.

4. Secure Coding Practices

- Input Validation: Validate all user inputs to prevent common vulnerabilities such as SQL injection and cross-site scripting (XSS).
- Code Reviews and Testing: Conduct regular code reviews and security testing to identify and fix vulnerabilities.

5. Data Privacy Compliance

- Regulatory Compliance: Ensure the app complies with relevant data protection regulations, such as local privacy laws.
- Privacy Policy: Provide a clear and transparent privacy policy that explains how user data is collected, used, and protected.

6. Incident Response Plan

- Monitoring and Detection: Implement monitoring tools to detect suspicious activities and potential security breaches.
- Incident Response: Develop an incident response plan to quickly address and mitigate security incidents.

7. User Education

- Security Awareness: Educate users about best practices for maintaining their own security, such as using strong passwords and recognizing phishing attempts.
- Privacy Controls: Provide users with controls to manage their privacy settings and data sharing preferences.

8. Regular Updates and Patching

- Software Updates: Regularly update the app and its dependencies to patch known vulnerabilities.
- Security Audits: Conduct periodic security audits to assess the app's security posture and compliance with best practices.

9. Data Backup and Recovery

- Regular Backups: Perform regular backups of critical data to ensure it can be restored in case of data loss or corruption.
- Disaster Recovery Plan: Develop a disaster recovery plan to ensure business continuity in the event of a major incident.

10. Third-Party Services

- Vendor Security: Ensure that any third-party services or APIs used by the app adhere to strong security standards.
- Data Sharing Agreements: Establish clear agreements with third-party vendors regarding data sharing and protection responsibilities.

6- STEPS FOR THE DEVELOPMENT OF THE APPLICATION

1. DEFINE THE PURPOSE AND FEATURES

- Identify Goals: Determine what we want the app to achieve. This could include providing news updates, event calendars, local business directories, and emergency alerts.
- List Features: Decide on the key features such as:
 - News and Announcements: Keep Jounis informed about town news and updates.
 - Event Calendar: List upcoming events and activities.
 - Business Directory: Highlight local businesses and services.
 - Emergency Alerts: Send notifications for emergencies and important announcements.
 - Interactive Map: Show landmarks, parks, and other points of interest.
 - Feedback and Reporting: Allow Jounis to report issues or provide feedback.

2. RESEARCH AND PLANNING

- Market Research: Look at similar apps from other towns to gather ideas and understand what works well¹.
- Audience Analysis: Identify your target audience and their needs. This will help tailor the app's features and design².
- Monetization Strategy: Decide if you want to monetize the app through ads, premium features, or sponsorships³.

3. DESIGN AND PROTOTYPING

- Wireframes: Create wireframes to outline the app's layout and user interface.
- User Experience (UX) Design: Focus on creating an intuitive and user-friendly design⁴.
- Visual Design: Develop the visual elements, including color schemes, icons, and typography⁵.

4. DEVELOPMENT

- Choose a Development Approach: Decide whether to build the app in-house, hire a developer, or use an app builder platform⁶.
- Front-End Development: Develop the user interface and ensure it works smoothly on both iOS and Android devices.
- Back-End Development: Set up the server, database, and APIs needed to support the app's functionality⁷.

5. TESTING

- Beta Testing: Conduct beta testing with a small group of users to identify bugs and gather feedback.
- Usability Testing: Ensure the app is easy to use and meets the needs of your target audience.

6. LAUNCH AND PROMOTION

- App Store Submission: Submit the app to the Apple App Store and Google Play Store.
- Marketing Plan: Promote the app through social media, local media, and community events.
- Launch Event: Host a launch event to introduce the app to the community and encourage downloads.

7. MAINTENANCE AND UPDATES

- Regular Updates: Continuously improve the app based on user feedback and technological advancements.
- Support and Feedback: Provide a way for users to report issues and suggest improvements.

PART TWO
REQUEST FOR PROPOSALS

REQUEST FOR PROPOSALS FOR JOUN WEBSITE

Creating a Request for Proposal (RFP) for a town mobile app is a crucial step to ensure you find the right development partner. Below are examples and general guidelines:

Example of an RFP Structure for the Mobile App

1. INTRODUCTION

- Project Overview: Briefly describe the purpose of the mobile app and its importance to the town of JOUN.
- Objectives: Outline the main goals of the app, such as improving community engagement, providing information, and promoting local businesses.

2. TOWN BACKGROUND

- About JOUN: Provide a brief history and overview of the town, highlighting its unique features and community values.
- Project Team: Introduce the team responsible for the project, including their roles and contact information.

3. PROJECT SCOPE

- Features and Functionality: List the key features you want in the app, such as:
 - News and announcements
 - Event calendar
 - Local business directory
 - Emergency alerts
 - Interactive map
 - Feedback and reporting system
- Technical Requirements: Specify any technical requirements, such as compatibility with iOS and Android, integration with existing systems, and data security measures.

4. PROPOSAL REQUIREMENTS

- Company Information: Request information about the vendor's company, including their experience, team structure, and previous projects.

- Project Approach: Ask vendors to describe their approach to the project, including their development process, project management methodology, and quality assurance practices.
- Timeline: Provide a timeline for the project, including key milestones and deadlines. Ask vendors to propose their own timeline as well.
- Budget: Outline your budget for the project and request a detailed cost breakdown from vendors.

5. EVALUATION CRITERIA

- Experience and Expertise: Criteria for evaluating the vendor's experience and expertise in developing similar apps.
- Technical Capability: Assessment of the vendor's technical skills and ability to meet the project's technical requirements.
- Project Management: Evaluation of the vendor's project management approach and ability to deliver on time and within budget.
- References: Request references from previous clients to assess the vendor's reliability and quality of work.

6. SUBMISSION GUIDELINES

- Proposal Format: Specify the format in which proposals should be submitted (e.g., PDF, Word document).
- Submission Deadline: Provide the deadline for proposal submissions.
- Contact Information: Include contact details for any questions or clarifications.

7. ADDITIONAL INFORMATION

- Terms and Conditions: Outline any terms and conditions related to the RFP process.
- Confidentiality: Ensure that all information shared during the RFP process is kept confidential.

Draft of a Request for Proposal (RFP)

Mobile Application Development

Project Overview

The town of JOUN is seeking a development partner to create a mobile app that will serve as a central hub for community information and engagement. The app will provide Jounis with news updates, event calendars, a local business directory, emergency alerts, and an interactive map of the town. The goal is to enhance communication, promote local businesses, and foster a sense of community.

PROPOSAL DUE:

- Date: TIME:

PURCHASING OFFICIAL, The Municipality of JOUN, Al Chouf, Lebanon

Proposals will be received by the Town and shall be delivered to the Municipality of JOUN Purchasing Office. Any proposal received after the deadline will not be considered.

Proposals may be held for sixty (60) days subject to action by the Town. The Town reserves the right to reject any of all proposals in part or in whole. Proposal packets are available by contacting: Purchasing Office, Phone ...

- Evaluation of proposals: Date: ...
- Interviews: Date: ...
- Recommendation of award: Date: ... to Finance Committee
- Recommendation of award: Date: ... to JOUN Municipal Council

This request for proposal may be canceled or any and all proposals may be rejected in whole or in part, whenever the Town of JOUN determines it is in the best interest of the town.

PROTESTS AND RESOLUTIONS PROCEDURES

Any contractor who is aggrieved in connection with a procurement may protest to the Purchasing Officer. The protest must be in writing and submitted within fifteen (15) days and requirements regarding protest and resolution of protests are available from the Purchasing Office upon request.

STATEMENT OF WORK

The purpose of this Request for Proposal is to invite prospective mobile application developers to submit a proposal to design, develop and deploy an iOS iPhone and Android-compatible application(s).

Included in the RFP is the development of **THREE** distinct mobile applications:

- 1- Application 1: TOURISM JOUN seeks a wayfinding tool. The app should serve as a useful and valuable tool for the town visitors and Jounis to discover and easily locate JOUN's businesses. The app should reflect the TOURISM JOUN brand.
- 2- Application 2: The Town of JOUN Arts and Heritage Commission seeks a tool to allow JOUN visitors and Jounis to participate in JOUN Summer Youth Culture events on a mobile platform. The app should reflect the JOUN Summer Youth Culture brand.
- 3- Application 3: The Town of JOUN's WHO's WHO, a showcase of the achievements and contributions of Jounis across the world. As detailed below.

Contractors are invited to submit proposals for one or all applications per the submittal requirements below. Multiple contracts may be awarded from this RFP. The contract may be for up to four years including initial design, development and deployment, then annual updates/maintenance of the mobile application(s).

MOBILE APPLICATIONS SPECIFICATIONS AND REQUIREMENTS

APPLICATION 1: TOURISM JOUN

The application to be developed for TOURISM JOUN must meet the following specifications and requirements:

1. Price to download

Free download in Apple and Android stores

2. List and Map with Business Listings and Directions

- a. Design a list feed and map allowing users to view the list of businesses that are closest to their current location. Users can view in either a list or map view.
- b. Users should have the ability to set the map view to various distances from their location (e.g., town wide, country wide and worldwide)
- c. Include map with interactive, end-route directions from current location (similar to how Google Maps works)

- d. Sync and pull existing business listing information and business listing image from the town's website feed to update automatically (daily, at minimum)
- e. The app must be able to accommodate up to 1,000 business listings.
- f. The business listing will include: business name, address, description, image, phone, URL

3. Search & Filter Tool

Search Tool: Ability to search all of the content in the platform (e.g. name of restaurant, street name, amenities, etc.).

Filter & Sort: Ability to filter and sort the feed by all categories and sub-categories currently on santafe.org—filters must match the business listing categories on santafe.org, including but not limited to the following examples:

- Accommodations: Hotel, Bed & Breakfast, Resorts, pool, pet-friendly
- Dining: New Mexican, Italian, French, pet-friendly, outdoor dining, free Wi-Fi
- Shop: Jewelry, clothing, furniture
- Gallery: Fine Art, sculpture, photography

Advanced filtering system with up to 150 category types (see above for examples)

4. Login Authentication

- a. Users to login to the app using their Facebook account, email or phone
- b. Users must provide zip code one-time upon first login

5. Itinerary Builder

- a. Allow users to save a list of content (places to visit and things to do) throughout the app

6. Push Notifications for TOURISM JOUN

- a. Ability for TSF to promote events or specials to app users
- b. Messages to be viewed in an inbox setting within the app

7. Paid Push Notifications for JOUN businesses

- a. Businesses who want to pay for a push notification must be able to login, pay and add their own specials to push to users through a data management console for businesses
- b. When a user wants to redeem a special, an in-app coupon will be generated and that's what users will present the business in order to redeem the special
- c. E-Commerce: Develop secure method to accept credit card payments from businesses who want to pay to send push notifications.

8. Geo-fencing

- a. TSF and businesses who pay for push notifications should be able to segment messages to visitors based on their physical locations

9. Content Sharing and other in-app communications

- a. App users to share their experiences with local businesses on personal social networks (e.g. Facebook and Twitter), phone (text/message) or email.
 - i. When sharing on Facebook, include the ability to show that the post was shared for the JOUN Town App with a link to the app store.
 - ii. Ability for users to invite their contacts—via mobile phone, email and social media to download the app.

10. Integration of TOURISM JOUN Website, JOUN Network and Social Media Channels

- a. Include links to santafe.org, JOUN Network (<https://santafenetwork.tv/>), and TOURISM JOUN social media channels (Facebook, Instagram, Twitter, Pinterest, YouTube)

11. Data Management Console & Reporting

- a. An easy to use, web-based console for TSF staff and businesses to update content and schedule push notifications
- b. Ability to pull reports and data including, but not limited to: of downloads, user data, interaction rates, paid push notifications

12. Supported Devices:

- a. The application must be supported by iPhone & iPad/iOS and Android Phone & Tables

13. Hosting and Service

- a. Service provider must provide hosting and service for the platform.

14. Support and Maintenance

- a. Service provider to manage the process (end-to-end) for uploading the app to the various app stores upon launch and making any requested changes needed for approval
- b. Regular maintenance to fix bugs, improve features and stay relevant with new technologies (i.e. updates to operating systems like Apple's iOS and Google's Android or changes in screen size)
- c. Provide technical support to TSF staff and businesses who purchase paid push notifications

15. Logout and Privacy Policy

- a. Ability for users to logout, rate the app, and send TOURISM JOUN feedback
- b. App developer to provide privacy policy to include upon logout

16. Optional Features (to be priced out separately)

- a. Offline Access
 - Allow users to access all of the content within the app with no internet connection, offering a consistent experience no matter the environment
- b. Event Calendar
 - Sync the event calendar from santafe.org feed
- c. Reviews and ratings
 - Ability for users to review and rate a business.

APPLICATION 2: JOUN SUMMER YOUTH CULTURE PROGRAM

The application to be developed for the Summer Youth Culture program must meet the following specifications and requirements:

1. Feed and Map with Listing/Profile and Directions

Design a feed and map allowing users to view participating Summer Youth Culture venues closest to their current location.

Map:

- a. Users should have the ability to set the map view to various distances from their location.
- b. Map should have the ability for users to tap on the participating venue location on the map and a pop-up will appear with a link to view the listing information as outlined below, as well as a link with directions to the participating venues
- c. Listing/Profile: The listing or profile for each participating venue could include the following information (final field codes will be determined during the design phase).

Venue Information:

- a. Photo of Venue
 - b. Name of Venue
 - c. Description of Venue
 - d. Address
 - e. Phone
 - f. Hours
 - g. Website URL
 - h. Links to their social media networks
- Offer Information:**
1. Name/Description of Offer
 2. Offer Details
- 2. Price to download**

Free to download in Apple and Android stores.

Login & User Profiles

Users must be able to login to the application with a phone number, email and/or through their Facebook account.

Upon login, users to be shown instructions on how the Summer Youth Culture Passport program works, how to earn prizes, where to redeem prizes, restrictions, etc., possibly through a guided tour of the app.

3. QR Code Scanner & Virtual Event Stamp

Develop a QR code scanner within the platform allowing the participating venues to scan their unique QR codes when a user requests the offer.

Provide and manage the QR codes for each participating venue:

- a. Development of the virtual passport stamp must include the following functions and restrictions:
- b. Allow a single adult to collect multiple offers for children, if allowed under the terms and conditions of the venue's offer.
- c. Once the virtual stamp has been earned by the user, the listing for the participating establishment will be tagged with an "I've earned my stamp here" feature.

4. QR Codes for Transfer of paper Events

Town of JOUN Arts and Heritage Commission staff must have the ability to transfer the earned stamps from a user's paper pass to the platform using virtual pass stamps.

The Commission will need to be provided QR codes for each participating establishment.

5. Tracking User Progress

Ability to track the progress of the virtual stamps earned by users.

When prize tiers (to be determined during design) are met, a popup or push notification message stating "Congratulations! You've earned (X) stamps redeem your prize at the Community Gallery" will appear.

6. Prize Redemption

Upon earning the defined number of prize tier virtual stamps, users will be notified with a popup or push notification and asked to complete a form for prize redemption.

When a user picks up their prize at the Community Gallery, staff will scan the corresponding QR code created for each prize tier and redeem the prize.

- a. Upon collecting prizes for each tier, users will automatically be entered into the end of summer grand prize drawing.

7. Prize Redemption Form/Grand Prize Entry

The Form will include the following fields:

- a. Name
- b. Mailing Address
- c. Email
- d. Phone

8. Search & Filter Tool

Ability to search all of the content in the platform (e.g. type of offer, name of participating establishment)

9. Integration with Website/Social Media

Ability to include links to santafeartscommission.org and Town of JOUN Arts and Heritage Commission social media channels (Facebook, Instagram, Twitter, Pinterest, YouTube)

10. Supported Devices

The application must be supported by iPhone/iOS and Android.

11. Hosting and Updates

Service provider must provide hosting and service for the platform.

12. Logout and Privacy Policy

Ability for users to logout, rate the app, and send Arts Commission Feedback App developer to provide privacy policy to include upon logout

13. Reporting

Participating Venues:

- a. of Virtual Stamps issued

User information:

- a. Name
- b. Town/State/Zip
- c. Email
- d. of virtual stamps earned

Prize Recipient/Drawing Entries:

- a. Name
- b. Street Address
- c. How many virtual stamps earned
- d. Prize redeemed

General Information:

- a. Total number of downloads
- b. Total number of virtual stamps earned
- c. Total number of prizes redeemed
- d. Total number of grand prize entries received

14. Data Management System

A web-based system is needed for Arts and Heritage Commission staff to manage the app information internally. The system should be able to provide the following functions:

- a. Add or remove participating venues at any time.
- b. Provide the Reporting metrics listed above
- c. Manage the manual transfer of paper Passports to the app (this feature may not be necessary, depending on how the platform is developed).

APPLICATION 3: WHO'S WHO IN JOUN (IF REQUESTED)

Creating an online nomination form

1. Title and Description:

- Title: "Joun 'Who's Who' Nominations"
- Description: "Please use this form to nominate notable individuals from Joun. We are looking for professionals, community leaders, and religious figures who have made significant contributions to our town."

2. Add Questions:

- Name of Nominee: Short answer

- Nominee's Profession/Role: Short answer
- Nominee's Contributions: Paragraph
- Contact Information of Nominee: Short answer
- Your Name: Short answer
- Your Contact Information: Short answer
- Why do you think this person should be included in the 'Who's Who' directory?
Paragraph

3. Customize the Form:

- Click on the palette icon to customize the theme and colors.
- Add your town's logo or any relevant images if you have them.

4. Settings:

- Click on the gear icon to access settings.
- Under "General," you can choose whether to collect email addresses and limit responses to one per person.
- Under "Presentation," you can add a confirmation message like "Thank you for your nomination! We will review it and get back to you soon."

5. Share the Form:

- Click on the "Send" button.
- You can share the form via email, link, or embed it on your website.

Here's a preview of how our form might look:

Joun 'Who's Who' Nominations

Please use this form to nominate notable individuals from Joun. We are looking for professionals, community leaders, and religious figures who have made significant contributions to our town.

1. Name of Nominee: [Short answer]
2. Nominee's Profession/Role: [Short answer]
3. Nominee's Contributions: [Paragraph]
4. Contact Information of Nominee: [Short answer]
5. Your Name: [Short answer]
6. Your Contact Information: [Short answer]
7. Why do you think this person should be included in the 'Who's Who' directory?
[Paragraph]

Creating comprehensive and engaging profiles for each nominee

Creating comprehensive and engaging profiles for each nominee is crucial for our "Who's Who" directory. Here's a detailed outline of what to include in each profile:

1. Basic Information:

- Full Name: The nominee's full name.
- Photo: A professional or high-quality photo of the nominee.

2. Professional Background:

- Current Position/Role: The nominee's current job title or role in the community.
- Career Highlights: Key milestones and achievements in their professional career.

3. Contributions to the Community:

- Major Contributions: Specific projects, initiatives, or actions the nominee has undertaken that have positively impacted the community.

- Awards and Recognitions: Any awards, honors, or recognitions the nominee has received for their work.

4. Personal Background:

- Education: Educational background, including degrees and institutions attended.
- Personal Story: A brief narrative about the nominee's journey, challenges they've overcome, and what motivates them.

5. Community Involvement:

- Volunteer Work: Details of any volunteer work or community service the nominee is involved in.
- Memberships: Membership in local organizations, clubs, or committees.

6. Quotes and Testimonials:

- Personal Quotes: Quotes from the nominee about their work, philosophy, or vision for the community.
- Testimonials: Short testimonials from colleagues, community members, or other notable individuals about the nominee's impact.

7. Contact Information:

- Public Contact Info: If appropriate, include contact information such as an email address or social media handles for further engagement.

8. Additional Information:

- Hobbies and Interests: Personal interests or hobbies that give a more rounded view of the nominee.
- Future Goals: Any future projects or goals the nominee is working towards.

Here's a sample profile layout:

Name: Dr. Lamia Youssef (fictitious name)

Photo: or (link-to-photo)

Current Position: Chief Medical Officer at Joun Clinic

Career Highlights:

- Led the establishment of the Joun Community Health Initiative.
- Published numerous research papers on public health.

Major Contributions:

- Spearheaded vaccination drives.
- Organized free health camps for all communities.

Awards and Recognitions:

- Recipient of the National Health Service Award, 2023.
- Honored with the Community Leadership Award, 2022.

Education:

- MD, American University of Beirut
- MPH, American University of Beirut

Personal Story:

Dr. Lamia Youssef grew up in Joun and has always been passionate about improving healthcare in her hometown. Despite numerous challenges, she pursued her education and returned to Joun to make a difference.

Community Involvement:

- Volunteer at the Joun Free Clinic.
- Member of the Joun Health Advisory Board.

Quotes:

"I believe that healthcare is a fundamental right, and I am committed to ensuring that everyone in Joun has access to quality medical services."

Testimonials:

"Dr. Youssef's dedication to our community is unparalleled. Her initiatives have saved countless lives." - Mayor of Joun

Contact Information:

- Email: lamiayoussef@example.com
- LinkedIn: linkedin.com/in/lamiayoussef

Hobbies and Interests:

- Gardening
- Reading historical novels

Future Goals:

- Expand the Joun Community Health Initiative to neighboring towns.

SCOPE OF THE WORK

The selected contractor shall provide the following services for the Town:

1. Provide all services necessary to develop, take live and maintain the mobile application(s) described in proposal received in response to this RFP.
2. Present annual training to Town staff related to functionality, user interface, owner updates, data transfer and reporting for the mobile application(s).
3. Supply annual hosting, updating and maintenance for the mobile application(s) over the three-year contract period.
4. Contractor shall retain all intellectual property rights relating to the mobile application(s) platform and functionality. The Town shall retain all intellectual property rights related to mobile application(s) content and program branding. The Town expressly reserves the right to develop, promote and provide similar mobile application(s) with other vendors during and after the term of this agreement.

SUBMITTAL REQUIREMENTS

All costs associated to develop and submit proposal are to be borne by the proponent. All selection decisions will be final and are the sole discretion of the Town of JOUN.

Contractors shall include the following information:

1. Description of company submitting the proposal.
2. Experience in developing and implementing the same, or similar, projects as described in the Scope of Work.
3. Biographies of company principals and/or leadership as well key personnel who will be directly involved in the creation and administering of the project
4. List of previously developed similar mobile applications, highlighting the company's ability to deliver the functionality required.
5. Past client references
6. For each mobile application (proponents may respond to one or both apps outlined above):
 - a. Preliminary project management schedule outlining the development, implementation and conclusion of the project.
 - b. Project budget specifying the costs associated with developing and implementing the project as well as preliminary payment schedule.

SELECTION PROCESS

A committee composed of representative selected by the Town of JOUN will evaluate the proposals received. The committee will evaluate statements of qualification and past performance data submitted by the proponent and may conduct interviews based upon evaluation factors listed below related to their qualifications, project approach and ability to provide the services required.

EVALUATION CRITERIA & WEIGHTED VALUES

- 30% Project proposal, timeline and ability to meet project scope
- 25% Proponent's expertise
- 25% Strength of past projects
- 20% Project budget/cost to Town

SELECTION COMMITTEE

Names...

At its discretion, the Town reserves the right to alter the membership and size of the committee.

Scores of the evaluation committee members will be totaled to determine the top-rated firms.

If interviews are conducted, those scores totaled from the evaluation committee members following the interview evaluation will determine the top-rated firm, unless other tangible extenuating circumstances are document. The same evaluation form will be used for interview scores.

TOWN OF JOUN PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into by and between the Town of JOUN (the "Town") and (the "Contractor"). The date of this Agreement shall be the date when it is executed by the Town and the Contractor, whichever occurs last.

1. SCOPE OF SERVICES

The Contractor shall provide the following services for the Town:

- A. Provide all services necessary to develop, take live and maintain the mobile application(s) in response to RFP
- B. Present annual training to Town staff related to functionality, user interface, owner updates, data transfer and reporting for the mobile application(s).
- C. Supply annual hosting, updating and maintenance for the mobile application(s) over the four (4) year contract period.
- D. Contractor shall retain all intellectual property rights relating to the mobile application(s) platform and functionality. The Town shall retail all intellectual property rights related to mobile application(s) content and program branding. The Town expressly reserves the right to develop, promote and provide similar mobile application(s) with other vendors during and after the term of this agreement.

2. STANDARD OF PERFORMANCE; LICENSES

- A. The Contractor represents that it possesses the experience and knowledge necessary to perform the services described under this Agreement.

B. The Contractor agrees to obtain and maintain throughout the term of this Agreement, all applicable professional and business licenses required by law, for itself, its employees, agents, representatives and subcontractors.

3. COMPENSATION

A. The Town shall pay to the Contractor in full payment for services rendered, a sum not to exceed (\$), plus applicable gross receipts taxes. Payment shall be made for services actually rendered.

B. The Contractor shall be responsible for payment of gross receipts taxes levied by the State on the sums paid under this Agreement.

C. Payment shall be made upon receipt, approval and acceptance by the Town of detailed statements containing a report of services completed. Compensation shall be paid only for services actually performed and accepted by the Town.

4. APPROPRIATIONS

The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the Town for the performance of this Agreement. If sufficient appropriations and authorization are not made by the Town, this Agreement shall terminate upon written notice being given by the Town to the Contractor. The Town's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

5. TERM AND EFFECTIVE DATE

This Agreement shall be effective when signed by the Town and the Contractor, whichever occurs last, and shall terminate on date

6. TERMINATION

A. This Agreement may be terminated by the Town and the Contractor upon 30 days' written notice to the Contractor.

(1) The Contractor shall render a final report of the services performed up to the date of termination and shall turn over to the Town original copies of all work product, research or papers prepared under this Agreement.

(2) If compensation is not based upon hourly rates for services rendered, therefore the Town shall pay the Contractor for the reasonable value of services satisfactorily performed through the date Contractor receives notice of such termination, and for which compensation has not already been paid.

(3) If compensation is based upon hourly rates and expenses,

Contractor shall be paid for services rendered and expenses incurred through the date Contractor receives notice of such termination.

7. CONFIDENTIALITY

Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the Town.

8. CONFLICT OF INTEREST

The Contractor warrants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under this Agreement. Contractor further agrees that in the performance of this Agreement no persons having any such interests shall be employed.

9. ASSIGNMENT; SUBCONTRACTING

The Contractor shall not assign or transfer any rights, privileges, obligations or other interest under this Agreement, including any claims for money due, without the prior written consent of the Town. The Contractor shall not subcontract any portion of the services to be performed under this Agreement without the prior written approval of the Town.

10. RELEASE

The Contractor, upon acceptance of final payment of the amount due under this Agreement, releases the Town, its officers and employees, from all liabilities, claims and obligations whatsoever arising from or under this Agreement. The Contractor agrees not to purport to bind the Town to any obligation not assumed herein by the Town unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

11. INSURANCE

The Contractor, at its own cost and expense, shall carry and maintain in full force and effect during the term of this Agreement, comprehensive general liability insurance covering bodily injury and property damage liability, in a form and with an insurance company acceptable to the Town.

12. INDEMNIFICATION

The Contractor shall indemnify, hold harmless and defend the Town from all losses, damages, claims or judgments, including payments of all attorneys' fees and costs on account of any suit, judgment, execution, claim, action or demand whatsoever arising from Contractor's performance under this Agreement as well as the performance of Contractor's employees, agents, representatives and subcontractors.

13. THIRD PARTY BENEFICIARIES

By entering into this Agreement, the parties do not intend to create any right, title or interest in or for the benefit of any person other than the Town and the Contractor.

No person shall claim any right, title or interest under this Agreement or seek to enforce this Agreement as a third party beneficiary of this Agreement.

14. RECORDS AND AUDIT

The Contractor shall maintain, throughout the term of this Agreement and for a period of three years thereafter, detailed records that indicate the date, time and nature of services rendered. These records shall be subject to inspection by the Town, and the Committee of Finance and Administration. The Town shall have the right to audit the billing both before and after payment. Payment under this Agreement shall not foreclose the right of the Town to recover excessive or illegal payments.

15. APPLICABLE LAW; CHOICE OF LAW; VENUE

Contractor shall abide by all applicable Lebanese laws and regulations, and all ordinances, rules and regulations of the Town of JOUN.

16. AMENDMENT

This Agreement shall not be altered, changed or modified except by an amendment in writing executed by the parties hereto.

17. SCOPE OF AGREEMENT

This Agreement incorporates all the agreements, covenants, and understandings between the parties hereto concerning the services to be performed hereunder, and all such agreements, covenants and understandings have been merged into this Agreement. This Agreement expresses the entire Agreement and understanding between the parties with respect to said services. No prior agreement or understanding, verbal or otherwise, of the parties or their agents shall be valid or enforceable unless embodied in this Agreement.

18. SEVERABILITY

In case any one or more of the provisions contained in this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality, and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.

19. NOTICES

Any notices required to be given under this Agreement shall be in writing and served by personal delivery or by mail, postage prepaid, to the parties at the following addresses:

....

IN WITNESS WHEREOF, the parties have executed this Agreement on the date set forth below.

TOWN OF JOUN: CONTRACTOR:

NAME AND TITLE

DATE:

APPROVED AS TO FORM:

TOWN ATTORNEY

APPROVED:

FINANCE COMMITTEE

END OF THE DOCUMENT