

Specifications for a Mobile App for Tioga County NY Office of Emergency Services

The following is a minimum of standards for a mobile application for:
Tioga County Office of Emergency Services

Service Provider: Minimum Professional Standards

- Minimum of five years of experience in creating custom native applications
- Minimum of 30 custom native applications in the app stores focused on serving the needs of public safety on the state, county, and/or local levels
- Applications are designed, created, engineered, and serviced solely in the U.S.
- Ability to design custom look to application
- Ability to create apps on both iOS and Android platforms

Requirements for Mobile Application

- Mobile application must be a custom design created uniquely for the agency with Agency-specific content
- The format of engineering must be a native application, to best interact with the native applications of the phone.
NOTE: Neither HTML5 nor Hybrid applications are approved engineering formats for this application.
- Features will be created primarily by pulling in feeds (RSS, API, CSV, XML) from available news feeds, feeds from social media, RMS, or from feeds created in the App Dashboard, with minimal weblinks.

Alerts/Push Notifications

Push notifications are provided with the application. Service provider must be able to provide the following options:

- Default channel provided with every app
- Multi-channel push notifications (option for additional channels such as private channels exclusively for county or office staff, etc.)
- Rebroadcast of Mass Notifications (via RSS feed or CSV file provided by third-party provider)
- Rebroadcast of National Weather Service alerts on the following levels:
 - “Extreme” - Extraordinary threat to life or property
 - “Severe” - Significant threat to life or property
 - “Moderate” - Possible threat to life or property
 - “Minor”
 - Agencies can select and turn on/off event/storm types and severity levels within the app dashboard
- Ability to create PIN-protected push notification channels for internal use
- Ability to schedule push notifications in advance by date and time
- Ability to autohide push notifications by date and time
- Ability to integrate alerts with social media to enable agency to send alerts and content to Facebook newsfeed
- Ability to include up to four images with each push notification
- Provide Editor to enable agency to edit text as needed – e.g. bold, italicize, and underline text, create live links, and embed source code
- Unlimited number of push notifications that Agency can send to end users
- Ability to edit visibility of sent alerts (visible or hidden)
- Ability to schedule alerts to go inactive within specified number of hours
- Ability to edit or delete scheduled alerts

App Design/Layout/Capabilities

- Design to feature the logo, images, colors, branding, design/layout, and features requested by Agency
- App to include a digest of news feed from Facebook
- End user will have the ability to share (via a sharing toggle) push notifications and blog content in the app, using the native applications of the phone (SMS text, email, social media, etc.)

App Dashboard

An app dashboard will be provided to allow for easy access to update content and will specifically provide access for the Agency to:

- Send out push notifications
- Update blog content in the dashboard
- Update page content in the dashboard
- Update additional features such as Contacts, Maps, and Calendars
- Upload files such as pdf or jpg files (forms, images, flyers, etc.)
- Update PINs for secure PIN-protected features or alert channels
- View App Analytics for download numbers and feature usage
- Edit selections for NWS alerts rebroadcast
- Add dashboard users with full or partial access to the dashboard
- Submit support requests for changes or updates to engineering team
- Edit social media integration

Social Media Integration

Agency will have the ability to integrate alerts and blog content with Facebook. Agency can choose which content to share to Facebook including both text and images.

Features

The features will be created primarily by pulling in feeds (RSS, API, CSV, XML) from available news feeds, feeds from social media, RMS, or from feeds created in the App Dashboard, with minimal direct weblinks.

Header with app name

Weather feature with current conditions, 7-day forecast, radar; user has ability to switch between Agency location or current location

Settings

- Notification settings
- Share our app
- Rate our app
- User feedback

Image slider with ability to include multiple images

Alerts Ticker Tape to display scrolling push notifications

News & Alerts – feature pulls in alerts push notifications

Contacts – agency has ability to update in app dashboard, including to add, delete, move headers and entries under each header

Threat Assessment Report Form – offers the app user to submit reports on any threat to public safety. Form submissions are sent to Agency as an email, and can be housed in app dashboard.

My Emergency Plan

- Be Prepared – control panel blog – agency can edit and update content, and add articles to the blog
- Emergency Kit Checklist
- Personal Emergency Plan – user enters their own contacts

Map– map with multiple pin points that can be classified according to pin icon and color – agency can add, delete, update, and hide pinpoints – each pinpoint can include name, address, description, image, contact information (phone, fax, email, website, social media links, etc)

Damage Report Form – in-app form with user ability to attach photos. Form submissions are sent to Agency as an email, and can be housed in app dashboard.

My Location – app user can locate themselves via lat/long and share their location.

Calendar – can pull in RSS from current calendar, pull in Google calendar, or be housed in app dashboard

Training – blog or other feature set up to easily display training courses and calendar, and how to sign up for training.

Access & Functional Needs – in-app form that user can fill in and submit to agency. Form submissions are sent to Agency as an email, and can be housed in app dashboard.

Traffic – page with explanatory text and button linking to 511de.org, or a direct weblink to traffic map

Power Outages - page with explanatory text and button linking power outage map(s)

Social Media – integration with social media

- Links to agency social media accounts
- Integration that pulls in news feeds from agency Facebook

Java Script

Service provider will provide Java Script (widget) for blog content. Alerts or other blog content that is housed in the app dashboard can then be pulled in and displayed on agency website.

App Analytics

- The agency can easily access the app analytics for viewing on demand through the app dashboard.
- Statistics are provided for each platform: iOS and Android
- Usage statistics provided for:
 - Feature open counts
 - Device platform and version
 - Weekly app open count
- Agency can select timeframe for statistics: Current week, current month, past three months, past six months, past year

Marketing Package

- Press release
- QR code and link that opens both platforms
- Print Graphics
 - Banner design (2 ½' x 6')
 - Postcard design
 - Business card design
 - Flyer graphic (8 ½" x 11")
- Digital Graphics: masthead graphic and additional graphics depicting selected features of app for use on website, emails, and social media
- Promotional one-minute video
- Mobile smart banner

App Availability

- App will be available free of charge for unlimited downloads by the public in Google Play and the iOS App Store

Timeline

- Purchase order sent to contractor
- Kick off call to be held within one week
- Six to eight weeks for development once developer accounts have been set up and all feeds and features have been determined
- Release candidate to be delivered to Agency
- App uploaded to agency developer accounts
- Training to be provided to Agency on use of App Dashboard to update pages and blogs, and sending push notifications prior to app release
- Marketing package provided to Agency
- Training to be provided to Agency on best practices in Marketing prior to app release

Annual Support

Full Technical Support: Contractor provides ongoing support for needed changes and updates. Support is reachable email, phone, and through the app dashboard.

iOS & Android App Updates: a) When iOS and Google or 3rd parties make changes that require changes, update or rebuild the mobile app accordingly; b) Continue to evolve and improve functionality of the app dashboard and app for improved agency and user experience.

Storage / Space: content and dashboard are hosted in the AWS Cloud.

Training is provided to members of the agency on how to increase engagement via app usage and marketing, and on use of the mobile app and app dashboard.

Quarterly App Review: Discuss evolution of the app to meet agency and community needs.

References required

- Applicants must provide contact information for at least three references from emergency management offices in New York State.

Cost:

The proposal costs shall be inclusive of (list separately the follow components):

- First year costs: Development cost for all requested requirements/specifications listed in this document for iOS and Android platforms, the first year of support, and the Marketing package
- Renewal: costs for renewal of annual support