



## Request for Proposal (RFP)

2022/2023 Website Redesign and Implementation

[palatineparks.org](http://palatineparks.org)

This Request for Proposal is to solicit the rebuild and implementation of the Palatine Park District website at [palatineparks.org](http://palatineparks.org). Please submit proposals to:

Cheryl Lufitz  
Communications & Marketing Manager  
Palatine Park District  
250 E. Wood Street, Palatine, IL 60067

The proposal shall consist of the information requested and any additional information you wish to submit. Proposals must be received by Monday, December 5 at 4:30 p.m.

### **Palatine Park District Overview and Mission**

The Palatine Park District (PPD) serves approximately 83,000 residents with park, recreation, and open space services as stated in its Mission Statement: ***to provide a variety of safe, enjoyable, and affordable parks and recreation facilities and activities that will enhance the quality of life by promoting good health and well-being for all residents and visitors of the Palatine Park District.***

The Palatine Park District maintains 735 acres of land. There are 50 sites for park and facility use ranging in size from as little as .25 acres to 194 acres for the Palatine Hills Golf Course. The District operates and maintains three community recreation centers, three outdoor aquatic facilities, an 18-hole championship golf course with driving range, clubhouse, and pro shop. Other facilities include a horse stables and equestrian center, fitness center, 430 seat auditorium/theater, outdoor amphitheater, and historic museum with a library.

### **Our Values**

We are committed to moving the District's Mission forward through actions guided by the following Values:

- **Integrity:** Exhibiting trust and transparency in all our actions, or in other words, what you do when you think no one is watching.

- **Communication:** Creating and setting clear expectations through timely and open conversation while effectively respecting the differences of others.
- **Accountability:** Taking action and ownership for all work responsibilities, obligations to those we serve and ensuring timely and effective follow through in all we do.
- **Collaboration:** Seeking outreach and partnerships within the community and achieving better results by working together in a respectful and inclusive way. Being leaders in community development and improvement.
- **Leadership:** Encouraging opportunities and professional growth for employees within a positive culture and trustful environment while practicing open-mindedness and fairness to all involved. Being leaders in our community by promoting positive social influences through role modeling.

## **Desired Audiences**

The Palatine park District website will contain information that pertains to a variety of different audiences. As such, the navigational architecture of the site, should take those audiences into consideration, making structure, organization, and ease-of-navigation among the top priorities in the website development process. Audiences served by the Palatine Park District include:

- Park District residents
- Nonresidents (people who live outside the Palatine Park District boundaries)
- Diverse groups from different socioeconomic and cultural backgrounds
- Age specific groups seeking registration for programs and special events
- People seeking employment
- Potential visitors
- Elected officials such as Park Board Commissioners
- Park District employees
- Press/media
- Local and regional businesses seeking partnerships/sponsorships
- Volunteers seeking opportunities

## **Proposal Requirements**

Palatine Park District is seeking proposals from web design companies to rebuild the district website. The selected company must be able to provide all site planning, graphic design, navigational system, content structure and production. The Communications & Marketing Divisions will create and provide all site copy, logos, video, and photography. The prospective company is to create a flexible, informative website which is easy to maintain, user-friendly and able to deliver standard amounts of constantly changing information. The main PPD website is [palatineparks.org](http://palatineparks.org) and will be the domain name basis for everything on the site going forward. PPD will retain control of the Domain Name System (DNS) and registration records for all domains and coordinate DNS changes as needed. The new site will be maintained by in-house staff using a content management system. The site design must encourage and drive users to the PPD online registration system (RecTrac from Vermont Systems) as seamlessly as possible.

## Website Objectives

The goal is to optimize the user experience, for both the first-time user and the frequent visitor, through effective, consistent branding and delivery of outstanding customer service during their website visit. PPD is looking for a design that is clean and visually appealing, utilizing Responsive Web Design to provide an optimal viewing experience (easy reading and navigation with a minimum of resizing, panning and scrolling) across a wide range of devices. The website must be customer focused, using intuitive navigation controls that will make it easy for visitors to locate the information they are seeking.

## Technical Requirements

The website rebuild must meet the following criteria:

- **Content Management System (CMS):** Supports multiple user account, add/edit/publish granular permissions, and a rich text editor that requires no HTML knowledge for average users to edit content. Respondent should indicate which CMS they support. Wordpress is preferred.
- **Search Engine Optimization (SEO):** Pages should be structured by indexing by modern methods, with capability to designate certain pages to remain un-indexed.
- **Quick Load Time:** 3 seconds or less
- **URL Remapping:** ability to simplify URLs to verbally direct visitors to particular pages, such as “palatineparks.org/general-information”.
- **Registration Software:** Site should be able to communicate easily with RecTrac (Registration Management Software).
- **User Experience Tracking & Analytics:** Google Analytics is preferred.
- **Minimal Browser Intrusion:** Eliminating plug-in prompts, a Flash-based site is not preferred.
- **Fully Responsive Design:** Optimized for multiple devices/platforms and browsers. Prefer mobile first approach.
- **Style Sheets:** easy-to-use style sheets for consistency of design across all pages/sections that fits Park District branding yet allows for adjustments when needed.
- **User-Friendly for All Audiences:** Reader friendly, following current accessibility Web Content Accessibility Guidelines (WCAG) 2.1.
- **Security Certificate:** All webpages to be encrypted with HTTPS and should not appear as “non-secure” in any web browser.
- **Software:** Provider should list any other software that will be used to create the site, including graphics software, and indicate any software licenses or maintenance the District will need to purchase, as well as cost, if applicable.
- **Hosting:** Provider should be reliable and robust, in accordance with industry standards and practices. If vendor offers hosting services, please include as a separate line item.
- **Site Maintenance Package:** Please include options for site maintenance/support as a separate line item.

- **Training:** Basic training for a minimum of five employees (one group session) and administrator training for 2-3 individuals should be included.
- **Ownership:** PPD will retain ownership and copyright of the entire website.
- **Disruption:** Any interruption of the Park District's website during the course of this project must occur during nonbusiness hours between 10P and 5A.
- **Constant Contact:** Integrate Constant Contact (e-communication provider) sign-up form into the new site.
- **Emergency Notifications:** A scrolling or other visually highlighted area on the homepage.

## Branding Requirements

- **Visually Appealing:** The site must have an attractive mix of text, photos and graphics in a clean and uncluttered look.
- **Design Consistency:** Fonts and styles should be consistent throughout the entire site.
- **Content Review:** Vendor to provide consultation on best practices for content length.
- **Concepts:** Three design concepts (in both desktop and mobile formats) are to be submitted

## Specific Requested Features

- **Interactive Parks and Facilities Map:** User-friendly map with ability to click and locate parks. Allows user to see pictures and information regarding parks and facilities and their amenities and to produce directions to/from user's location.
- **Integrate e-newsletter signup,** directly linked to the Park District Constant Contact account
- **Home Page Banner:** auto-scrolling home page banner with ability to click for more information and click for next image. The ability to schedule start and end dates is preferred.
- **Ability to schedule updates (automatic publishing/unpublishing)**
- **Ability to turn "seasonal pages on/off for viewing to public**
- **Ability to embed video – directly uploaded or through third-party links**
- **Calendar of Events:** Attractive presentation with register button hyperlinked to the event on RecTrac. Area to add photo and sponsor logos. Should be searchable by date and/or event. Page content should have functionality to set time-outs, allowing content to automatically "expire" and no longer appear after the date.
- **Online registration process:** Vendor will be required to work with RecTrac to update/brand current online registration home page to allow for a clean, seamless experience for user. Include a Register Now button with options to link directly to specific program areas.
- **Fillable Forms:** Ability for site authors to create and edit forms that generate emails to designated staff, form submitters, etc.
- **Digital Program Guide:** Link user to online program guide
- **Employment Section:** integrated with Paycor with now hiring buttons throughout the site
- **Language:** ability to choose language/translation for site
- **Must meet ADA requirements**
- **Access Control List for specific pages**
- **Collaborative Access Capabilities**
- **Ability to integrate with Customer Relations Management**
- **Social Media:** integrate a live feed of Facebook and other social media accounts

- Document management for organization and archiving of items including agendas/minutes, bid packets, etc.
- Seamless integration for mobile app
- Learning AI for media/search databases
- Ability to integrate Strikeguard FTP uploads of 80G/month

## Proposal Requirements

Each Respondent interested in submitting a proposal must include a statement of qualifications providing the following information:

1. **Company Overview and Qualifications:** The proposal should include a one-to-two paragraph description about your company which includes the scope of services you provide, years of experience in providing said services described in this RFP and a description of the company's capability to provide the desired services. Include a summary explaining why your company is most qualified to work for PPD.
2. **Project Team:** The proposal should include biographies for key individual (s) and subcontractors assigned to this account, including tenure with your company, qualifications, and relevant technical experience.
3. **Scope of Services:** Describe the proposed work by task, including any tasks to be performed by subcontractors.
4. **Pricing Schedule:** The proposal must include a schedule of fees for all pertinent aspects of the project. Identify fixed, negotiable and optional costs for each feature in the website design process. At a minimum, the schedule of fees should include prices for each of the following:
  - a. Every phase of the website design process must be included. This includes preliminary information gathering and kick-off meetings, design development, content development, training, testing, and final launch. Each phase should identify the tasks involved and the total price for that phase.
  - b. Prices for the advanced features that would not be included in the standard development price of a website must be identified and itemized.
  - c. List a price for the CMS and subsequent training sessions. Price should be based on cost per session, or a number of sessions included in the total project costs. Additional training outside of the total project cost should be identified per session.
  - d. The schedule should include costs for annual software updates and upgrades.
  - e. Price for hosting the site
5. **Implementation and Delivery Schedule:** Description of your availability to begin this project in accordance with the Project Schedule listed in this RFP. Provide a proposed process and timeline to work with the PPD team to full redevelop the applicable website.
6. **References**
  - a. Provide three (3) references on recent similar recent projects.

## Submission Process

Proposals shall be submitted via email in a digital fil (PDF preferred) and will be received until Monday, December 5 at 4:30 pm. Submittals must be clearly identified as “Palatine Park District Website Redesign and Implementation RFP” and delivered to the email listed below or hard copies can be mailed to the following contact. This contact information should be used for all communication regarding this project.

**Cheryl Lufitz, Communications and Marketing Manager**

**Palatine Park District**

**Email:** [clufitz@palatineparks.org](mailto:clufitz@palatineparks.org)

**Address:** 250 East Wood Street, Palatine, Illinois, 60067

## Evaluation Process

Upon receipt and review of responses, Palatine Park District (PPD) will determine the proposal that represents the best value with respect to the evaluation criteria stated herein as well as our budget. Firms will be contacted during the process if further information is needed. PPD may choose to interview one or more firms before the final selection is made. This RFP does not commit the PPD to award a contract, pay any costs incurred in the preparation of a proposal based on this request or procure or contract for services. All proposals submitted become the property of PPD. PPD reserves the right to accept or reject any or all proposals or portions of proposals received as a result of this request, or cancel in part or in its entirety the RFP, if it is in the best interest of the District. No reasons shall be given for any decision by the District to accept or reject any or all of terms of any submitted proposals. PPD may require the selected company to participate in negotiations concerning contract price or the nature and extent of services to be provided.

Proposals will be evaluated on the following non-exclusive list of criteria:

- **Functionality:** Based on ability to meet the design and CMS requirements listed in this RFP.
- **Qualifications/Account Team/References:** Based on the Contractor’s company profile including organizational size, structure and Account Team. Also based on demonstrated experience substantiating website design work that has been done for other clients.
- **Overall Cost:** Based on total fee to provide the services for the website design including CMS, implementation, installation, training, data migration, additional hardware, licensing, ongoing technical support, and other miscellaneous costs. Proposals will be compared using the base bid costs only; optional costs are provided for information purposes only.
- **Implementation:** Based on availability of quality of training, user documentation and online assistance.
- **Strategic Thinking:** Overview of the strategic approach the agency would take with PPD’s unique characteristics.

## Proposed Project Schedule

The following timetable is anticipated for the various phases and aspects of this project.

## Date/Time Frame

## Project Tasks/Deadline

- |                           |  |
|---------------------------|--|
| • November 17             | Request for Proposal released            |
| • December 5 at 4:30 p.m. | Request for Proposals Submittal Deadline |
| • December 7              | Finalists Contacted                      |
| • December 9-16           | Presentations Given                      |
| • December 19             | Firm Selected                            |
| • August 1                | Website Launch                           |

## General Terms and Conditions

- **Communications:** It is extremely important that all potential respondents are given clear and consistent information. Questions about the interpretations of specifications or the RFP process must be directed in writing to Cheryl Lufitz, Communications and Marketing Manager at [clufitz@palatineparks.org](mailto:clufitz@palatineparks.org)
- **Incurred Cost:** Palatine Park District is not responsible for any costs incurred in preparation of a response to this RFP.
- **Confidentiality:** Proposals are subject to the Illinois Freedom of Information Act and the Local Records Act. Contracts are subject to review by Palatine Park District.
- **Subcontractors:** Contractors may utilize the services of subcontractors to complement the expertise for specialty services. Subcontractors should be noted in the proposal. Palatine Park District reserves the right to deny use of a Subcontractor at any time for any reason. The Contractor shall be responsible for replacement of a Subcontractor, if required.
- **Reserved Rights:** Palatine Park District reserves the right to negotiate specifications, terms and conditions which may be necessary or appropriate to the accomplishment of the purpose of this RFP. PPD may seek clarification from a respondent at any time, after the submission date, and failure to respond promptly is cause for rejection. PPD reserves the right to reject any or all proposals for any reason.
- **Non-Discrimination:** Contractors shall comply with the Illinois Human Rights Act and any rules and regulations promulgated in accordance therewith including, but not limited to, the Equal Employment Opportunity Clause. Furthermore, the Contractor awarded the contract shall comply with the Public Works Employment Discrimination Act, the Illinois Drug Free Workplace Act and all other applicable state, federal, and local laws and regulations. The Contractor shall insure Subcontractor compliance with all laws.

## Presentation to Palatine Park District

Finalists will be invited to provide a presentation to a committee from December 9-16. Presentation shall be limited to a maximum of 30 minutes, followed by a question-and-answer session by staff.

## Proposal Form

Name of Firm: \_\_\_\_\_

Proposes to complete and deliver the palatineparks.org website as outlined above to the Palatine Park District no later than August 1, 2023 for a total cost not to exceed \$\_\_\_\_\_.

This amount includes the proposed cost related to developing and designing a fully functional website as outlined in the Technical, Branding and Specific Requested Features. This amount includes all labor, transportation, meetings, training, and any other items considered a billable expense. Further, the undersigned is a duly authorized officer, herby certifies that:

\_\_\_\_\_

Vendor Name

agrees to be bound by the content of this proposal and agrees to comply with the terms, conditions and provisions of the referenced RFP and any addenda thereto in the event of an award.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date of Proposal: \_\_\_\_\_

### Notice to Respondents:

- This RFP is not a contract or an offer of employment.



- The cost of preparation of proposals shall be the sole obligation of the respondent.
- All submitted proposals, whether accepted or rejected, are property of Palatine Park District.
- Elements and/or tasks in a proposal may be added or deleted at the discretion of Palatine Park District pending negotiation of the scope of work and compensation.
- All Services and related documents, ancillary reports, and the final report, whether in written, video, or electronic formats, will be the property of Palatine Park District.
- The respondent selected to perform the work must enter into a standard Park District “Contract for Services” to perform the Services.
- The consultant shall certify that no official or employee of the Palatine Park District or any business entity, in which an official of the Park District has an interest, has been employed or retained to solicit or aid in the procuring of the contract