



Bartlett Park District 2018 Web Site Redesign Request For Proposal (RFP)

The Bartlett Park District is searching for a company to redesign our current website bartlettparks.org and incorporate the eight separate URL microsites into a cohesive, yet distinctive look. This is a request for proposal. All companies that are submitting a proposal should be very clear with addressing all the items that are specified and the fee that accompanies creating the design and implementation. The Bartlett Park District reserves the right to limit and adjust the scope of work, and if necessary, negotiate adjustments to the accepted proposal accordingly. The District is looking to work with one Chicago area web vendor to handle all facets of the job. (No outsourcing to third-party vendors).

Timeline for the project:

1. Monday, July 16, 2018 at 10am CST: RFP due
2. July 16-23, 2018: Reference checking
3. August 28, 2018: Board or Designee approval
4. September 1-December 2018: Web Site Development
5. December-January 2018: Testing
6. January 2019: Web Site goes live

Scope of Project

Basic site components:

1. Redesign and bring site together with content management system to current industry standards.
2. Content will be migrated from current sites as much as possible and additional content provided.
3. Site design should consider mobile-first and responsive web design second. Site should be responsive with fast loading times.
4. Design should be consistent throughout the site and visually attractive. Pages should be uniquely designed for branding and include a more streamlined, colorful, cleaner look. Common fonts, colors, headers, and styles.
5. Minimal browser intrusion-a Flash based site is NOT preferred, eliminating plug-in prompts, Active-X prompts etc. is required.
6. Style Sheets - Text characteristics should be controlled mainly by judicious application of style sheets. These can be static CSS pages or generated by database operations, and should be designed to minimize formatting at the tag level. Pages should be printable without excessive visual degradation. "Print this" button for printing page properly
7. The pages should include a revision history and be savable in draft and private mode. The pages or posts should have an ability to schedule.
8. Sticky header and footer.
9. Manual homepage slideshow.
10. Main navigation at top of pages with large mouse-over fly outs attached to each category tab.
11. Easier map application for updating.
12. Staff directory (contact us) must link to each staff person; however email address must be hidden and secure.
13. Website protection should include SSL (TLS 1.2) encryption, Malware protection, and automatic website backups, software updates, and plug-in updates.
14. Site must support posting our seasonal brochure (preference given to flip book style with zoom, search, and print features).
15. User friendly online form builder.
16. URL remapping-Ability to simplify URLs to verbally direct visitors to particular pages, such as park district/athletics.

17. Separate emergency and daily alert notifications.
18. Events and News section of the existing website capable of multiple views like calendar or list, easily add new sortable categories. Homepage will include a calendar feature that is easily updated by ALL users. This will encompass all park district events. It should be able to scroll showing the most recent to the future.
19. We will utilize a variety of forms on our site (mostly PDF). Documents must be easily managed for change out and updating.
20. Embedded video – directly uploaded or third-party-linked videos of special events, facility tours, and other promotions.
21. Ability to add widgets like Qgiv and PayPal to site without complication.
22. Allow visitors to easily share content via multiple social media platforms and capability of adding new or popular social media systems in the future. (Facebook, Twitter, You Tube, Flickr...)
23. Integrate Constant Contact or other sign-up form onto a page, designed to look like the new site (E-newsletter)
24. Integration with Vermont Systems. Make improvements to the current site's integration with the district's ecommerce and search software Vermont System's RecTrac and its website, WebTrac. Ability to change software program if we choose.
25. Analyze and install Google analytics
26. Search engine optimization – pages should be structured for indexing by modern methods.
27. Provide site security to current industry standards.
28. Access-The Park District staff must have access to edit pages thorough a web based open source content management system like WordPress with multiple layers of editors or restriction to specific areas.
29. The Bartlett Park District will retain ownership and copyright of the website.

Additional Needs:

1. **Human Resources:** We will be using the software Front Line Recruiting and Hiring (formerly AppliTrac) for the Human Resources side. This will need to be integrated into the site. Ability to change software program if we choose.
2. **League Scheduling Software:** We use Team Sideline for our league scheduling. This will need to be integrated into the site. Ability to change software program if we choose.
3. **Golf:** Software for golf tee time reservations. (Examples: Fore Reservations, Vermont Systems Golf Trac, Action Network). Ability to change software program if we choose.
4. **Commissioner and Staff Portal:** Potential to utilize this for staff and commissioners to log in and privately view and download documents for training and meetings.

Maintenance and Updating:

1. There will be an administrator that has the ability to alter any page.
2. The site will need to be able to support multiple authors with strict limitations to pages, font choice, colors, tables, etc.
3. The site should be easily updated by non-technical personnel to update content, including photos, videos, links, etc.
4. Training: basic training for a minimum of fifteen employees (one group session) and Administrator training for 2-3 individuals, as needed.

Web Site Hosting and Services:

1. Recommended vendor and cost for hosting the website.
2. The vendor should be a secure and reliable webhosting site with bandwidth details and software support details.

Accessibility:

1. The site should be compliant with World Wide Web Consortium (W3C) content accessibility guidelines.
2. Develop site to current accessibility (ADA) standards and section 508 compliance.
3. Search feature: should allow visitors to perform a full-text search of the site in order to find specific information and provide flexibility in narrowing down search results.
4. Password protected pages: ability to secure certain pages or sections from public view with access restricts to certain user ID/password combinations for an Intranet feature (Staff & Commissioner Portal).
5. Site must be easy to load by non-technical personnel.

Vendor needs to:

1. Provide a Project Work Plan that includes project management flow for tasks, key milestones, target deadlines, and developer/district staff timelines.
2. Conduct a kickoff meeting with district staff to discuss the goals of the project, timeline and parameters.
3. Conduct input meetings with the district website team pertaining to vision and goals of the project along with desired outcomes including navigation, functionality, applications, style, and design direction.
4. Provide a beta site for testing, available to the district's website team throughout the project.
5. Attend scheduled progress update meetings/conference calls with the district website team.
6. Complete approved project and launch site to the satisfaction of the district website team within time line specified and acceptance by both parties.
7. Deliver site architecture, all image files including buttons/patterns, HTML/CSS templates, content management system (CMS) files, background codes and scripts.
8. Seamless transition from the current website to the enhanced website. Migrate most of the current site's information to the new site. The park district may elect to take some responsibility for data entry tasks to reduce costs, if necessary.
9. Fee includes creating a clean file system without unnecessary files and directories created during the testing.
10. Provide website management and usage training to the district's website team prior to launch including a screen shot tutorial of the basic elements of management.
11. Work with current website vendor/host and district IT department to redirect site, recommend and then load onto a hosting service, test, troubleshoot and launch site, with an emphasis on security, stability and compatibility.
12. Vendor shall employ industry standard practices to ensure the security of Owner's network and data systems. Vendor's employees and subcontractors must maintain confidentiality of Owner's sensitive information and records. Vendor shall guarantee that, upon completion of the project, Owner's passwords and other sensitive account information are purged from Vendor's records.
13. Any vendor in receipt of this RFP is prohibited from using any intellectual property of the District including, but not limited to, all logos, registered trademarks, or trade names of the District, at any time without the prior written approval of the District, as appropriate.

Instructions to Vendors

In responding to this RFP, the Vendor accepts full responsibility to review and understand the RFP in its entirety, and in detail, including making any inquiries to the District as necessary for clarification and information. Failure to make such review or inquiry shall not excuse the Vendor from performance of the duties and obligations imposed under the terms of the contract. Once the award has been made, failure to have read all the conditions, instructions and specifications of this contract shall not be cause to alter the original contract or to request additional compensation.

The criteria outlined in the scope of project must be met. Proposals must include a cost proposal as described in this RFP. All costs for this project should be presented in a flat rate, fee for service format.

Point of contact for all questions related to this RFP is Stephanie FitzSimons, Marketing Manager. All inquiries related to this RFP should be directed to sfitsimons@bartlettparks.org.

Contract Requirements

The Bartlett Park District, and “Owners”, will be known as one and the same. The word “Vendor” shall mean the party entering into the contract for the performance of the work covered by these specifications, and his or their legal representatives, or authorized agents.

1. **PROPOSAL STRUCTURE:** All hardware, software, and services should be listed as separate line items on proposals. Bartlett Park District reserves the right to purchase hardware, software, and maintenance/service contracts (if necessary) from other sources to obtain the best market rate.
2. **REQUIREMENTS OF VENDORS:** The Vendor submitting the proposal shall be actively engaged in work of the nature of the project described, and has adequate specialized resources to do the work. Each vendor shall submit with his proposal a list of no less than three different website projects that his firm has finished in the last two years.
3. **ACCEPTANCE OR REJECTION OF PROPOSALS:** The Commissioners of the Bartlett Park District or Designee will accept or reject proposals within sixty (60) days, and reserve the right to accept or reject any or all proposals, or to combine or separate any of the specified sections of work if it be in the best public interest. All proposals become the property of the Bartlett Park District.
4. **INSURANCE REQUIREMENTS:** Vendor shall obtain insurance of the types and in the amounts listed below.
 - a. **Comprehensive General and Umbrella Liability Insurance:** Vendor shall maintain comprehensive general liability (CGL) and, if necessary, commercial umbrella insurance with a limit of not less than \$1,000,000 each occurrence. If such CGL insurance contains a general aggregate limit, it shall apply separately to this project/location.
 - b. **Workers’ Compensation Insurance:** Vendor shall maintain workers’ compensation as required by statute and employers liability insurance. The commercial umbrella and/or employer’s liability limits shall not be less than \$1,000,000 each accident for bodily injury by accident or \$1,000,000 each employee for bodily injury by disease.
 - c. **General Insurance Provisions:** Evidence of Insurance: Prior to beginning work, Vendor shall furnish Owner with a certificate(s) of insurance and applicable policy endorsement(s), executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth above. All certificates shall provide for 30 days’ written notice to Owner prior to the cancellation or material change of any insurance referred to therein. Written notice to Owner shall be by certified mail, return receipt requested.
 - d. **Acceptability of Insurers:** For insurance companies which obtain a rating from A.M. Best, that rating should be no less than A VII using the most recent edition of the A.M. Best’s Key Rating Guide. If the Best’s rating is less than A VII or a Best’s rating is not obtained, the Owner has the right to reject insurance written by an insurer it deems unacceptable.
5. **EQUAL EMPLOYMENT OPPORTUNITY:** The Vendor shall take such efforts to attract minority employees and propose and carry through such an affirmative action program and make such reports as may be necessary or required to meet any rules, laws or regulations affecting the work in order to insure

equal employment opportunity for members of minority employees. Vendor shall not deny or refuse any person employment in any capacity on the grounds of race or color, nor shall any person be discriminated against in any manner by reason thereof.

6. **ASSIGNMENTS AND SUBCONTRACTS:** Nothing contained in the contract documents shall create any contractual relation between any subcontractor and the Owner. Owner retains right to not allow subcontracting of work.
7. **SECURITY:** Vendor shall employ industry standard practices to ensure the security of Owner's network and data systems. Vendor's employees and subcontractors must maintain confidentiality of Owner's sensitive information and records. Vendor shall guarantee that, upon completion of the project, Owner's passwords and other sensitive account information are purged from Vendor's records.
8. **PAYMENT:** Payment invoices are due on the 2nd Friday of the month. Checks will be available on the 4th Wednesday of the month. Vendor must supply a completed W-9 form for payment. Payment schedule will be worked out between vendor awarded project and Bartlett Park District. Payments will coincide with work schedule.
9. **ILLINOIS HUMAN RIGHTS ACT:** All successful vendors must comply with the provisions of the Illinois Human Rights Act (Act) dealing with equal employment opportunities (Section 2-105, 775 ILCS 5/2-105) including equality of employment opportunity and the regulations of the Department of Human Rights of the State of Illinois and also must provide for the adoption and implementation of written Sexual Harassment Policies. The contract with the successful vendor will provide for this requirement. The statutory provisions setting forth what such policies shall include as a minimum under the Act are on file with the District and available to the vendor upon request.
10. **TAXES:** The Bartlett Park District is a tax-exempt entity. If requested, the Park District will submit its tax-exempt number to material suppliers.

Deliver one (1) sealed hard copy of your proposal to:

2018 BARTLETT PARK DISTRICT WEB SITE REDESIGN

Bartlett Park District
Attn. Stephanie FitzSimons
Bartlett Community Center
700 S. Bartlett Road
Bartlett, IL 60103

Deliver one (1) digital copy of your proposal via email to sfitzsimons@bartlettparks.org

Subject line: **2018 BARTLETT PARK DISTRICT WEB SITE REDESIGN**

Proposal Format: Proposals shall contain the following sections:

Title page

- Include company name, address, web address, phone and fax numbers, e-mail address and contact person.
- This should be signed by the person authorized to sign on behalf of the company.

Proposal

- Describe the development process, project stages, milestones, and testing plan.
- Explain ability to deliver the project in the timeframe noted in the RFP.
- List fees as requested in the RFP.
- Provide a listing of any items which need to be broken out as itemized options.
- Please list how the fees will be broken down over the course of the project.
- All hardware, software, and service should be listed in separate line items on proposals. The Bartlett Park District reserves the right to purchase hardware, software, and maintenance/service contracts from other sources to obtain the best market rate.
- Recommendations for hosting should include pricing.

Individual Cost Pricing:

- Development and launch of new site
- One-year maintenance agreement cost
- Maintenance agreement for beyond one year

Qualifications:

- List 3 web site addresses that reflect the best work of the company.
- Briefly list the company's role in each project.
- Provide reference information for 3 clients.
- Describe the company's experience producing sites for government or community focused organizations.
- Provide a company profile, including length of time in business and any current lawsuits pending and a list of any projects in the past 5 years that were not completed.
- Describe the company's project management process.
- Identify the key individuals to be involved in these projects, precisely identify their roles, and provide a resume of reach, focusing on experience with similar projects.
- If any work will be done by a sub-contractor the information for those responsible for the project must be identified and their background experience provided.
- Discuss the company's testing and support plan including design philosophy and approach.

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Bartlett Bart District
2018 RFP Web Site Redevelopment Title Page

Company Name (Vendor)

Address

Web Address

Phone Number

Fax Number

Email Address

Contact Person

Signature of Company Representative

Title

Proposal

I. Describe the development process, project stages, milestones, and testing plan.

II. Explain ability to deliver the project in the timeframe noted in the RFP.

III. List fees as requested in the RFP.

IV. Provide a listing of any items which need to be broken out as itemized options.

V. Please list how the fees will be broken down over the course of the project. (Payment schedule expectation)

VI. All hardware, software, and service should be listed in separate line items on proposals. The Bartlett Park District reserves the right to purchase hardware, software, and maintenance/service contracts from other sources to obtain the best market rate.

VII. Recommendations for hosting should include pricing.

Individual Cost Pricing

I. Development, testing, and launch of newly redeveloped site

II. One year maintenance agreement cost

III. Maintenance agreement for beyond one year

Qualifications

List 3 web site addresses that reflect the best work of the company. Briefly list the company's role in each project. Provide reference information for 3 clients.

Company 1

Company 2

Company 3

- I. Describe the company's experience producing sites for government or community focused organizations.

II. Provide a company profile, including length of time in business and any current lawsuits pending and a list of any projects in the past 5 years that were not completed.

III. Describe the company's project management process.

IV. Identify the key individuals to be involved in these projects, precisely identify their roles, and provide a resume of reach, focusing on experience with similar projects.

V. If any work will be done by a sub-contractor the information for those responsible for the project must be identified and their background experience provided.

VI. Discuss the company's testing and support plan including design philosophy and approach.
