



REQUEST FOR PROPOSAL

Website Redesign and Implementation

RFP Submission Deadline:
December 3, 2021
at
Rakow Center
665 Barrington Ave.
Carpentersville, IL 60110

District Overview

The Dundee Township Park District, located in northern Kane County, Illinois, serves over 60,000 residents in Carpentersville, East Dundee, West Dundee, Sleepy Hollow, and portions of Algonquin, Gilberts, Elgin, Barrington Hills, and Hoffman Estates. A five-member Board of Commissioners governs the Park District.

The District maintains 40 park sites and operates two recreation centers, two golf courses, one indoor and two outdoor aquatic facilities, an Adult Activities Center, and a zoo. For more information, go to the District website at dtpd.org.

Introduction and Scope of Project

Since 1952, the Dundee Township Park District has strived to efficiently and economically provide recreation programs, facilities, and open space for leisure time experiences that benefit the community.

Dundee Township Park District's current website was launched in January 2012 and maintained by the Marketing Department over the years. The website handles on average 15,000-18,000 visits per month and is a vital source of information for the community.

The Dundee Township Park District is searching for a company to redesign our current website dtpd.org and incorporate four separate URL microsites into a cohesive yet distinctive look. This is a request for a proposal. All companies submitting a proposal should be very clear, addressing all the specified items and fees for creating the design and implementation. The Dundee Township Park District reserves the right to limit and adjust the scope of work, 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. Request for Proposal is released – November 16, 2021
2. RFP Deadline – December 3, 2021
3. Finalist Interviews – December 13-17, 2021
4. Park District Approval on or before – January 7, 2022
5. Website Development – January 17, 2022
6. Testing – TBD
7. Website Goes Live – June 24, 2022

Website Objectives

The Dundee Township Park District is searching for a company to redesign our current website dtpd.org and build separate microsites into a cohesive yet distinctive look.

Requirements - Functional

The following are considered baseline requirements:

- Visually appealing – the site must have an attractive mix of text, photos and graphics. Design should be consistent throughout and pages should be uniquely designed for branding and include a more streamlined, colorful, cleaner look. Standard fonts, colors, headers, and styles.

- Intuitive layout, with modern, good use of white space. Dropdown menu using columns with categories on the menu panels.
- Easily updated – provide a mechanism for non-technical personnel to update content, including uploads of photos, videos, links, etc. Respondent should indicate which content management system (CMS) will be used. Respondent should also list any other software used to create the site, including all graphics software, and indicate any software licenses or maintenance the District will need to purchase, if applicable.
- Sharing – allow visitors to easily share content via multiple social media platforms and capability of adding new or popular social media systems in the future.
- The district wants the ability to integrate our social feeds on the homepage.
- The pages should include a revision history and be savable in the draft and private mode. The pages or posts should have the ability to schedule updates (automatic publishing/unpublishing).
- The district wants a flexible design to handle a large volume of messages and information that changes daily.
- Incorporation of links for social networking sites.
- User-friendly online form builder.
- Searching allows visitors to perform a full-text search to find specific information and enable narrowing down search results.
- Integration with Vermont Systems. Improve 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 programs if we choose.
- The district will utilize a variety of forms on our site (mostly PDF). Documents must be easily managed for change out and updating.
- The events and news section of the existing website is capable of multiple views like a calendar or list and quickly adds new sortable categories. The homepage will include a calendar feature that ALL users easily update. This will encompass all park district events. It should be able to scroll, showing the most recent to the future.
- The site must support posting our seasonal program guide (FlippingBook).
- Staff Directory (contact us) must link to each staff person; however, the email address must be hidden and secure.
- Sticky header and footer.

Accessibility

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

- The site should include Google Translate.

Maintenance and Updating

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

Requirements - Technical

The website redesign must meet the following criteria:

- Content Management System – preference will be given to a mature, proven, well-known CMS that supports multiple user accounts, add/edit/publish granular permissions, and a rich text editor that requires no HTML knowledge for average users to edit content.
- Search engine optimization – pages should be structured for indexing by modern methods, with the capability to designate certain pages to remain un-indexed.
- 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
- URL remapping – ability to simplify URLs to verbally direct visitors to particular pages, such as "dtpd.org/events."
- Hosting – The provider should be reliable and robust in accordance with industry practices.
- Site design should consider mobile-first and responsive web design second. The site should be responsive with fast loading times.
- Constant Contact – integrate Constant Contact sign-up form into the new site (e-communication provider)
- Ability to add widgets to site without complication.
- Embedded video – directly uploaded or third-party-linked videos of special events, facility tours, and other promotions.
- Emergency notifications – A scrolling or other highly visual-highlighted area on the homepage. A separate one for daily alert notifications.
- Website protection should include SSL (TLS 1.2) encryption, Malware protection, automatic website backups, software updates, and plug-in updates.
- Analyze and install Google analytics – we have several years of statistics stored in Google Analytics and would prefer to continue using that system.
- Minimal browser intrusion – Eliminating plug-in prompts, Active-X prompts, etc., is required.

Specific Requested Features

The following are some features that staff would like to see included in the website redesign, or in some cases, specific requests or suggestions from patrons:

- AI Chatbot Software for the website
- Randall Oaks Zoo microsite, either with its own domain or as a subdomain.
- Golf microsities (Randall Oaks Golf Club and Bonnie Dundee Golf Club) have their own domains or subdomains.
- Fitness Center microsite, either with its own domain or as a subdomain.

Additional Needs

- Human Resources: We will be using the software NEOGOV for the Human Resources side. This will need to be integrated into the site—the ability to change software programs if we choose.
- League Scheduling Software: We use Team Sideline for our league scheduling. This will need to be integrated into the site—the ability to change software programs if we choose.
- Golf: Software for golf tee time reservations through Teesnap. Ability to change software programs if we choose.
- Staff Portal: Potential to utilize this for staff and commissioners to log in and privately view and download documents for training and meetings.
- Rainout Line: This will need to be integrated into the site—the ability to change software programs if we choose.

Logistics

The point of contact for all questions related to this RFP is Katie Keller, and all inquiries related to this RFP should be directed to kkeller@dtpd.org.

Proposals to include, at a minimum:

- Provide a Project Work Plan that includes project management flow for tasks, key milestones, target deadlines, developer/district staff timelines, and payment schedule.
- A clear breakdown of costs for initial specified work, recurring expenses for maintenance, and hourly rate for additional customization and future expansion.
- Provide an extensive portfolio of examples of completed projects, with contact information for references.
- Conduct a kickoff meeting with district staff to discuss the project's goals, timeline, and parameters.
- Conduct input meetings with the district website team about the vision and goals of the project along with desired outcomes, including navigation, functionality, applications, style, and design direction.
- Provide a beta site for testing, available to the District's website team throughout the project.
- Attend scheduled progress update meetings/conference calls with the district website team.
- Complete approved project and launch site to the satisfaction of the district website team within the timeline specified and acceptance by both parties.
- Deliver site architecture, all image files including buttons/patterns, HTML/CSS templates, content management system (CMS) files, background codes, and scripts.

- A seamless transition from the current website to the enhanced website. Migrate most of the existing 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.
- Fee includes creating a clean file system without unnecessary files and directories created during the testing.
- Provide website management and usage training to the District's website team before launch, including a screenshot tutorial of the essential elements of management.
- Work with current website vendor/host and district IT department/vendor to redirect site, recommend and then load onto a hosting service, test, troubleshoot and launch site, emphasizing security, stability, and compatibility.
- The Vendor shall employ industry standard practices to ensure the security of the Owner's network and data systems. Vendor's employees must maintain the confidentiality of the Owner's sensitive information and records. Vendor shall guarantee that, upon completion of the project, the Owner's passwords and other sensitive account information are purged from Vendor's records.
- 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 as appropriate.

Following review by park district staff, a "short list" of candidates will be selected from the proposals received and scheduled for an interview and brief presentation (in person or via teleconference).

The Dundee Township Park District retains the right to withdraw or amend this RFP at any time prior to execution of a contract and to accept any proposal it determines in its sole discretion to be in the best interest of the Dundee Township Park District.

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 a review or inquiry shall not excuse the Vendor from performing the duties and obligations imposed under the contract terms. Once the award has been made, failure to have read all the conditions, instructions, and specifications of this contract shall not be caused to alter the original contract or to request additional compensation.

The criteria outlined in the scope of the 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.

The point of contact for all questions related to this RFP is Katie Keller, Marketing Manager. All inquiries related to this RFP should be directed to kkeller@dtpd.org.

Contract Requirements

The Dundee Township Park District and "Owners" will be known as one and the same. The word "Vendor" shall mean the party is entering into the contract to perform the work covered by these specifications and his or their legal representatives or authorized agents.

1. **PROPOSAL STRUCTURE:** On proposals, all hardware, software, and services should be listed as separate line items. Dundee Township 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 the nature of the project described and have adequate specialized resources to do the work. Each Vendor shall submit with his Proposal a list of no less than three different website projects, at least one that is a government Park District agency that his firm has finished in the last two years.
3. **ACCEPTANCE OR REJECTION OF PROPOSALS:** The Dundee Township Park District will accept or reject proposals within sixty (60) days and reserve the right to accept or reject any or all proposals or combine or separate any of the specified sections of work if it is in the best public interest. All proposals become the property of the Dundee Township Park District.
4. **INSURANCE REQUIREMENTS:** The Vendor shall obtain insurance of the types and in the amounts listed below.

- a. **Commercial General and Umbrella Liability Insurance**

Company shall maintain commercial 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.

CGL insurance shall be written on Insurance Services Office (ISO) occurrence form CG 00 01 10 93, or a substitute form providing equivalent coverage, and shall cover liability arising from premises, operations, independent contractors, products-completed operations, personal injury and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract).

District shall be included as an insured under the CGL, using ISO additional insured endorsement CG 20 26 or a substitute providing equivalent coverage, and under the commercial umbrella, if any. This insurance shall apply as primary insurance with respect to any other insurance or self-insurance afforded to District. Any insurance or self-insurance maintained by District shall be excess of Company's insurance and shall not contribute with it.

- b. **Professional Liability Insurance**

Company shall maintain professional liability and, if necessary, commercial umbrella liability insurance with a limit of not less than \$1,000,000 each wrongful act arising out of the performance or failure to perform professional services.

c. **Business Auto and Umbrella Liability Insurance**

If applicable, Company shall maintain business auto liability and, if necessary, commercial umbrella liability insurance with a limit of not less than \$1,000,000 each accident. Such insurance shall cover liability arising out of any auto including owned, hired and non-owned autos.

Business auto insurance shall be written on Insurance Services Office (ISO) form CA 00 01, CA 00 05, CA 00 12, CA 00 20, or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage equivalent to that provided in the 1990 and later editions of CA 00 01.

d. **Workers Compensation Insurance**

Company shall maintain workers compensation and employers liability insurance. The commercial umbrella and/or employers 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.

If District has not been included as an insured under the CGL using ISO additional insured endorsement CG 20 26 under the Commercial General and Umbrella Liability Insurance required in this Contract, the Company waives all rights against District and its officers, officials, employees, volunteers and agents for recovery of damages arising out of or incident to the Company's work.

e. **General Insurance Provisions**

1. Evidence of Insurance

Prior to beginning work, Company shall furnish District 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 District prior to the cancellation or material change of any insurance referred to therein. Written notice to District shall be by certified mail, return receipt requested.

Failure of District to demand such certificate, endorsement or other evidence of full compliance with these insurance requirements or failure of District to identify a deficiency from evidence that is provided shall not be construed as a waiver of Company's obligation to maintain such insurance.

District shall have the right, but not the obligation, of prohibiting Company from beginning work until such certificates or other evidence that insurance has been placed in complete compliance with these requirements is received and approved by District.

Failure to maintain the required insurance may result in termination of this Contract at District's option.

Company shall provide certified copies of all insurance policies required above within 10 days of Districts' written request for said copies.

2. 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 District has the right to reject insurance written by an insurer it deems unacceptable.

3. Cross-Liability Coverage

If Company's liability policies do not contain the standard ISO separation of insured's provision, or a substantially similar clause, they shall be endorsed to provide cross-liability coverage.

4. Deductibles and Self Insured Retentions

Any deductibles or self insured retentions must be declared to the District. At the option of the District, the Company may be asked to eliminate such deductibles or self insured retentions as respects the District, its officers, officials, employees, volunteers and agents or required to procure a bond guaranteeing payment of losses and other related costs including but not limited to investigations, claim administration and defense expenses.

5. Subcontractors

Company shall cause each subcontractor employed by Company to purchase and maintain insurance of the type specified above. When requested by the District, Company shall furnish copies of certificates of insurance evidencing coverage for each subcontractor.

f. Indemnification

Company shall indemnify and hold harmless the District and its officers, officials, employees, volunteers and agents from and against all claims, damages, losses and expenses, including but not limited to legal fees (attorneys' and paralegals' fees and court costs), arising out of or resulting from the performance of the Company's work, provided that any such claim, damage, loss or expense (i) is attributable to bodily injury, sickness, disease or death, or injury to or destruction of tangible property, including the loss of use there from, and (ii) is caused in whole or in part by any wrongful or negligent act or omission of the Company, any Subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable. Such obligation shall not be construed to negate, abridge, or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to any party or person

described in this Paragraph. Company shall similarly protect, indemnify and hold and save harmless the District, its officers, officials, employees, volunteers and agents against and from any and all claims, costs, causes, actions and expenses including but not limited to legal fees, incurred by reason of Company's breach of any of its obligations under, or Company's default of, any provision of the Contract.

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 to ensure equal employment opportunity members of minority employees. The 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 relationship between any subcontractor and the Owner. The Owner retains the right not to allow subcontracting of work.
7. **SECURITY:** The Vendor shall employ industry standard practices to ensure the security of the Owner's network and data systems. Vendor's employees must maintain the confidentiality of the Owner's sensitive information and records. Upon completion of the project, the Vendor shall guarantee that the Owner's passwords and other sensitive account information are purged from the Vendor's records.
8. **PAYMENT:** Progress payments can be requested by the Vendor, subject to attaining project milestones. Final payment may be made after the final acceptance and completion of the project. The final payment or any provision in the contract documents shall not relieve the Vendor of the responsibility to correct any defects in the work performed.
9. **REJECTION OF PROPOSALS:** The Dundee Township Park District reserves the right to reject any proposal and waive any informalities, irregularities, or technicalities and accept any proposal it determines in its sole discretion to be in the best interest of the Dundee Township Park District.
10. **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.
11. **TAXES:** The Dundee Township 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:

2022 DUNDEE TOWNSHIP PARK DISTRICT WEBSITE REDESIGN

Dundee Township Park District
Attn. Katie Keller
Rakow Center
665 Barrington Ave.
Carpentersville, IL 60110

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

Subject line: 2022 DUNDEE TOWNSHIP PARK DISTRICT WEBSITE REDESIGN

Proposal Format: Proposals shall contain the following sections:

Title Page:

- Include company name, address, web address, phone and fax numbers, email 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 the 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 throughout the project.
- All hardware, software, and service should be listed in separate line items on proposals. The Dundee Township 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 the new site.
- The one-year maintenance agreement cost.
- Maintenance agreement for beyond one year.

Qualifications:

- List 3 website addresses that reflect the best work of the company.
- Briefly list the company's role in each project.
- Provide reference information for three clients.
- Describe the company's experience producing sites for government, park district, and 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 five 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 each, focusing on experience with similar projects.

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

Dundee Township Park District
2022 RFP Website 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 the 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 Dundee Township 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 the newly redeveloped site.
- II. One-year maintenance agreement cost.
- III. Maintenance agreement for beyond one year.

Qualifications

List 3 website addresses that reflect the best work of the company. Briefly list the company's role in each project. Provide reference information for three 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 five 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 each, focusing on experience with similar projects.
- VI. Discuss the company's testing and support plan, including design philosophy and approach.