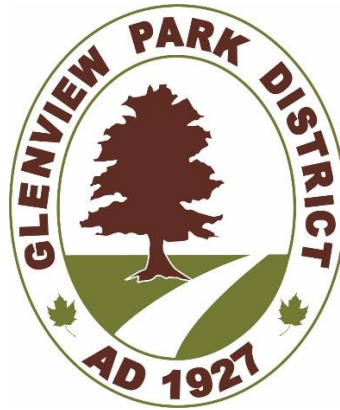




Request for Proposal
Website Design
For
GLENVIEW PARK DISTRICT
RFP Submission Deadline:

December 13, 2018
To
Osrie Khaled
osrie.khaled@glenviewparks.org



GLENVIEW PARK DISTRICT
REQUEST FOR PROPOSALS FOR
Website Design

The Glenview Park District is accepting proposals for the design and development of a new website. Proposals are due by Dec. 13, 2018. All proposals must be in PDF format and submitted via email to osrie.khaled@glenviewparks.org.

All questions regarding this RFP should be sent to:

Osrie Khaled

Web and Social Media Specialist

Glenview Park District

(224) 521-2290

osrie.khaled@glenviewparks.org

This RFP is for design and development services for a new website for Glenview Park District.

Glenview Park District Overview

Glenview is a village located in Cook County, Illinois approximately 15 miles northwest of the Chicago Loop, and roughly 3.5 miles from the City of Chicago's far northwest border.

The Glenview Park District serves more than 50,000 residents including all of Glenview and Golf, small portions of Niles, Northbrook, Northfield and Skokie, and unincorporated areas beyond the village limits. Our facilities and programs are open to all.

According to the 2010 Census Glenview had 16,783 households, of which 33.7% had children under the age of 18 living with them, 63.9% were headed by married couples living together, and 26.7% were non-families. 24.3% of all households were made up of individuals, and 14.6% were someone living alone who was 65 years of age or older.

In the village, the population was spread out with 24.6% under the age of 18, 5.5% from 18 to 24, 19.2% from 25 to 44, 31.0% from 45 to 64, and 19.7% who were 65 years of age or older. The median age was 41.5 years.

For the period 2009-11, the estimated median annual income for a household in the village was \$90,037, and the median income for a family was \$119,089.

The Glenview Park District is one of the largest, most unique park districts in Illinois! It boasts several award winning facilities...

- Glenview Prairie Club Golf & Paddle – Recipient of the 2013 IPRA Outstanding Facility of the Year Award. Play a quick 9-holes or a high energy game of paddle and relax with a drink and a snack around the fireplace in the cozy clubhouse our out on the patio overlooking the course.
- Park Center – Winner of the 2001 Illinois Park & Recreation Association's award for Outstanding Multiple Use Facility which houses Splash Landings (rated by North Shore Magazine as the best indoor water park in the North Shore), the Glenview Senior Center and many other activities.

- Glenview Tennis Club – USTA Outstanding Facility of the Year in 2009 and Chicago Tennis Patrons 2014 Facility of the Year.

And unique offerings including...

- Historic Wagner Farm – one of the last working dairy farms in Cook County where you can milk a cow, experience farm life as it was in the 1920s, learn where food comes from, and visit the Heritage Center museum with interactive exhibits.
- The Grove – a 145 acre natural and historic treasure, home to some of Glenview’s earliest settlers, where you can learn about nature, history, and the environment while visiting an authentic log cabin, one-room schoolhouse, Indian long house and tipi, nature center and hiking trails.
- Tyner Interpretive Center at Air Station Prairie – a 32-acre tall-grass prairie from pre-settlement times featuring walking paths and a state of the art LEED Platinum-rated “green” environmental learning center.

Our Mission

Through exceptional experiences, the Glenview Park District strives to build a sense of community, enhance people’s lives and contribute to enrichment of the individual, family and the community.

Our Vision

A community in which everyone enjoys happiness, health, and an appreciation for the environment on a daily basis.

Our Audience

Our primary target audience includes the Glenview community of around 50,000 residents. They range in age and demographic profiles, from adults 30-60 years of age to families with children.

Other user groups would be residents of Northshore and Chicagoland, including program coordinators and activity planners of schools and organizations. Commuters of various age groups who work in Glenview also make up a portion of our audience.

Overall, we believe that our audience is invested in getting the best experience for themselves and their families.

Current Website

Our current website, www.glenviewparks.org, is 6 years old and does not serve us well anymore.

- Design does not reflect our brand and color scheme
- Outdated design – not visually appealing
- Difficult to use and navigate – not user friendly
- Header on each page is cluttered and uninviting
- Images are too small and float
- Pages are text heavy
- Multiple pages show different information for the same feature
- Difficult to complete a transaction
- Difficult to find where to register
- Ugly dropdown menu – information overload, hover does not work well
- Different facilities don't have their own brand expressed
- Lack of movement
- SEO needs improvement
- No favicon or bookmark image

Website Objectives

Glenview Park District is interested in an innovative design that will aid visitors seeking information and allow us to effectively interact with our target market and audience. Our new website must facilitate the ability for patrons to complete business transactions to generate revenue for our programs.

When we cannot provide personal service in person or on the phone, we want patrons to have easy access to information in a searchable, easy-to-navigate format. Users who prefer online interaction should be able to communicate with us easily, and have access to our resources with minimal inconvenience.

Finally, Glenview Park District wants the new website to create unique brand identities for specific park district facilities and programs.

Need

- The Glenview Park District will retain ownership and copyright of the website.
- Accessible – the site should be compliant with W3C content accessibility guidelines.
- Integration with Webtrac – as outlined above, we want to integrate data that is already entered into Rectrac/Webtrac and display it in line with regular page content.
- Visually appealing – the site must have an attractive mix of text, photos and graphics.
- The entire website and CMS should use SSL encryption for all pages and content. Respondents should include all other hosting-related costs in their proposal, including SSL certificate(s) as needed.
- Content Management System – preference will be given to a 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. We would also like to have access to tools to perform a “refresh” of graphics and templates more regularly, without the time and expense of a complete website redesign project.
- SEO (Search engine optimization) – pages should be structured for indexing by modern SEO methods, with capability to designate certain pages to remain un-indexed.
- URL remapping/shortcuts – ability to simplify URLs to shortcut visitors to particular pages, such as “glenviewparks.org/events”.
- Statistics/analytics – we have several years of statistics stored in Google Analytics and would prefer to continue using that system.
- Mobile browser capable – we require a fully responsive website architecture with displays optimized for smartphone/tablet screens. Over half of our visitors are using mobile or tablet browsers, so we need a strong focus on this use case.
- Fillable forms – the CMS should allow us to create custom fillable forms to allow visitors to easily enter data to be transmitted via email or stored for processing, without programming or expense.

Want

- Align with our district AIDA marketing model.

- A seamless transition from the current website to the enhanced website. The park district may elect to take responsibility for data entry tasks to reduce costs, since many website pages may need to be updated.
- Training – basic training for a minimum of ten employees (one group session) for content updates and routine maintenance. Administrator training for 2-3 individuals as needed.
- 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.
- Password protected pages – ability to secure certain pages or sections from public view, with access restricted to certain user ID/password combinations.
- Searching – allow visitors to perform a full-text search of the site to find specific information, and provide flexibility in narrowing down search results.
- Design consistency – common fonts and styles should be consistent throughout the entire site, with minimal additional effort from the user.
- 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 that will be used to create the site, including all graphics software, and indicate any software licenses or maintenance the district will need to purchase, if applicable.
- Workflow functionality – Content expiration/scheduling and workflow features to set reminders to update content, to-do lists, etc.
- News section – improve the organization and management of the Upcoming Events and News sections of the existing site. Allow dynamic linking to Webtrac for “featured activities” to streamline registrations. RSS feed capability would be desirable.
- Emergency notifications – a pop-up or other visually-highlighted area on the homepage to post periodic weather, news, or cancellation notices.
- Embedded dynamic video gallery support – directly uploaded or third-party-linked videos of special events, facility tours, and other promotions.
- Document management – easier organization of agendas/minutes, bid packets, press releases
- Calendars – we maintain multiple calendars for special events, facility schedules, etc., so a functional and attractive calendar will be desirable.
- Interactive district map and direction integration – improve on our park maps page and find better ways to help residents interactively find our parks and facilities.
- Integration into our existing seasonal park district brochure.
- Explore and incorporate kid friendly elements
- Utilize chat feature to improve customer service. It’s possible that various business units may require their own queue such as Ice, Tennis, Golf, or Fitness.

- Multilingual with the ability to save language preferences

Scope of Services

New District Website

Develop a dynamic website that utilizes progressive technology to interact with our residents, community and patrons. Website should reflect District vision of delivering innovative services and effectively serve the District and the community for the next five years.

1. Consultant will provide the following:

- a. Conduct a kickoff meeting with Park District staff to discuss the goals of the project, timeline and parameters.
- b. Conduct input meetings with District website team pertaining to vision and goals of the project along with desired outcomes including functionality, style, and design direction.
- c. Attend scheduled progress update meetings/conference calls with District website team.
- d. Conduct a meeting with the Senior Leadership Team midway through the project to provide an update and get feedback.

2. Scope of Work

Provide Project Work Plan that includes project management flow for tasks, key milestones, target deadlines, and department/staff timelines.

- a. Deliverables to include: dynamic website, site architecture, all image files core design files (Illustrator/Photoshop files) including buttons/patterns, HTML/CSS templates, content management system (CMS) files, background codes and scripts, rewritten/refined content, content migration .
- b. Style guide created (color codes, fonts, type sizing, etc.). Paragraph styles to include hierarchy styles: page title, header, subhead, 3rd level header, body copy, table template/styling.
- c. Provide website management and usage training to Park District Marketing and I.T. Departments prior to launch.
- d. Complete approved project and launch site on the agreed upon launch date.

e. Work with Park District Marketing and I.T. Departments for duration of project and continue reasonable support to Park District after website goes live and troubleshooting has been completed.

Ecommerce Details

Rectrac

The Glenview Park District averages about 25,000 registrations per year between four programming seasons and summer camp registrations. The current website contains a link to WebTrac - the Glenview Park District's online registration system. This page is not user friendly at the moment and could have changes made to it to make it more user friendly. Webtrac is not currently and would not be housed in our CMS. We would need to do style sheets for our shopping cart pages.

WebTrac utilizes progress Open Edge 11.7. WebTrac is developed by Vermont Systems Inc. (VSI). WebTrac takes in over 7,000 enrollments per year (May-April), over 1,000 membership (new and renewal), about 500 tickets for various programs and shows, and over 100 donations. We are doing more than 9,000 transactions a year via WebTrac. On average, \$2 Million is brought in via WebTrac compared to \$11 Million brought in via in-person registrations with RecTrac/VSI. Via RecTrac, there are 14,000 transactions at \$2.5 Million, 36,730 transactions at \$500,000 and 257 tickets at \$12,400.

Budget Details

We have a budget range of \$45,000-\$60,000 for a new website. The amount will be determined by the number of custom features, unique page layouts and content management system that is designed and implemented. Auxiliary budget is available and may be considered for additionally enhanced features.

Proposal Requirements

A. RFP responses will be evaluated to determine the ability of each vendor to provide the required services. The District will select the firm that best meets the District's needs, with price being only one factor that the District will consider to make this determination. The recommendation of the evaluation team will be subject to approval of the Glenview Park District Board of Park Commissioners. The District will award the contract to the vendor based on the following key evaluation criteria:

Please submit the following information in your proposal response to be considered:

1. Corporate Overview

- a. Legal name, address, contact person, phone numbers, e-mail, and web address.
- b. General background; years of incorporation, number of employees, and any key differentiators about your company.
- c. Service Offerings
 - I. Through services you are capable of providing, how will you meet our objectives?
 - II. Explanation or examples of your proposed platform, methodology, and content management system (CMS).
 - III. Outline of your firm's website design and development strategy including a timeline from kickoff to website launch.
 - IV. Please submit a cost proposal with a breakdown of the fees. Optional elements should be line-itemed with cost.
- d. The District will require the vendor to maintain insurance coverage for general liability, property damage, professional liability, automobile liability, and workers' compensation. All such insurance policies, except the workers' compensation insurance, shall name the District as additional insured. Please provide a description of insurance maintained by your entity.

2. Project Team Details

- a. Resumes and narrative describing the roles of each team member assigned to the project.
- b. Information on any "sub" contributors for the project, if any, including related project experience of firm and of the individual team members.

3. Related Project Experience

- a. State experience and provide examples of projects completed by firm including other park districts or similar organizations and websites
- b. Please provide a minimum of five (5) references on similar projects including the years of project.

4. Please include any terms and conditions your firm may have at the time of proposal submission. Consider your firm’s current and planned workload and your ability to complete this project within the desired timeline.

B. The process for selection of the request for proposal for the project will be as follows:

1. All valid, complete and timely responses will be evaluated by a review team.
2. Responses will be ranked based on the criteria set forth in Section A of this RFP. Those applicants that rank the highest from the pool of responses received will be considered and scheduled for an oral presentation and interview. The number of finalists to be interviewed will be determined by the review team based on the responses received by the submittal deadline.
3. If a suitable candidate emerges after the completion of the interview process, the qualified applicant will be forwarded for recommendation and final approval by the District’s Park Board of Commissioners and award of professional services agreement, pending successful negotiations between the applicant and the Park District.
4. The District reserves the right to reject any and all proposals, to waive any informalities or irregularities in any proposals received, or to take any other such actions that may be deemed to be in the best interest of the District.

RFP & Project Timeline Details

RFP Sent: Nov. 29, 2018

Responses Due: Dec. 13, 2018

Finalists Selected & Contacted: Dec. 17, 2018

Interviews Scheduled: Dec. 19 – 20, 2018

Winner Selected & Contacted: Dec. 21, 2018

Contract Finalized: Jan. 4, 2019

Project Kick-off: Jan. 18, 2019

New Website Launch Target Date: Nov. 15, 2019

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.