



River Forest Park District

401 Thatcher Avenue • River Forest, IL 60305 • 708-366-6660 • rfparks.com

Request for Qualifications Website Redesign

The River Forest Park District (RFPD) is requesting qualifications from interested Website Design & Development Services possessing a high degree of professional skill and ability to assist the RFPD in the redesign of the River Forest Park District website. The RFPD Administrative offices are located at The Depot, 401 Thatcher Avenue, River Forest Illinois. The redesign process will require involvement with the RFPD Board and staff.

The RFPD's current website was established in 2015. In 2018, the website had 37,732 visits with 22,590 users. The number of website visits peaks in the months of April, August, and December when the seasonal fun guide is delivered to the residents. Currently, web information is updated as needed by the RFPD part time Communications and Marketing Supervisor. For online registration, the RFPD currently utilizes the 19.02.0.065 version of ActiveNet. Online registration is real-time and placement into programs and enrollment confirmation is immediate. An average 95% of program registration is completed online. The RFPD website is www.rfparks.com.

Project Goals

The RFPD's website is dated and could benefit from a more current look, user-friendly navigation, enhanced features, and the use of the newest technology. The RFPD is committed to building a website that is mobile friendly, easy to update, and easy to maintain, with the ease of use for our residents our main focus. The RFPD is interested in an innovative design that aids website visitors who generally know what information they need or service they want to secure. The site shall also equally facilitate usage by visitors who may not understand how to find the information or service within the website.

It is the RFPD's intention to expand the current usefulness of the website, and future needs and functionality should be demonstrated in the proposal. The overall goal is to re-design the website to make it easier to navigate and more visually-appealing.

The RFPD wants to completely redesign its current website with the following objectives:

- Residents, visitors and businesses can easily navigate and access information.
- Content management is self-supporting, consistent, user-friendly, and capable of being updated and maintained by RFPD staff with varied levels of technical knowledge.
- The RFPD has limited human resources to update the website. Currently, one part time staff member is responsible for all marketing activities. The web proposal should be composed with this in mind.
- Utilizing a content management system that would empower multiple levels of users and allow for RFPD staff to easily add pages, forms, photos and more
- The homepage is uniquely designed with easy access to a majority of the site content. The website design should reflect the community of River Forest.

Scope of the Project

The following serves as a preliminary scope to generally communicate the RFPD's expectations for the website redesign. A final scope of work will be developed between the RFPD staff and the prospective firm submitting the selected proposal.

- Review/redesign of navigational structure. Selected firm shall guide the RFPD in the process of creating a new navigational structure to better meet the needs of users and allowing quick reference to the most pertinent information, organized in an intuitive and user-friendly manner, utilizing simple URLs.
- Site development. Selected firm shall develop, build, and populate a new website for the RFPD using content provided by the RFPD. Provide a new look and feel for the website that is dynamic, appealing, informative, and easy to navigate.
- Accessibility. As per the Americans with Disabilities Act, the website shall be accessible and usable to individuals with visual, auditory, and mobility disabilities. All Web pages that are built, updated or revised must comply with Illinois Information Technology Accessibility Act (IITAA) for enhancing pages and the Web Content Accessibility Guidelines developed by the Web Accessibility Initiative.
- Enhanced interactivity. Allows for enhanced interactivity. Such interactivity may include, but is not limited to social media, surveys, feedback forms, video, mobile updates and online calendars. The website must be architecturally sound and flexible enough to support RFPD's website needs for the next five years.
- Expandable design. The re-designed website should have the capacity to grow and support new content and site features.
- Visually appealing. The site must have an attractive look and feel which reflects the heritage that defines River Forest. The appropriate mix of text, photos, and graphics should be part of the design. The website should serve as a marketing and public engagement tool that establishes a professional and friendly environment for local citizens and others who have a broad range of technical and computer literacy and across multiple platforms.
- Common theme and consistent look and feel. Each section of the site should have a common look and theme. The RFPD logo should be featured on every page as well as a common header. All font types and basic layout should be used throughout the site. Provide a consistent and standardized look and feel.
- Cross-platform, cross-browser and cross-equipment compatibility. Website should be scalable for viewing on different sized monitors and utilize fonts/graphics accessible on multiple platforms to provide a reasonable reassurance that the site will look virtually the same regardless of browser.
- Compatible with mobile devices. The site should be designed with consideration to changing mobile technologies.
- Compatible with ActiveNet. Website should seamlessly integrate with the most recent upgrade of ActiveNet software program.
- General Guidelines. Website must be designed so that forms and pages may be easily printed. Firm shall also include links for visitors to download any browser plug-in products, such as Acrobat Reader, that are necessary to view content on the site.

Project Deliverables

This project will involve utilizing current posted information on the existing website, as well as the implementation of new information, products, and features suggested by the RFPD and the firm selected. Proposals should demonstrate an understanding of the service and a proposed solution or range of solution options. The following items are strong preferences, but not necessarily rigid requirements. If, based on your experience, there are better methods to address these preferences; we strongly encourage your suggestions. Likewise, if there is additional functionality that RFPD has not included in this RFQ but you feel would benefit the District's users or Website, please include descriptions.

- Content management system (CMS). Incorporate a CMS to assist in maintaining organization of content and help ensure quality through a content approval process. The current RFPD website was created in Word Press. Prefer redesigned website to be in Word Press or in more user-friendly, easy to learn system.
- Online transmission of confidential information. A secure socket layer (SSL) certificate should be provided.
- Search capabilities. Allow for site search. Use existing search engines and/or create search capability within site.
- Search engine optimization (SEO). The re-design should be based on the latest SEO standards and principles in order to effectively drive more of the proper traffic to the Park District site.
- RSS and Social media integration. The site shall have built-in social media tools for easy online sharing of content with services such as Facebook, Twitter, etc. Each page shall also be equipped with an automatic RSS feed or an option to add one.
- Subscription function. Service that allows website visitors to subscribe for one or more alerts/notices or newsletters created by the RFPD. Allow the ability to send out e-notifications and e-postcards. The RFPD must be able to create additional alert/notice options on its own after the website is developed; some of the items to subscribe to would be agendas, job postings, news releases, project updates and other information of importance to the subscriber.
- Streaming video. Allow for the ability to play streaming video on the website.
- Parks & Facilities Map. Improved parks and facilities map.
- An easy and quick update slider or scrolling image with text on the homepage.
- An attractive and easy and quick to update events plug in.
- Share/FTP site. Allows for transmittal of a large amount of data to recipients.
- Upon completion of the project, all source files (Photoshop files, vector files, etc.) used in creation of the website will be provided to the RFPD and the RFPD will assume ownership.
- Ability to embed existing calendar from ActiveNet.
- Feedback/survey module.
- Photo gallery.
- Forms module.
- Other ideas are welcome.
- Administrative Information

Who May Apply

The RFPD is contacting prospective firms who have interest or are known to do business relevant to this RFQ and whom the RFPD deems qualified to meet the needs with the desired quality. Additional firms are welcomed to submit a proposal.

Qualifications

At a minimum the prospective firm must have the following qualifications:

- The successful firm must have substantial experience in website design, development, and implementation.
- Willing to bring ideas for additional innovative improvements to the website

How to Apply

If you would like the RFQ documents emailed, please contact Maureen O'Brochta, Communications & Marketing Supervisor at mobrochta@rfparks.com.

Conflicts of Interest

The selected firm must certify that the firm has no real or potential conflicts of interest which would prevent it from acting in the best interests of the RFPD.

References

Include a listing of project clients with client name, contact telephone number, description of the work performed, and work completion date(s) of three references, preferably similar to our organization or with comparable volumes and communication capabilities, which have websites designed by your firm. Include one park district or not-for-profit agency for which you have provided web design services within the past three years, if possible.

Inquiries

Prospective firms may make inquiries concerning this RFQ to obtain clarification of requirements and are strongly encouraged to do so. Questions may be submitted via email to Maureen O'Brochta, Communications & Marketing Supervisor at mobrochta@rfparks.com. Questions of a procedural nature will be responded to within two working days to the asking firm only. Questions of a significant nature that would be of concern to all firms, and the RFPD's responses to those questions, will be emailed to each firm who has returned a letter of intent to submit a proposal.

Proposal Elements and Format

All prospective firms interested should include the following information in submitting a proposal:

- A prototype for an opening page for the RFPD must be submitted along with discussion of how the website would appear.
- Demonstrate an understanding of the services outlined in the RFQ. Provide a description of project phases and roles of the vendor and the RFPD for each phase of the redesign project, including design, conversion, training, implementation, and a timetable for each of the proposed phases of the project. Also include names of staff assigned to this project.

- Components and features designed to enable access and use of the website by individuals with visual, auditory, and mobility disabilities and offer suggestions to reach compliance with Illinois Information Technology Accessibility Act (IITAA).
- A description of the research that would be used to identify users of the RFPD website. Research results should include definitions of user groups, content types related to each group, and initial recommendations on how to customize user experience.
- Identify the necessary software and/or hardware, any additional communication requirements, integration needs and potential costs necessary to host and maintain the website (i.e. hardware, software installation, licensing training, etc.) The RFPD website is hosted by the RFPD and the proposed system will be fully owned, hosted, and maintained by the RFPD.
- Description of your approach to usability testing prior to the finalization of the design.
- Detailed profile of the prospective firm, including name, years in business, contact person(s), mailing address, telephone number, e-mail and website address, number of full-time employees and technical support personnel, and other relevant information.
- Identification of any additional project components to keep current with technological advances that would improve the quality of the website.
- Identify a single vendor as the lead vendor and clearly indicate subcontracted/third party services required to meet the needs of the proposal. Any services covered by a subcontracted/third party vendor should be included in the proposal.
- Statement describing any potential conflicts of interest with respect to the proposed project, if applicable.

Schedule of Activities

Prospective firms should note that finalists will be invited to make a presentation May 30, 2019.

Prospective firms should ensure all critical personnel are available for demonstrations and presentations on these days.

Proposal Schedule

March 21, 2019	Request for Qualifications available
May 2, 2019	Formal proposals due on this date by 4:30 pm C.S.T.
May 16, 2019	Finalist firms notified
May 30, 2019	Presentations from finalist firms
June 10, 2019	Recommendation for selection of final submitted to Park Board for approval

Rejection of Proposals

Proposals will be reviewed and evaluated by the RFPD staff. The RFPD reserves the right to cancel this RFQ, to accept or reject any and all proposals, or to accept an alternate proposal. Unless otherwise specified by the firm, the RFPD has 90 (ninety) days to accept any proposal.

Evaluation Criteria

The RFPD shall review all proposals based on the prospective firm's qualifications and project characteristics, as well as submittal requirements set forth in the RFQ. The RFPD shall select finalists deemed best suited to address the needs of the RFPD based on the proposals received. The finalists will be notified by May 16, 2019, via email.

The RFPD reserves the right to require any prospective firm to clarify its proposal or to request any additional information deemed necessary to assist staff in the evaluation of the proposal.

The following evaluation criteria categories will be used to evaluate proposals received in response to this RFQ:

- The firm's detailed approach and plans to meet the requirements of this RFQ and perform the services required.
- The firm's documented experience in successfully completing contracts of a similar size and scope as those required by this RFQ.

Selection

Finalists will be invited to provide a presentation to the RFPD on May 30, 2019. Presentations shall be limited to a maximum of 30-minutes, plus a question and answer session by staff immediately following. Upon selection, final contract amount will be subject to negotiation to determine exact scope of services to be provided. Selection does not guarantee award of contract.

It is the intent of the RFPD to make a recommendation to the Park Board at its June 10, 2019 meeting. The Park Board of Commissioners will have the ultimate approval of the selection.

Submission

Prospective firms are asked to respond to this RFQ by submitting a proposal via email to mobrochta@rfparks.com. The subject line should read RFQ - Website Redesign. The proposal must be received no later than 4:30 pm, CST, on May 2, 2019.

Information Contact: Maureen O'Brochta, Communications & Marketing Supervisor
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