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# WAUKEGAN PARK DISTRICT

## Request for Proposal (RFP)

### 2022 Website Redesign and Implementation waukeganparks.org

This Request for Proposal (RFP) is to solicit the redesign and implementation of the Waukegan Park District website at waukeganparks.org. Submit your proposal to Josue Pasillas, Communications Supervisor, via mail to 1324 Golf Road, Waukegan, Illinois 60087. The proposal shall consist of the information requested and any additional information you wish to submit. Proposals must be received by Monday, May 16, 2022 at 10am.

#### **About the Waukegan Park District**

Established on December 26, 1916, the Waukegan Park District (WPD) has 53 properties and more than 742 acres of land, including the 18-hole Bonnie Brook and 9-hole Greenshire Golf Courses. Properties are managed to the highest environmental and conservation standards. Facilities operated by the WPD include the Field House Sports, Fitness and Aquatics Center, Jack Benny Center for the Arts, Waukegan's Greg Petry SportsPark, Waukegan Skate Park, BMX Track, SplashZone, Percussion Playground, recreational centers, disc golf course, dog exercise area and agility course, outdoor sports fields, picnic areas, playgrounds, splash pads, and sports courts including basketball, tennis and pickleball. A full range of programs and services are offered year-round for all ages, from infants to seniors, as well as special need populations. Healthy lifestyles, wellness initiatives, and a connection with the outdoors and nature are integrated throughout programs, services, and special events. Cultural events are provided by the Waukegan Symphony Orchestra and Concert Chorus and the Waukegan History Museum.

#### **Our Mission**

The Waukegan Park District is committed to providing parks, facilities and leisure opportunities to our culturally diverse population through leadership with community involvement, dedicated staff and sound management.

#### **Our Vision**

An innovative park district that creatively adapts to our evolving community and provides exceptional parks, recreation and cultural arts that benefit all.

#### **Our Values**

- **Accountability:** We will work to achieve the most effective and efficient use of our financial resources while striving for the best return on the use of our assets.
- **Excellence:** We will strive for the best in everything we do.
- **Integrity:** We will practice steadfast adherence to a high moral and ethical code, and we will reliably deliver on what we say we are going to do.
- **Service Oriented:** We will focus our efforts on our customers and operate the District based on the needs of the community.
- **Working Together:** We will work WITH one another.

- **Sustainability:** The Board and staff will use a collaborative and cooperative team-based approach that results in the best possible decisions for the long term greater good of the entire community.

### **Desired Audiences**

The Waukegan Park District's website will contain information that applies 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 Waukegan Park District include:

- Park District residents
- Nonresidents (NR = People who do not reside in Waukegan Park District boundaries)
- Diverse groups from different socioeconomic and cultural backgrounds
- Age specific groups (i.e., teens, seniors) seeking registration for activities and programs
- Residents or visitors seeking employment
- Potential visitors or tourists
- Elected officials such as Park Board Commissioners
- Park District employees
- Local or regional press/media
- Local and regional businesses seeking partnerships/sponsorships
- Volunteers seeking opportunities

### **Proposal Requirements**

The Waukegan Park District is seeking proposals from web design companies to redesign/rebuild the website. The selected company must be able to provide all site planning, navigational system, content structure, and production. The Community Relations Department will create and provide all site copy, logos, photography, and video. The prospective company is to create a flexible, informative website that is easy to maintain, user-friendly, and able to deliver standard amounts of constantly changing information. The web design is to incorporate easy-to-use navigation and be organized with the user in mind. The main website is waukeganparks.org and will be the domain name basis for everything on the site going forward. The Waukegan Park District will retain control of the Domain Name System (DNS) and registration records for all domains, and coordinate DNS changes as needed. The Waukegan Park District uses RecTrac from Vermont Systems to run operations including activity registrations, facility scheduling, pass memberships, and point-of-sale. RecTrac is also used as the online registration portal for patrons through WebTrac. The proposed website should be enhanced to continuously improve with all related RecTrac functionality.

### **Website Objectives**

Our goal is to optimize the user experience, for the first-time user and frequent visitor, through effective, consistent branding and the delivery of outstanding customer service during their website visit. We are looking for a design that provides every visitor with an interactive experience, easy navigation tools, an organized format, and responsive design elements for a range of platforms and devices.

### **Technical Requirements**

- **Content Management System (CMS):** WordPress is preferred.
- **Search Engine Optimization (SEO):** Pages should be structured for indexing by modern methods, with capability to designate certain pages to remain un-indexed.
- **Quick Load Time:** 3 seconds or less.
- **Registration Software:** The website should communicate easily with RecTrac.
- **User Experience Tracking & Analytics:** Google Analytics is preferred.
- **Accessible:** The website should be compliant with all accessibility guidelines.
- **Mobile Friendly:** The website should be mobile and tablet friendly.
- **Hosting:** Provider should be reliable and robust, in accordance with industry standards and practices.
- **Backup:** Provider should provide a daily or weekly backup of the website.
- **Training:** Basic training for a minimum of three employees.
- **Search Capabilities.** Allow for search capabilities. Use existing search engines and/or create search capability within the site.
- **Calendar of Events:** Should include a viewable calendar that is searchable by date and/or event. Allows for the title of event as well as a description to include the capability to link to the event source. Page content should have functionality to set time-outs so that content will automatically "expire" and no longer appear after the date.
- **Ownership:** The Waukegan Park District will retain ownership and copyright of the entire website.
- **Disruption:** Any interruption of the website during this project must occur during nonbusiness hours from 10pm until 5am.

### **Branding Requirements**

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

### **Specific Requested Features**

The following are some additional features we are interested in:

- **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.
- **Online Registration Process:** Company will be required to work with RecTrac to update/brand current online registration home page to allow for a clean, seamless easy to use experience.
- **Call us button:** For customers to easily call from mobile.
- **Register button:** Linked directly to RecTrac.
- **Digital Program Guide:** Link user to online program guide—Calameo is currently used.
- **Fillable Forms:** Ability for site authors to create and edit forms that generate emails to designated staff, form submitters, etc.
- **The ability to schedule a post with start and end date on the web rotation header is desirable.**

- Language: Ability to choose language/translation for site (e.g. Google Translate).
- Must meet ADA requirements.
- Process Payments: The website should have the ability to process payments for donations, sponsorships, etc.
- Social Media: The website should integrate a live feed of Facebook, YouTube, and other social media accounts.
- Archive: The website should serve as a tool to archive documents.

## **Proposal Requirements**

The Waukegan Park District is soliciting proposals from vendors in the business of providing services as listed in this RFP. Proposal shall include, at a minimum, the following information. Failure to include these items may be grounds for proposal rejection. The contract will be awarded to the prospective vendor determined to be in the best interest of the Waukegan Park District and meeting or exceeding the criteria. In determining responsibility, the following qualifications will be considered by the Waukegan Park District:

1. Company Overview and Qualifications: The proposal must include a one to two paragraph description about your Company which includes the scope of services provided, 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 with the Waukegan Park District.
2. Account 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. Please note: If your company is chosen as a finalist, you will be asked to bring members of the account team to the presentation.
3. References: Provide three references including company name, phone number, contact name, and date and type of work performed. Past projects must be within the last three years. The web site URL must be provided with all references. Must have prior experience with park district and recreation agency websites.
4. Scope of Services: Describe the proposed work by task, including tasks to be performed by subcontractors.
5. Pricing Schedule: The proposal must include a schedule of fees for all aspects of the project. Identify fixed, negotiable, and optional costs for each feature in the website design process. At 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 implementation. Each phase should identify the tasks involved and total price for that phase.
  - b. Prices for advanced features that would not be included in the standard development price of a website must be identified and itemized.
  - c. List price for the CMS and subsequent training sessions. Price should be based on cost per session, or several sessions(provide number) included in total project cost. Additional training outside of 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.
6. 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 Waukegan Park District staff to fully redevelop the applicable website.
  7. Plan to transfer current website content to the new site and preferred method of collecting information.
  8. Plan to manage the beta-testing for rollout and any updates to the site.
  9. Detail the training and support of Waukegan Park District staff.
  10. Describe any other relevant information.

### **Evaluation Process**

Upon receipt and review of responses, the Waukegan Park District will determine the proposal that represents the best value with respect to the evaluation criteria stated herein. Firms will be contacted during the evaluation period if further information is needed. The Waukegan Park District may choose to interview one or more firms before final selection is made. This RFP does not commit the Waukegan Park District 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 in response to this RFP become the property of the Waukegan Park District. The Waukegan Park District 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 Waukegan Park District to do so. No reasons shall be given for any decision by the District to accept or reject any or all of terms of any submitted proposals. The Waukegan Park District 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.
- **Company's Qualifications/Account Team/References:** Based on 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. The website URL must be provided with all references.
- **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 base bid costs only; optional costs are provided for information purposes only.
- **Implementation:** Based on availability and quality of training, user documentation and online assistance.
- **Evidence of strategic thinking about the Waukegan Park District's unique characteristics:** Overview of the strategic approach the agency would take.

### **Proposed Project Schedule**

**April 18, 2022** Request for Proposals released

May 16, 2022           Proposals due by 10am  
May 23-27, 2022       Presentations given  
June 14, 2022          Firm selected  
January 1, 2023        New website implemented.

### 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 Josue Pasillas, Communications Supervisor at: [jpasillas@waukeganparks.org](mailto:jpasillas@waukeganparks.org). Questions will not be accepted unless they are submitted in the aforementioned manner.
- **Incurred Costs:** The Waukegan Park District is not responsible for any costs incurred in preparation of your response to this RFP. The preparation of your proposal shall be made without obligation by the Waukegan Park District to accept any of the items included in the proposal or to discuss the reason why your company is accepted or rejected.
- **Confidentiality:** Proposals are subject to the Illinois Freedom of Information Act and the Local Records Act. Contracts are subject to review by Waukegan Park District.
- **Subcontractors:** Contractors may utilize the services of subcontractors to complement the expertise for specialty services. Subcontractors should be noted in proposal. The 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 should the District require.
- **Reserved Rights:** The Waukegan 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. The Waukegan Park District may seek clarification from a respondent at any time, after the submission date, and failure to respond promptly is cause for rejection. The Waukegan Park District 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 ensure Subcontractor compliance with all laws.
- **Award of Contract:** Award of contract will be made to the responsible Contractor whose proposal is determined to be the best for the Waukegan Park District. Award of contract will be based on the evaluation criteria set forth herein.

### Presentation to Waukegan Park District

Finalists will be invited to provide a presentation to the committee which will be scheduled for the week of **May 23, 2022**. Presentations shall be limited to a maximum of 30 minutes, followed by a question and answer session by staff. Prospective firms should ensure all critical personnel (e.g., account managers, functional specialists, technical architecture specialists, etc.) are available for demonstrations/presentations during those periods.

### Recommendation to the Board of Commissioners

Upon selection, the 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 Waukegan Park District to make a recommendation to the Executive Director, who will forward the recommendation to the Board of Commissioners for approval.

### **Contract Negotiations**

The Waukegan Park District reserves the right to negotiate specifications, terms and conditions which may be necessary or appropriate to accomplish the purpose of the RFP. The Waukegan Park District may require the entire proposal to be made part of the resulting contract. This implies that all responses, supplemental information, and other submissions provided by the company during discussions or negotiations will be held by the District to be contractually binding on the successful firm. If an acceptable agreement with the firm is not reached within 30 calendar days of selection, the District reserves the right to disqualify the firm and to negotiate with the next qualified firm. The District is not responsible for any costs associated with said negotiations and/or recension.