



GENESEO PARK DISTRICT

REQUEST FOR PROPOSAL (RFP)

Request for statements of interest, qualifications, performance data and cost proposal

2025 Website Rebuild, Implementation and Hosting

GeneseoParkDistrict.org

This Request for Proposal (RFP) is to solicit the rebuild, implementation and hosting of the Geneseo Park District's website. The selected vendor will serve as an ongoing consultant for future development needs and maintenance of the site. The Geneseo Park District is looking for a partner to enhance our web presence and improve the overall customer experience both internally and externally.

The prospective company is to create a flexible, informative website which is easy to maintain and user-friendly. The design is to incorporate easy-to-use navigation and organization with the user in mind. The selected company must be able to provide all site planning, graphic design, navigational system, content structure, and production. The park district will not consider a partial submittal. Geneseo Park District marketing department will create and provide all site copy, logos, and photography.

GENESEO PARK DISTRICT PROFILE

The Geneseo Park District was established in 1953 and has a long and proud history of serving the recreational needs of Geneseo and surrounding communities. The Park District manages the Geneseo Community Center, John & Carla Edwards Aquatic Center, the Central Theater, the Athletic Field and Anderson Memorial Park. Additionally, the Geneseo Park District provides diverse recreational activities to a wide range of demographics. The district is governed by a 5 elected Board of Commissioners. The Geneseo Park District Board works to provide the best possible park and recreation services to our residents and visitors. As a community, we are extremely lucky to have facilities available where people can safely enjoy playing, relaxing, learning, and exercising.

Our Mission

The mission of the Geneseo Park District is to enhance the quality of life in our community by providing a positive recreational experience for all. The board, administrative and support staff are committed to fulfilling the mission.

Our Vision

It is the vision of the Geneseo Park District to provide quality parks and recreational opportunities for the benefit and enrichment of our community today and in the future.

Website Objectives Overview

Our goal is to optimize the user experience, for both the first-time user and the frequent visitor, through effective, consistent branding and 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.

Design should focus on mobile first, with adherence to accessibility standards while incorporating the Geneseo Park District branding.

The district is looking to work with one vendor to handle all site planning, graphic design, navigational system, content structure, production, and on-going maintenance.

The prospective vendor is to create a flexible, informative website which is easy to maintain, user-friendly and able to deliver standard amounts of constantly changing information. The new site will be maintained by in-house staff using a vendor supported content management system.

Website's Audience

The Geneseo Park District's website audience is diverse in age, technical knowledge, along with wants and needs. 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 Geneseo Park District include:

- Park District residents
- Nonresidents (NR = People who do not reside in Geneseo Park District boundaries)
- Users seeking registration for activities, programs and facility rentals
- Residents or visitors seeking employment
- 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
- Potential visitors

Branding Requirements

- **Visually Appealing:** The site must have an attractive mix of text, photos, and graphics in a clean and uncluttered look.
- **Design Consistency:** Fonts and styles should be consistent throughout the entire site and follow the Geneseo Park District's Brand Standards.
- **Content Review:** Vendor to provide consultation on best practices for content length.
- **Concepts:** Three concepts are to be submitted in both desktop and mobile views.

Technical Requirements

The website rebuild must meet the following criteria:

- The Geneseo Park District website is geneseoparkdistrict.org and will be the domain name basis for everything on the site. Geneseo Park District will retain control for Domain Name System (DNS) and registration records for all domains, and coordinate DNS changes as needed.
- **Content Management System (CMS):** Supports multiple user account with sub admin permission levels and a text editor that requires no HTML knowledge for average users to edit content. Respondent should indicate which CMS they support.
- **Search Engine Optimization (SEO)**
- **Quick Load Time**
- **Style Sheets:** Text characteristics should be mostly controlled by application of style sheets and should be designed to minimize formatting at the tag level. Pages should be printable.
- **URL Remapping:** ability to simplify URLs to verbally direct visitors to particular pages, such as “geneseoparkdistrict.org/gymnastics”.
- **Registration Software:** Site should be able to communicate easily with RecTrac (Registration Management Software). Geneseo Park District uses the RecTrac system 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. The proposed website should be enhanced to continuously improve with all related RecTrac functionality.
- **User Experience Tracking & Analytics:** Regular status & statistical reports. (daily, weekly, monthly) Google Analytics is preferred.
- **Minimal Browser Intrusion:** Eliminating plug-in prompts, a Flash-based site is not preferred.
- **Fully Responsive Design:** Optimized for multiple devices/platforms and browsers. Prefer mobile first approach. Must work well on all web browsers.
- **User-Friendly for All Audiences:** Reader friendly, following current accessibility Web Content Accessibility Guidelines (WCAG). Must meet ADA standards, compliant with Illinois Web Accessibility Standards and design should provide sufficient contrast so that color-blind visitors can properly interact with the site.
- **Security Certificate:** All webpages to be encrypted with HTTPS and should not appear as “non-secure” in any web browser.
- **Training:** Basic training for a minimum of five employees (one group session) and administrator training for 2-3 individuals should be included.
- **Ownership:** Geneseo Park District will retain ownership and copyright of the entire website.

- **Disruption:** Any interruption of the Park District’s website during the course of this project must occur during nonbusiness hours.
- **Integrate Social Media:** Integrate Mail Chimp sign-up form into the new site. Create ways to feature social media feeds on pages. Ability to use Social Share throughout the site.
- **Emergency Notifications/Closings/Cancellations:** A scrolling or other visually-highlighted area on the homepage. Must be able to schedule (begin and end date/time)
- **Pictures:** Integrate photo album and video options for the site per event/program. This should be listed as a separate line item in the quote.
- **Website Protection:** Include SSL (TLS 1.2) encryption, Malware protection, automatic website backups. Software updates, and plug-in updates.

Additional (listed as separate line items)

- **Site Maintenance Package:** Please include options for site maintenance/support as a separate line item. Explain your support protocol.
- **Hosting & Backup:** Hosting services should be listed as a separate line item. If your firm DOES NOT provide hosting, you are asked to recommend at least three (3) Internet Service Providers (ISP) to host the website. Each recommended ISP should reflect costs and capabilities of each provider.
- **Software:** Provider should list any other software that will be used to create the site, including graphics software, and indicate any software licenses or maintenance the district will need to purchase, as well as cost, if applicable.
- **Content Migration:** Content from the existing site will need to be extracted and added to the new site. The Park District would like a proposal for this service. The Park District may opt to assist with this process to save budget dollars.
- **Training Database:** Discussion on solutions to track employee trainings.
- **Park & Facility Map:** User-friendly map with ability to click and locate parks, allows users to see pictures and information regarding parks and facilities and produce directions to/from patron’s current location.
- **Document Database:** Documents for Staff and Board Documents.
 - Individual log-ins for Staff and Board with forgot password & username functionality
 - Searchable documents as Admin and User
 - Documents viewed and printable within browser as well as able to download
 - Ability to upload a variety of file types (PDF, videos, Word, Excel, Power Point)

- Categories for staff and document – allows us to apply documents to category of staff member (Board, Staff, Volunteer, Leadership Team) with the ability to add more categories as necessary and a ‘select all’ option.
- Users set as active or inactive with bulk change option.
- Users can be sorted by alphabet and category
- Can accept files up to 100 MB

Functional Requirements

The following are considered baseline requirements:

- **Easily Updated:** Should have great flexibility in using system and able to add pages, tabs, video, tables, photos, links, etc. with ease and should allow for multiple log-in accounts with permission levels. The Geneseo Park District must have the ability to change and manage what users can see and update.
- **Navigation:** Designed with user in mind. Produce a highly intuitive navigation system that allows users to locate answers and important information quickly. Information should be easily accessible with no more than two mouse clicks to reach from the home page.
- **Searching:** Allow visitors to perform a full-text search of the site to find specific information and provide flexibility in narrowing down search results. Search results should show the context of how the search word was used.
- **Sharing:** Allows visitors to easily share content via multiple social media platforms and capability of adding new or popular social media systems in the future.
- **Home Page Banner:** Auto-scrolling home page banner with ability to click for more information and click for next image. The ability to schedule start and end dates is preferred.
- **Calendar of Events:** Attractive presentation with register button hyperlinked to the event on RecTrac. Area to add photo and sponsor logos. Multiple or reoccurring events should be easily scheduled, repeated, or duplicated. Calendar should be able to be filtered in a variety of ways (audience, event type, etc).
- **Online Registration Process:** The new site will need to simplify re-direction in between WebTrac and the main site.
- **Register Button:** Homepage button linked directly to RecTrac.
- **Call Us Button:** Homepage button for customers to easily call from mobile platform.
- **Sponsor Recognition:** Sponsorship page that can easily be modified to add and delete sponsors.
- **Embedded Video:** Directly upload or third-party-linked videos of special events, and other promotions.

- **Version History:** Ability to see previous version of the web page or file/image and be able to restore the former version with ease.
- **Workflow:** Ability to set up workflow that would allow for saving drafts. If desired, should be able to define and implement a workflow for authorizing and editing before publication.
- **Scheduling Updates:** Ability to determine when content to be live or hidden on the site.
- **Document Management:** Ability to upload documents to site and easily update to new versions, when needed.
- **Seasonal Program Guide:** Site must support posting our seasonal program guide as created in ISSUU.

Proposal Requirements

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 Geneseo Park District and meeting or exceeding the criteria.

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 Park District.
2. **Team:** The proposal should include biographies for key individual(s) 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. Prefer 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 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 Park District staff.
 10. Describe any other relevant information.

Evaluation Process

Upon receipt and review of responses, the Geneseo Park District will determine the proposal that represents the best value with respect to the evaluation criteria stated herein. Vendors will be contacted during the evaluation period if further information is needed. The Park District may choose to interview one or more vendors before final selection is made. This RFP does not commit the Geneseo 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 Geneseo Park District. The Geneseo 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 Geneseo 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 Geneseo Park District may require the selected company to participate in negotiations concerning contract price or the nature and extent of services to be provided.

Evaluation Criteria

- **Technical and Functional Requirements:** Based on ability to meet the design and CMS requirements listed in this RFP.

- **Company’s Qualifications/Account Team/References:** Based on 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.
- **Implementation:** Based on availability and quality of training, user documentation and online assistance.
- Evidence of strategic thinking about the Geneseo Park District’s unique characteristics: Overview of the strategic approach the vendor would take.

PROPOSED PROJECT SCHEDULE

Wednesday August 14, 2024	Request for Proposals released
Wednesday September 18, 2024	Proposals due by Noon
Week of September 30, 2024	Presentations given if needed
Tuesday October 8, 2024	Vendor selected
TBD 2025	New website implemented

General Terms & Conditions

- **Questions:** 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 Anne Nelms, Marketing Coordinator at: anelms@geneseoparkdistrict.org. Questions will not be accepted unless they are submitted in the aforementioned manner.
- **RFP Response Preparation Costs:** The Geneseo Park District accepts no financial responsibility for costs incurred by any vendor in responding to this RFP or for costs incurred during negotiations with finalists. All responses will become the property of the Park District and reasonable precautions will be taken to ensure the confidentiality of the material. Each vendor shall clearly indicate any proprietary information that is submitted as part of the proposal.
- **Confidentiality:** Proposals are subject to the Illinois Freedom of Information Act and the Local Records Act. Contracts are subject to review by Geneseo 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 Geneseo 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 Geneseo 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 Geneseo 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 Geneseo Park District. Award of contract will be based on the evaluation criteria set forth herein.

Presentation

Finalists will be invited to provide a presentation to the committee which will be scheduled for the week of September 30, 2024. 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.

Contract Negotiations

The Geneseo 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 Geneseo 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.

Submittal

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

Geneseo Park District

Attn: Paula Verbeck

541 East North Street

Geneseo IL 61254

Deliver one (1) digital copy of your proposal via email to:

pverbeck@geneseoparkdistrict.org

Subject line: 2025 Geneseo Park District Website Redesign

PROPOSALS MUST BE RECEIVED NO LATER THAN SEPTEMBER 18, 2024 AT NOON.