



110 West Camp McDonald Road
Prospect Heights, IL 60070

www.phparks.org

**REQUEST FOR PROPOSALS
PROSPECT HEIGHTS PARK DISTRICT
WEBSITE DEVELOPMENT**

RFP ISSUE DATE: Monday May 14, 2018

Questions or information related to this request must be submitted by 11:59 CST on Friday, May 25, 2018 to Christina Ferraro, Executive Director, by phone 847-394-2848 or email cferraro@phparks.org

SUBMITTAL DUE DATE: Friday, June 1, 2018 at 12noon
One electronic copy of the proposal to Christina Ferraro, Executive Director, by email cferraro@phparks.org

“The Prospect Heights Park District would like a website redesign with the goal of making it easier for users to find what they need online so they could spend more time offline—enjoying programs and activities. This is in response to the increasing demand for digital information. If it’s inconvenient to find information on classes, users won’t register for them.”

Section 1: Project overview

The Prospect Heights Park District (“the District”) is seeking the services of qualified professionals to plan, design and develop a comprehensive website (“the site”).

This digital platform is used to inform and engage users about the District’s programs and activities. The site should be easily maintained by staff, modern-looking, engaging, intuitive, easily navigable, responsive, mobile friendly and visually pleasing.

Each respondent must reply to this RFP by supplying a proposal with all relevant information that meets the requests and standards set forth in this document.

Each respondent must submit one electronic copy of the proposal to Christina Ferraro, Executive Director, by email cferraro@phparks.org

The firm or individual selected must have qualifications and demonstrated prior experience in the planning, design and development of web and mobile platforms. Experience with sites requiring similar components, per the list below, is desired with recent project experience within the last five years.

- Responsive design: Easily adaptable to all types of electronic devices (mobile, tablet, laptop, desktop, etc.)
- Consistent font, color, images and layout
- Quick to load and operate
- Integration with or inclusion of email and social media including Facebook, Twitter, YouTube, etc.
- The ability to edit, add and remove site pages
- The ability to post videos from third party hosts, calendar of events, events page, newsletters, news articles (content that can be featured on home page and linked to other pages)
- Include a scheduling tool for content: District or City news/updates, photos, graphics, schedules that can be uploaded and appear on certain pages of the site, i.e: home page, youth athletics page
- The ability to migrate some content from existing site to new site.
- The site should use analytics tool for usage tracking.
- Simple and standard search box that can be used to search throughout the site.
- Maximize the use of fillable forms
- Integrate user friendly mapping services
- Ability to bulk text message to notify users of cancellations, special events, etc.
- The District’s seasonal program guide must be interactive on the site.
- Integrate the District’s program registration software, Vermont Systems Inc. Rectrac and Webtrac which handles safe, secure monetary online transactions and sends automatic e-receipts.
- Security measures will be included that protect against threats to the web site content, data, or operations.
- support to include appropriate content and equipment backups so that it can be restored quickly in case of issues that impact the proper operation of the site
- One of the District’s facilities is the Old Orchard Country Club which has its own site <http://www.oldorchardcc.com> - The two sites are independent of one another

but must link.

- Work with Marketing Coordinator to develop the site
- Training District staff to maintain the site
- Ongoing support
- Automatic expirations on content

Section 2: District Overview

The District is located in Cook County and is 20 miles northwest of downtown Chicago, in an established community consisting primarily of residential property. The District serves most of the City of Prospect Heights, and small portions of the three surrounding Villages of Arlington Heights, Mount Prospect and Wheeling. The population of the District is estimated to be approximately 15,000. The District, incorporated in 1966, operates under a Board-Director form of government.

The District provides recreation services and opportunities to all residents of the District. To accomplish this, the District follows a written mission statement. It states: "The Prospect Heights Park District's mission is to enhance the quality of life for all residents of the District through the development and maintenance of park lands and facilities utilizing available resources, as well as to promote community involvement through a variety of recreation programs, educational opportunities and special events."

Based on the mission, the District provides recreational programs, park management, capital development and general administration. Facilities operated by the District includes the Gary Morava Recreation Center, 14 park sites totaling 70 acres of park land, the Old Orchard Country Club totaling 100 acres, one outdoor swimming pool, and an assortment of baseball/ softball diamonds, football/soccer fields, tennis courts, playgrounds and picnic areas.¹ The District participates in the Northwest Special Recreation Association (NWSRA) to provide programs for residents with special needs. The District partners with School District 23 and several local organizations and clubs to provide youth and adult programming. Additionally the District maintains intergovernmental / cooperative agreements with Prospect Heights City, Police and Fire Departments, the Village of Mount Prospect and the three surrounding Park Districts: River Trails, Mount Prospect and Wheeling.

¹ <https://www.prospectheightsparkdistrict.org/Publications/Maps/PHPD-map.pdf>

Section 3: Project Schedule Date/Timeframe Project Task

Timeline	2018
May 14, 2018	RFP is released
May 25, 2018	Questions or requested clarifications or additional information due
June 1, 2018	proposals are due via email to District
June 11-15, 2018	Finalists interviewed by staff
July 17, 2018	Contract Awarded at Park Board Meeting
October 15, 2018	Ideally the site will be ready to launch

Section 4: Evaluation and Selection Process

- A. All respondents who submit a valid and complete response will be evaluated and rated based on the following criteria:
1. Capability and history of applicant in the development of a website for other agencies of similar size, scope, and population served.
 2. Ability to demonstrate, at minimum, the technical competence of the proposed project team to perform the work.
 3. Past record of performance as determined from available information, including direct communication by the District with applicants' former clients.
 4. Demonstrate capability under current workload and resources available to perform the work within the project schedule.

A selection team from the District will review and evaluate all written submissions properly made in response to the RFP in accordance with the submittal requirements set forth in this document.

An oral interview and presentation will be required if selected as a finalist. A lump sum fee shall be provided for the scope of service's tasks, along with fees for any optional tasks. See page 10

Section 5: Submittal Requirements and Respondent Qualifications

1. Each respondent submitting a proposal must include the following information:

Firm's Profile

- Name, Address, Contact Person, Phone, Email & Web Address
- General Background
- Service Offerings
- Provide evidence of insurance coverage: general liability, automobile liability, workers compensation for the general acceptable limits of the District (See *Insurance and Indemnification* on following page)

Project Team

- Provide a narrative describing the roles of each project team member assigned to the project.

Related Project Experience

- Describe experience in working with park and recreation agencies to create or implement websites
- Provide a minimum of two examples of projects completed by firm.

Project Approach

- Description of the approach the firm would be using to develop the website.
- What is a typical sequence of work for a project of this nature? Typical milestones, key dates and number of meetings?
- What role does the District play in this process?
- What is your firm's approach to identifying projects and tasks that can be performed by the District staff versus outside contractors?
- Describe communication methods that your firm will use to insure project expectations are met.
- Provide a brief description or list of current projects and associated workload of your firm.
- Explain what distinguishes the firm from others in the field and what makes the firm a good candidate to work with the District

References

- Provide a minimum of three (3) references on recent similar projects

2. The following additional terms of Respondent qualifications must be met in the firm's preparation of and the District's consideration of each Submittal:

Compliance with Laws:

- All services and any qualifying firm shall comply with all federal and state laws, county and municipal codes, ordinances, rules and regulations that in any manner affect the services to be provided or the operations of the firm, including, but not limited to, the Prevailing Wage Act, the Illinois Procurement Code, and all laws governing employment.
- A qualifying firm shall certify that it shall not discriminate against any worker, job applicant, employee, or member of the public, because of race, creed, color, sex, sexual orientation, age, disability, or national origin, and shall not otherwise commit

any unfair employment practice, and that it shall comply with all requirements of the Illinois Human Rights Act, as amended (775 ILCS 5/101, et. seq.), and all rules and regulations of the Illinois Department of Human Rights and the Equal Opportunity Commission.

- A qualifying firm shall further certify that it has not been barred from being awarded a contract or subcontract under the Illinois Procurement Code (30 ILCS 500/1-1, et. seq.); and further certifies that it has not been barred from contracting with a unit of State or local government as a result of any violation of Sections 33E-3 or 33E-4 of the Illinois Criminal Code (720 ILCS 5/33E-3, 33E-4).
- A qualifying firm shall also certify that its workplace complies with the Drug Free Workplace Environment Act (30 ILCS 580/1, et. seq.), and that it provides a written program for prevention of substance abuse among employees and testing of employees for substance abuse, in accordance with the Substance Abuse Prevention Act (820 ILCS 265/1, et. seq.).
- A qualifying firm shall have the ability to obtain all necessary licenses, permits and approvals, whenever applicable.

Insurance and Indemnification

- A qualifying firm shall provide evidence of insurance coverage, when required, as set forth in Section 5: Submittal Requirements and Respondent Qualifications
- To the fullest extent permitted by law, the qualifying firm shall, if awarded a contract with the District, agree to indemnify and hold harmless the District, its officers, employees, agents and volunteers 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 services to be provided; 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, and including the loss of use resulting therefrom; and (ii) is caused in whole or in part by any wrongful or negligent act or omission of the firm or anyone directly or indirectly employed by the firm or anyone for whose acts it may be liable, except to the extent it is caused in whole or in part by a party indemnified hereunder. 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 herein. A qualifying firm shall similarly agree to protect, indemnify and hold and save harmless the District, its officers, employees, agents and volunteers against and from any and all claims, costs, causes, actions, and expenses, including but not limited to legal fees incurred by reason of such firm's breach of any of its obligations under, or default of, any provision of any contract entered with the District for such services.
- Commercial General and Umbrella Liability Insurance (CGL): CGL shall be provided 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, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the occurrence limit.
- 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).

- There shall be no endorsement or modification of the CGL limiting the scope of coverage for liability arising from pollution, explosion, collapse, or underground property damage.
- The District, its officers, agents, employees and volunteers shall be named as additional insured under the CGL, using ISO additional insured endorsement CG 20 10, or a substitute form providing equivalent coverage, and under the commercial umbrella, if any. This insurance shall apply as primary insurance with respects to any other insurance or self- insurance afforded to the District.
- Professional Liability Insurance: Professional liability coverage shall be provided and, if necessary, commercial umbrella liability insurance with a limit of not less than \$1,000,000 for each wrongful act arising out of the performance or failure to perform the professional services required hereunder.
- Business Auto and Umbrella Liability Insurance: Business Auto Liability Coverage shall be provided 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.
- Workers Compensation Insurance: Worker's compensation and employers' liability insurance shall be provided as statutorily required items

NOTICE

- This RFP is not a contract or offer of employment.
- The cost of preparation of proposals shall be the sole obligation of the consultant.
- All submitted proposals, whether accepted or rejected, are the property of the Prospect Heights Park District.
- Elements and/or tasks in a proposal may be added or deleted at the discretion of the District pending negotiation of the scope of work and compensation.
- All services and related documents, ancillary reports and the final report will be the property of the Prospect Heights Park District.

Section 6: Proposal Form

Complete, verify and sign the paragraph below that represents the proposal to redevelop the Prospect Heights Park District website.

_____ (Name of Firm) proposes to develop and launch a new website as outlined to the Prospect Heights Park District no later than June 1, 2018 for the total cost of \$_____.

This includes all labor, transportation, copies, and any other items considered a billable expense.

Hourly Rate: \$ _____

Signed: _____

Printed Name: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Dated: _____