

**Request for Proposal
Peoria Park District
Website Redesign**

1. Statement of Purpose

The Peoria Park District, a nonprofit governmental entity, is accepting proposals to design, develop, and possibly host (see item 12.C.) a new website. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all vendors/service providers and to provide the vendors/service providers with the evaluation criteria against which they will be judged.

Upon completion of the development of the site, the Peoria Park District will assume full responsibility for web site content, maintenance, and administration. All content, coding and graphics will become the sole property of Peoria Park District, bar any licensed or otherwise copyrighted third party software used in the production of the website.

2. Background Information

The Peoria Park District website was created eight years ago with the intent to provide the community with online information about the Park District and its classes, parks and facilities. The original site was set up in FrontPage software with a template design for each page.

Over the past seven years there has been little modification to the website other than content. Within the last two years there have been changes made to the templates, but as the site was not created with style sheets, changes had to be made to each page on the site.

In September of 2008, ("go live" date: 9/6/08) the Peoria Park District will begin offering on-line registration via the Active Online registration module. Therefore, we feel that this is the perfect time to also introduce a fresh, new, professional website that is both engaging and easy to navigate.

3. Scope of Work

Peoria Park District seeks a professional information technology/web development firm to develop and implement a web site for the benefit of the residents of the Peoria Park District. The selected firm shall design and produce web pages for the Internet site, provide documentation and training to assist select Peoria Park District staff in maintaining and updating information on the pages and implement the site with its host.

4. Discovery/Development Phase

Preliminary website structure will be predetermined in-house, but we will require a **discovery/development phase** to confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, and phasing resulting in a creative brief.

NOTE: We currently have 335 pages of material but foresee this number dropping as this website will NOT need to address any PPD courses that utilize a class registration code. This will be handled via our relationship with the Active Online registration module.

Formal client reviews and meetings during the development should address:

- Regular communication between all involved parties.
- Site goals/development of a high-level site-map including content analysis and review.
- Site design consultation including addressing of content types, content layout, branding, colors, and imagery. Discussion regarding potential Flash elements on the site will also be necessary.
- Site search capabilities and how this will reflect upon construction of content.
- Definition of site testing and revision process.

Please provide an estimate of the number of hours recommended for this discovery/development phase.

5. Deliverables (provide breakdown timeframes and costs)

Fully implemented site complete with content management system, full source code, style sheets,

content, imagery and any associated elements. Include navigation, sub-navigation, custom forms and all content.

Necessary software and licenses to maintain site internally or externally as decided by Peoria Park District.

Training for 5-6 individuals assigned web-editing abilities on the new site.

Instruction manuals on use of the content management system, as well as suggested standards and conventions to follow while maintaining the site.

Implementation of tracking software to produce user defined site log reports. (We need a tool to help us understand and measure web visitor behavior and improve web site performance and availability.)

ListServ/mailling list capabilities.

Post-project customer service and support

6. Outcome

A visually appealing site that has an attractive mix of text and graphics. The site HTML must validate HTML 4.01 Strict, the design should be based on CSS and not use HTML tables for layout purposes.

A unified appearance so that each section of the site can be differentiated, but has a common look and feel. The Peoria Park District logo should be prominently displayed on every page as a common header.

The use of photographs, fonts and layouts should be consistent throughout the site.

The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of "drill down" for the user to find the desired information.

The site must have an "e-Library" document management ability to make electronic files and resources available to the public.

The site must allow for submission of feedback from site users.

The site must leverage the current domain so there is no change.

7. Performance Standards

Implement a web content management system that will permit non-technical staff to instantly update web site content on specific pages. Proprietary systems will be considered, but we prefer an open source licensed solution with available commercial support. The web content management system must meet the following criteria:

- The system should be well designed and allow for easy feature and functionality extension in the future.
- The system should be adaptable to reflect our different divisions, events, etc.
- The system should allow Peoria Park District staff to easily update the website on an on-going basis using an intuitive and consistent interface, with WYSIWYG editing tools.
- The system should allow for "printer friendly" publishing of text, imagery, and electronic files.
- The system should offer content revisions in order to keep track of all edits to any piece of content in the website. Strict version control is necessary for legal accountability, backup and disaster recovery. A simple, but powerful interface should be provided for these features.
- The system should allow for multi-user content access rights for both viewing and editing, and should include a workflow and approval system so content can be validated by others before being published live.
- The system should offer "edit once" content reuse, so content being used in multiple areas of the site need only be edited once for changes to appear everywhere.
- The system should offer dynamic, persistent navigation and produce human friendly URL's. New pages should be able to be created dynamically within the system and if they are moved around the navigation, they should always retain the same URL. Editors will cross link pages and these links should be resilient to change of navigation.
- The system should be search engine friendly, allowing for search capabilities using key words or phrases that will identify content from throughout the site, definable page names, and unique per page titles and meta tags. Dynamically generated HTML should follow generally accepted search engine friendly guidelines.
- The system should support timed content publishing and deactivation functionality in order to help assure the site will always show timely data.

The site should allow for subsequent phases of development.

Site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508, subsection 1194.22 of the Rehabilitation Act (ADA Compliance).

8. Qualifications

Provide a company profile, length of time in business and core competencies.

Briefly describe the percentage of your web staff that would end up working on the project relative to your entire staff (using full time equivalents). What will each person's role be?

Please discuss any hardware/software vendor partnerships.

If your firm has created the system being recommended for our website, please explain the history of the project as well as projected on-going support and continued development plans.

List five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.

Provide current reference information for three former or current clients.

Please discuss your overall testing and support plan.

9. Proposals

Copies of your proposal must be received by the deadline in order to be reviewed. Late proposals will not be considered and will be returned unopened. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of subcontractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. Peoria Park District will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

9.B. Proposals must include:

1. Technical Solution
 - a. Architecture Recommendation
 - b. Server and Operating System Recommendation
 - c. Web Content Management/Asset Management System Recommendation
2. Statement of Approach and Processes
 - a. Proof of meeting experience criteria outlined in sections 7 and 8.
 - b. Project Costs and Time-lines (include requested breakdowns for deliverables)
3. Methods and Levels of Testing
4. Customer Service/Support Plan
5. Contingency Support Plan (for server failure)
6. OPTIONAL: Hosting agreement (See 9.C.)

9.C. Optional Hosting Agreement

At this time the PPD website is self-hosted, with server located at our Administration Building at 2218 N. Prospect Road. Please note any costs associated with maintenance of server/software versus vendor-hosted site.

1. If you provide hosting, please provide answers to the following questions:
2. How often do you back-up? Are there additional costs for this service?
3. How often do you have down time?
4. How often do you upgrade software/hardware?

5. Please describe your technical support.
6. Please describe your security.
7. Do you have high speed, direct connection to the Internet?
8. Please describe your methodology and service level agreements.
9. Pricing, terms and conditions.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.

10. Evaluation and Award Process

Proposals that meet the mandatory requirements, as stated above, will be evaluated based on suitability, aesthetics of prior work, pricing structure, service and other factors taken into consideration as a whole.