

BROWNSBURG PARKS WEBSITE REDEVELOPMENT RFP

MAY 7, 2019



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Introduction

Brownsburg Parks seeks written proposals from qualified website design and development teams or individuals (“Vendors”) to redesign, redevelop and implement an improved website (www.brownsburgparks.com) for Brownsburg Parks that is modern, attractive, built with responsive design and ADA compliant.

The chosen strategic partner must have expertise with best practices regarding:

- Successful website redevelopment
- User experience and usability testing
- Information architecture
- ADA compliance
- Content strategy, management and migration
- E-commerce integration
- Search engine optimization
- Responsive design

Brownsburg Parks is looking for the redevelopment of the website on a new hosting platform and any training for software and applications that may come with the website.

Invitation

As a Request for Proposals (“RFP”) this is not an invitation to bid and, although price is very important, other factors will be considered pursuant to the *Evaluation Criteria* identified in this RFP.

Proposals must be received no later than 3:00 p.m. EDT on June 11, 2019. All responses must be emailed to Mary Louise Bewley, Community Engagement Manager at mlbewley@brownsburgparks.com with the subject line “**BROWNSBURG PARKS WEBSITE REDEVELOPMENT.**”

Proposals will not be accepted after the date and time stated above. Incomplete proposals or proposals that do not conform to the requirements specified herein will not be considered. Issuance of the RFP does not obligate Brownsburg Parks to award a contract, nor is Brownsburg Parks liable for any costs incurred by the Vendor in the preparation and submission of proposals for the subject work. Brownsburg Parks reserves the right to select a Vendor, multiple vendors or reject any and all proposals submitted for the subject work.

For questions concerning the anticipated work or the scope of services required under this RFP, please contact Mary Louise Bewley, via email at mlbewley@brownsburgparks.com no later than **May 21, 2019**.

About Brownsburg Parks

Brownsburg Parks is located within the Town of Brownsburg, which is approximately 12 miles northwest of Indianapolis, IN in Hendricks County. Brownsburg Parks takes a lead role in helping to encourage residents and visitors to get and stay fit by offering four parks, 20 miles of trails, 156 programs and special events for all ages. With just over 300 acres of property, Brownsburg Parks continues to create public spaces that draw the community together for fitness and wellness activities, active and passive recreation, and entertainment.

There are more than 117,000 people within a 15-minute drive of Arbuckle Acres Park, the Town's oldest community park. There are four parks in the Town and each park is used for a variety of active and passive recreational programs, services and sports leagues. In addition, Brownsburg Parks owns another 11 properties for future parks, trails and greenways. Many of our park properties contain buildings, facilities and other structures used by the public and our Recreation Services Division for programming and/or pre-approved permitted uses.

The current website was developed in 2012 using eGov Strategies in conjunction with the Town of Brownsburg.

Project Timeline

Anticipated Project Timeline Dates	
RFP Release Date	May 7, 2019
Written Questions Due	May 21, 2019 at 3:00 PM
RFP Proposal Deadline	June 11, 2019 at 3:00 PM
Notification of Selection	July 16, 2019

Goals and Background

Project Objectives and Goals

The primary objectives and goals of the website redevelopment are as follows:

Interactive and Engaging Website. We are seeking to redevelop our website to include an intuitive, easy-to-use interface that allows residents, visitors and business partners to

find the information they are looking for quickly and easily, regardless of the device they are using.

Purpose of a New Website. Our new website should:

- Serve the needs of all users by providing them with easy access to key services and ease-of-registration.
- Promote transparency by making it easy for staff to share, post and regularly update information. In addition, users need to be able to easily find and interact with information.
- Offer useful, interactive and engaging content. The site should be able to adapt to changes and remain relevant for our users over time.
- Comply with ADA guidelines and be accessible and mobile-friendly.
- Track and report on customer website usage.

Research-Based Design. The site must meet the unique needs of our community. We are not looking for a cookie-cutter or template solution. We expect the Vendor to employ a strategic, research-based and data-driven process to gather input, define expectations and design a consistent, user-friendly navigation framework for the website to meet the needs of all users.

Responsive Site. Visitors to our site will use a wide variety of devices, including desktop computers, tablets and mobile phones. Our website should automatically detect screen resolution of any device and respond with the appropriate optimization of the site.

Currently, only 30 percent of users are accessing our site through their mobile phone. We would like to see this percentage increase so we can interact with users while they are at our properties.

Target Audiences

Audiences served by the website include:

- Residents and potential residents of varying backgrounds, ages, reading and language ability.
- Women, ages 25-45.
- Visitors and potential visitors to the community and/or surrounding communities.
- Businesses operating in the community and/or businesses looking to relocate to the community.
- Local elected and appointed officials.
- Youth and adult sports organizations and service organizations.

Our Current Environment

This is a summary of our existing website environment.

- **Existing Website.** The existing website was launched in 2012 through eGov Strategies. It is a shared site with the Town of Brownsburg.
- **Content Management.** The website consists of web pages managed by two people in the Community Engagement Division using text editors to code HTML. Any major changes must be requested and completed through eGov Strategies.
- **Content Strategy.** Approximately 24 static pages are managed through the current website.
- **Website Documents.** The site contains approximately 69 PDF documents.
- **Website Platform & Host.** The site was developed through eGov Strategies.
- **Website Analytics.** Site analytics are tracked through Google Analytics.
- **Website Domain Hosting.** The domain is hosted on Go Daddy.
- **Registration/e-Commerce Software.** Active Networks hosts all program and memberships registration as well as facility reservations.

Design Guidelines and Qualifications

The design of the website should be welcoming, attractive and intuitive. The final version of the design should be a collaborative effort between Brownsburg Parks and the vendor, incorporating elements that effectively represent Brownsburg Parks' brand and image through a data-driven and consultative process.

Specific guidelines include:

- **Accessibility.** Website design and associated elements should comply with [WCAG 2.1 Level AA](#).
- **Consistent Website Design.** Website design must remain consistent throughout all pages to maximize usability.
- **Design Overview.** Website design must be visually appealing, incorporating Brownsburg Park's colors and logo where appropriate.
- **Design Process.** The vendor shall develop an original design for Brownsburg Parks. Over a period of time during the development of the website, the vendor will consult with key members of Brownsburg Park's website design committee to make revisions and alterations to the original design submission.
- **Easy Updating.** Design elements should include photographs, logos, buttons, content and navigation that are easily updated by staff at any time without incurring any additional implementation or update charges. Staff should be able to make any changes to the website without needing to go through the Vendor.

- **Website Design and Content Ownership.** Ownership of the website design and all content will be transferred to Brownsburg Parks upon completion of the project.

Evaluation of Proposals

Brownsburg Parks intends to conduct a comprehensive, fair and impartial evaluation of proposals received in response to this RFP. All proposals submitted will be reviewed and evaluated by a selection committee using the evaluation criteria listed below.

Evaluation Criteria

This set of criteria will be used to evaluate each vendor's proposal. A contract will be awarded to the vendor that best satisfies the overall requirements of the RFP. Each proposal will be evaluated based on the level of creativity, differentiation and measurability.

- **Presented Approach (Suitability of the Proposal)**
- **Expertise in Recommending and Communicating Appropriate Technical and Aesthetic Solutions**
- **Aesthetic Capabilities**
- **Experience and Qualifications**
- **Value & Pricing**

Interviews

Interviews may be conducted with qualified vendors prior to the selection of the final candidate.

Recommendation for Award

After reviewing all candidates, the selection committee shall recommend to the Director of Brownsburg Parks the successful Vendor. The Director will request that the Park Board approve a recommendation to proceed with contract negotiations with the Vendor. The Park Board reserves the right to make an award, decline the award or cancel this RFP either before or after the date of the RFP response deadline.

Contract Discussions

Upon approval by the Park Board, Brownsburg Parks shall enter into contract discussions with the successful vendor. If the terms and conditions of a contract cannot be

successfully established within a reasonable amount of time (as determined by Brownsburg Parks) contract discussions will be terminated.

Notice of Award

All Vendors submitting a response to the RFP will be notified in writing of the award of a contract if and when an award is made. If no award is made, all vendors will be notified accordingly. For the purposes of the RFP, an award shall be deemed to have been made upon the completion of contract negotiations.

Submission Format and Delivery Requirements

All questions contained in the RFP must be answered. Failure by a Vendor to answer all questions may result in the proposal being rejected.

Documents to be Submitted

Vendors must submit the following information to be considered:

- **Executive Summary**
 - Summarize in one page or less the key products and services you are proposing. Explain which RFP requirements these products are intended to meet and the benefits if we use these products and services.
 - Summarize your overall strategy and approach for delivering web redevelopment projects.

- **Corporate Profile**
 - Provide a brief overview of your firm's history and philosophy.
 - State the year your firm started in the business of selling CMS solutions and web design services.
 - Identify the location of your company's headquarters.
 - Provide the total number of employees and the number of employees in user experience and web design.
 - Specify the number of public sector vs. private sector clients.
 - Indicate whether the business is a parent-subsiidiary.

- **Services and Implementation**
 - Provide an in-depth list of your firm's capabilities.
 - Explain your firm's experience in developing responsive websites.

- Identify what uniquely distinguishes your services from your competitors.
 - Describe your experience in implementing unique, custom website solutions, including strategic use of branding and design to match stated goals.
 - Describe your implementation approach, project management tools and methodologies for the proposed solution.
 - Submit a detailed implementation plan that addresses requirements, customizations, implementation schedule, delivery milestones and responsibilities of each party.
 - Describe your plan to integrate with Active Networks registration software or provide a full-featured alternative to Active Networks with comprehensive reporting, pricing and content migration that could be included with our solution.
 - Describe your hosting platform including an estimate of annual cost.
 - Provide the proposed cost for the services required in this RFP. The total cost for services should include a breakdown of staff hours for each individual person assigned to the project, hourly rates for each staff person, overhead and profit rates and direct costs anticipated in the performance of work including website redevelopment, and content migration.
- **Client Examples**
 - Provide three examples of responsive websites your firm has developed. Clearly explain the design objectives, the outcome and whether your firm has managed the entire site or specific modules or applications within the site.
 - Provide three client references in your proposal, including a current contact name, organization name, phone number and email.

Proposal Response Delivery

All vendors must e-mail their response to the individual and address identified in the “Invitation” section of this RFP. Submissions should be prepared simply and economically, providing a straightforward, concise description of the vendor’s qualifications.

Supplemental Information

General Provisions

- A) A prospective Vendor may withdraw their proposal at any time prior to the date and time set forth herein as the deadline for acceptance of proposals.

- B) Brownsburg Parks reserves the right to request additional information from any and all prospective Vendor(s) as deemed necessary by Brownsburg Parks in order to evaluate the proposal. This process may not be used as an opportunity to submit missing documentation or to make substantive revisions to the original proposal.
- C) As required by I.C. 5-22-16.5, the Vendor must certify that it is not engaged in investment activities in Iran. Providing false certification may result in consequences listed in I.C. 6-22-16.5-14; including termination of the contract and denial of future contracts, as well as imposition of a civil penalty.
- D) Pursuant to I.C. 22-5-1.7, each Vendor that is awarded a contract with Brownsburg Parks must enroll in and verify the work eligibility status of all newly hired employees of vendor through the E-Verify Program. Vendor is not required to verify the work eligibility status of all newly hired employees through the Program if the Program no longer exists.
- E) The Vendor must comply with all applicable federal, state and local laws, rules, regulations and ordinances, and all provisions required thereby to be included herein are hereby incorporated by reference.
- F) **All communications from interested parties to Brownsburg Parks during the RFP submittal process shall be made electronically through email only (see "Invitation" section).**
- G) Once submitted, a response to this RFP becomes property of Brownsburg Parks. The release of information will conform to Indiana law.
- H) Brownsburg Parks reserves the right to enter into an agreement with any prospective Vendor at any time, deviate from this Request, reject any or all proposals, continue to advertise for new proposals, negotiate with multiple entities simultaneously, waive any defects in proposals, or proceed otherwise. The RFP and the selection process will in no way be deemed to create a binding contract or agreement of any kind between Brownsburg Parks and any prospective Vendor(s).
- I) Brownsburg Parks is tax exempt from Federal and State excise, use and sales tax.
- J) The successful Vendor(s), their officers, agents, employees and subcontractors shall not discriminate against any employee or applicant for employment to be employed in the performance of work with Brownsburg Parks, with respect to his or her hire, tenure, terms, conditions or privileges of employment, or any matter directly or indirectly related to employment, because of his or her race, sex, sexual orientation, gender identity, religion, color, national origin, ancestry, age, disability or United States military service veteran status.
- K) In the sole judgement of Brownsburg Parks, any and all proposals are subject to disqualification on the basis of a conflict of interest. Brownsburg Parks may not contract with a Vendor if the Vendor or an employee, officer or director of the proposer's firm, or any immediate family member of the preceding, has served as an elected official, employee, board or commission member of the Town who

F) Employer's Liability

Bodily Injury Accident	\$100,000.00 (each accident)
Bodily Injury by Disease	\$100,000.00 (each employee)
Bodily Injury by Disease	\$500,000.00 (policy limit)